

# Guide to the EDIH websites

## Instructions for EDIH moderators

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# EDIH websites

## What are they?

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The EDIH network offers EDIH moderators the opportunity to create and host simple websites for their EDIHs in the network's web portal.

Each EDIH website comes with several features, each of which may be enabled or disabled independently according to your EDIH's communication needs.

To create and manage your EDIH website, you must log in as an EDIH moderator user.

### Features:

- **Home page:** offers key information on your EDIH and links to the other sub-sections of your EDIH website
- **About:** introduce your EDIH, its mission, goals, objectives, activities etc.
- **Services:** a listing of the services you provide to your SMEs and PSOs.
- **News:** functionality allowing you to publish news items
- **Events:** functionality allowing you to publish events
- **Collaborations:** information on your EDIH's collaboration network and opportunities for partnerships
- **Contact:** provides contact details
- **Twitter feed:** presents a latest tweets feed from your EDIH's Twitter account
- **Newsletter signup:** provides a link to your (third-party) newsletter signup form

# EDIH websites

## How to access the EDIH website tools



<https://european-digital-innovation-hubs.ec.europa.eu>

Log in to the platform with your EDIH moderator user account.

You will use your **EU Login account** to access the portal.



After logging in, you should see the **My EDIH** menu item at the right of the navigation menu.

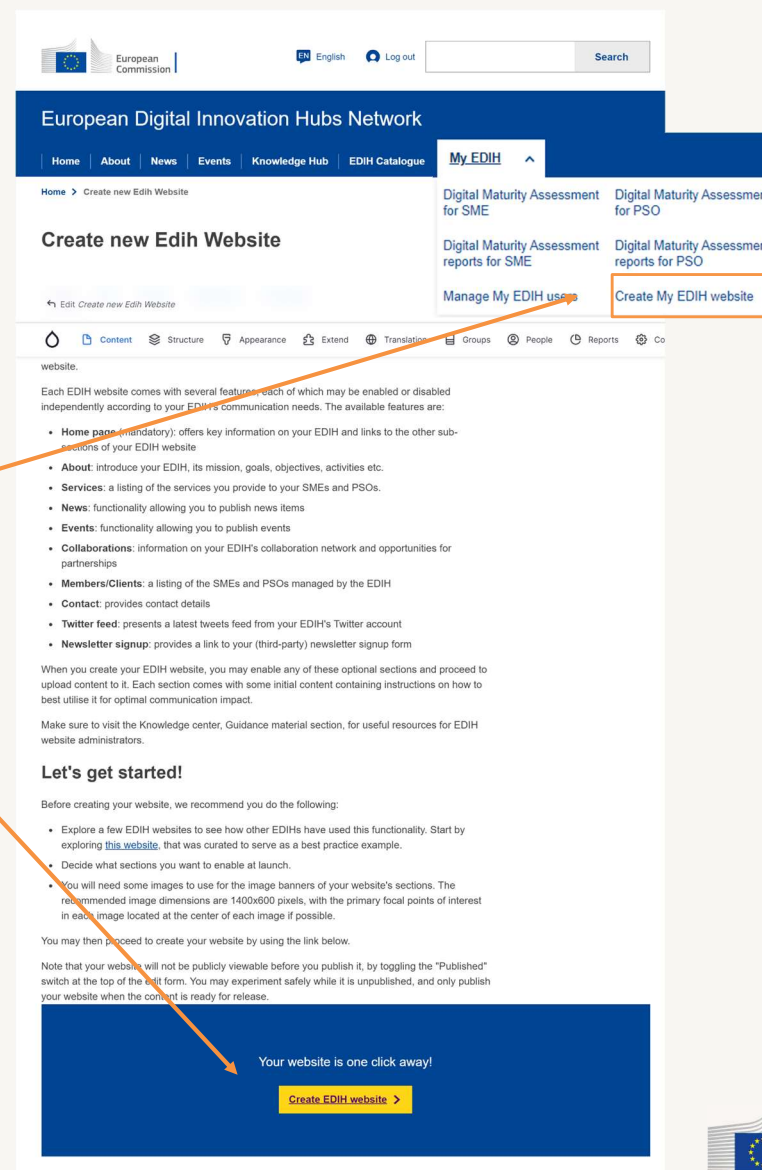
# Creating your new EDIH website

Before you can manage your website, you must first create it.

In the **My EDIH** menu, choose **Create EDIH website**.

Read the instructions provided and click the yellow **Create EDIH website** button to start the process.

*Note: Once your website has been created, the menu link will be renamed to **My EDIH website**, giving you instant access to your website's home page.*



# Set up your website

## Enter your basic information and choose the features to enable

Start by filling in your **EDIH website's name** (you can use your EDIH's full name here).

If you have a **logo**, ideally 100x100px size, you can upload it in the logo field. This is optional.

Then, you can choose the **website features** you want to enable. Checking each checkbox will add a block at the bottom part of the form, allowing you to set up each feature independently. We'll review all of them in the next pages of this guide.

### Add EDIH Website

EDIH website name \*

^ EDIH logo

Add a new file

Choose File | No file chosen

We recommend using an image dimension of 100 pixels wide by 100 pixels tall.  
One file only.  
32 MB limit.  
Allowed types: png gif jpg jpeg.

Features \*

- Hero Banner
- About page
- Services
- News
- Events
- Collaborations
- Contact
- Twitter feed
- Newsletter subscription block

^ Hero Banner

Create website

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# Website features

A breakdown of all the available sections  
and features for your website

# Hero banner

The banner that appears at the top of your homepage.

The hero banner consists of an image, a title, a text and an optional link (call to action).

For best results, use an image of size 1600x400px, making sure that the main focus of the image is roughly centered, as the image may be cropped in smaller resolutions (eg mobile).

^ Hero Banner

^ Hero banner image \*

Add a new file \*

Choose File No file chosen

We recommend using an image dimension of 1600 pixels wide by 400 pixels tall.  
One file only.  
32 MB limit.  
Allowed types: png gif jpg jpeg.

Hero banner title \*

Hero banner text \*

Content limited to 156 characters, remaining: 156

Hero banner link

URL

Start typing the title of a piece of content to select it. You can also enter an internal path such as `/node/add` or an external URL such as `http://example.com`. Enter `<front>` to link to the front page. Enter `<noink>` to display link text only. Enter `<button>` to display keyboard-accessible link text only.

Link text

# About page

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**Use the About page to introduce your EDIH to your audience.**

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Once you enable this feature, the About page will be published.

The About page is not featured in the homepage, so you do not need to take any further action in the *Create website* form.

To edit the content of the About page after enabling it, visit the page and click on the *Edit* tab at the top of that page.

## ^ About page

The About page introduces your EDIH to your audience. You may edit its contents directly from the page's Edit tab once it is enabled.



# Services

## The page that describes your EDIH's offering and services

Once you activate this feature, your **Services** page will become available.

In this *Add EDIH website* form, you will only add the information for the Services block of the homepage.

Look at the screenshot to the right to see how each field is used.

Note that you may also rename the title of this page: this will also rename the page in the navigation menu.

The image shows a wireframe of a website page titled "Services" and a detailed view of its edit form. The wireframe on the left shows the page layout with a header "Services", a paragraph of text, and a yellow button labeled "Explore our services". The edit form on the right is titled "Our services" and contains several fields: "Our services title" (with "Services" entered), "Our services text" (with a rich text editor containing the same paragraph as the wireframe), "Text format" (set to "Full Text"), "Our services image" (with a thumbnail of the European Union flag and "Alternative text" set to "flag"), and "Our services link text" (with "Explore our services" entered). Blue arrows connect the form fields to their corresponding elements in the wireframe.

# News

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## Enable the news section, allowing you to publish announcements.

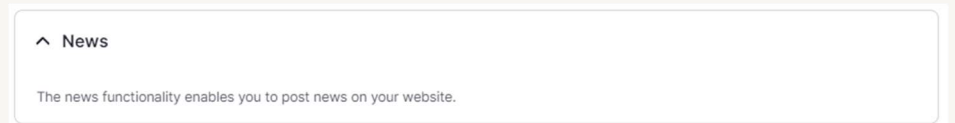
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Once you activate this feature, your **News** page will become available, allowing you to publish news.

Once you enable this feature, you can publish News items by clicking on the *+ Create news* button, available on the homepage as well as on the News page.

To edit any news item, visit its page and click on the *Edit* tab.

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# Events

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Enable the events section, allowing you to publish events.

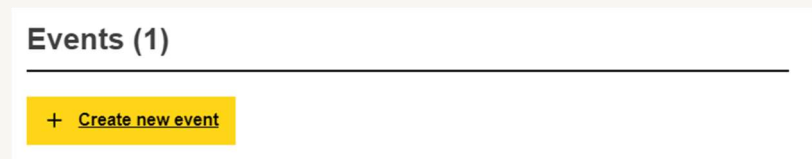
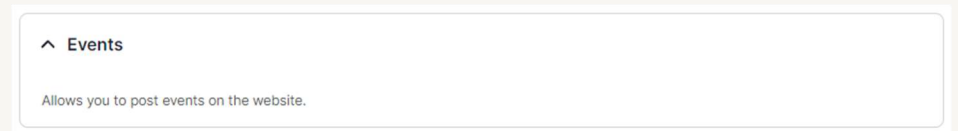
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Once you activate this feature, your **Events** page will become available, allowing you to publish events.

Once you enable this feature, you can publish Events by clicking on the *+ Create new event* button, available on the homepage as well as on the Events page.

To edit any news item, visit its page and click on the *Edit* tab.

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# Collaborations

The page that describes your EDIH's approach to networking and collaboration.

Once you activate this feature, your **Collaboration** page will become available.

In this *Add EDIH website* form, you will only add the information for the Collaboration block of the *homepage*. You will edit the rest of the content of this page from the page itself.

Look at the screenshot to the right to see how each field is used.

Note that you may also rename the title of this page: this will also rename the page in the navigation menu.

**Collaboration**  
We have a wide range of partners in an extended network, able to guide you in your digital transformation journey.

[Discover >](#)

^ Collaboration

Collaboration title \*

Collaboration

The Collaboration page enables you to present your approach to networking, collaborations, and matchmaking opportunities. You may rename the section here, and the new title will also be automatically reflected in the navigation menu.

Collaboration text \*

We have a wide range of partners in an extended network, able to guide you in your digital transformation journey.

Enter the short text that will appear in your website's homepage in the "Collaboration" block (or however you choose to name it). This is not the full text of the page itself, only the "teaser" text that appears in the homepage. Later, you will be able to edit the contents of the corresponding page by visiting the page and then clicking on the Edit tab at the top of that page.

^ Collaboration image

European-Union-flag\_4.jpeg (91.83 KB) [Remove](#)

Alternative text \*

flag

Short description of the image used by screen readers and displayed when the image is not loaded. This is important for accessibility.

We recommend using an image dimension of 1600 pixels wide by 400 pixels tall.

# Contact

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## Share your contact information

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Once you activate this feature, your **Contact** page will become available, allowing you to publish news.

The Contact page is not featured in the homepage, so you do not need to take any further action in the *Create website* form.

To edit the content of the Contact page after enabling it, visit the page and click on the *Edit* tab at the top of that page.

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### ^ Contact

Your contact page provides all the ways the audience can get in touch with you. You may edit its contents directly from the page's Edit tab once it is enabled.

# Twitter feed

## Add a feed of the latest tweets from your Twitter account

Once you activate this feature, a Twitter feed will appear in your homepage.

Just add your Twitter screen name, and the feed will be produced automatically.

### Social media feed

**European Commission**

@EU Commission



We want to prevent food waste and improve the transparency of agri-food products sold in EU. That's why we propose to revise existing marketing standards applicable to a number of agri-food products, such as fruit and vegetables, fruit juices and jams, honey, poultry or eggs. ↓



^ Twitter

Enable this functionality and add your twitter screen name to display a list of the latest tweets from your account.

Twitter screen name \*

EU\_Commission

Enter your Twitter user screen name. This is the name that appears at the end of your profile link, for example: [https://twitter.com/your\\_user\\_screen\\_name](https://twitter.com/your_user_screen_name). If you are not sure what your screen name is, log in to your Twitter account and check the URL of your profile page.



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# Newsletter signup

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## Invite users to register to your (external) newsletter service.

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If you have an external newsletter service set up, you can use the **Newsletter** feature to add a block inviting users to sign up, linked to your newsletter's signup form.

You can modify the text of the call-to-action and you must supply the URL of the form that users can use to sign up to your newsletter.

Note that the EDIH network does not offer newsletter functionality – you must register for an external account with a newsletter service independently.

**Subscribe to our newsletter** Stay informed, subscribe to our newsletter for exclusive updates. [Subscribe >](#)

^ Newsletter subscription

If you use a third-party newsletter service, you may enable this block and add the link leading to your newsletter's signup form.

Subscribe call to action text \*

Stay informed, subscribe to our newsletter for exclusive updates.

Subscribe link \*

http://edih-name.mynewsletterservice.com/signup

This must be an external URL such as <http://example.com>.

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# Content management

**Tools and best practices**



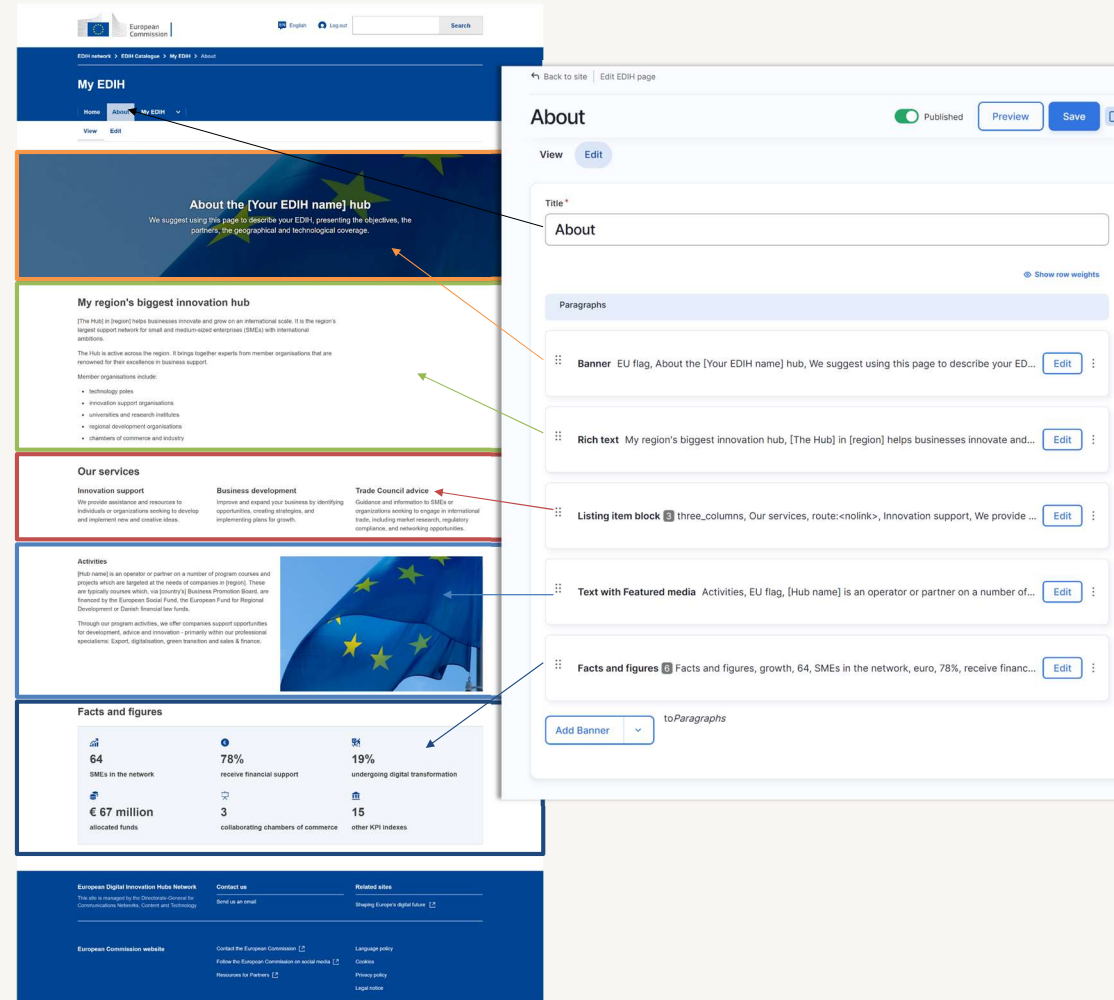
# Structure of the informational pages

## Build your informational pages using a modular structure.

The informational pages (About, Services, Collaborations, Contact) are built using components (“paragraphs”) stacked on top of each other. You can add any number of components and adjust their position on the page.

Look at the default *About* page and then click on the **Edit** tab at the top of the page to enter the edit form. You will see that the structure of the page corresponds to the listing of the components under the *Paragraphs* section.

You can add as many paragraphs as you need. Rearrange them by dragging on the handles at the left.



# Available paragraph types


## Use the appropriate components for the content you have available

### Banner

**Banner** [Collapse]

Background image \*

You can select up to 1 media items (0 left).



Title

About the [Your EDIH name] hub

Description

We suggest using this page to describe your EDIH, presenting the objectives, the partners, the geographical and technological coverage.



**About the [Your EDIH name] hub**

We suggest using this page to describe your EDIH, presenting the objectives, the partners, the geographical and technological coverage.

### Listing item block

**Listing item block** [Collapse]

Layout \*

Three columns

Title

Our services

Block title, Optional.

Items \*

- Listing item route=cnolink>, Innovation support, We provide assistance and reso... [Edit]
- Listing item route=cnolink>, Business development, Improve and expand your b... [Edit]
- Listing item route=cnolink>, Trade Council advice, Guidance and information to ... [Edit]



**Our services**

**Innovation support**  
We provide assistance and resources to individuals or organizations seeking to develop and implement new and creative ideas.

**Business development**  
Improve and expand your business by identifying opportunities, creating strategies, and implementing plans for growth.

**Trade Council advice**  
Guidance and information to SMEs or organizations seeking to engage in international trade, including market research, regulatory compliance, and networking opportunities.

### Facts and figures

**Facts and figures** [Collapse]

Facts and figures

Link

URL

Start typing the title of a piece of content to select it. You can also enter an internal path such as /node/101 or an external URL, such as http://example.com. Enter <http> to link to the front page. Enter <no-link> to display link text only. Enter <no-link> to display keyboard-accessible link text only.

Link text

Fact \*

- Fact growth, 64 SMEs in the network [Edit]
- Fact euro, 78% receive financial support [Edit]



**Facts and figures**

<b>64</b> SMEs in the network	<b>78%</b> receive financial support	<b>19%</b> undergoing digital transformation
<b>€ 67 million</b> allocated funds	<b>3</b> collaborating chambers of commerce	<b>15</b> other KPI indexes

### Rich text

**Rich text** [Collapse]

Title

My region's biggest innovation hub

An optional title to show above the text.

Text \*

[The Hub] in [region] helps businesses innovate and grow on an international scale. It is the region's largest support network for small and medium-sized enterprises (SMEs) with international ambitions. The Hub is active across the region. It brings together experts from member organisations that are renowned for their excellence in business support.

Member organisations include:

- technology poles
- innovation support organisations
- universities and research institutes
- regional development organisations
- chambers of commerce and industry

About text formats



**My region's biggest innovation hub**

[The Hub] in [region] helps businesses innovate and grow on an international scale. It is the region's largest support network for small and medium-sized enterprises (SMEs) with international ambitions. The Hub is active across the region. It brings together experts from member organisations that are renowned for their excellence in business support.

### Text with featured media

**Text with featured media** [Collapse]

Variant

Text on the left, simple call to action


Heading

Title

Activities

Media

You can select up to 1 media items (0 left).



Caption



**Activities**

[Hub name] is an operator or partner on a number of program courses and projects which are targeted at the needs of companies in [region]. These are typically courses which, via [country's] Business Promotion Board, are financed by the European Social Fund, the European Fund for Regional Development or Danish financial law funds.

Through our program activities, we offer companies support opportunities for development, advice and innovation - primarily within our professional specialties: Export, digitalisation, green transition and sales & finance.

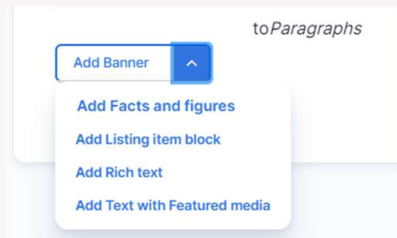


# Working with paragraphs

## Add, edit, reorder and remove paragraphs

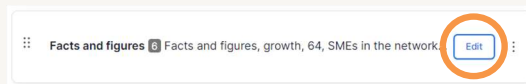
### Add new paragraphs

Use the button at the bottom of the form to choose the component you want to add.



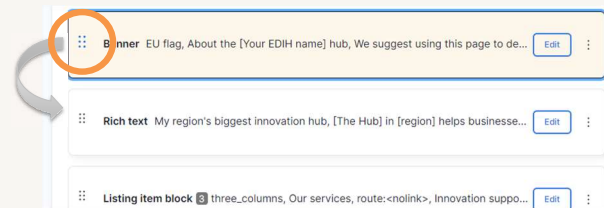
### Edit

Click on the edit button to reveal the fields for each component.



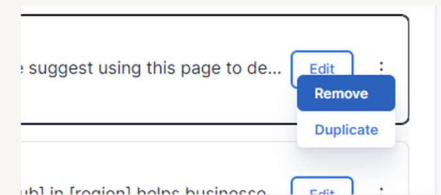
### Reorder

Use the handles at the left to drag items up or down.



### Remove

Click on the menu at the right side and select *Remove*.



Note: No changes are saved until you press the **Save** button (top right)



# Publishing your website

## Get ready for launch!

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Your website will not be visible to the public while you prepare your content for launch. You can take your time to prepare your content optimally before going live.

Once you are ready to launch your website, follow these steps:

- Go to your homepage
- Click on the **Edit** tab
- At the bottom of the form, flick the **Published** switch so it becomes green
- Press the **Save** button.

Congratulations! Your website is now live and visible to the public.

You can always flick the *Published* switch to off to put your website offline if you need to do so.



# Best practices

## Tips and tricks to ensure an effective result

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- **Texts:**

- Keep your texts short and to the point. Avoid repeating yourself.
- Add links between your website's pages, allowing users to jump between related sections. Do not expect your visitors to read your content linearly, instead cater to non-linear navigation.
- If you want to expand on certain topics without burdening an informational page, consider creating separate *News items* that go into detail on these topics and linking to them from the static informational pages.

- **Images:**

- Use high-resolution images where possible. Low-res images will look pixelated and will degrade your presentation.
- Try to use images of a similar theme or style across your website (as well as across your social media).



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# Thank you.

You may find further useful information in the [Guidance documents](#) section of the Knowledge hub in the EDIH network website.