SPORTS
by carbonhouse

Instruction Manual

for Sports by carbonhouse Clients

As of Wednesday, May 13, 2020

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Help!

You've read the entire instruction manual three times and you're still stumped! Click on the Help button in Showtime to be taken to the Support portal or email help@carbonhouse.com.

IMAGE SIZES GUIDE

CODE	NAME	DIMENSIONS (Width x Height)
A	Schedule Page Promotions	480px by any px*
B	Opponent Team Logos	500px by 500px (transparent png)
C	Player Headshot	400px by 400px
D	Player Cover Photo	1180px by 440px
E	Player Cutout/Bumper	800px by 800px
F	Banners (Sub-navigation Promos)	380px by 440px
G	Above Navigation Promotion	Any width by 130px**
H	Lightboxes - Overlays - Galleries	1000px by 750px***
I	Spotlight List	200px by 200px
J	Images within Text Blocks	200px by any height***
K	News Detail Page Image	1180px by 440px
L	News Thumbnail	610px by 320px
M	Gallery Thumbnail	200px by 200px

*Can be any height, but must be no wider than 480px.
** Can be any width, but must be no taller than 130px.
***Recommended dimensions. Can be any size needed.

Optimize your images.
Recommendation is 72 DPI.

TEAM

TEAMS

/showtime/teams

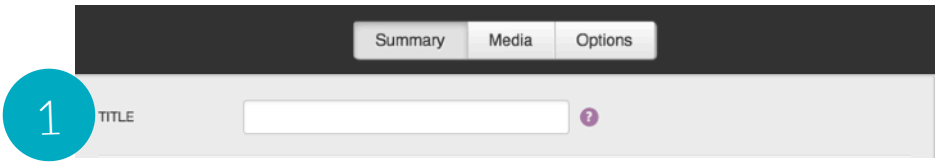
Overview

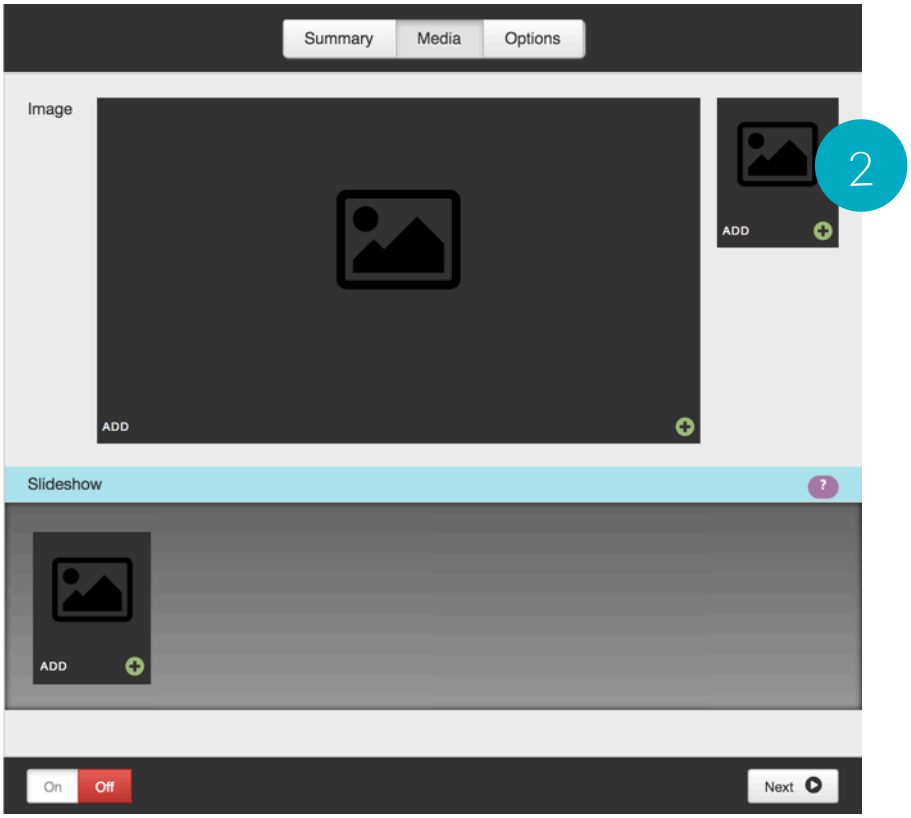
The Teams database is where you manage your database of opponents. This database will feed the Opponent dropdown on the game set up screen. By default, new sites will automatically have all teams entered, but the client is responsible for managing the list going forward.

There are only two fields required.

1. **Title**: Name of the opponent team found on the Summary tab.

2. **Media**: Enter the team logo in the small image slot on the Media tab.





Turn the team ON so it displays in the dropdown. Turn it off to remove it from the drop down.

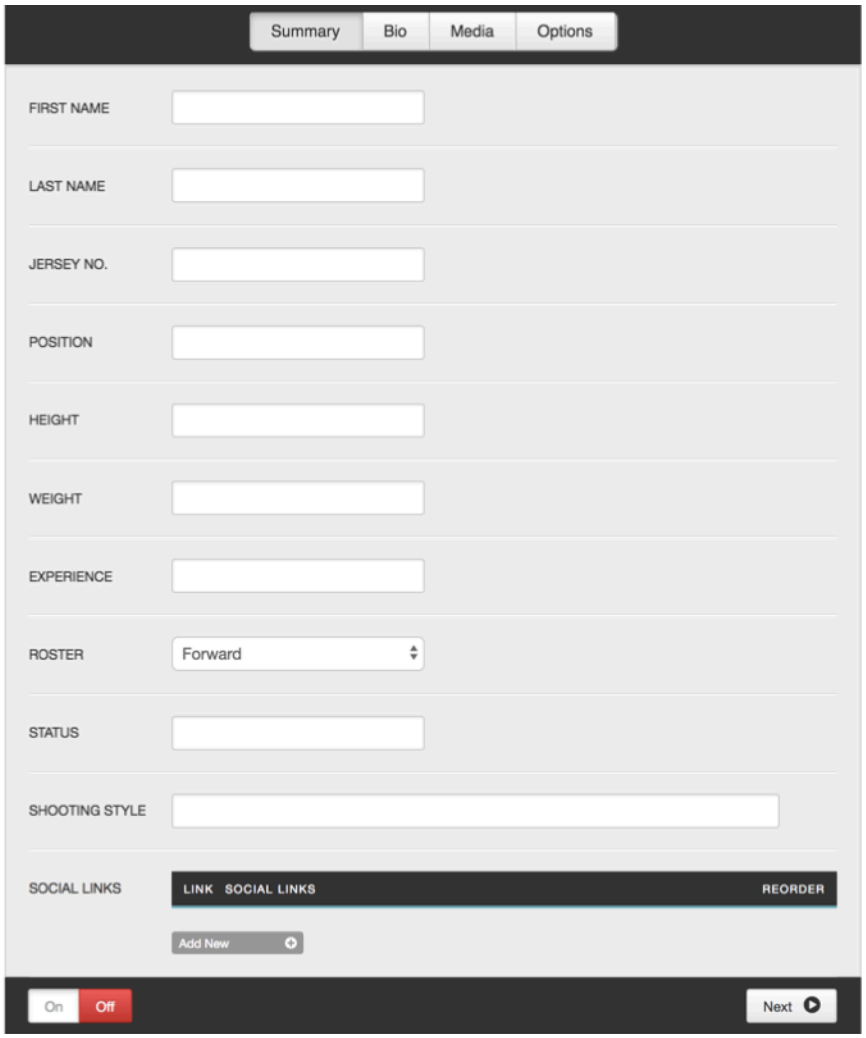
PLAYERS

/showtime/players

Overview

The Players section is the database of players for the team. These can include old players and new players alike. Create new players to add them to the roster, turn players off to remove them from the roster.

Summary



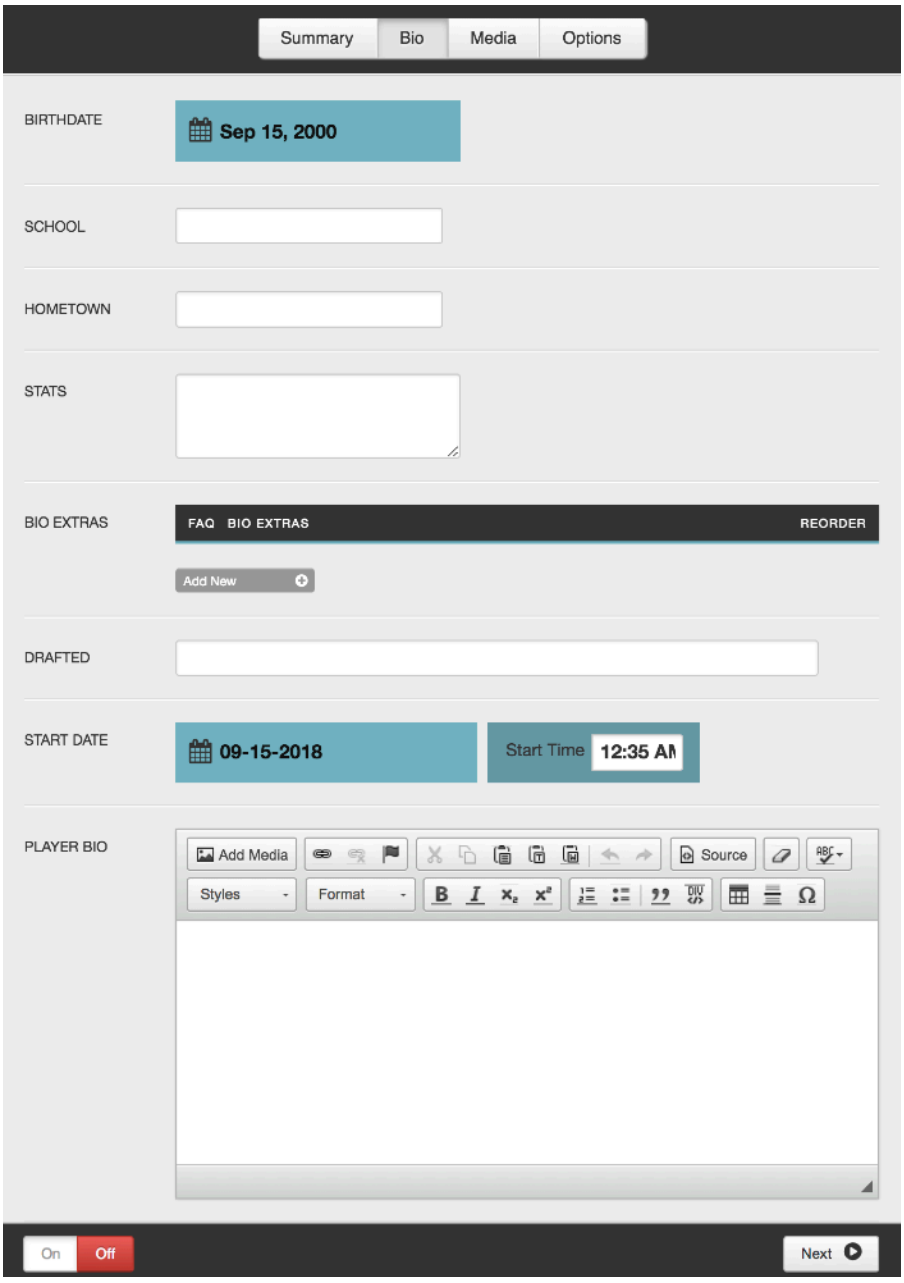
The fields in this section are fairly straightforward. A few to mention are:

Roster: Choose the appropriate position from the drop down. This will determine how the player is grouped on the roster.

Social Links: Add links to the individual player's social media accounts here.

PLAYERS

Bio



Birthdate: Using the date selector, choose the player's birthday. *Hint: Click on the month to search by year, click on the year to search by decade.*

School: Enter name of school.

Hometown: Enter name of hometown

Stats: Enter the four digit Player ID from LeagueStat.

Bio Extras: Add as many items as you'd like. They will appear as accordion style FAQs on the player detail page.

Drafted: Enter draft year

Start Date: Select a start date and time

Player Bio: Add the bio here. *Hint: Copy the bio from LeagueStat, click on the Source button in the text editor for the bio field and paste the bio. This will copy all of the text AND formatting from LeagueStat.*

PLAYERS

Media

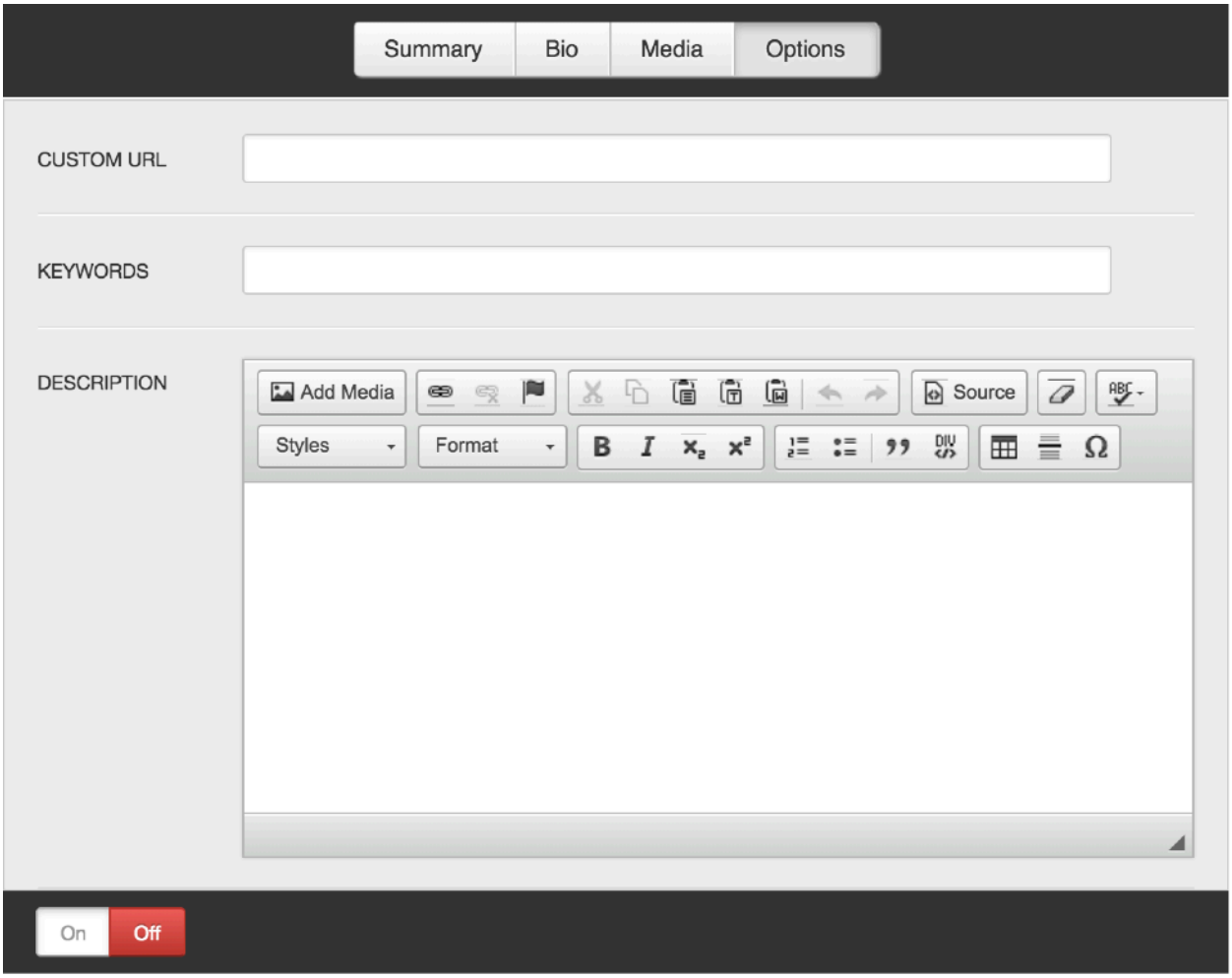
Add an image to display as the background image on the player detail page. Add the player's headshot as the thumbnail. The slideshow displays as a gallery at the bottom of the player detail page.

PLAYERS

Options

Custom URL: All players will follow the same URL structure - www.team.com/players/detail/URI The URI is generated automatically based on the player's name. However, you can override the URI by filling in the custom URL field.

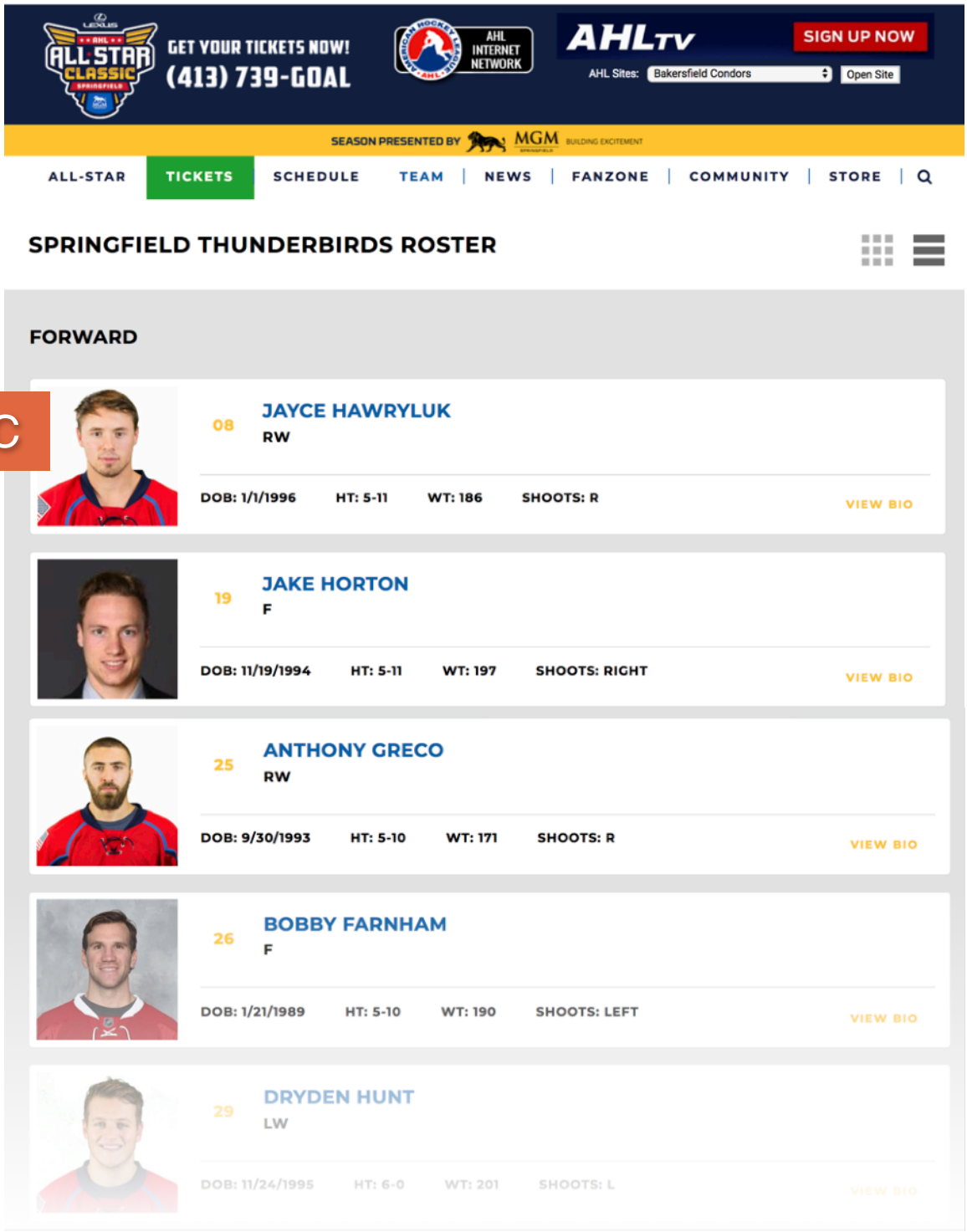
Keywords and Description: These fields are for your meta data. Please fill these in for each player to enhance SEO.



Turn the player ON to display them in the roster. Turn them off as needed.

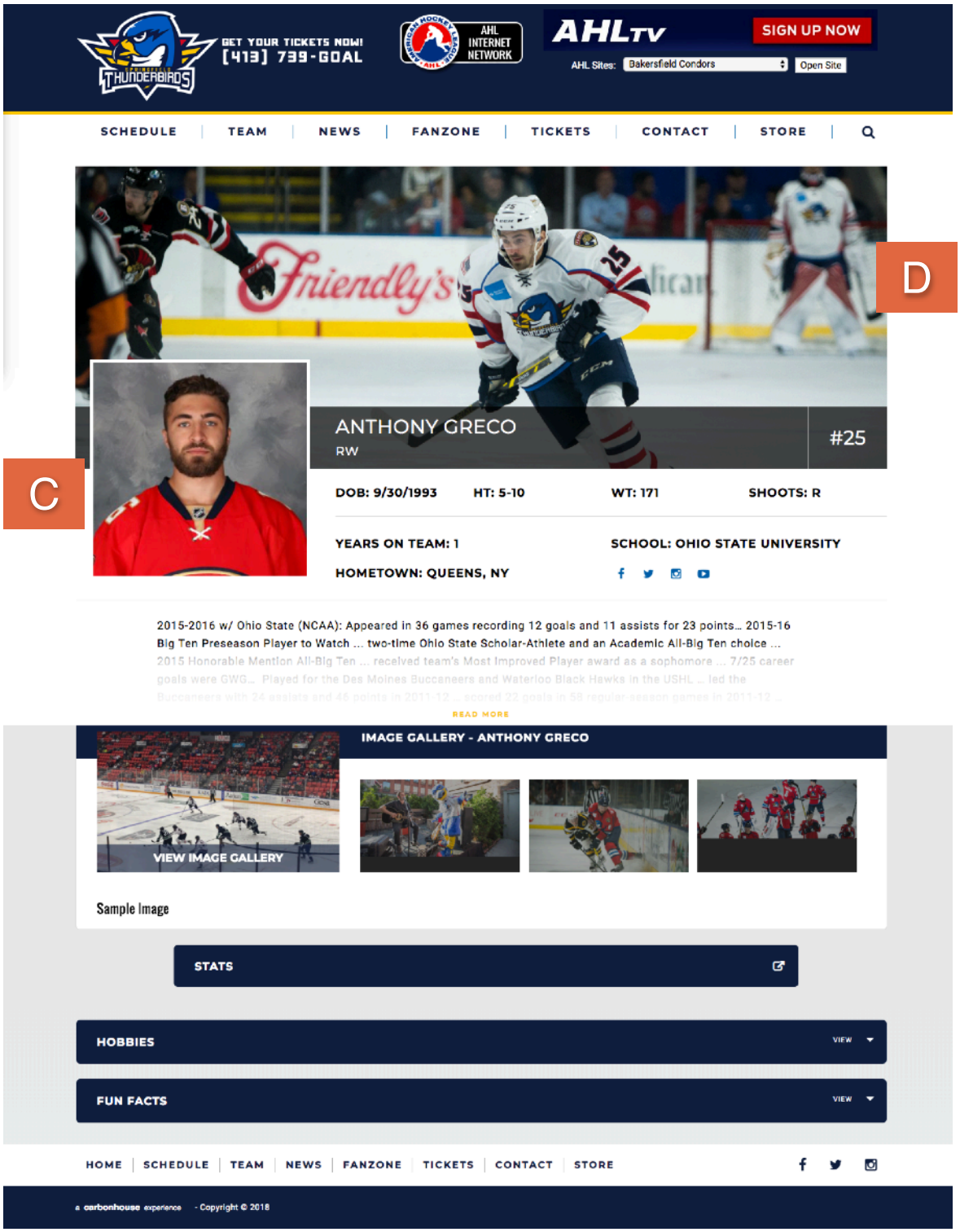
PLAYERS

Front End Reference - Roster Page



PLAYERS

Front End Reference - Player Detail Page



BUMPERS

/showtime/bumpers

Overview

Player cutouts are an optional marketing tool that can be used on any page of the site to highlight specific players while adding some dimension to the site. Keep in mind that the cutouts are only visible on desktop.

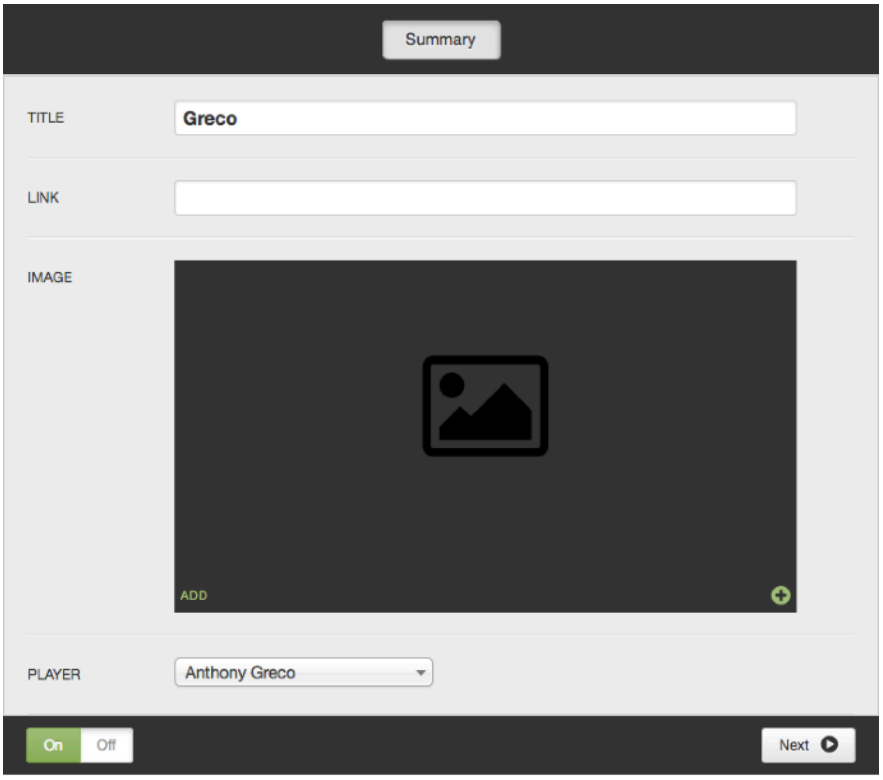
Summary

Title: Name the bumper so you can find it later in the available dropdown.

Link: Enter a link if desired

Image: Add your image from the media gallery

Player: If this bumper is for a player, choose the player so the system can assign the appropriate name and number.

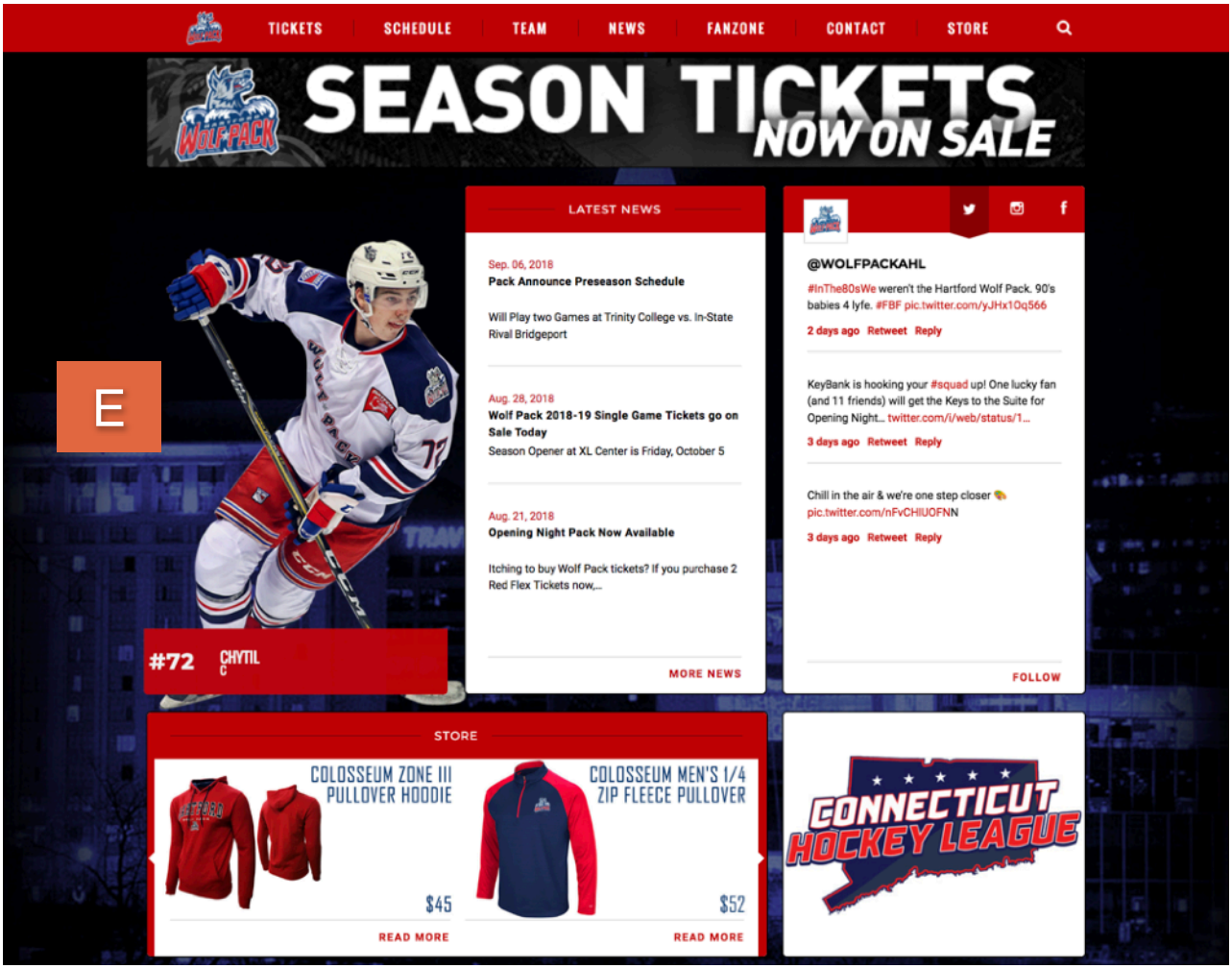


Turn the player cutout ON to display it in the player cutout dropdown. Turn them off as needed.

PLAYER CUTOUTS

Front End Reference - Player Cutouts

Player Cutouts are not limited to just players, you can also use them for other promotions as well.



*carbonhouse can provide PSD templates upon request.

PROMOTIONS

BANNERS

Above Navigation Banner

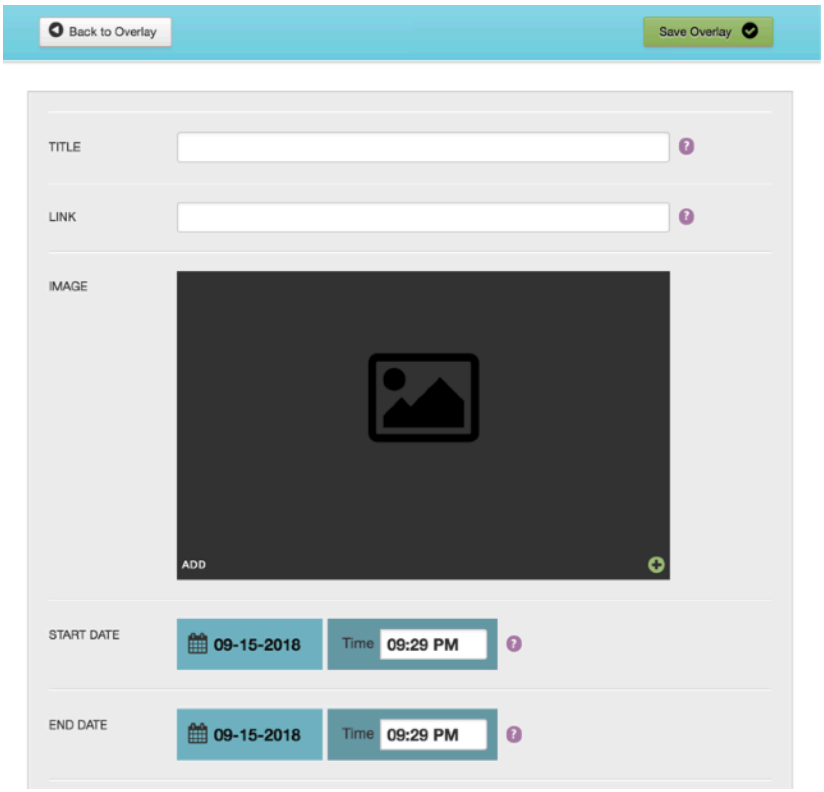
This is an add-on feature. For pricing, please contact Client Services.

Front End Reference - Above Navigation Banner

OVERLAYS

Creating Homepage Overlays

The Homepage Overlay is displayed as soon as the user navigates to the homepage. It grays out the site so the focus is on the advertisement. It is only available on the homepage.



Title: Name your overlay. The name is not displayed, it's for your reference only.

Link: Add a link to make the overlay clickable to any page.

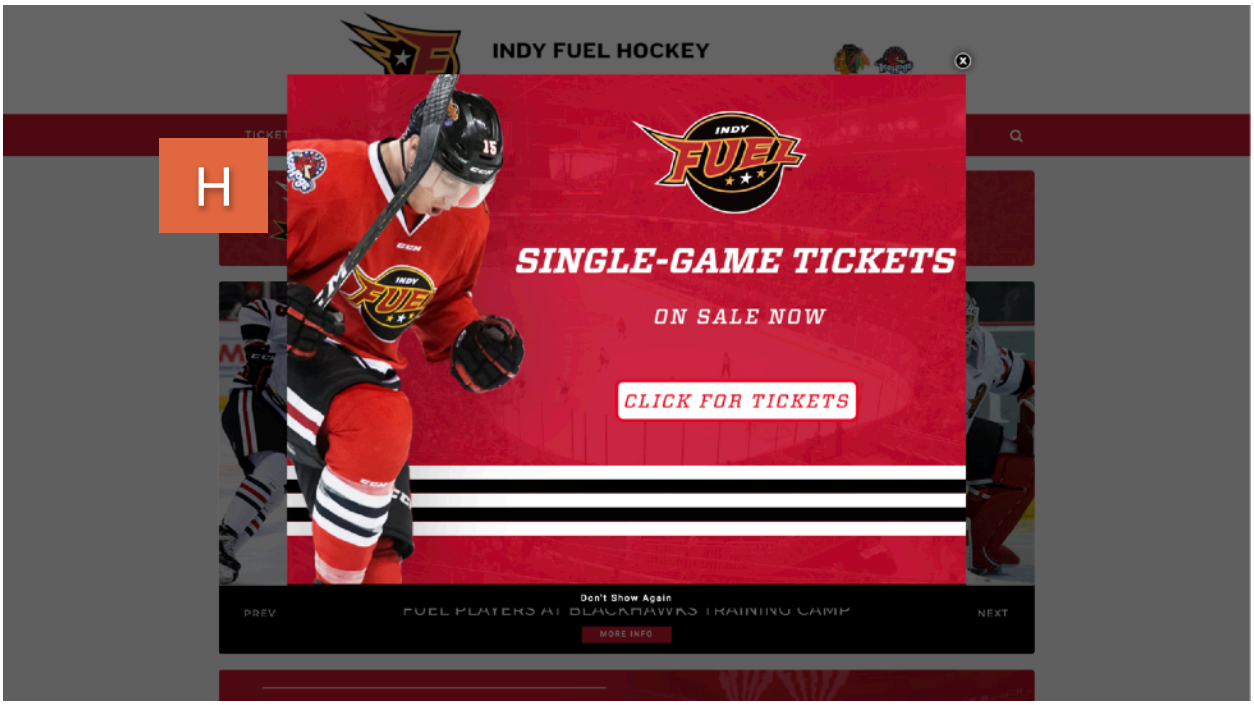
Image: Add an image to display in the overlay.

Start/End Date Time: Schedule when you would like the overlay to appear and disappear.

OVERLAYS

Front End Reference - Overlays

The image will appear on top of the homepage. Users have a choice to either X out of the overlay, which will close it temporarily until the next time the user comes to the homepage, or click “Don’t show again,” which hides the overlay completely for 24 hours.



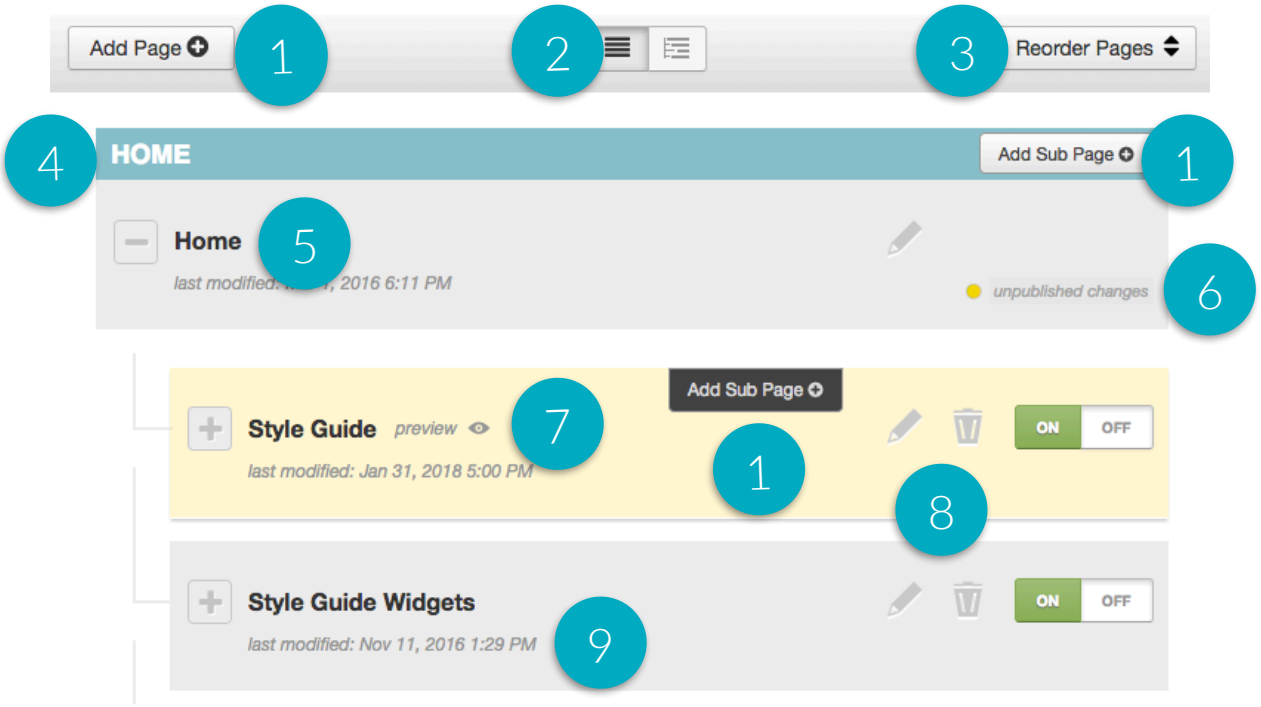
WEBSITE

PAGES

/showtime/pages

Overview

The Pages module is where you will control all of the static content on the site. Please refer to your Style Guide in Showtime for detailed instructions on how to attain specific styles for your site.

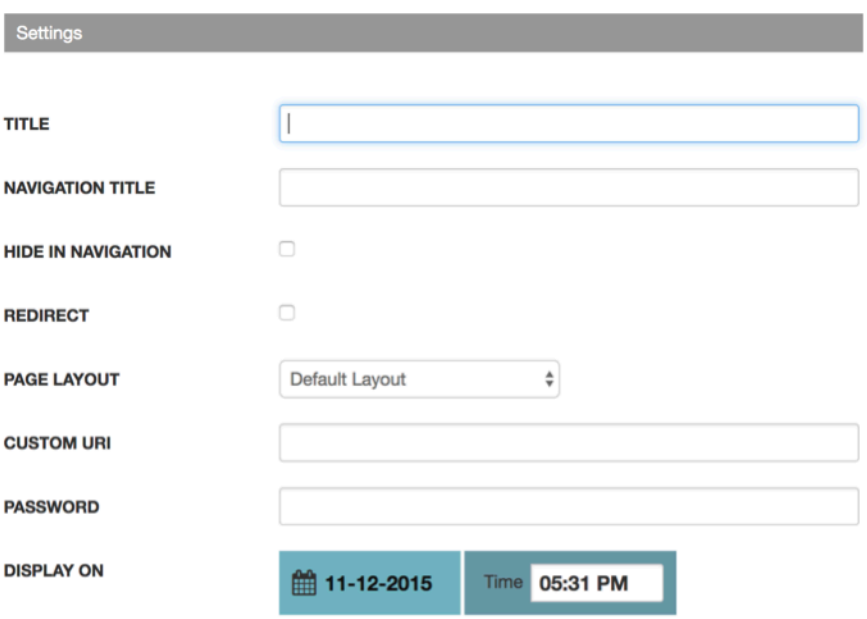


1. Add Subpage: Create new pages anywhere
2. Expand or collapse the subpages to easily search.
3. Reorder Pages: Click this and drag and drop the pages into the desired order.
4. Blue Pages: Main Navigation items
5. Page Titles
6. Unpublished Changes: Indicates changes that were saved but not published.
7. Preview: Allows you to preview your changes before they go live.
8. Edit, Trash, Status:
   - Edit: Make changes to an existing page
   - Trash: Delete an existing page
   - Publish On and Off: Turn the page on and off. Pages that are turned off no longer show in the navigation.
9. Last Modified: Date/Time stamp of last modification.

PAGES

Settings

Page settings can be accessed on any page by clicking the gear icon.



Title: The page name in Showtime and browser tab

Navigation Title: How it displays in the navigation

Hide in Navigation: Toggle on if you do not want the page to show in the navigation

Redirect: Toggle on to redirect the page to another location. A new field will appear where you can enter the URL of the redirect.

Page Layout: Automatically set to default.

Custom URI: Override the URI of the page here.

Password: Enter a password to protect the page on the front end. Passwords are case sensitive and not encrypted on the back end so you cannot lock yourself out of a page.

Display On: Set a page to display on the site at a specific date and time in the future.

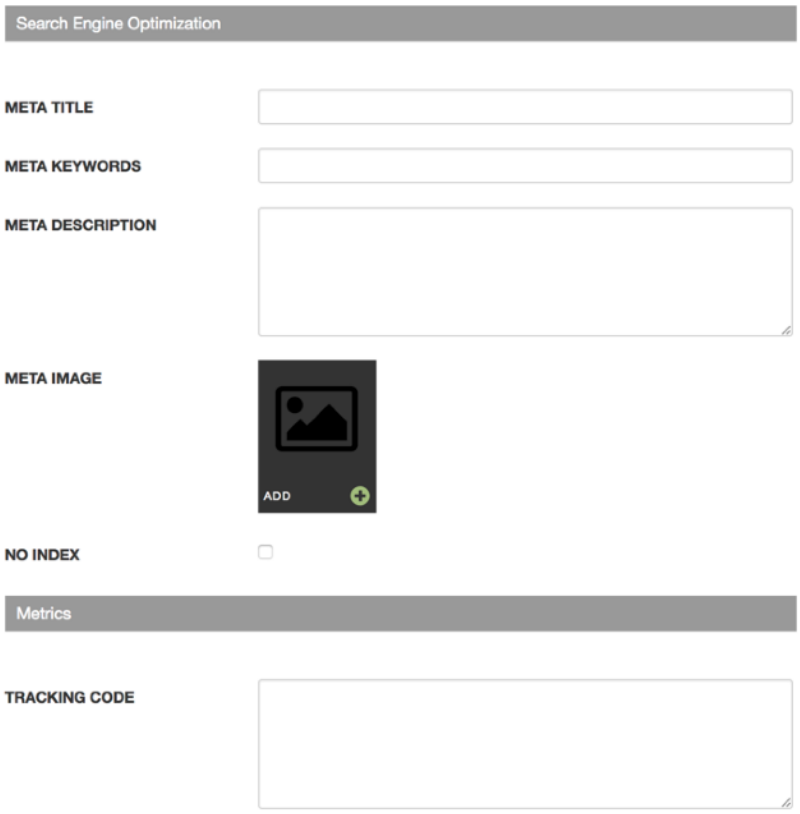
PAGES

Settings

Meta Title, Keywords, and Descriptions: Be sure to fill in your meta data to help Google search your site effectively.

Meta Image: The system will automatically pull a picture from the page, but if you want to change the default image, enter an alternate image here. This would be used for social sharing.

No Index: Toggle this on if you want search engines to ignore this page in their search results.



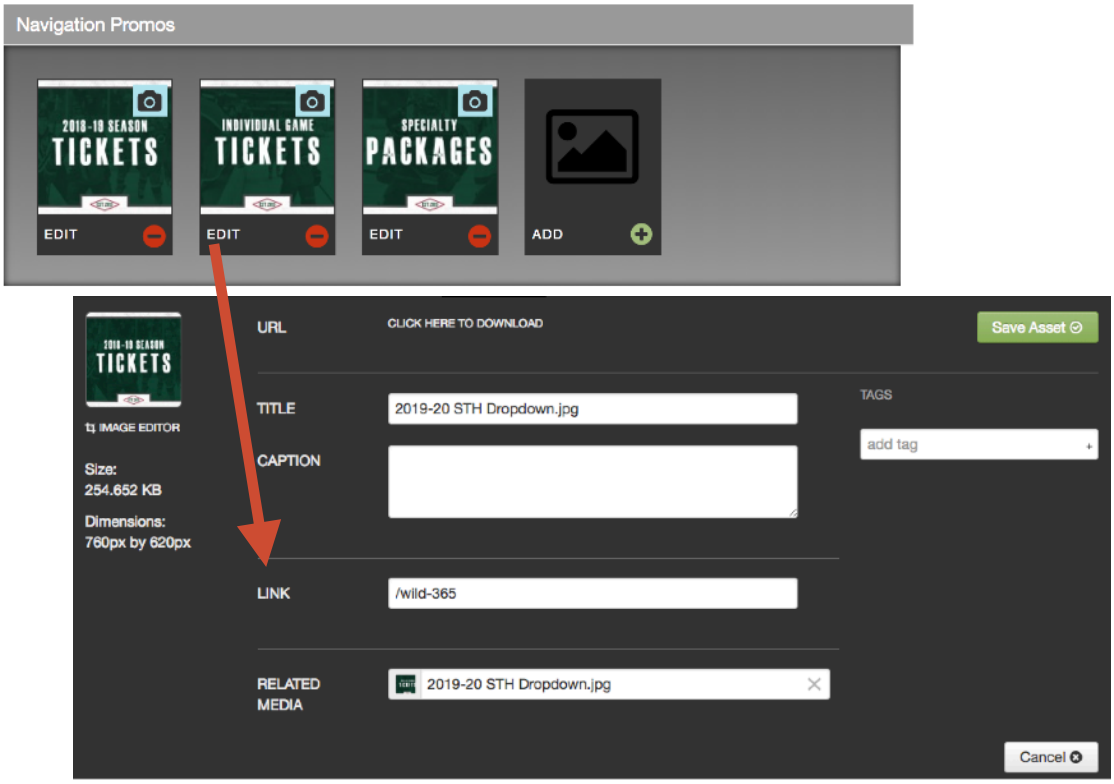
Tracking Code: Optional field that allows you to place a tracking pixel only on that particular page. If you have tracking code you want added to all pages, send it to the help desk and we can add it quickly for you.

PAGES

Settings

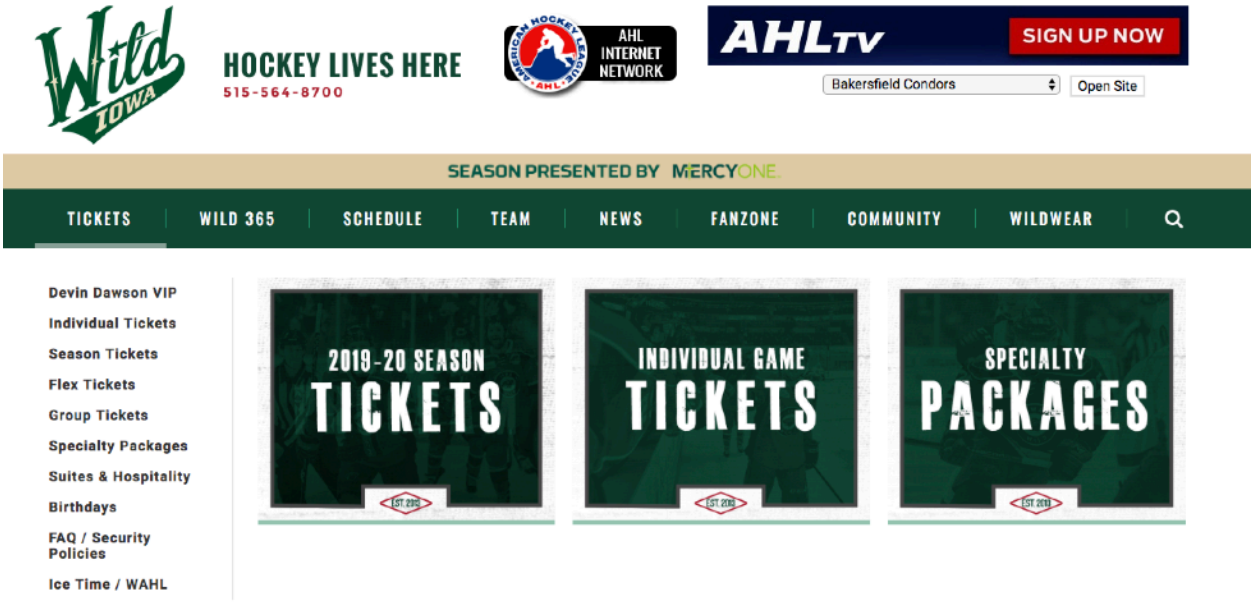
The Navigation Promos section allows you to control the promotions that appear in the sub-navigation of your site. You'll only see them under page settings for your top level navigation pages (titles are in blue header bars).

- The sub-navigation promotion is limited to three promos per sub-navigation. Any others added to an individual banner will not display.
- If there are no subpages under a main navigation item, there will be no sub-navigation, and therefore no promos will be displayed.
- To add an image to the sub-navigation, click on the Add button and choose the images from the media gallery. To make an image clickable, click on the Edit button on the image and insert a link into the Link field. If linking to an internal page use everything after .com.



PAGES

Front End Reference - Sub-navigation Promos



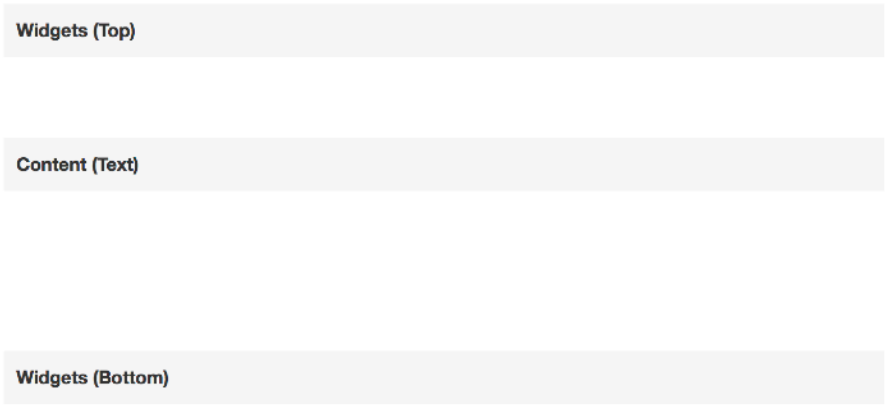
carbonhouse will create sub-navigation promotions for your site and can provide PSD templates upon request.

PAGES

Page Layout

You can choose to display just text, or both text and widgets.

- If you want the widgets displayed before text you'll place them below the "Widgets (Top)" gray bar.
- If you want the widgets displayed after text you'll place them below the "Widgets (Bottom)" gray bar.



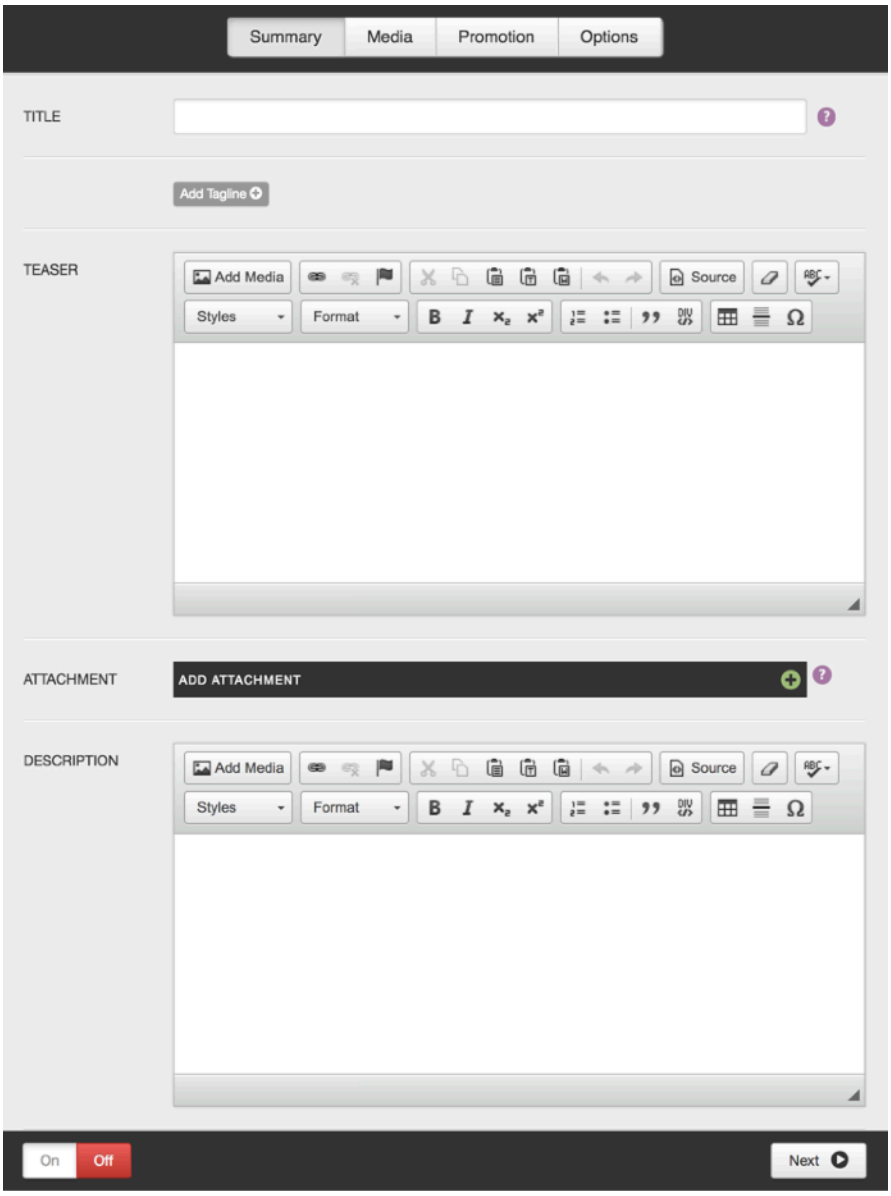
/showtime/news

NEWS

Overview

The News database is where all of your past and upcoming News articles are created and managed.

Summary



Title: Enter title of article.

Add Tagline: If used, will display below the title on the News Detail Page.

Teaser: If used, displays under the title in all news widgets.

Attachment: Add an attachment to a news article if needed.

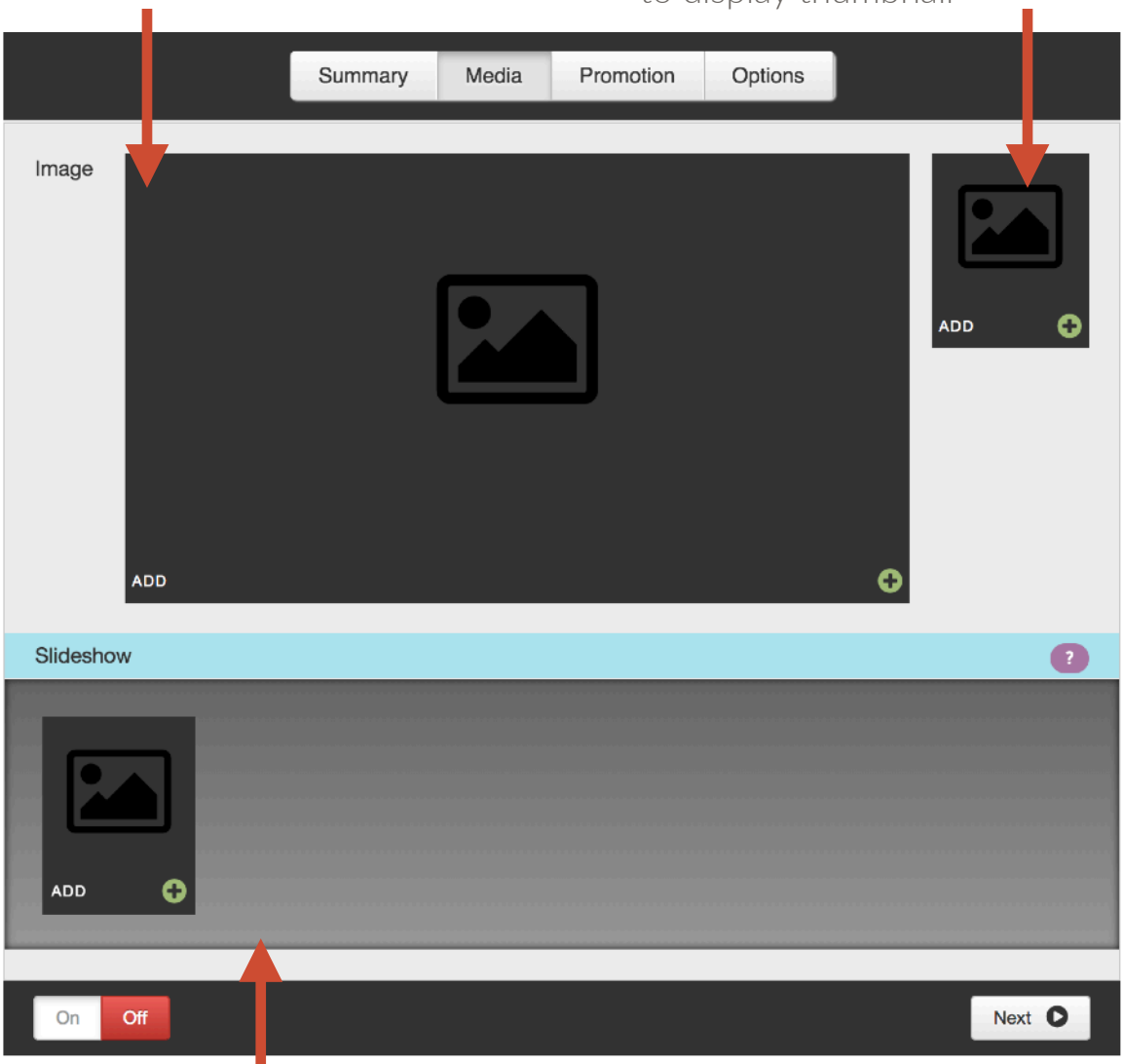
Description: Body of news article.

NEWS

Media

Main News Image:
Displays on News Detail Page

News Thumbnail:
Displays in widgets if user chooses to display thumbnail



Slideshow:
Overrides Main News Image on News Detail Page. Accepts both static images and video.

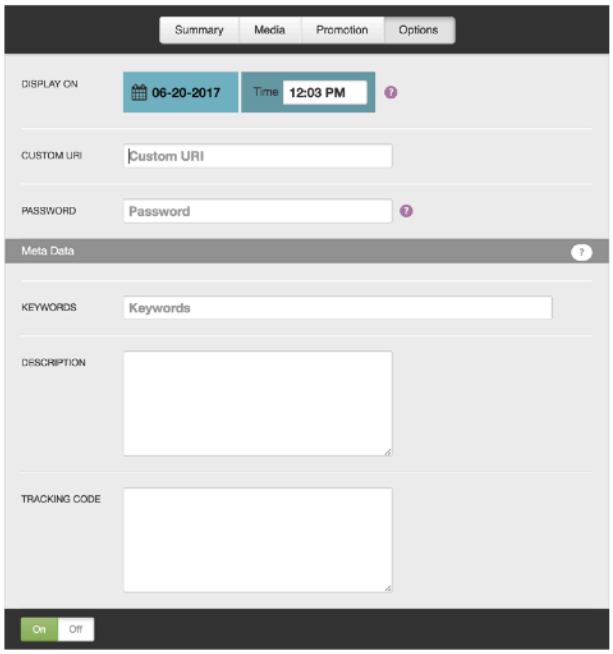
NEWS

Promotion

Not used.

Options

If the Display On date and time is set to the future, the news item will not show on the site or be searchable until that date and time has past.



Custom URI: Generated automatically by the news title. Use this field to override it, if desired.

Password: Type in a password to password protect the news article.

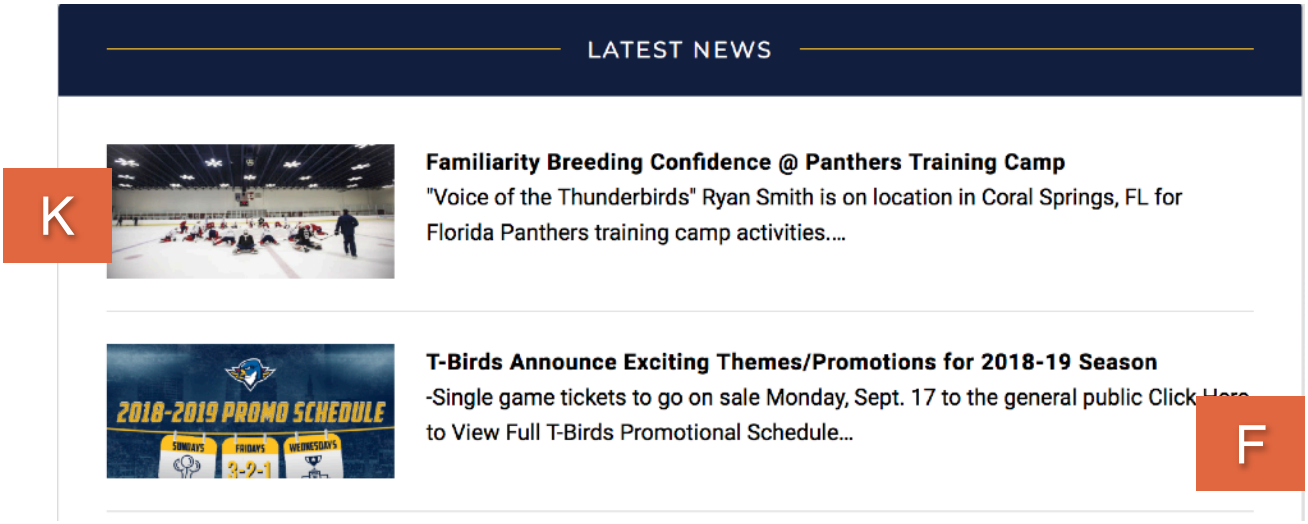
Meta Data: Be sure to fill in your meta data. Keywords and descriptions are used to help Google search your site effectively.

Tracking Code: Optional field that allows you to place a tracking pixel only on that particular news item.

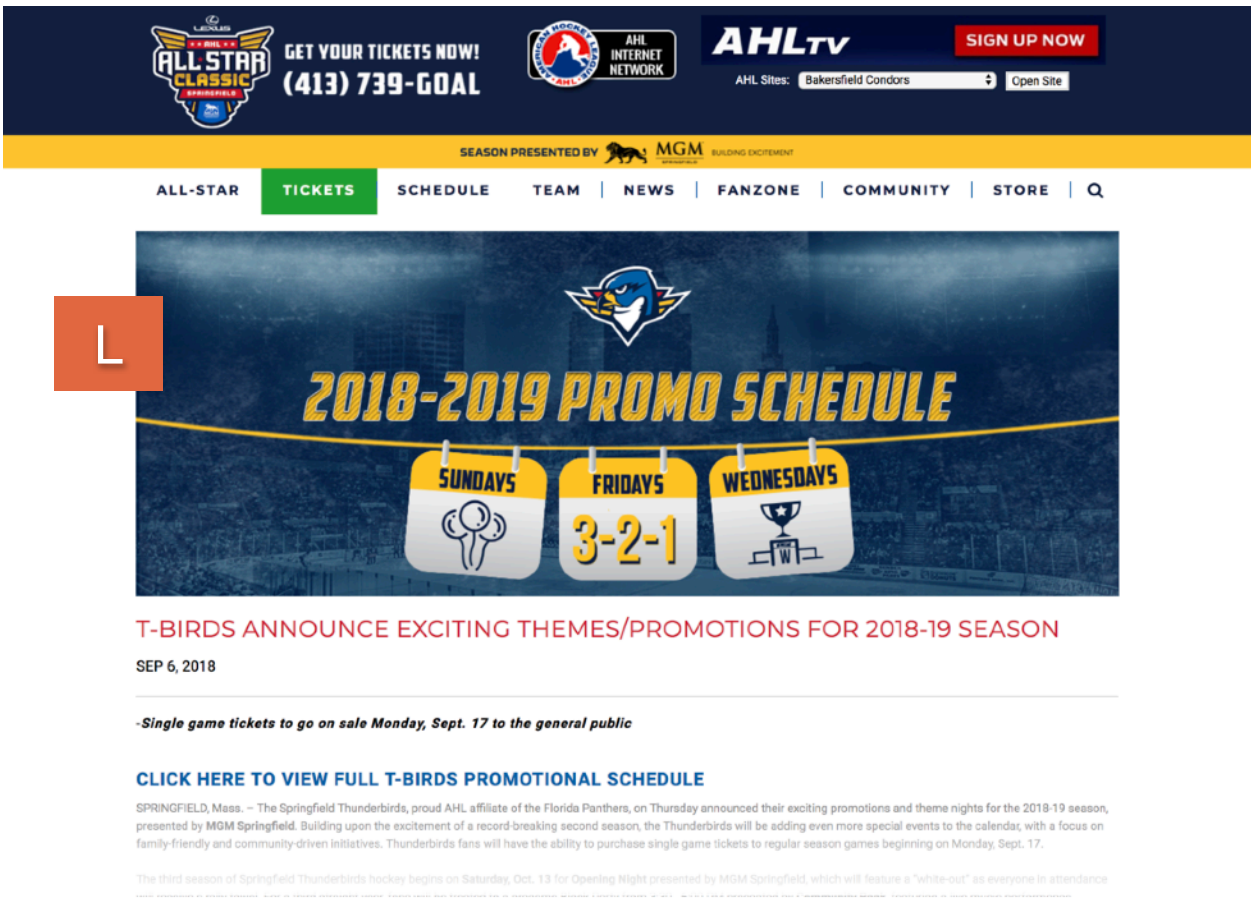
The news article must be ON for the Display On date and time to register.

NEWS

Front End Reference - News Widget Example



Front End Reference - News Detail Page

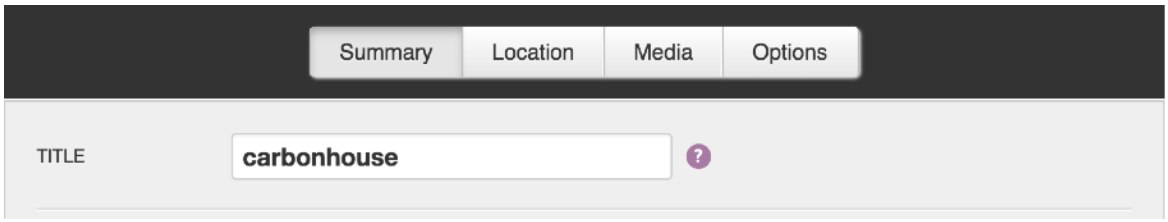


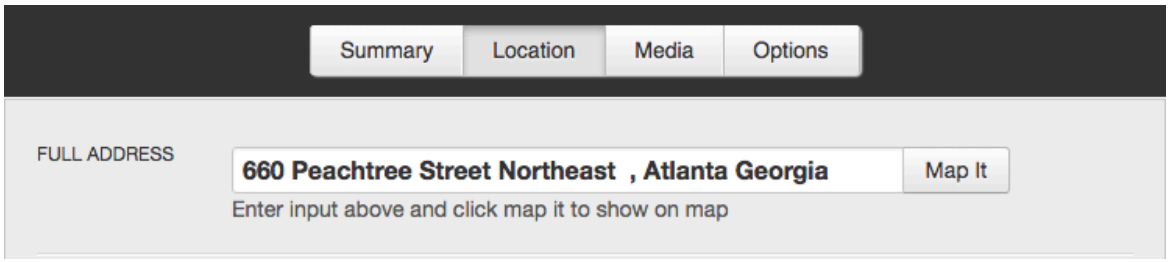
VENUES

/showtime/venues

Managing Venues

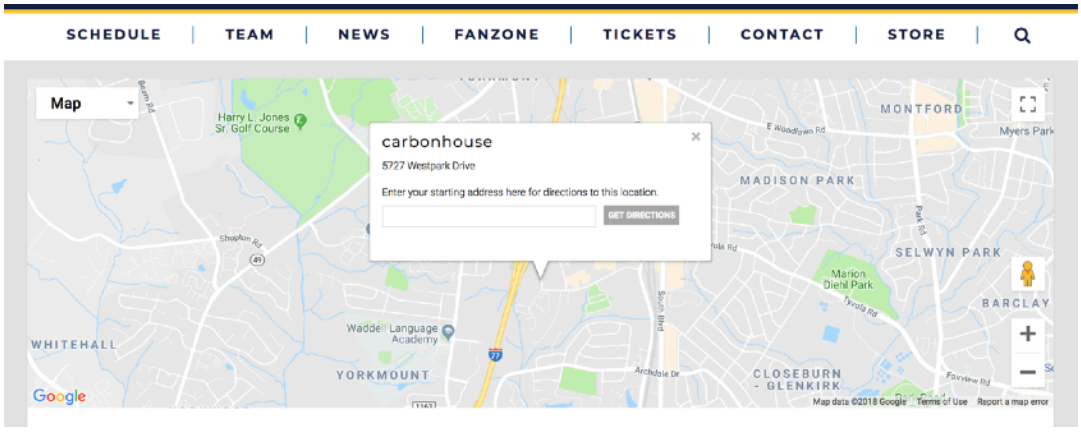
Hey, I'm a sports team, why do I have a Venues tab? The only time you need to utilize the Venues tab is if you want to use the Map content item. For Sports by carbonhouse clients, the only fields you need to fill out are the name of the venue on the Summary tab and the address on the Locations tab. Once done, the map will populate with that information.





Enter the address in the Full Address field and click Map It. A map will appear with a pin at that location. Drag and drop the pin to change the location and latitude and longitude, which will edit the location for GPS. The address fields below the map are not used.

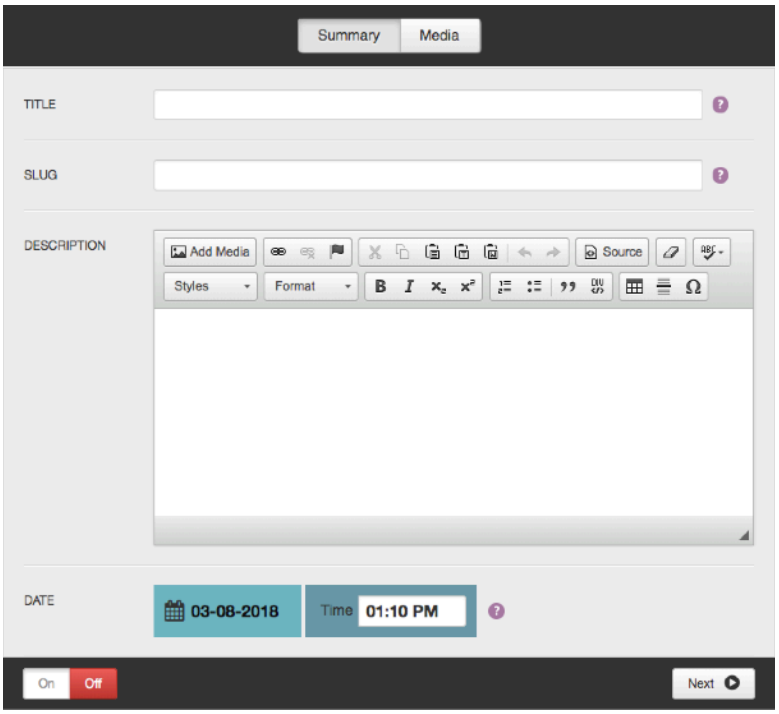
Front End Reference - Venue/Map



GALLERIES

/showtime/galleries

Summary



Title: Enter Gallery title

Slug: Created based on the title.

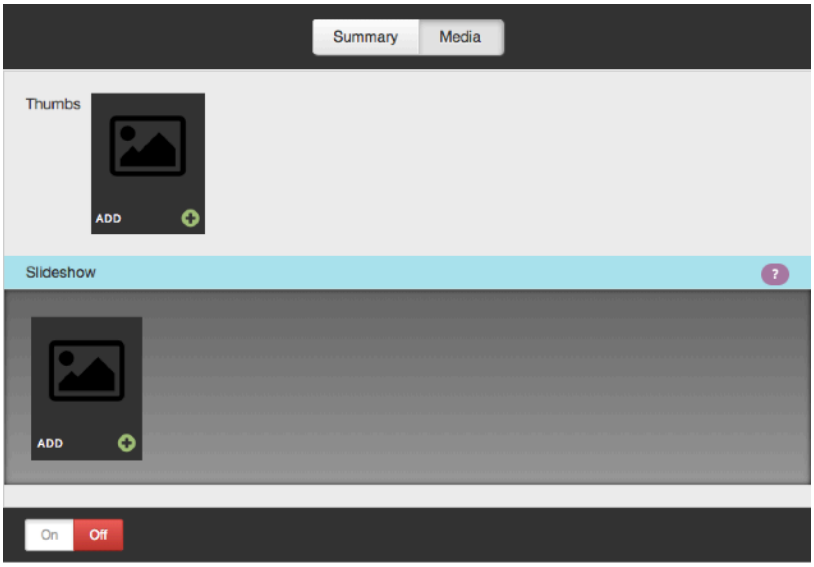
Description: Not used.

Date: Assign a date for the gallery (only the date appears, the time does not)

Media

Thumb: Assign a thumbnail to represent the gallery on the Gallery Listing Page.

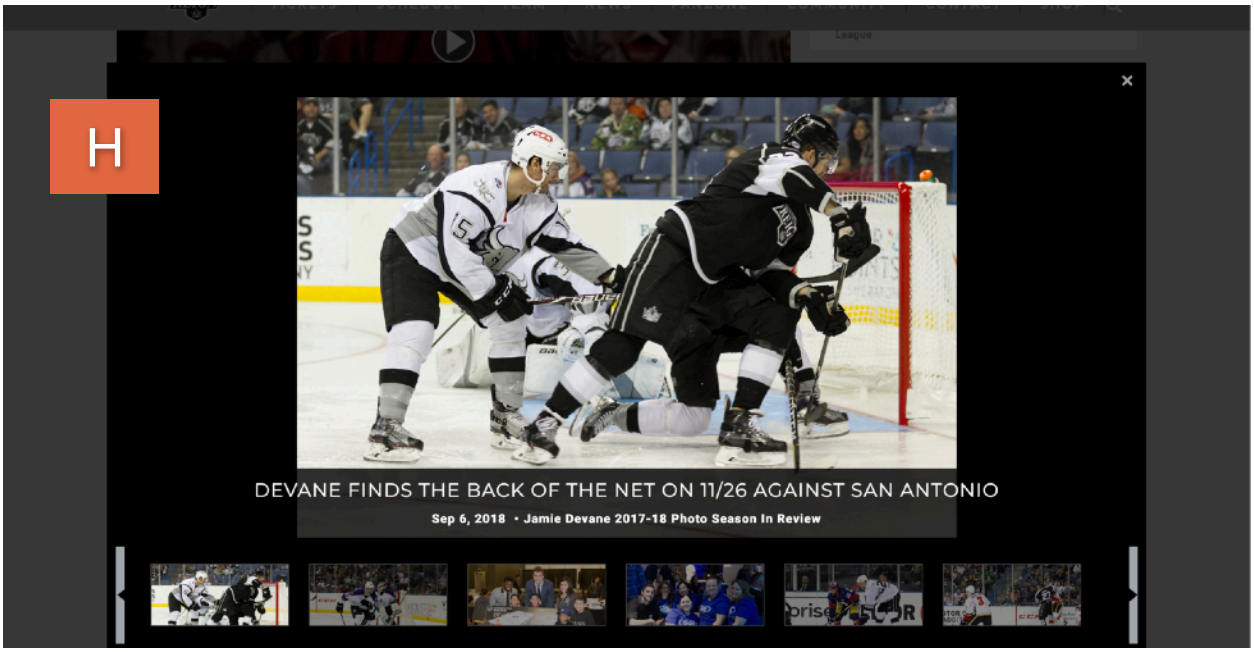
Slideshow: Add images to the gallery. These images will pop up into a lightbox when the thumbnail or button is clicked.



GALLERIES

Front End Reference - Gallery Widget

Front End Reference - Gallery Lightbox



FRIENDLY URLS

/showtime/friendly_urls

Overview

You're sending out an ad with a discount code for an upcoming event and you'd like a short and easy to remember URL to include on the ad to direct people to that event. For this example, we'll say the code is "SAVE" and you'd like it to link to your event detail page, in this case the URL will be http://www.venue.com/events/detail/eventname.

Setting up Friendly URLs

Click on the Friendly URLs module.

TITLE: Enter your friendly URL. Using our example above, you would enter "SAVE" here, which would create the new URL of www.venue.com/SAVE.

URL: Enter the URL for the page to which the friendly will redirect. In this case, it would be "events/detail/eventname" since we are linking to an internal page within the site. If you were linking to an external site, you would need to include the entire URL here "http://www.venue.com/events/detail/eventname."

Click Save.

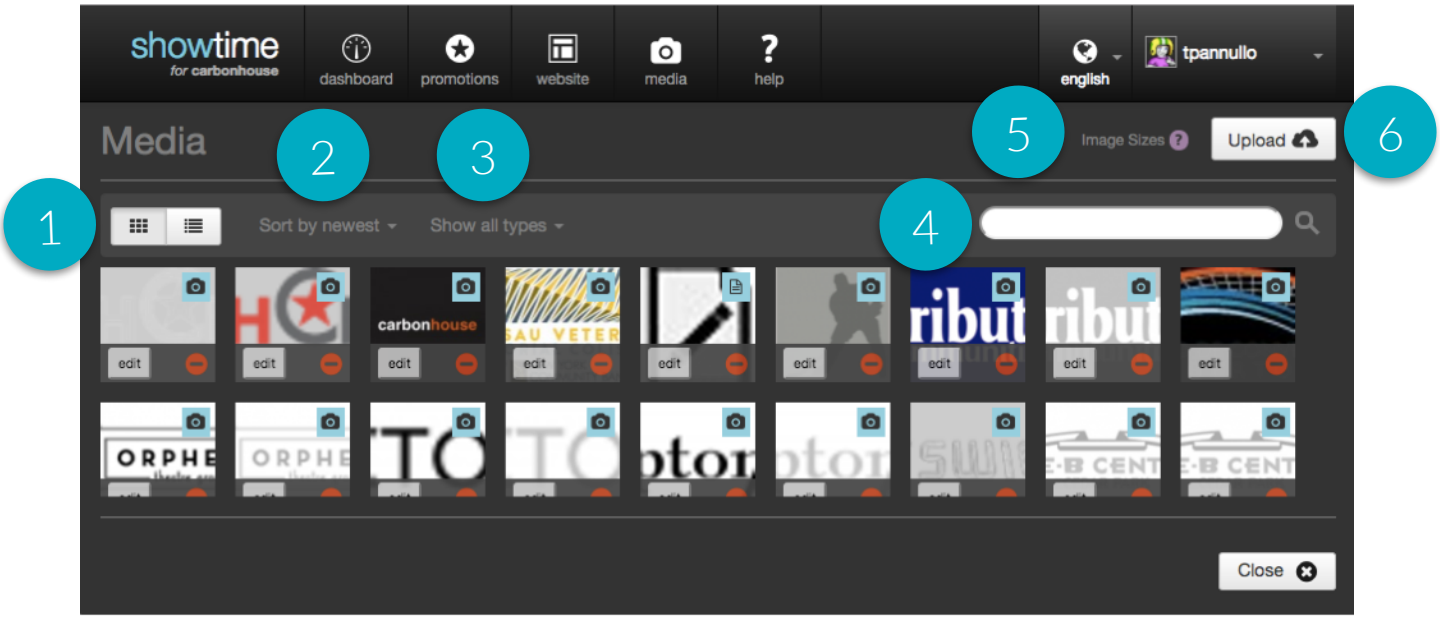
You're done! Now, if anyone enters www.venue.com/SAVE they will automatically be redirected to your event detail page and buy tickets!

MEDIA

MEDIA

Summary

All of the assets on your site are listed in the media gallery. You can click on the Media button from anywhere on the site and it will automatically display as an overlay on top of the page you are on so you will not lose your work.



Filtering

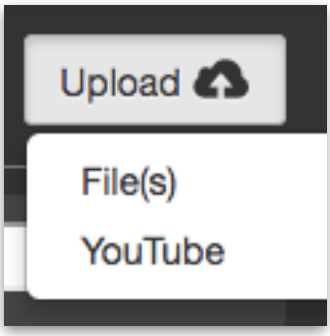
1. **View**: The default is grid view, but you can sort by list view as well. On list view, the name of the file is displayed. On grid view, the name is available on hover.
2. **Sort**: The media gallery defaults to being sorted by newest, meaning the most recently uploaded assets will show first. You can also sort by the file name alphabetically or by the oldest item.
3. **Type**: The default setting is to show all types, but you can sort by file type to show only one type of asset: images, videos, audio, or documents.
4. **Search**: Use the search field to find the exact item you're looking for by typing some or all of the file name.

MEDIA

Image Sizes

5. **Image Sizes**: Click here to view the image sizes used on your website. The sizes will appear on an overlay on top of the media gallery. Click the Close button to go back to the gallery.
6. **Upload**: Click here to add new files or videos

Uploading New Assets



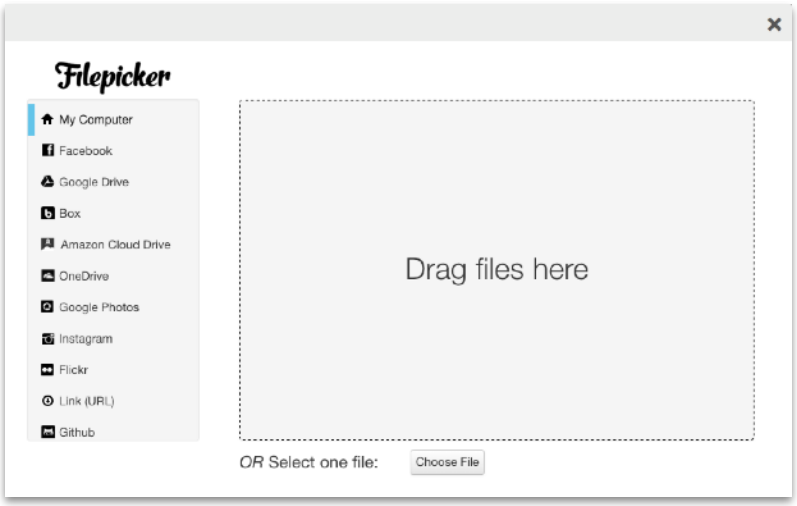
To upload new assets to the media gallery, go to the Media button in the navigation and click on the Upload button. You will have two options: File(s) or YouTube.

- Files(s): Images, documents, or audio files
- YouTube: Videos

Files

If you choose File(s), you will be brought to the Filepicker, which gives you multiple ways to find the assets you would like to bring into the site.

1. Social feeds and shared drives
2. Dragging files from your computer
3. Selecting files from your computer

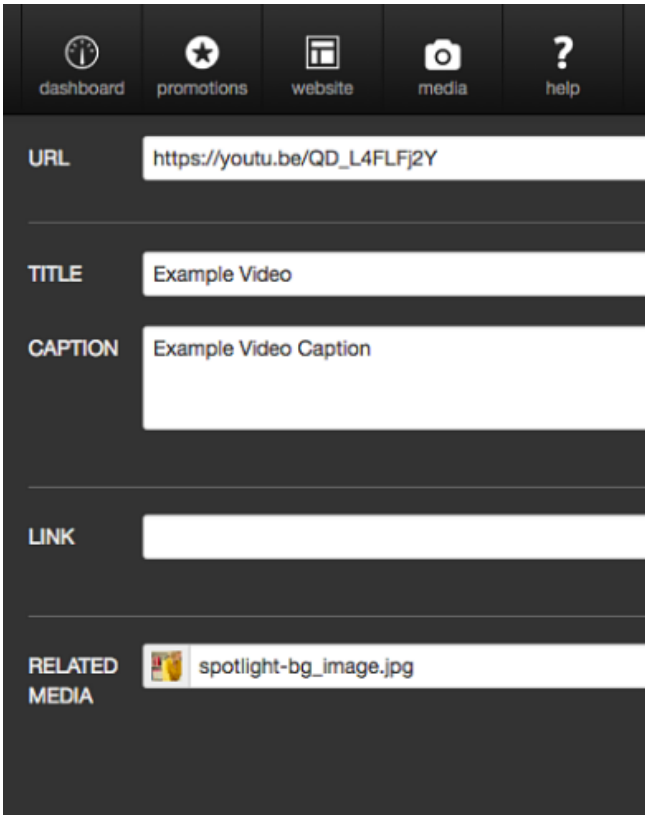


MEDIA

Video

ACCEPTED FORMATS:

1. Upload your video to YouTube or Vimeo
2. Copy the link to the video
3. In the Showtime media gallery, click on the Upload button and choose "YouTube"
4. Paste the URL you just copied from YouTube/Vimeo into the field labeled "URL."
5. Related Image: You MUST assign a related image to each video. It appears in place of the video when added to slideshows. The system will automatically add a play button on top of the image.



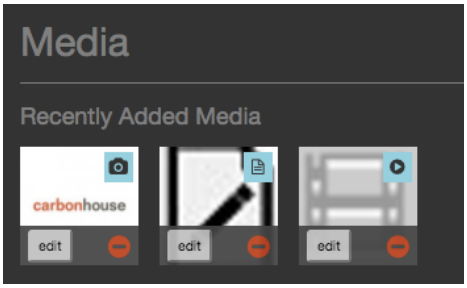
Video isn't playing? Check to see if the link contains "&feature." If so, remove &feature and everything that comes after it. The link will still work, but it removes any of that additional tagging. YouTube tends to tack on.

Related Media: Upload your related media first before you upload the video. Type the name of the related media item in the Related Media field and it will auto-populate with matches.

MEDIA

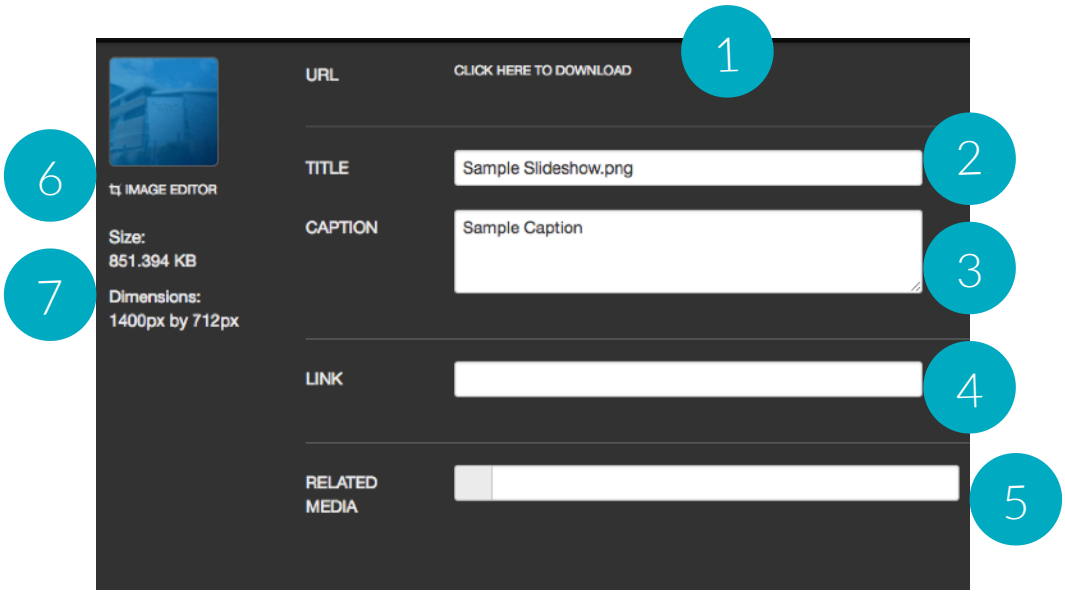
Settings

Once you have uploaded your assets, the system will display them at the top under Recently Added Media to highlight them for you in case you are going to use them right away.



The Edit button will take you to the settings for that particular media item.

If you click on the Trash button it will ask you if you are sure before deleting it.



1. URL: Link for the asset on the servers
2. Title: Image name for filing, SEO, and e-readers
3. Caption: Description that appears on top of the image in slideshows
4. Link: Makes image clickable when entered into a slideshow
5. Related Media: Used for placeholder image on Videos
6. Image Editor: Quick tool to crop, resize, and general alterations
7. Size and Dimensions: Asset specifications

MEDIA

Asset Titles

Make a habit of naming your assets, it will help with:

- **Accessibility**: The title doubles as the alt-tag for e-readers.
- **Filing**: It will help you find your assets in the future.

Sizing Images

Use the image editor to crop your images to the exact specifications for your site. Here are some helpful tips:

- **Saving Changes**: If you make changes using the image editor, the system will not override the original image. A new image will be created.
- **Cropping**: The larger your original image, the more options you'll have. The smaller the original image, the less options you'll have.

The bigger your images, the longer your page will take to load. It is imperative that you make sure everyone on your team is sizing your images correctly and optimizing them for the website.

SETTINGS

MANAGING USERS

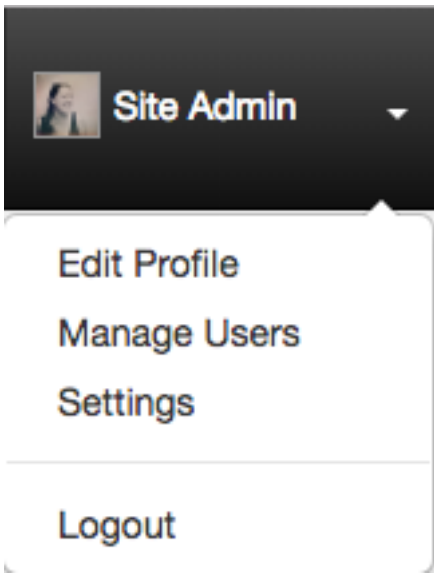
/showtime/users

Overview

Anyone who is a site admin or is a site editor with permission to create new users can add and manage users.

User Settings

Users can be managed by any site administrator. When you sign into Showtime, your username will appear in the top right corner with a little arrow just to the right of it. If you click on your username, a menu will drop down with the options:



- Edit Profile - click this to edit your own account settings
- Manage Users - click this to change or delete existing users or to add new users
- Log Out - click this to log out of your account

Editing and Deleting Existing Users

When you click on the Manage Users button, a new screen will appear with a list of current users. To search for an existing user, you can either type the person's name or scroll through the list on screen to find the user. Click on the drop down next to the search field to change permission type.

- To edit an existing user's account, click on the EDIT button next to the person's name to open their permissions settings.
- To delete an existing user, click on the TRASH button.

MANAGING USERS

Adding New Users

When you click on the Manage Users button, a new screen will appear with a list of current users under the highest permission level (Site Administrators).

Click on the Add User button in the top right to grant access to a new user.

Once you click the Add User button, you will be asked to fill in the following fields:

- First and Last Name: Enter the new user's first and last name.
- Email: Enter the new user's email address.
- Username: Choose a new the new user will be able to change their username if so desired.
- Password: Choose a password and encourage the new user to change the password the first time they log in.

Now you have to assign the user permissions. First, start by selecting which roll you want them to have. There are two choices:

Site Admin: Full permission to access, read, and edit any section of the site, including manage other users as mentioned above.

Site Editor: Have specific access granted by the admin. This can include managing other users as well, but only if they've been assigned that permission level.

If you are granting Site Admin permission, there is nothing more you need to do. The user will automatically get access to everything. If you are granting Site Editor permission, you have to assign them permission to at least one item before the system will let you save.

Click the save button. The user will now be able to access Showtime with only the permissions you've granted.

SITE SETTINGS

General Settings

Title: Enter what you would like the title of your site to be in search results and in your browser tab.

Keywords & Descriptions: Fill in this information to enhance SEO.

Email: Field not used

TEAM SETTINGS

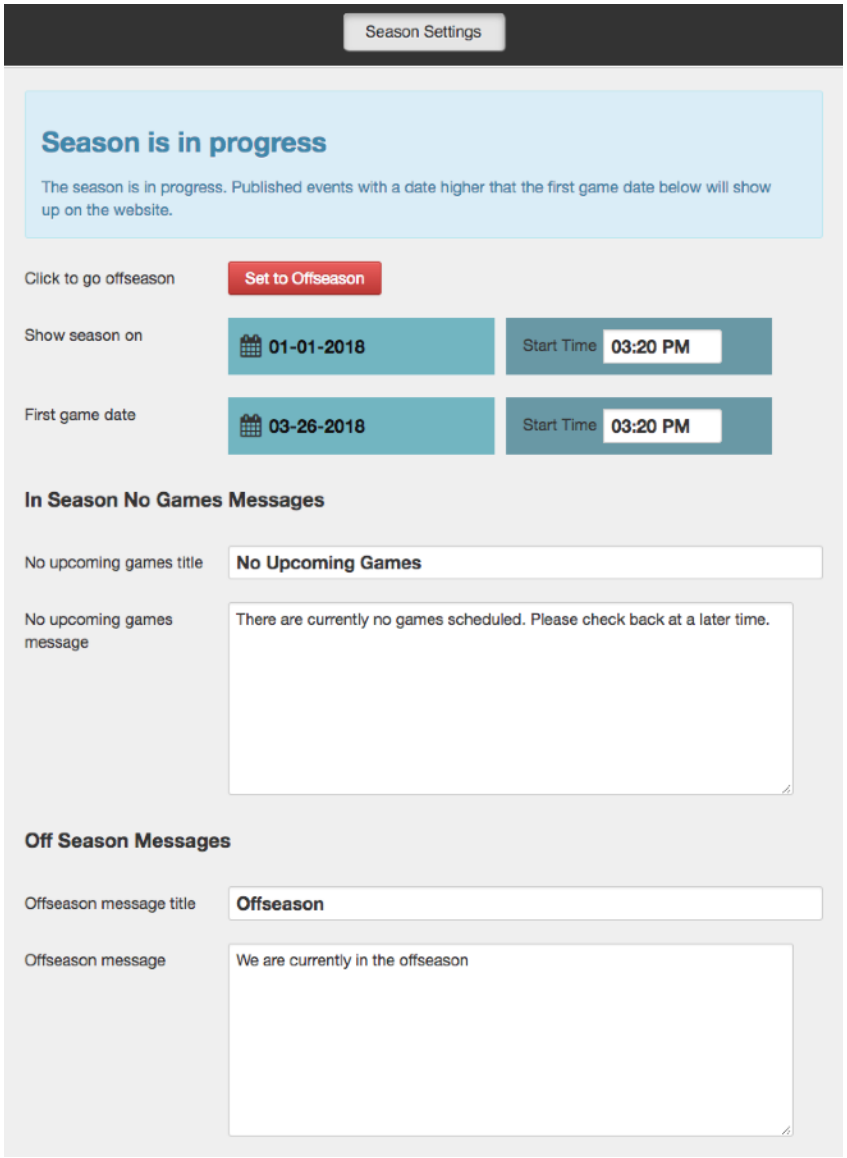
/showtime/settings/team_settings

Switching to On Season

Show Season On: Choose the display date for the season. Allows upcoming games to be shown prior to the first game.

First Game Date: Enter the date and time of the first game of the season. Once this game passes, the "Last Game" stats will begin to show.

In Season No Games Messages: Fill in what you would like the schedule, games widget, and subnavigation to say when/ if you have no upcoming games to display.

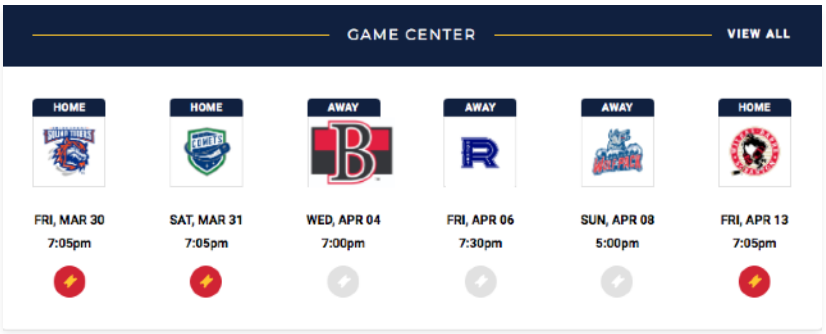


TEAM SETTINGS

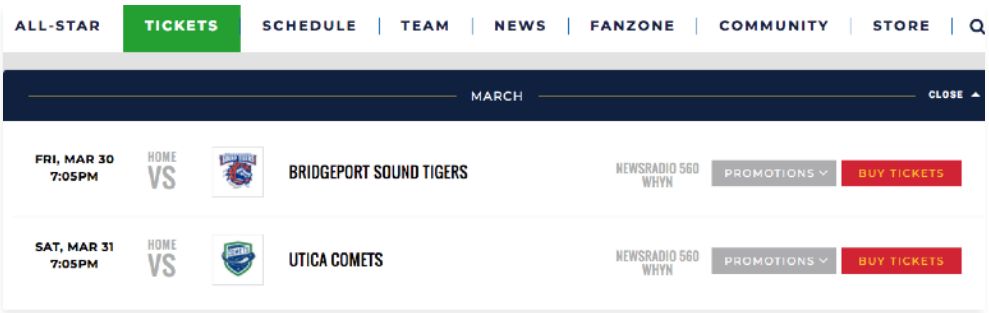
Front End Reference - Season Announce

At the time of the season announce, the games widget, schedule page, and subnavigation game listing will all fill with the upcoming games for the new season so people can start buying tickets.

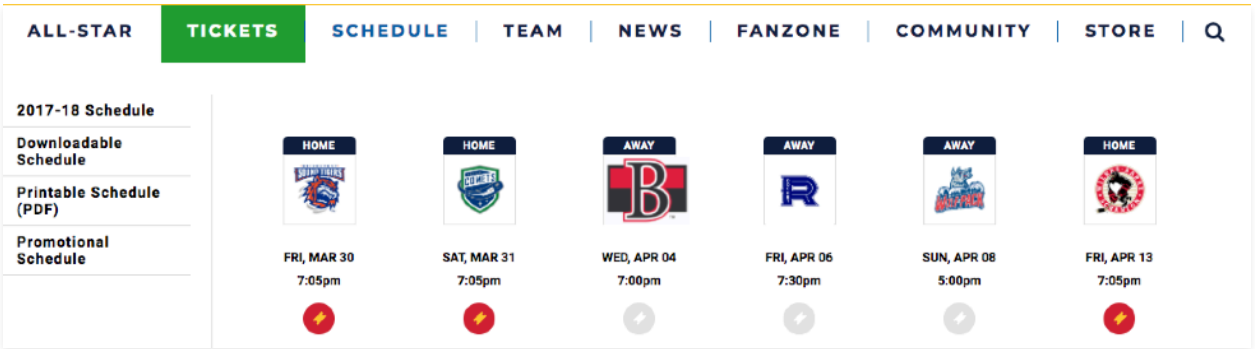
GAMES WIDGET



SCHEDULE PAGE



SUBNAVIGATION

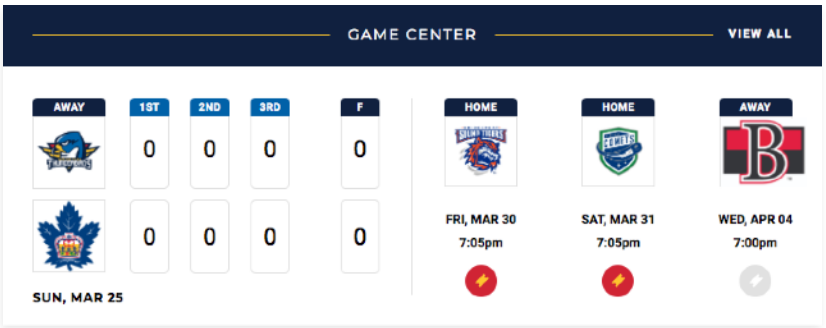


TEAM SETTINGS

Front End Reference - First Game

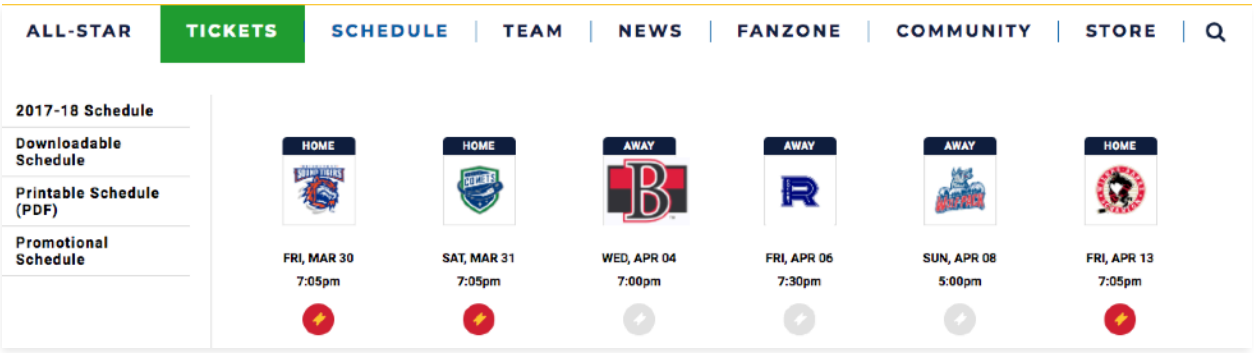
Once the first game plays off, the stats for the last game played will appear alongside the upcoming games in the games widget and subnavigation, and on the schedule page, all past games will display the Game Recap button and the final score.

GAMES WIDGET



SCHEDULE PAGE

SUBNAVIGATION



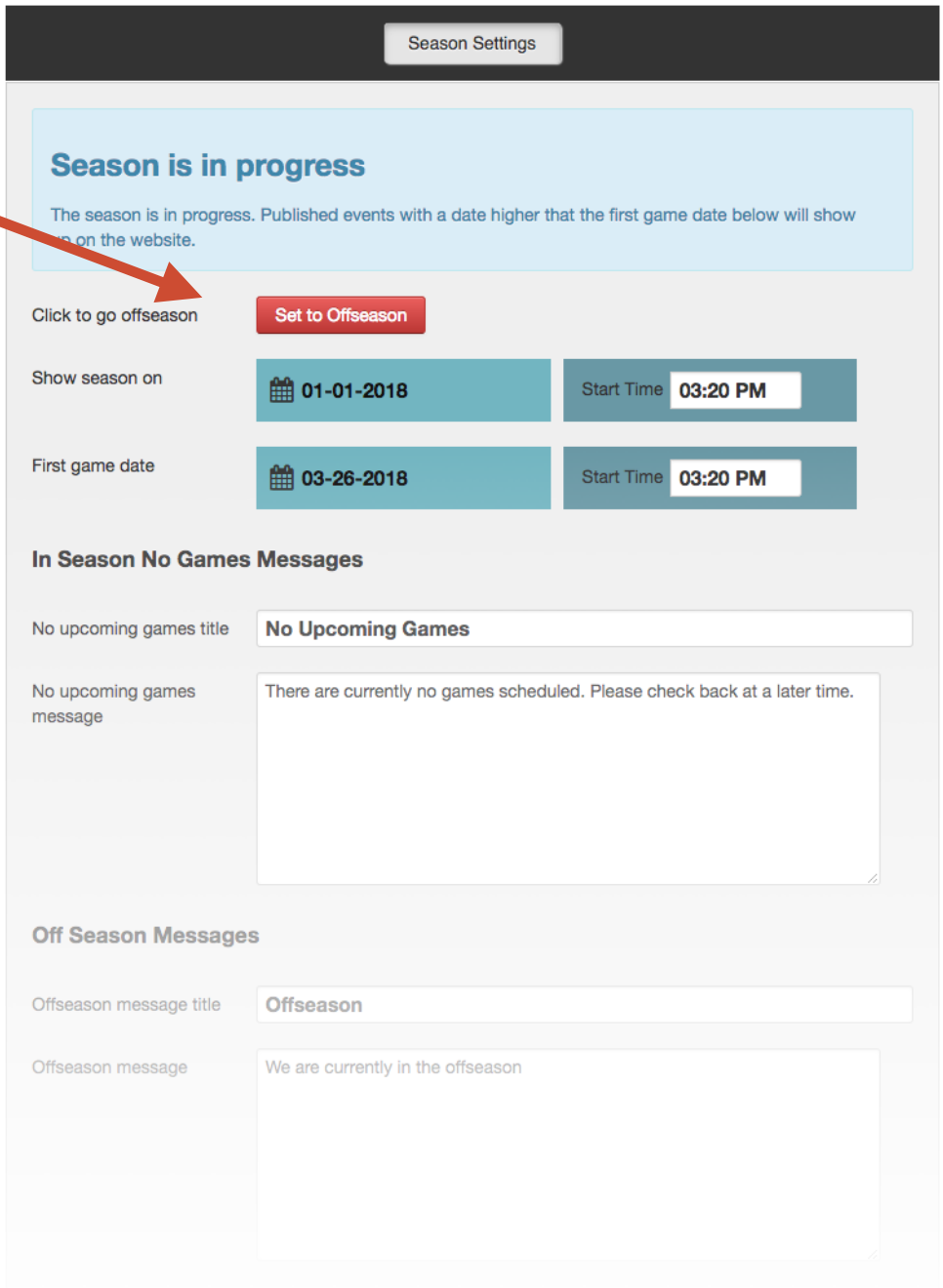
TEAM SETTINGS

/showtime/settings/team_settings

Switching to Off Season

Go to the Seasons module. You will see a message indicating that you are currently In Season.

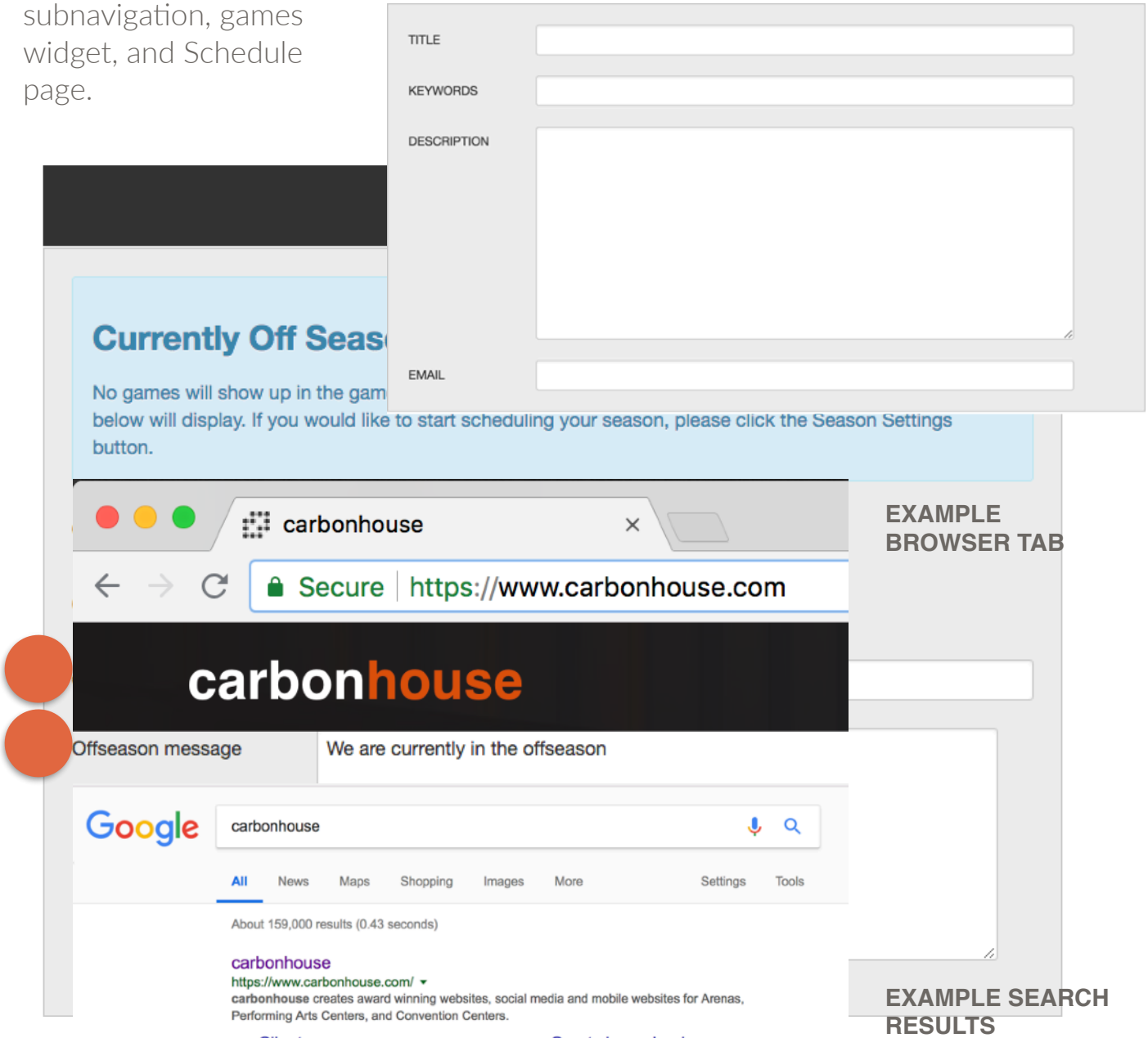
To turn the season off, click on “Set to Offseason”



TEAM SETTINGS

Switching to Off Season

Once you are in Off Season mode, you can change the messaging that displays in the subnavigation, games widget, and Schedule page.

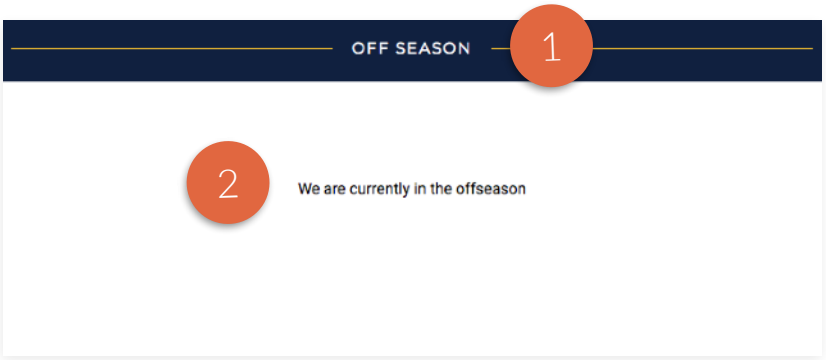


TEAM SETTINGS

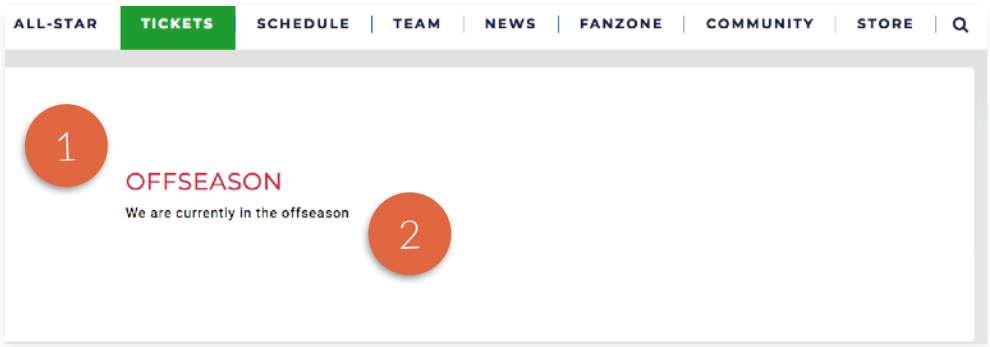
Front End Impact - Off Season Mode

Once the site is changed to Off Season mode, the subnavigation, games widgets, and schedule page will automatically reflect the Offseason verbiage.

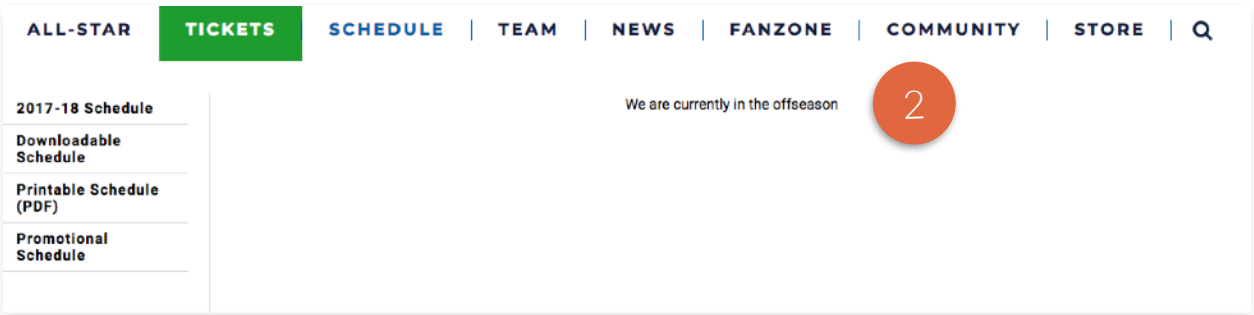
GAMES WIDGET



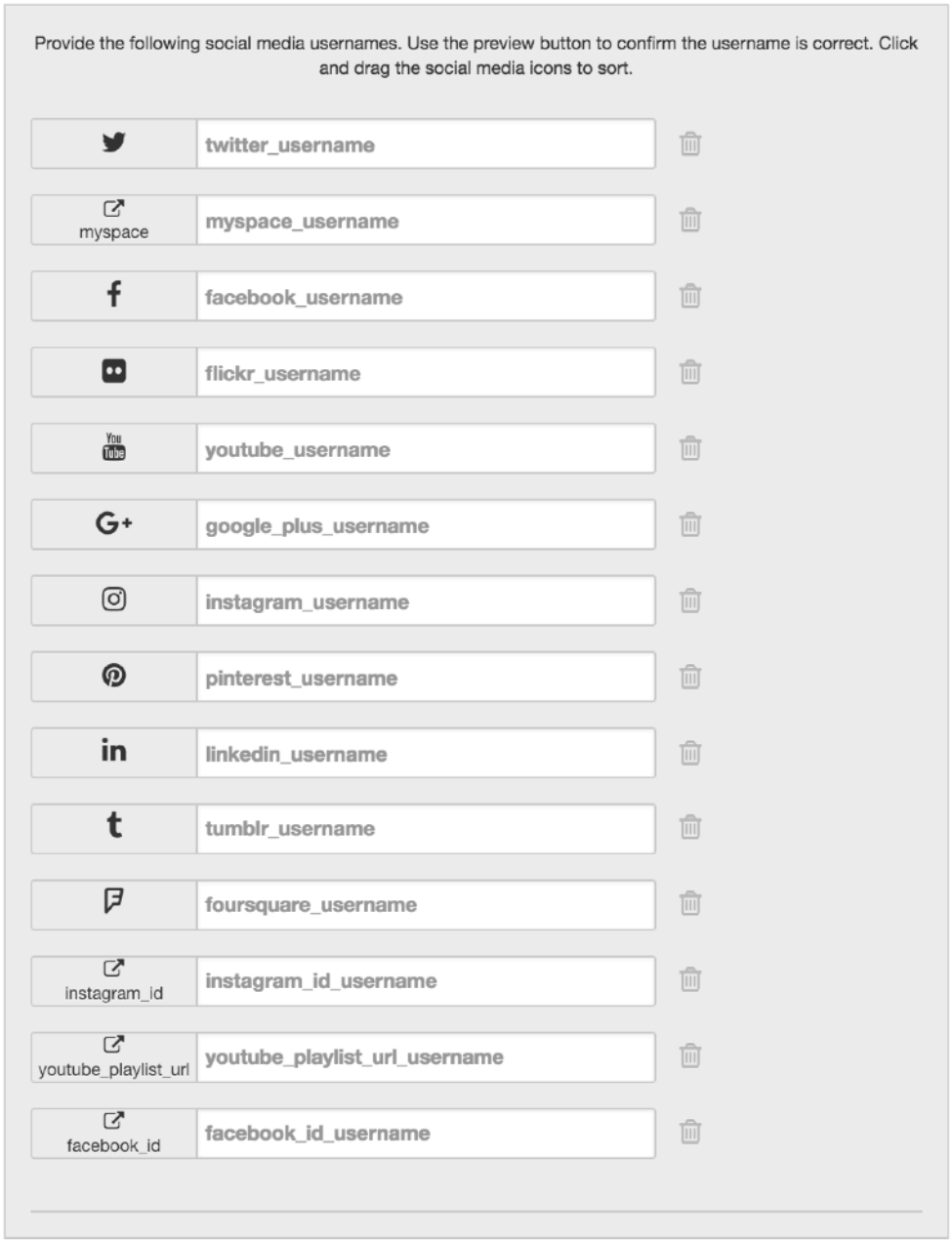
SCHEDULE PAGE



SUBNAVIGATION



TEAM SETTINGS

Social Settings

Enter the account username in each of the fields that you would like represented on the site. For each field you fill in, an icon will be added into the footer of the site. This will also control the social widget for Facebook, Twitter, Instagram, and YouTube.