



**THE GLASGOW  
SCHOOL OF ART**

# **MAKE A CARGO SITE**

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# WHY USE CARGO?

Unless you are a proficient web developer, a template website is your best option because:

\_quickest and easiest way to create and manage the content on your site

\_increased search engine ranking

\_sites optimised for mobiles

\_easy to use customisation options & 24/7 support usually available

\_draft and preview content before publishing it

\* There are many platforms to choose from when it comes to creating your own content managed website. This document will look at Cargo.



# PROS & CONS

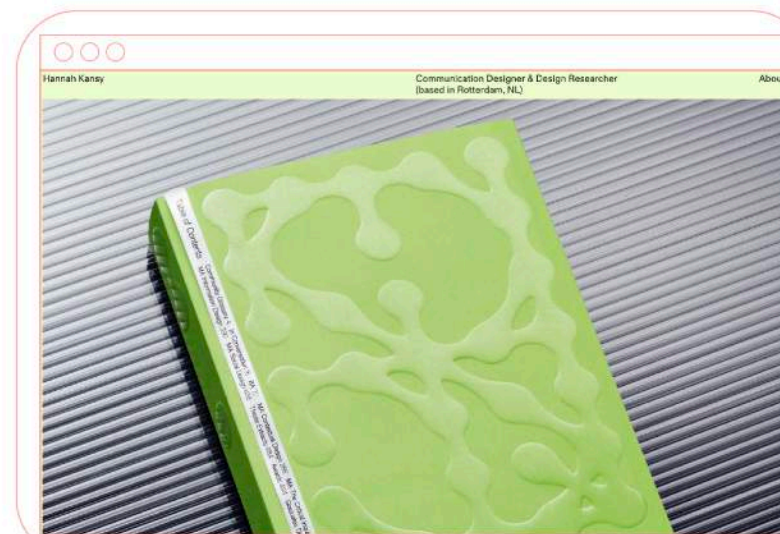
A platform built by creatives for creatives.

## Pros:

- Many customisable, dynamic themes
- Mobile-friendly, responsive themes
- Unlimited bandwidth & pages
- Built in video player
- Device-agnostic layouts
- Easy to read statistics
- Secure, encrypted connection
- Premium Font Libraries
- E-commerce Integration

## Cons:

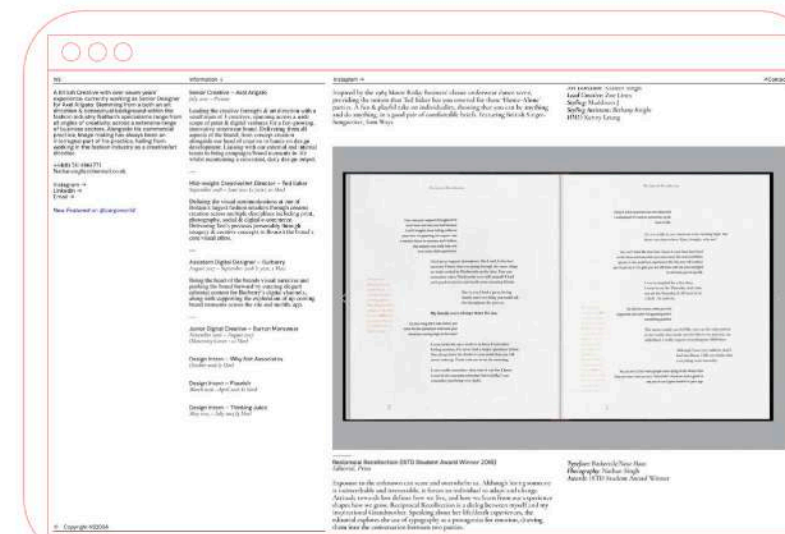
- Not easy for developers to customise templates
- Change of template = start again



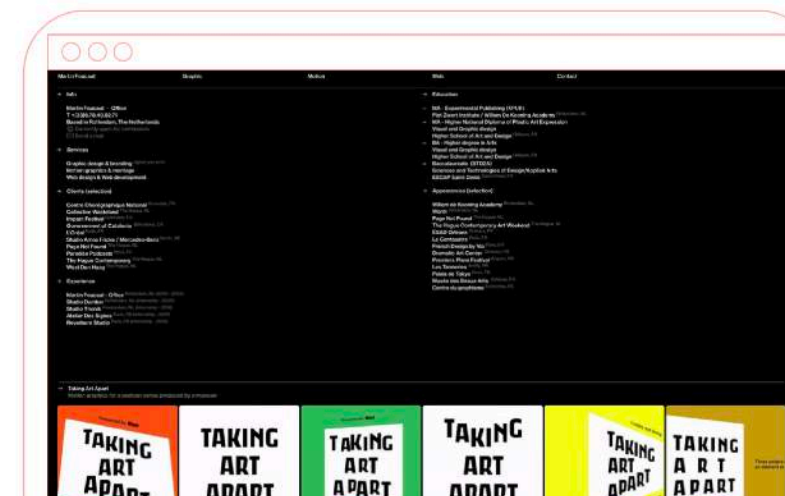
[hannahkatsy.de](http://hannahkatsy.de)



[karlfelix.com](http://karlfelix.com)



[nathansingh.co.uk](http://nathansingh.co.uk)



# TERMS

Terminology	Meaning
_CMS	Content managed system (all template sites)
_Front end	What your visitors see
_Back end	Where you administer your site content
_WYSIWYG	What you see is what you get' editor
_HTML	HyperText Markup Language
_CSS	Cascading Style Sheets
_Alt attribute	Alternate text used to describe an image
_Rollover	An event that occurs when a user places their mouse over a particular element
_Carousel	A box on your website which rotates multiple images

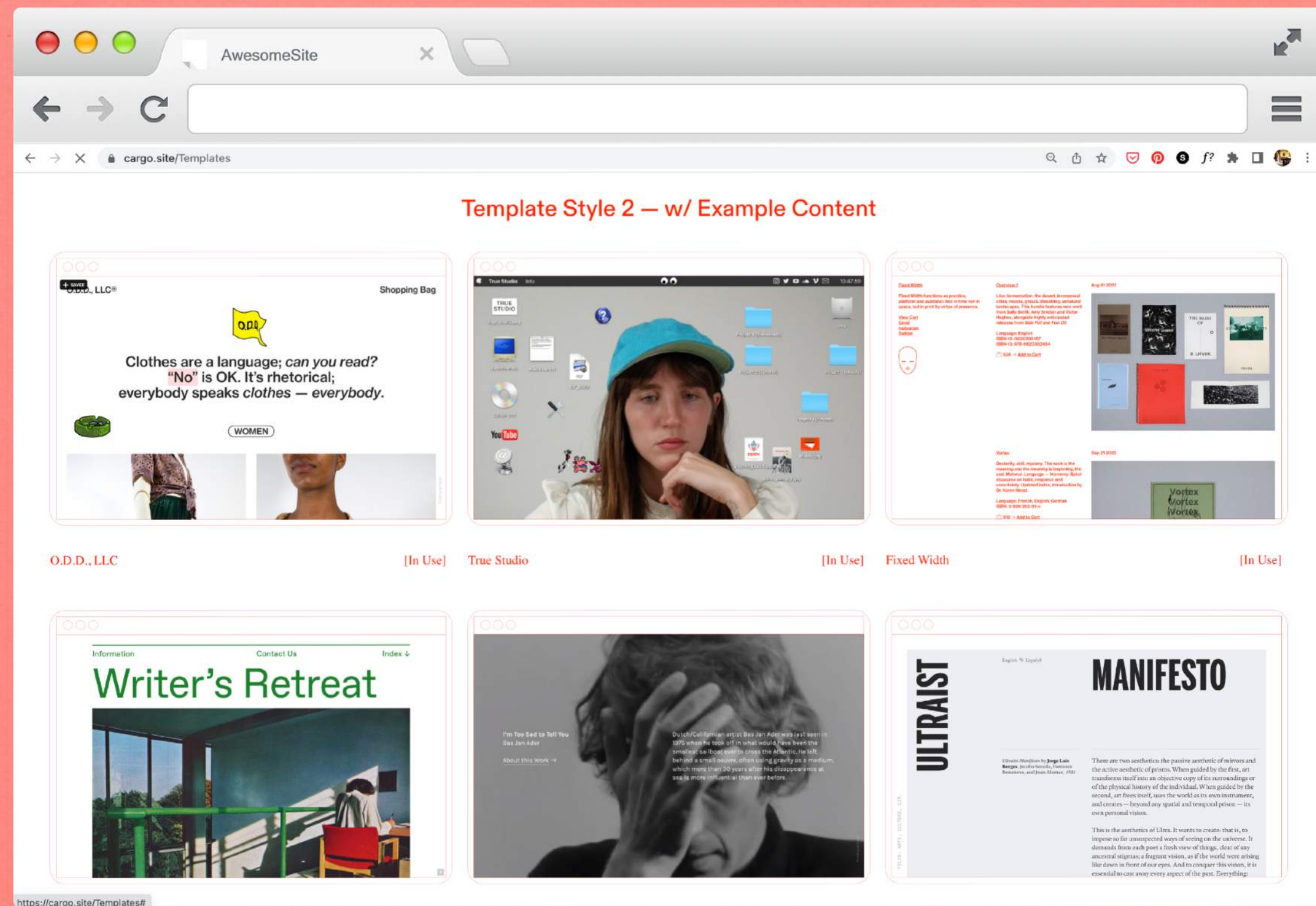


# Get Started

Go to [cargo.site](https://u.cargo.site) and choose a template from available wireframes:  
<https://u.cargo.site/designlab/wireframes>

You can stick with your free account (or trial period) for now (especially to test if your chosen template is for you) and begin to draft your site.

**NB** if you decide to change your template, you need to start your site from scratch.

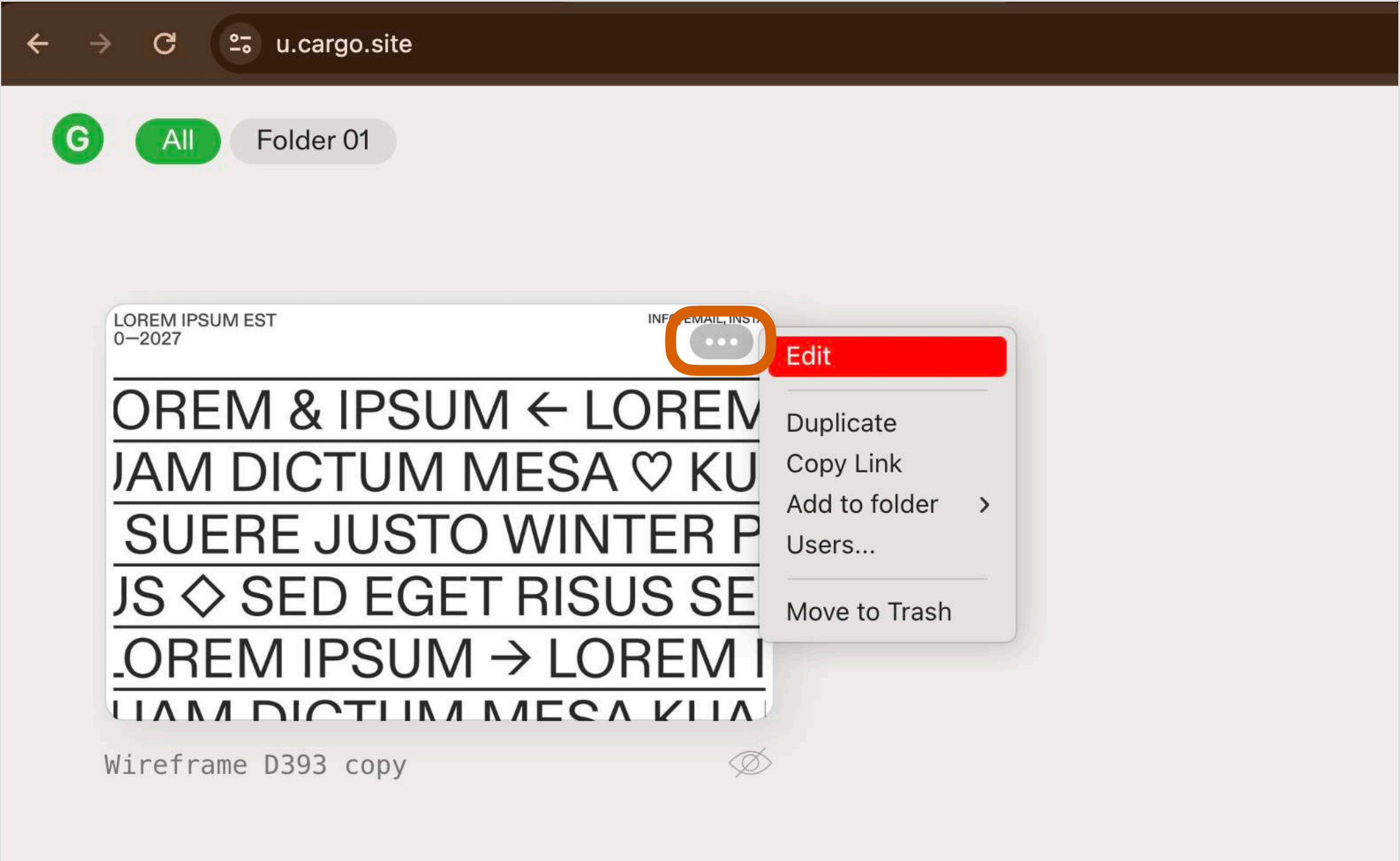
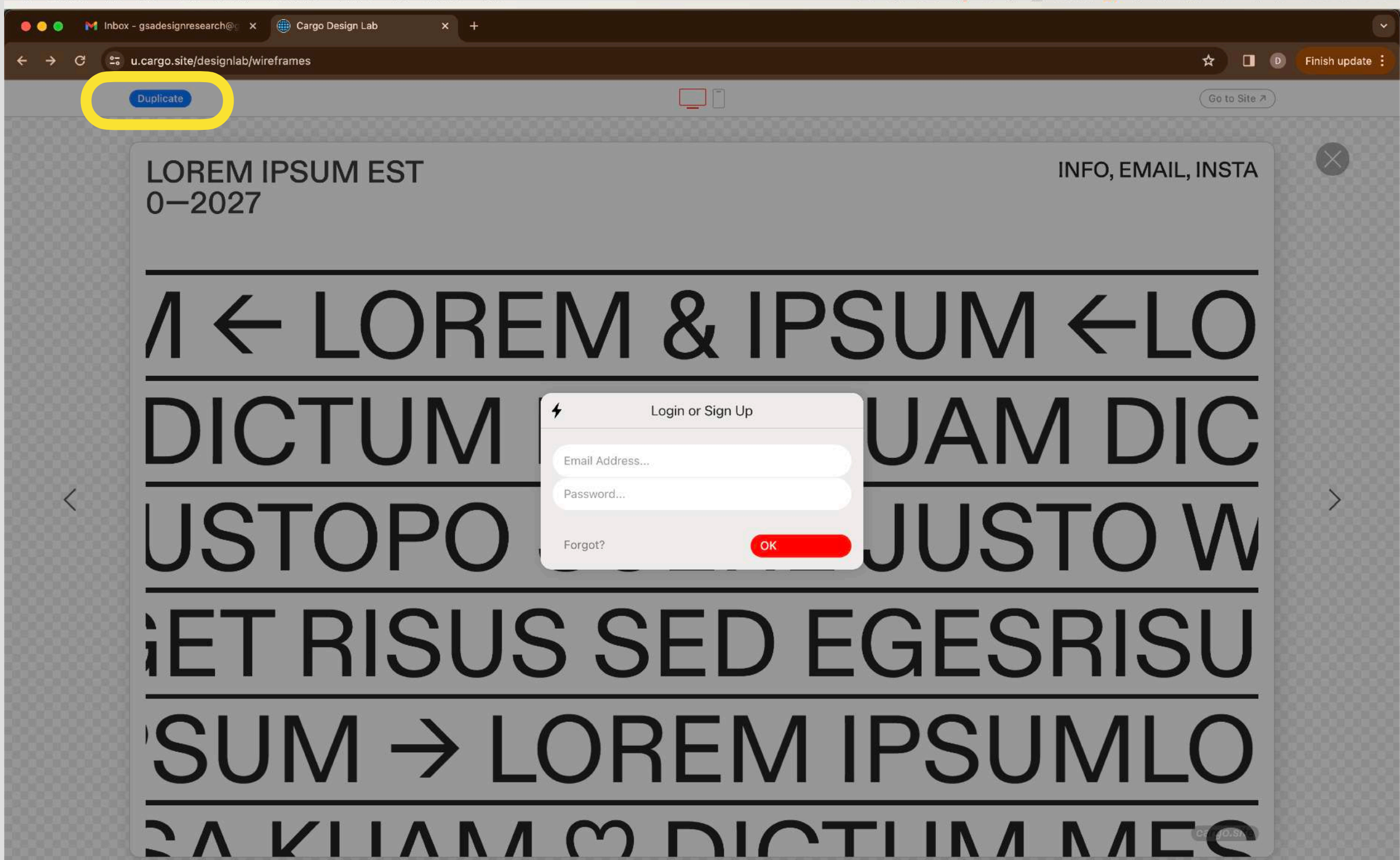




# Create An Account

Once you’ve chosen your template, click *Duplicate* (highlighted in yellow below) and setup an account.

To edit your site, click the ellipses on the top right of your chosen wireframe thumbnail and choose Edit as shown below.

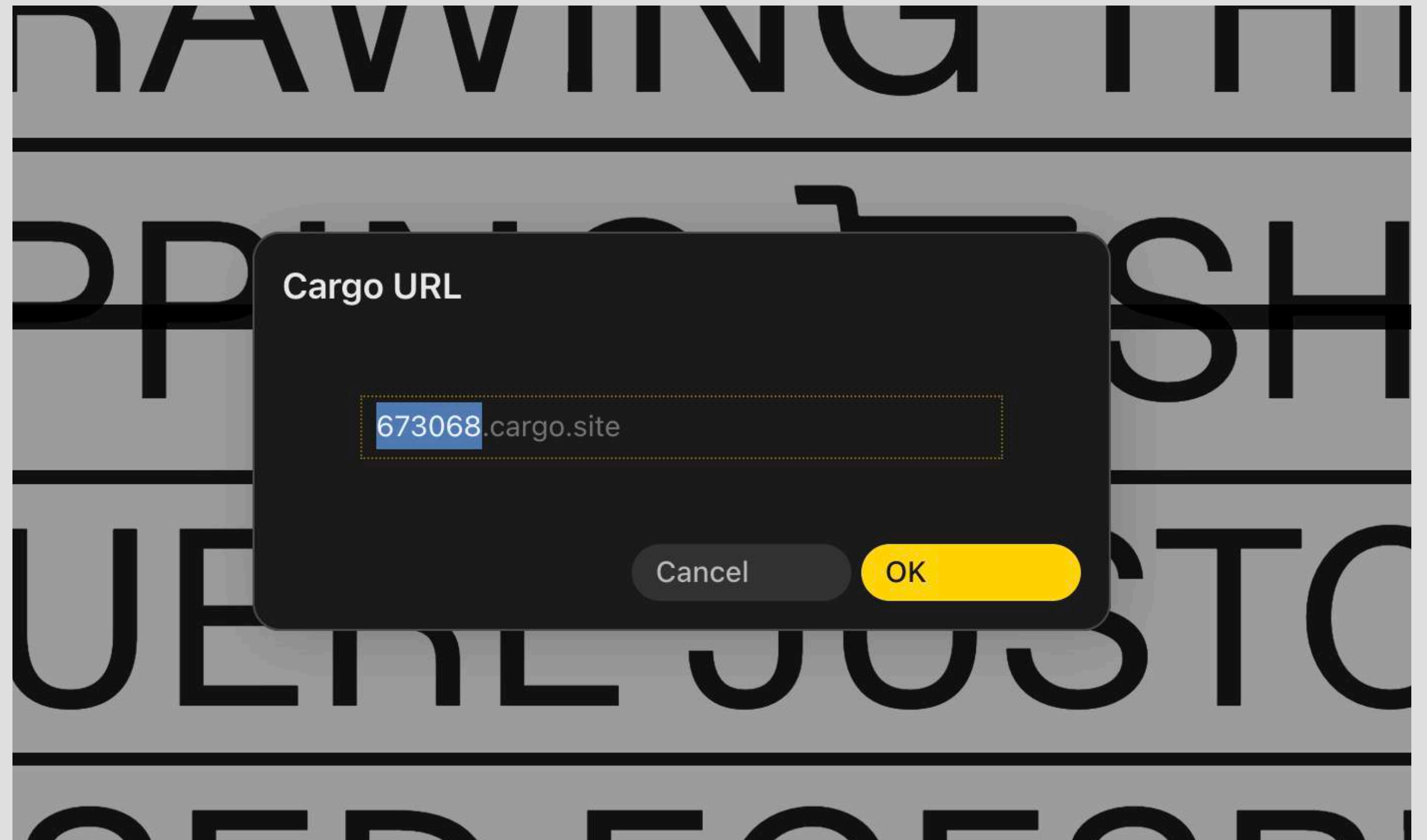
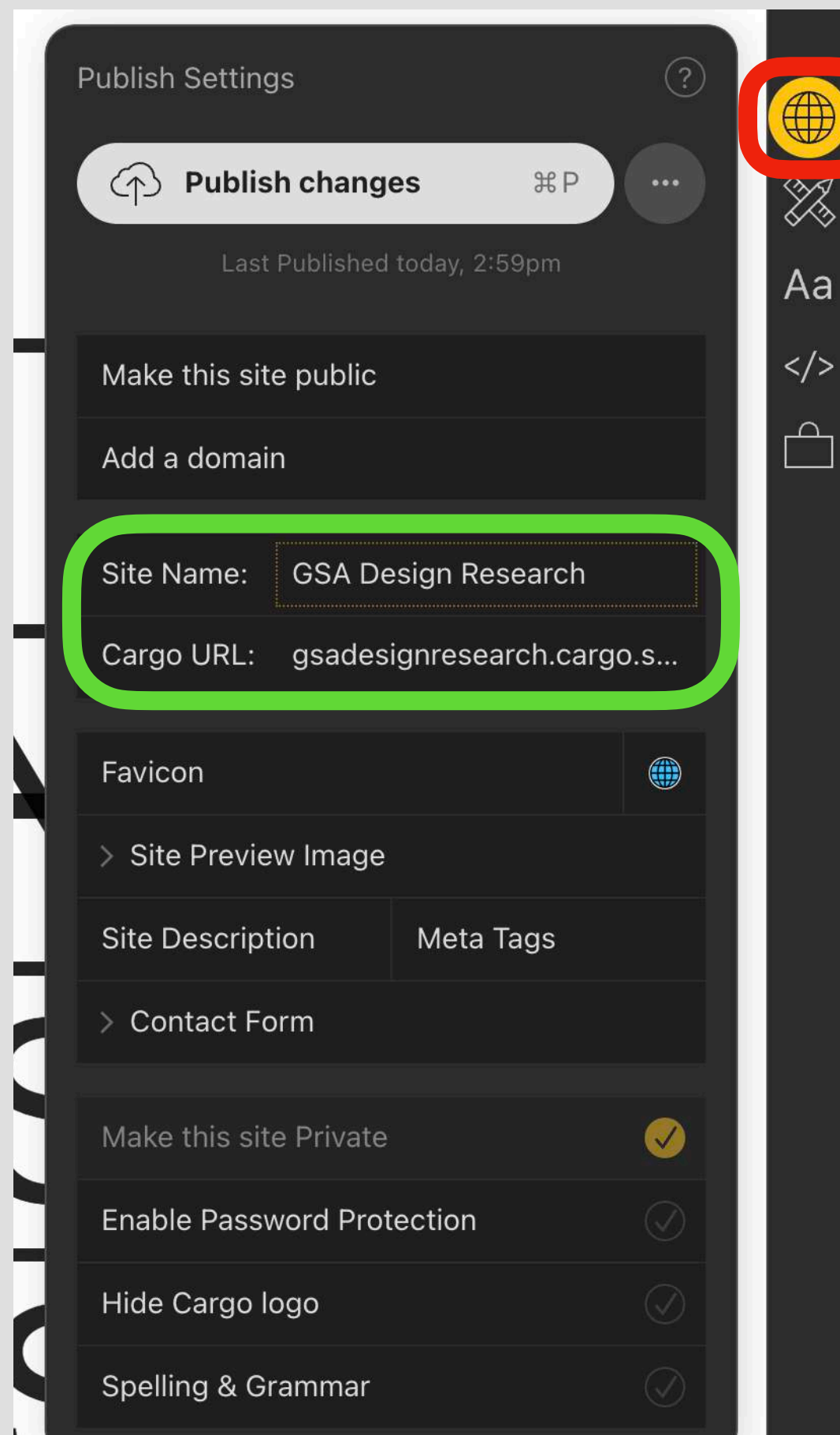


# Choose A Domain

Click the *Settings* icon as circled in red below. Now you can change your site name and URL. Then name is what will appear in searches and the URL is the address to your site.

Cargo will flag if the URL you want is already taken.

**NB** using Cargo's free domain will create a URL like: 'yoursitename.cargo.site'

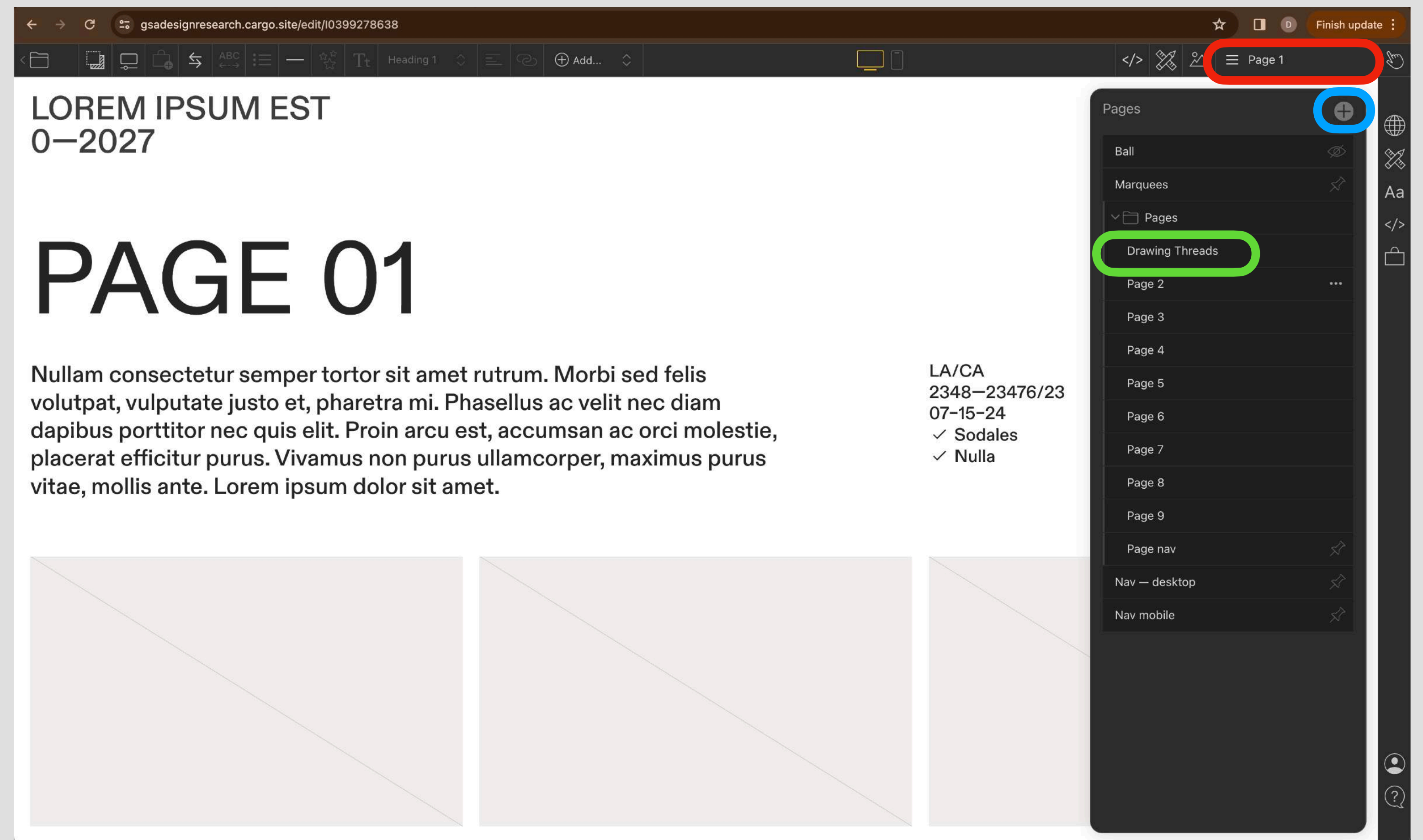




# STYLING PAGES

Navigate to the page you would like to edit by clicking the hamburger *Pages* menu highlighted in red below. Depending on the wireframe template you chose, the pages will be named differently (e.g. Information, Nav, Page 1, etc). Click on the page you'd like to edit.

Text elements are easy to alter directly on the page. To add your own pages, click the + icon as circled in blue below.

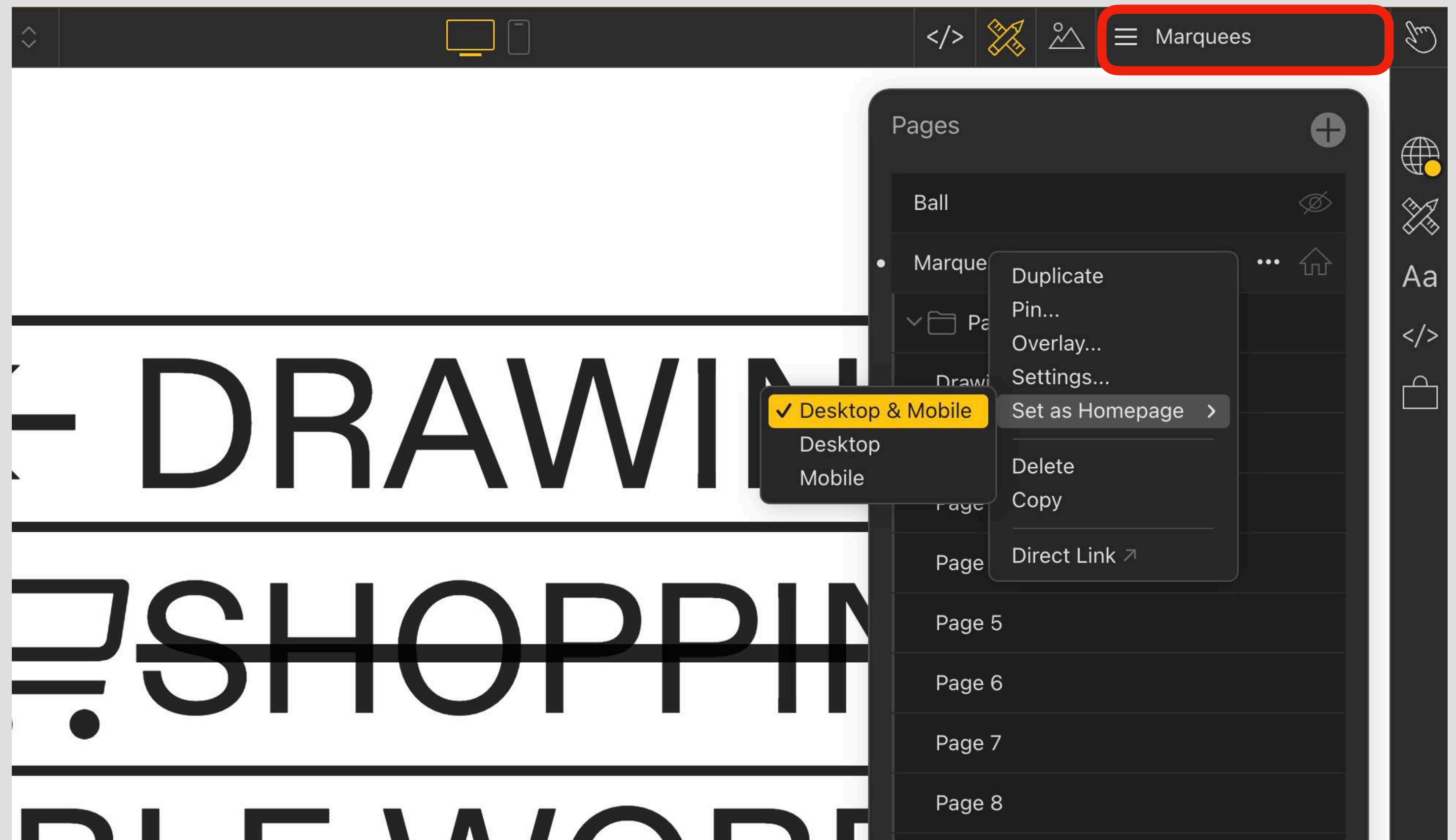




# Set YOUR Homepage

Depending on the template you've chosen, you may have to reset your Homepage.

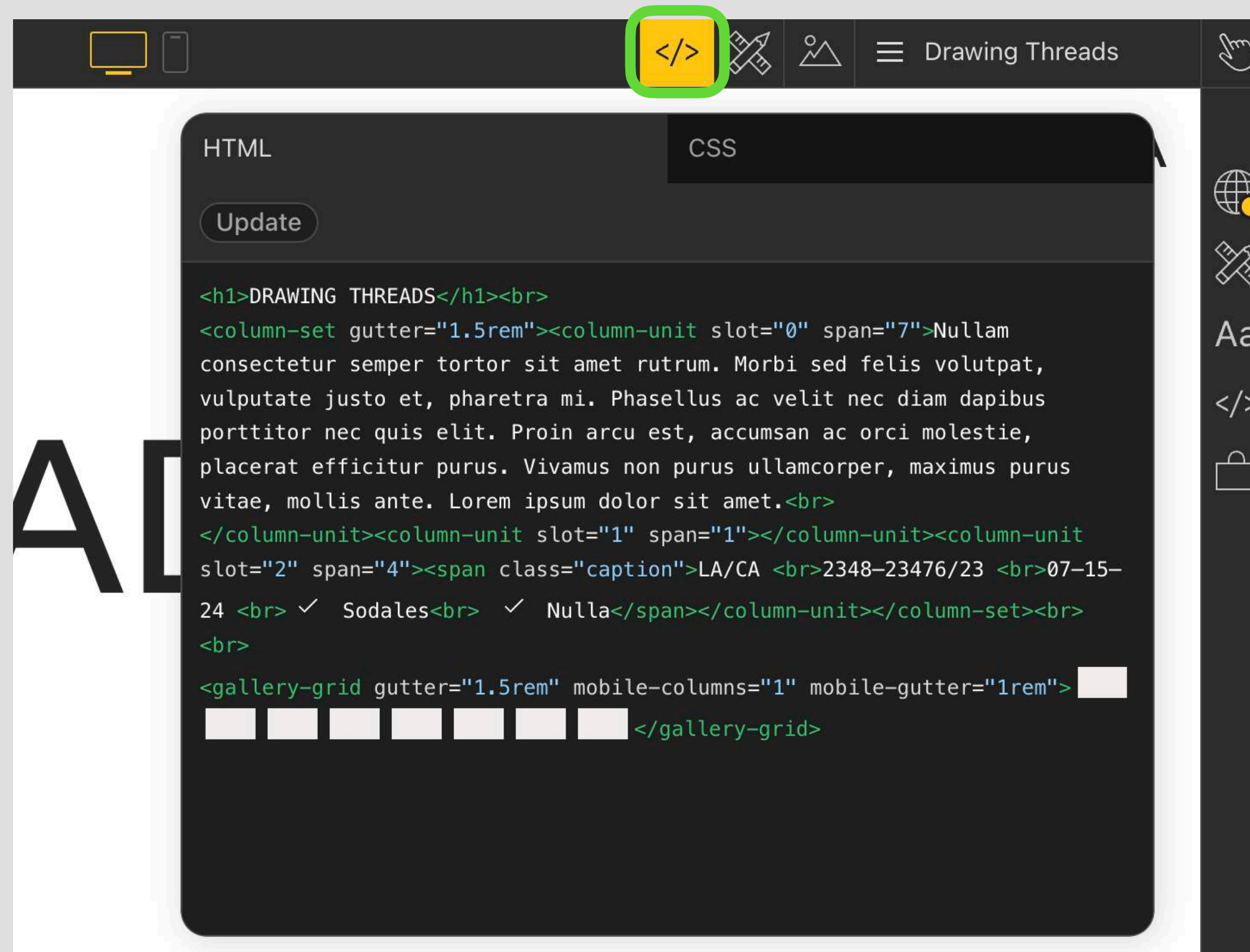
Click the *Pages* navigation (circled in red below), then hover over the page you'd like to set as your Homepage and click the ellipsis that will appear. Go to *Set as Homepage* > choose *Desktop & Mobile* OR *Desktop* OR *Mobile* (depending on whether you'd like a different homepage on mobiles).



# SIMPLE HTML

HTML is Hypertext Markup Language & is the standard markup language for web.

If the page styling isn't matching up with what you would like (ie strange line breaks or a hyperlink going across too much text), you may have to use the HTML code editor. You can go into the HTML editor (lookout for `</>` at the top right of each page, highlighted in green below). Cargo's code editor is slightly different from standard HTML (i.e. image links are shown as thumbnails).



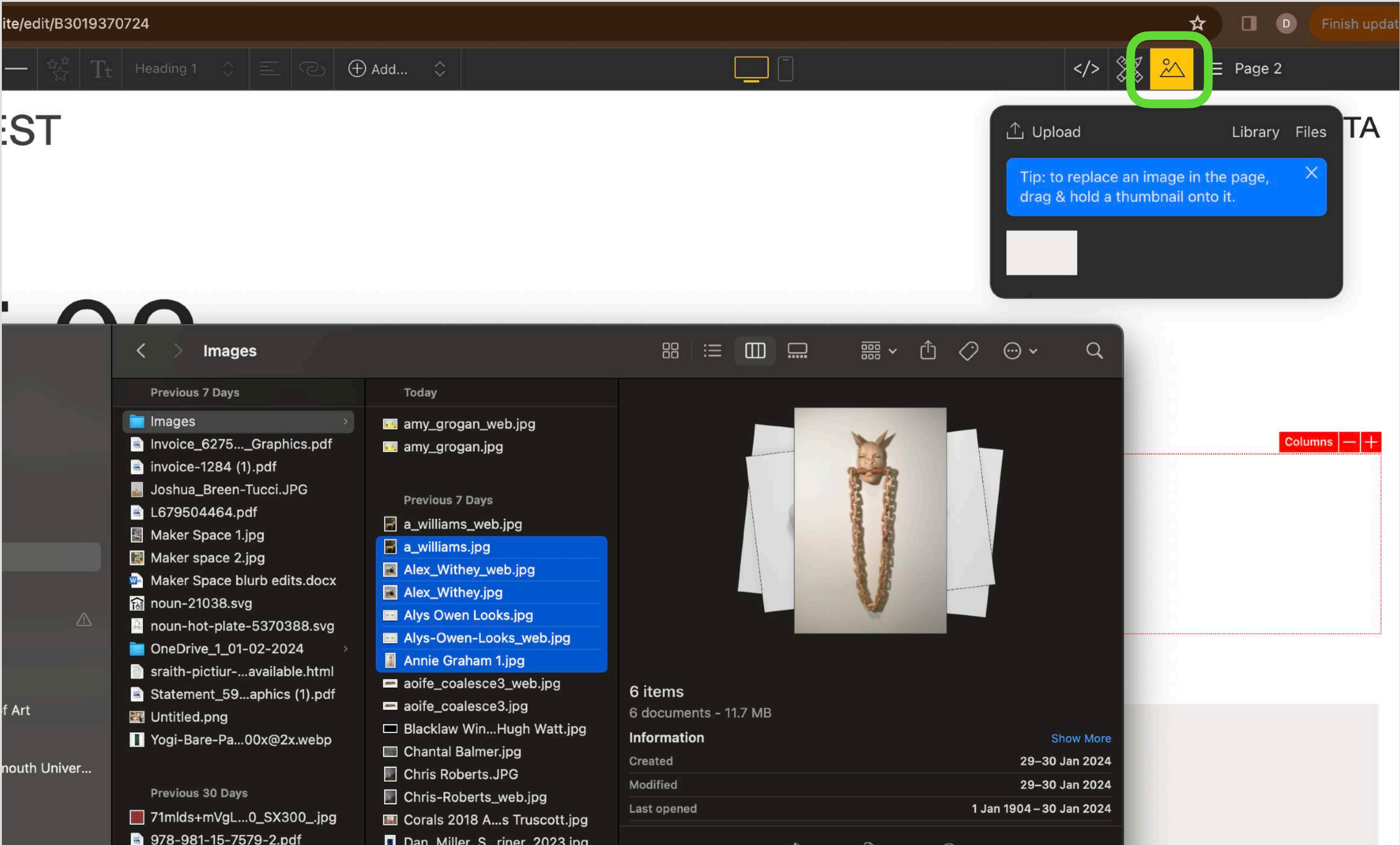
***[www.w3schools.com](http://www.w3schools.com) is a great place to go to find & understand HTML. You can view the HTML on any webpage (ie view source depending on your browser).***



# ADDING IMAGES

If adding one image to a page, drag & drop directly from your Finder/Documents window. If adding several images to a page, ideally these should each be smaller than 6MB to maintain low page load times. If you are looking at one high definition cover page image, this can (& should) be larger. Cargo’s max image upload size is 12MB.

Click on the icon highlighted in green below and either click *Upload* or drag and drop from your Finder/Documents window.

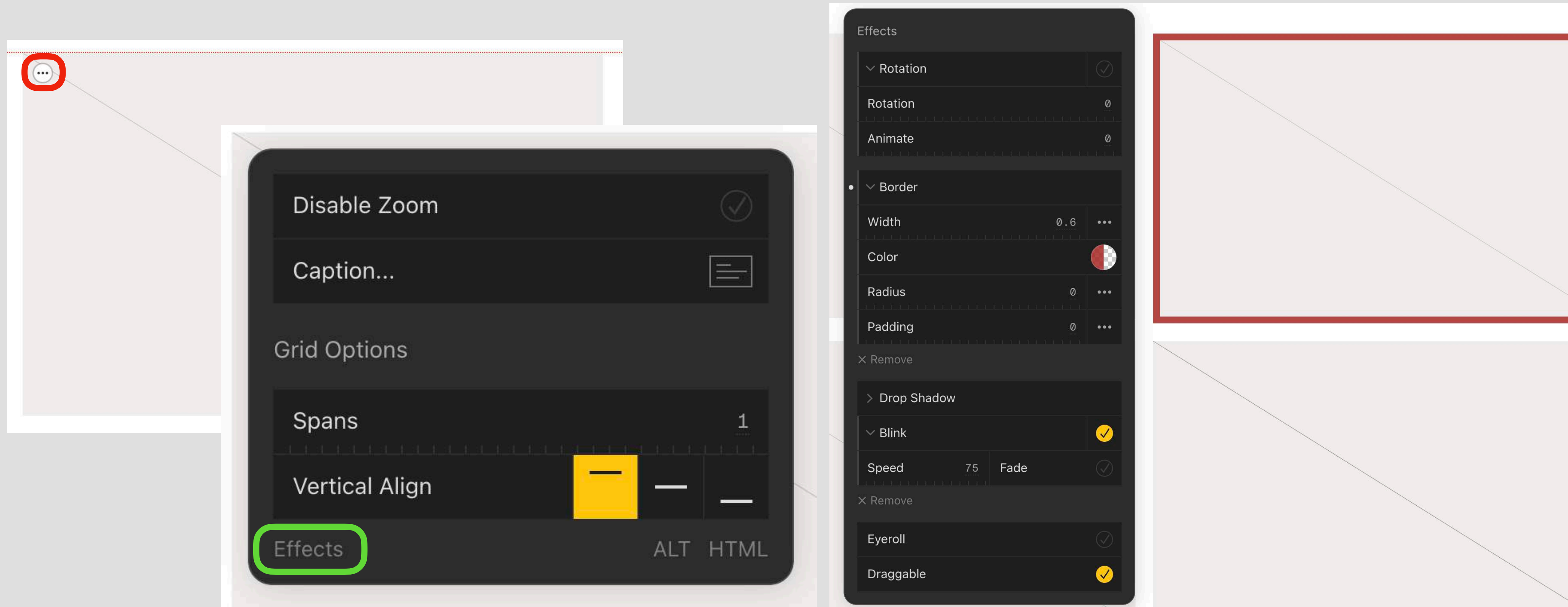




# STYLING IMAGES

To add any effects to your image, click the ellipsis in the top left of the image as highlighted in red below, then choose *Effects*. You can add animation, blinking, borders, make the image draggable or rotate by clicking the tick by the option.

When you click the image ellipsis again, you will see you can also add your image *caption* and your *ALT* text (needed for web accessibility – a general description of the image for screen readers).



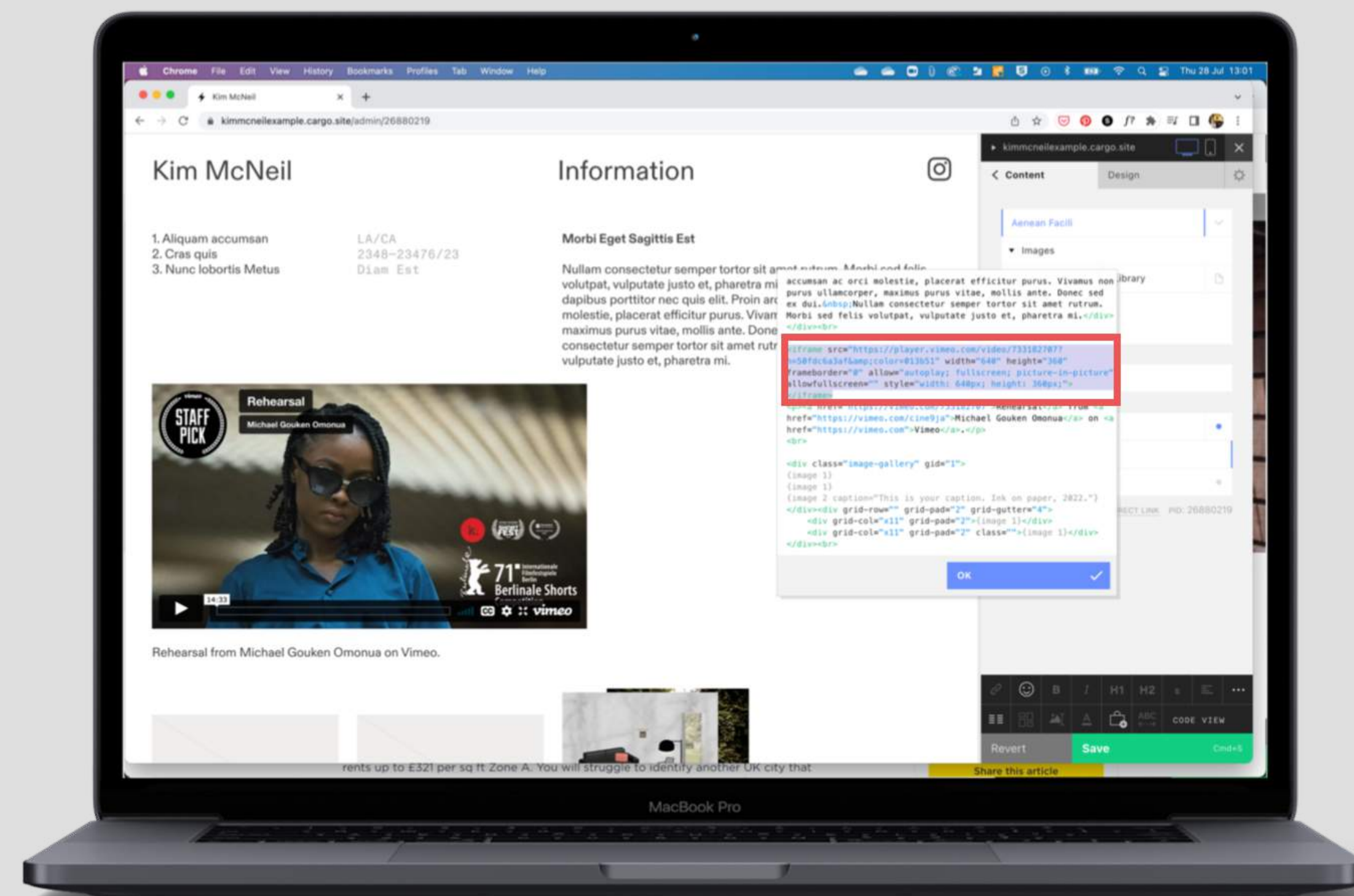
# ADDING VIDEO

You can upload a video directly to your site in the same way images are uploaded. Then paste the video's URL into your *CODE VIEW* <> (see *previous Simple HTML page*):

```
<video width="1000" height="720" controls=""><source src="https://static.cargo.site/assets/backdrop/video/DTLA_1950.mov" type="video/mp4"></video>
```

Or embed a Vimeo or Youtube video with the video's embed code which you can alter to define the video's dimensions:

```
<iframe src="https://player.vimeo.com/video/733182707?h=50fdc6a3af&color=013b51" width="640" height="360" frameborder="0" allow="autoplay; fullscreen; picture-in-picture" allowfullscreen="" style="width: 640px; height: 360px;"></iframe>
```



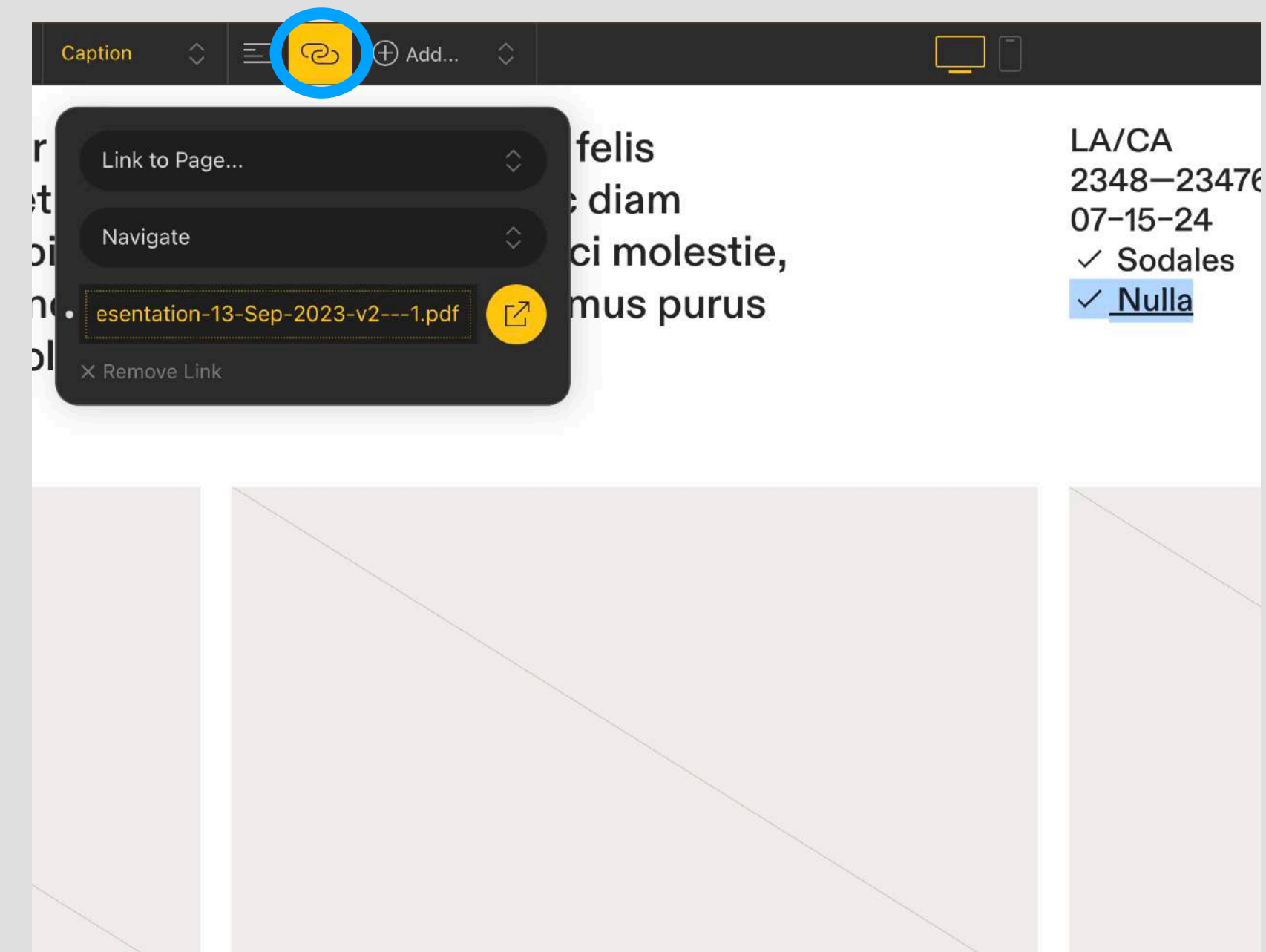
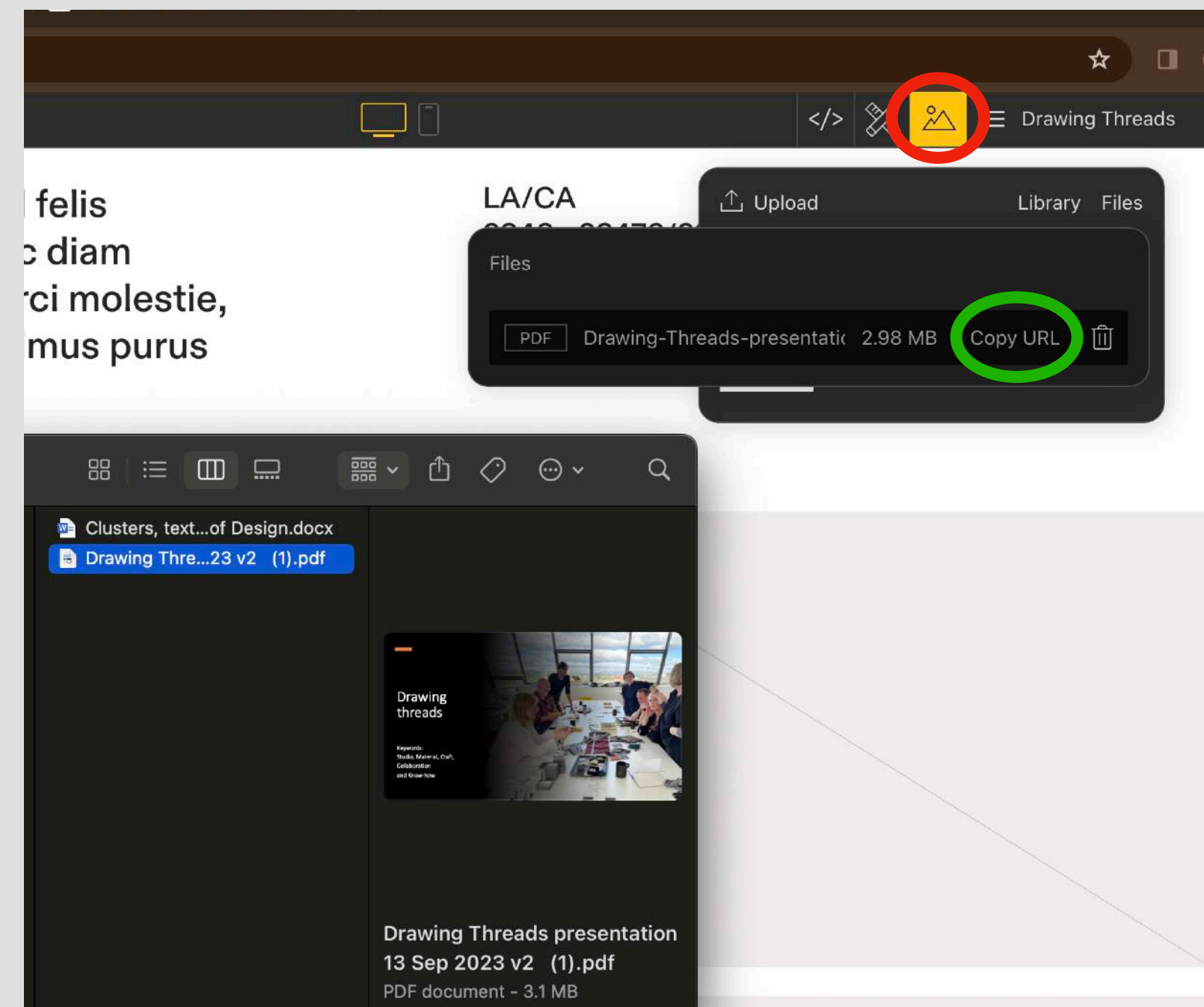


# ADDING PDFS

Under the *Images & Files* tab as before (circled in red below) either drag and drop your file (preferably a PDF) OR click *Upload*, choose your file and click Open. Once the file has been uploaded, copy its URL (circled in green below).

You will then need to link to this file by either hyperlinking text, an image or an icon. Highlight what you'd like to use to link (text, image or icon), select the chain icon at the centre top of the page and paste in your link to your file in the *External Link* cell.

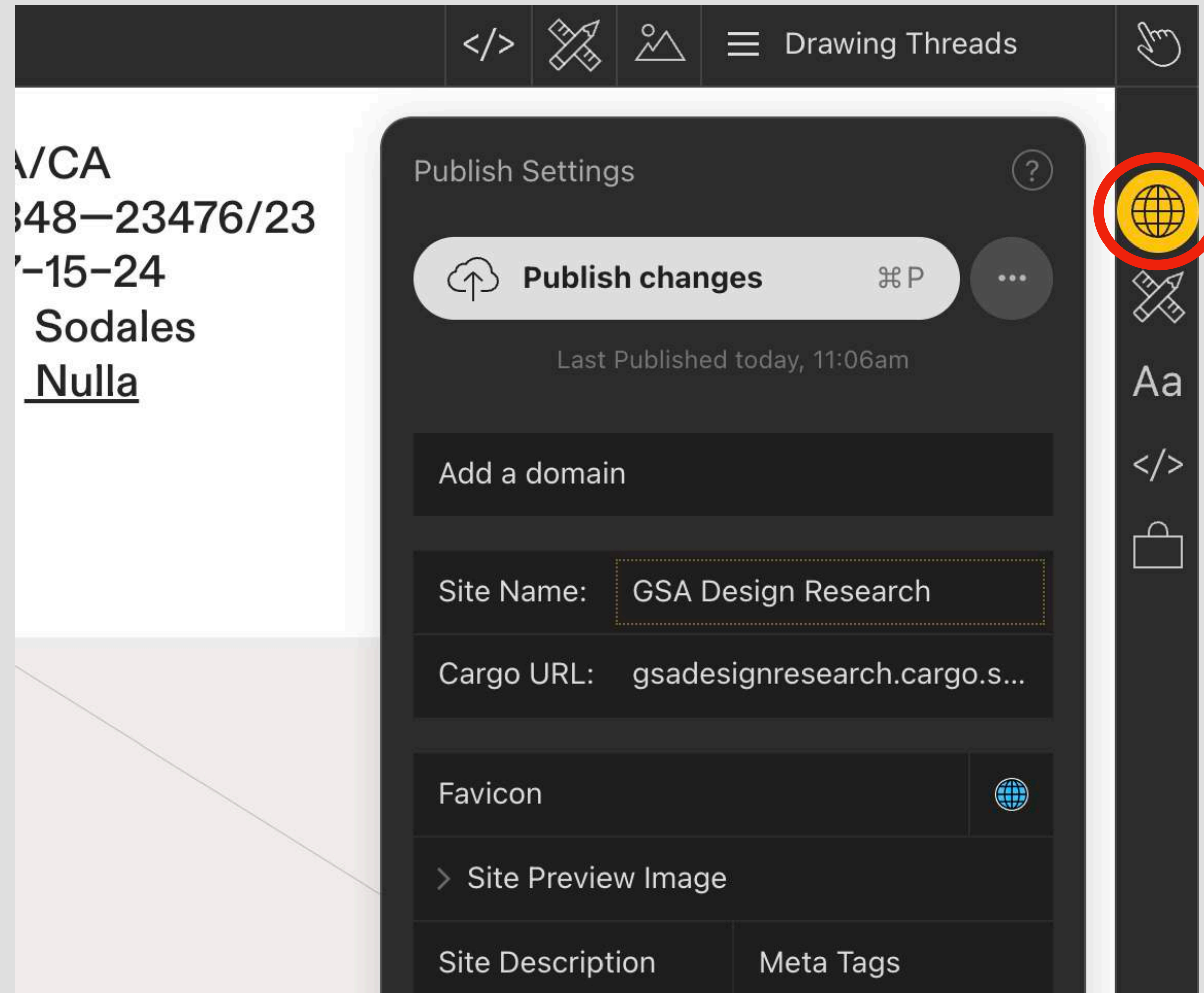
You have a storage capacity of 100MB for files. Open another tab to check your file is working ok (click the hand icon in the top right > then choose preview OR type the URL which is the same as the one you're using, without the /admin at the end).





# save CHANGES

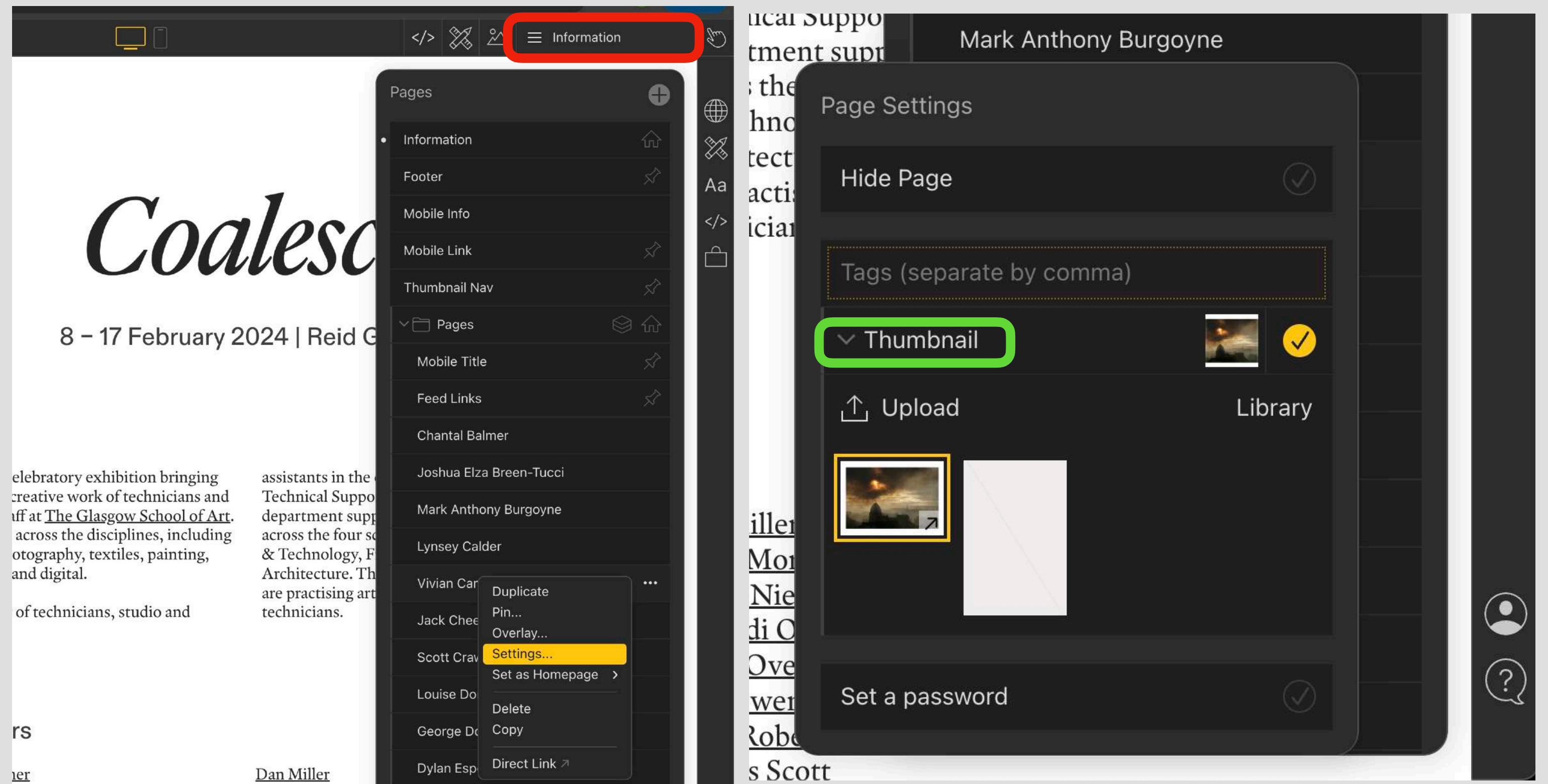
Click the world icon on the far right navigation and select Publish changes. This is also where you can change your Site Name (what appears in searches), your URL and favicon (the tiny icon you can see at the top of tabs in a browser).



# THUMBnAILS

Some of the template designs will pull in thumbnails from the individual project pages and these are what are displayed on the homepage.

Dropdown the pages in the top right navigation *Thumbnail* section (circled in red below), then click the ellipsis next to the page name and choose Settings. Dropdown the *Thumbnail* options and either select the image you'd like OR *Upload* a new one.



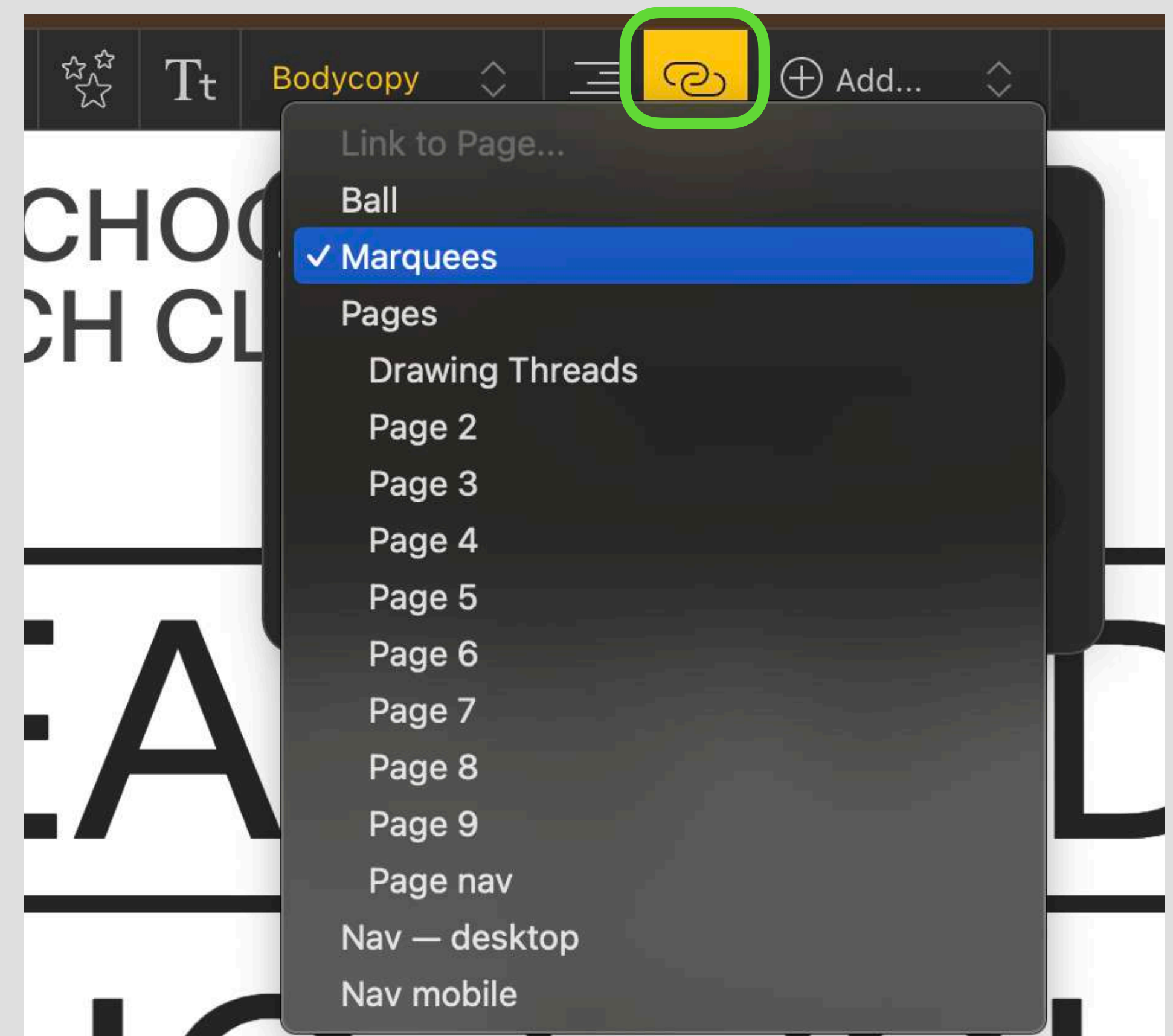
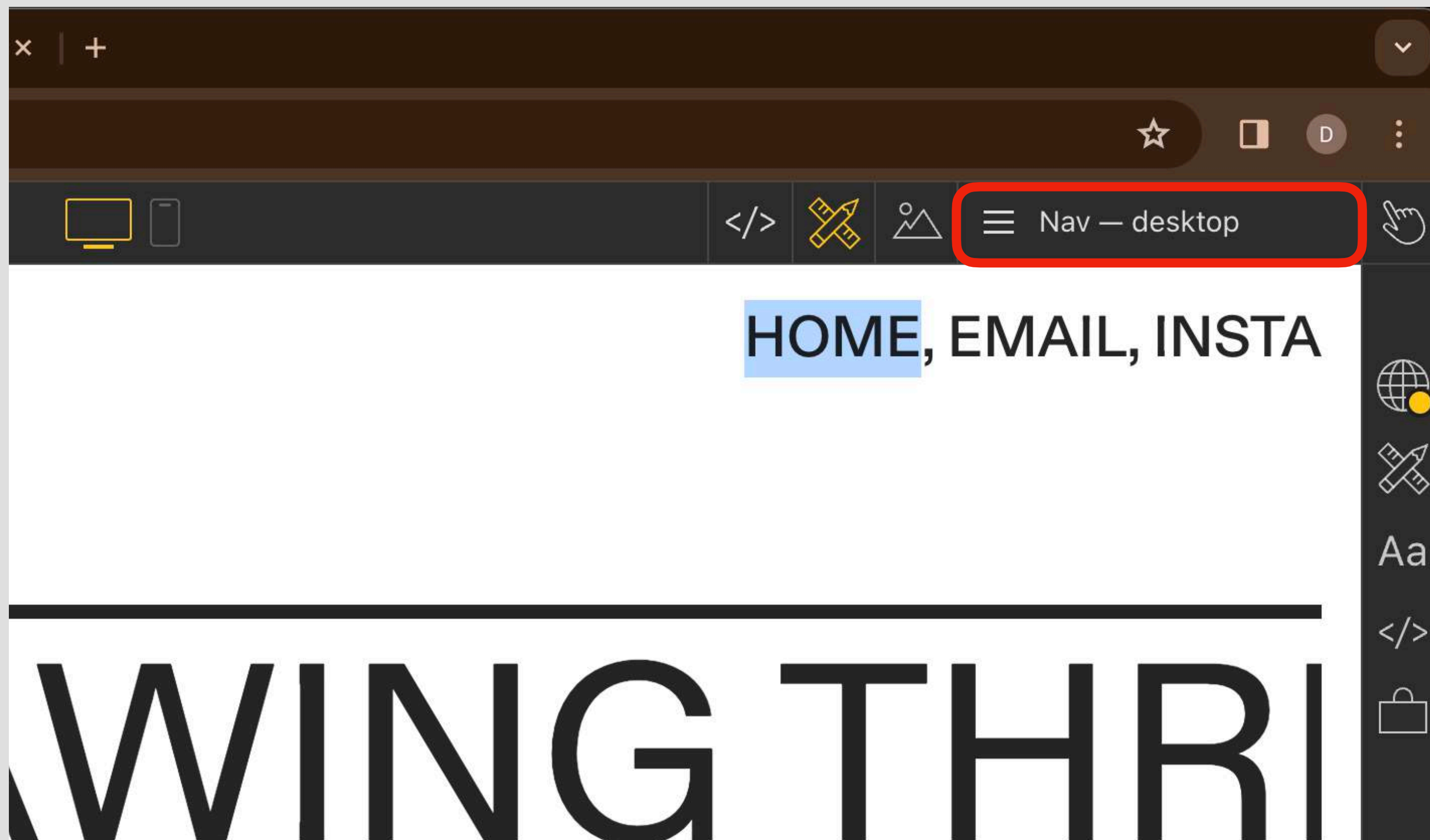
***Discover more about Thumbnails and how to use tags by watching Cargo's video here: <https://support.cargo.site/Thumbnail-Index>***



# Headers & Footers

In the example below, I've linked the HOME text in the header section to the desired homepage when clicked. To do this, I navigated to the header content (mine is named Nav – desktop), highlighted the text, clicked the chain icon (circled in green below) > *Link to Page* > select homepage (aka Marquees in this instance).

For the footer, you can add your social links. There's a host of icons you can choose from under the smiley face emoji circled in yellow below. Be sure to link to these individually: highlight them, click the chain icon as before & input the URL in the *External Link* cell.

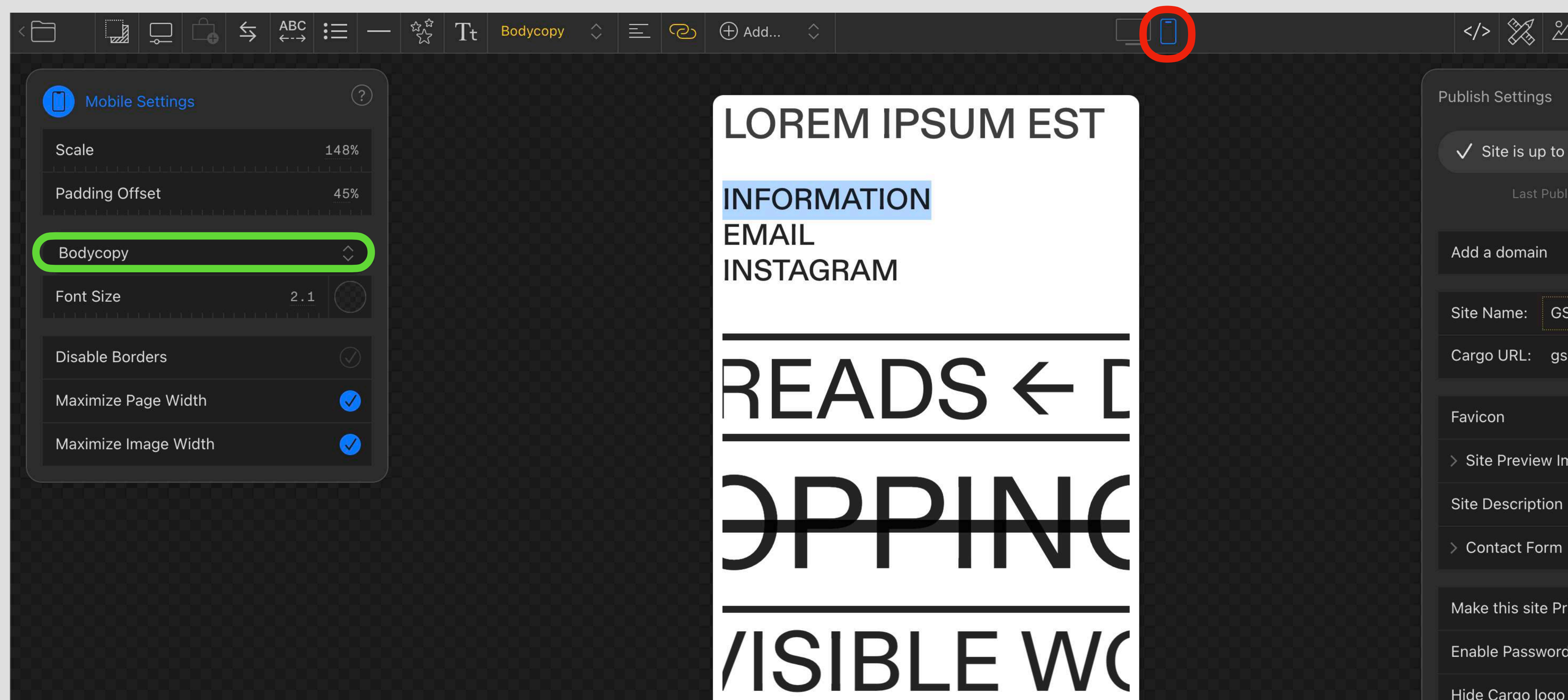




# MOBILE ADJUSTMENTS

You can get an idea of what your site will look like on a mobile by clicking the mobile icon at the top centre of the page (circled in red below).

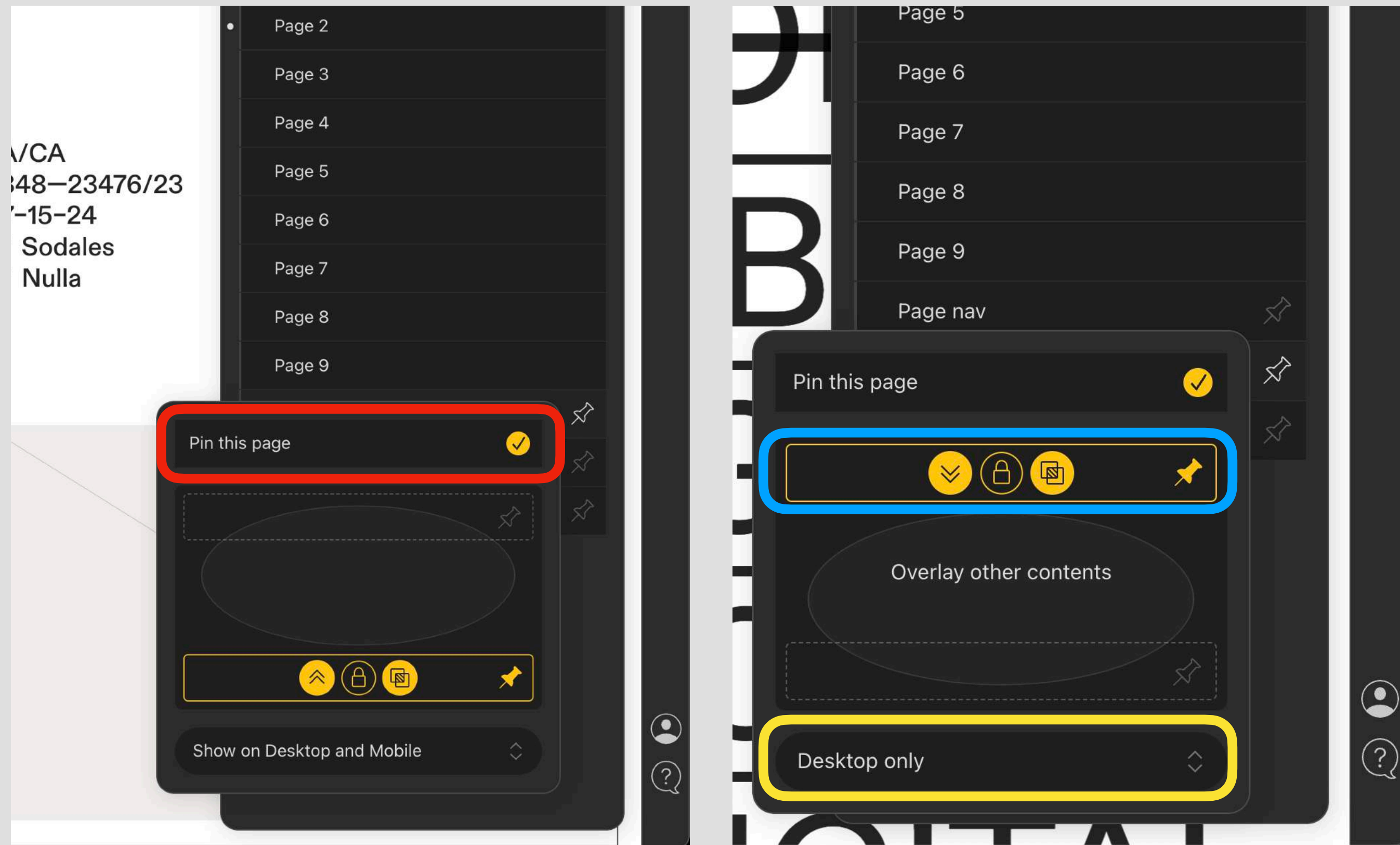
You can make any mobile adjustments in *Mobile Settings* (circled in green below), you can make changes to scale, padding, page & image widths. Changes made here will only affect mobile devices. Normally, you would increase the font sizes a little to make text easier to read.



# PIN & HIDE PAGES

When you *Pin* a page, it makes that page a ‘global element’ — it’s visible on every page of your site. To pin a page, click the ellipsis to the right of its name.

The tick will be yellow once it’s actively pinned. Hover over the icons circled in blue below to see how the element will appear (i.e. locked in place so other elements flow under/around it?). You can also specify pinned pages to either Desktop or Mobile only.



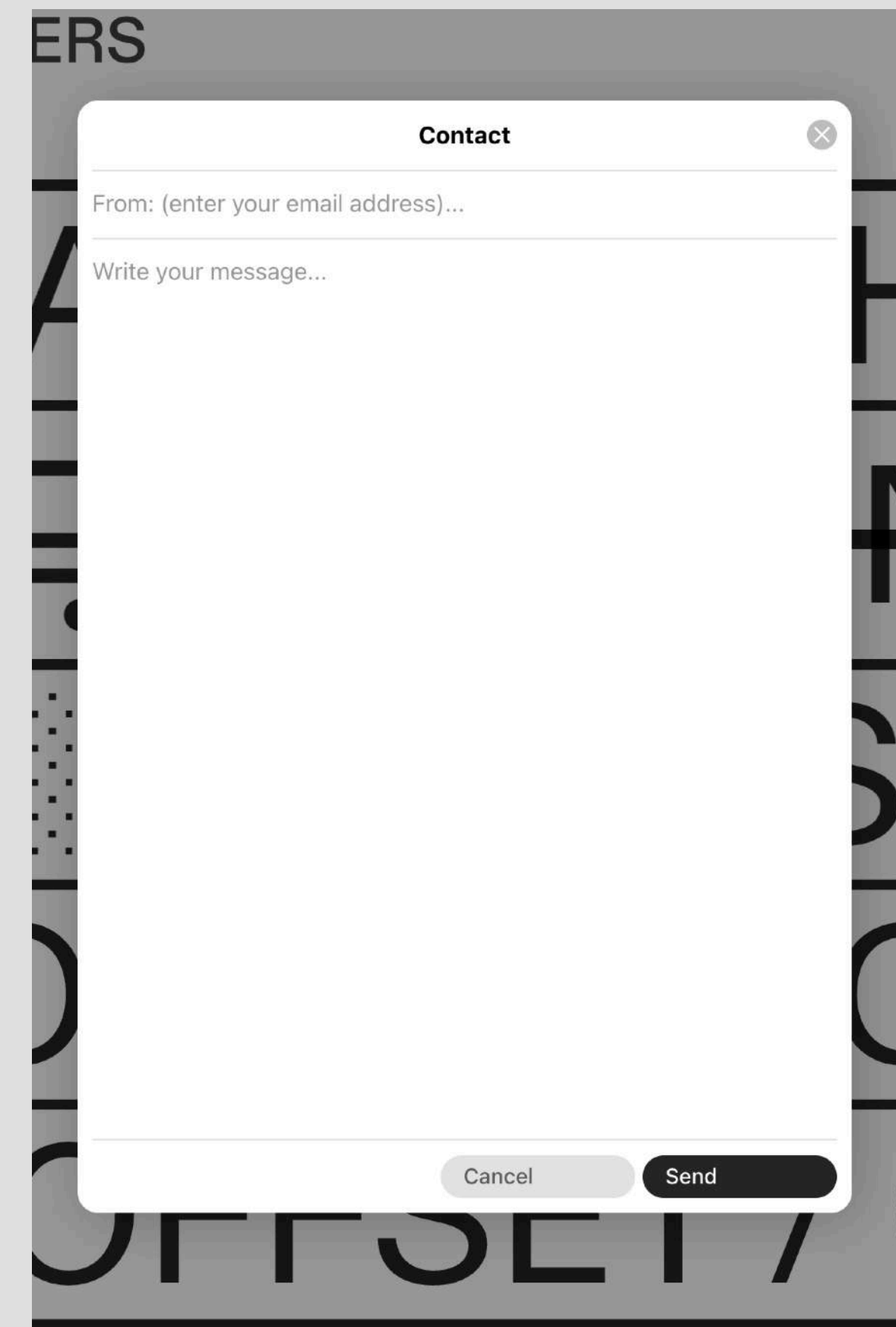
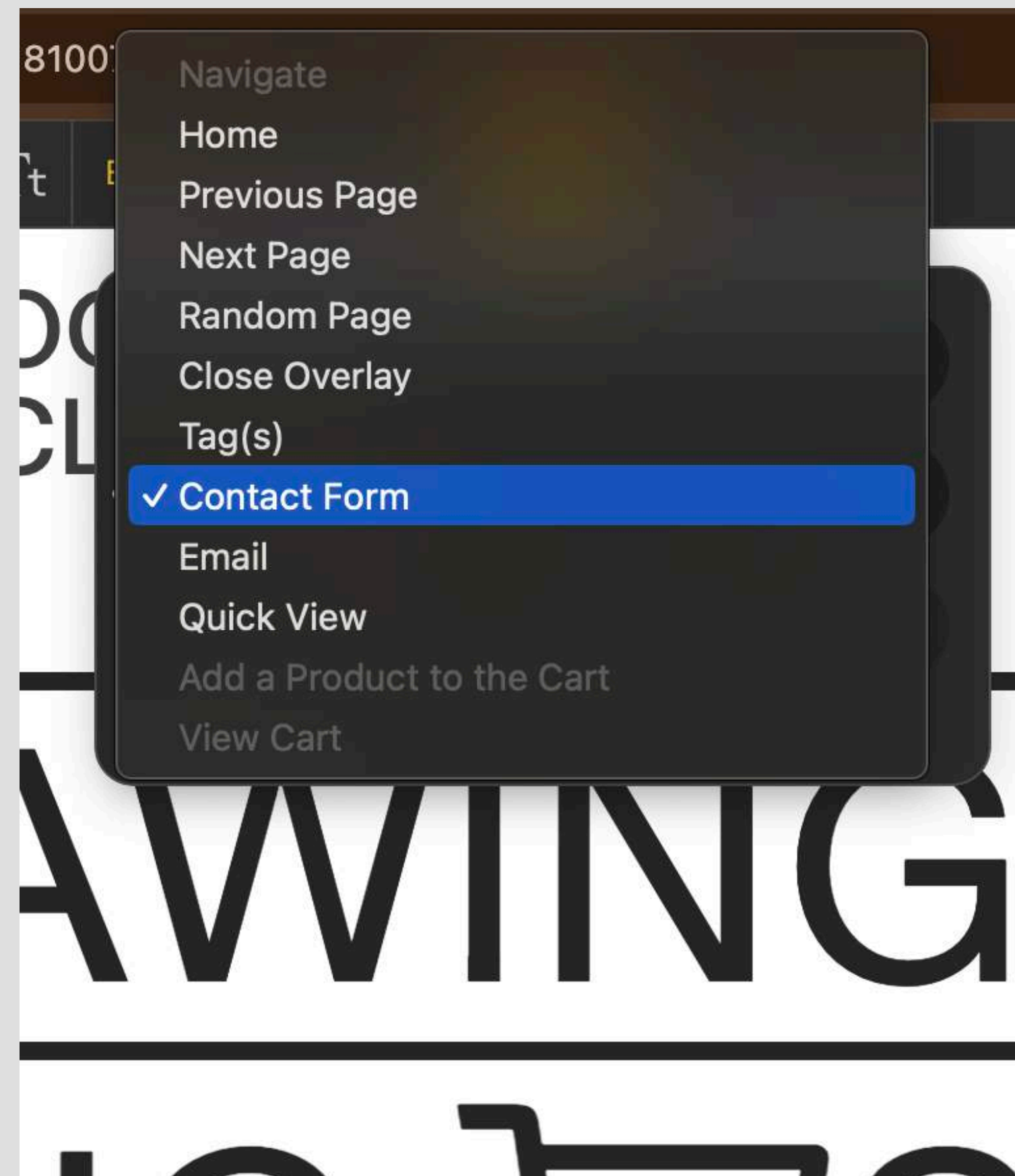
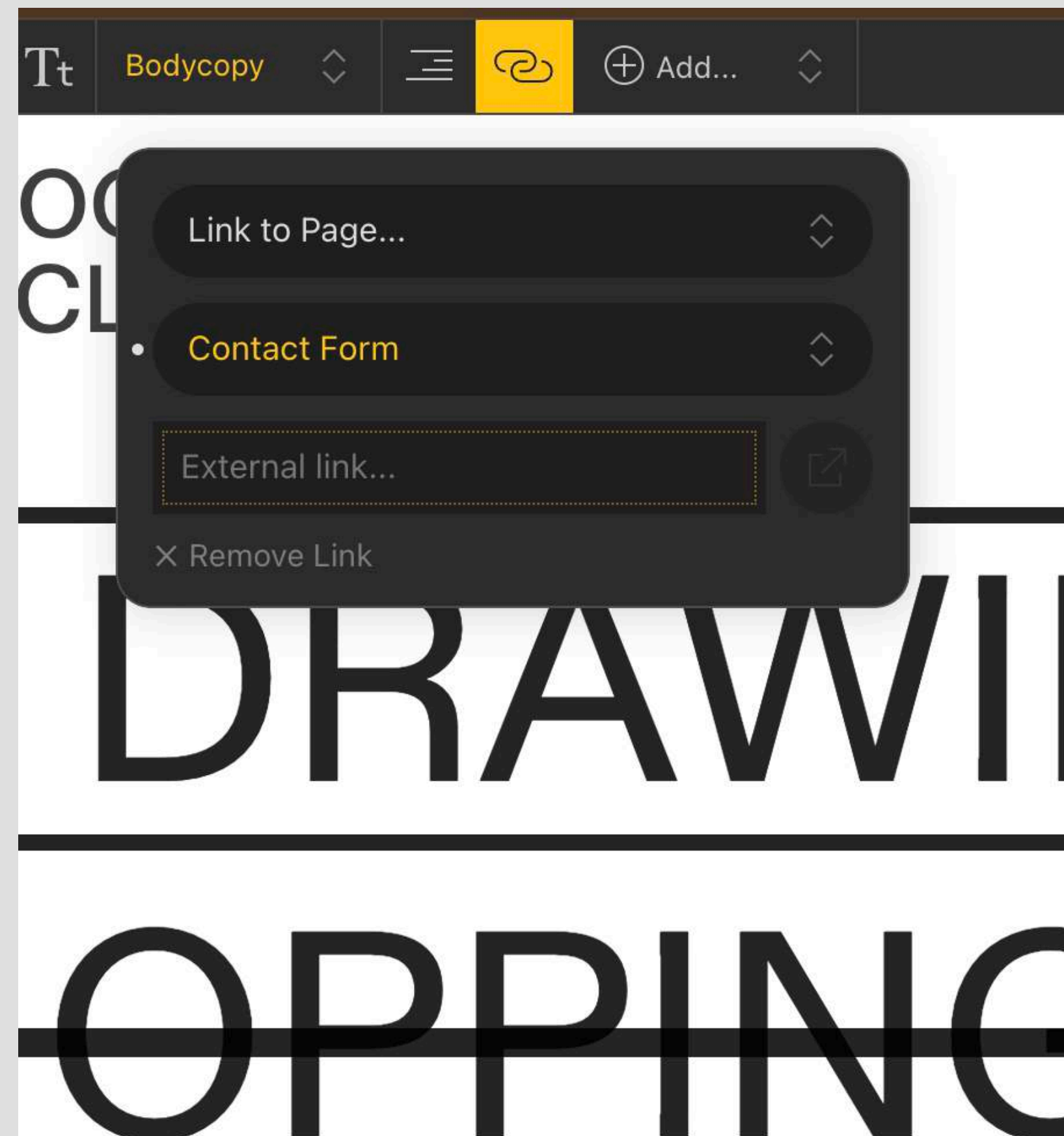
*Discover more about pinning and sets by watching Cargo’s video here:  
<https://support.cargo.site/Pinning>*



# contact FORM

Avoid putting your email address directly on your website (unless you like spam). Cargo has an in-built *Contact Form* which is available to use on every template.

Highlight the text or icon you wish to link the *Contact Form* to, click the chain icon and select *Contact Form* from the dropdown list. The below right image shows you what this form will look like on your site.






# Decrease Image Size

You can use something like Image Optim to reduce the size of your images for free. This will significantly reduce the size of your images, without lossy compression (no loss of quality in image).

Having smaller image sizes will improve the speed of page load times on your site. This will in turn mean your audience will stay on your site longer.

 ImageOptim

Mac appWeb service

## ImageOptim makes images load faster

Removes bloated metadata. Saves disk space & bandwidth by compressing images without losing quality.

[Download for Free](#)[Other versions](#)

Requires macOS 10.9+. Works with Monterey. It's Free and Open Source. [Donate](#).

File	Size	Savings
✓ icon.png	11,195	61.2%
✓ picture.jpg	143,772	22.6%

+

Saved 59.5KB out of 214.5KB. 41.9% per file on average (up to 61.2%)

↺ Again

### Faster web pages and apps

**Reduces image file sizes**—so they take up less disk space and download faster—by applying advanced compression that preserves quality.

### Image files scrubbed clean

**Removes invisible junk:** private EXIF metadata from digital cameras, embedded thumbnails, comments, and unnecessary color profiles.

### Best tools with drag'n'drop

Seamlessly combines all the best image optimization tools: MozJPEG, pngquant, Pngcrush, 7zip, SVGO and Google Zopfli.  
**All Free and Open-Source.**

"The app works efficiently, it's brain-dead simple to use,

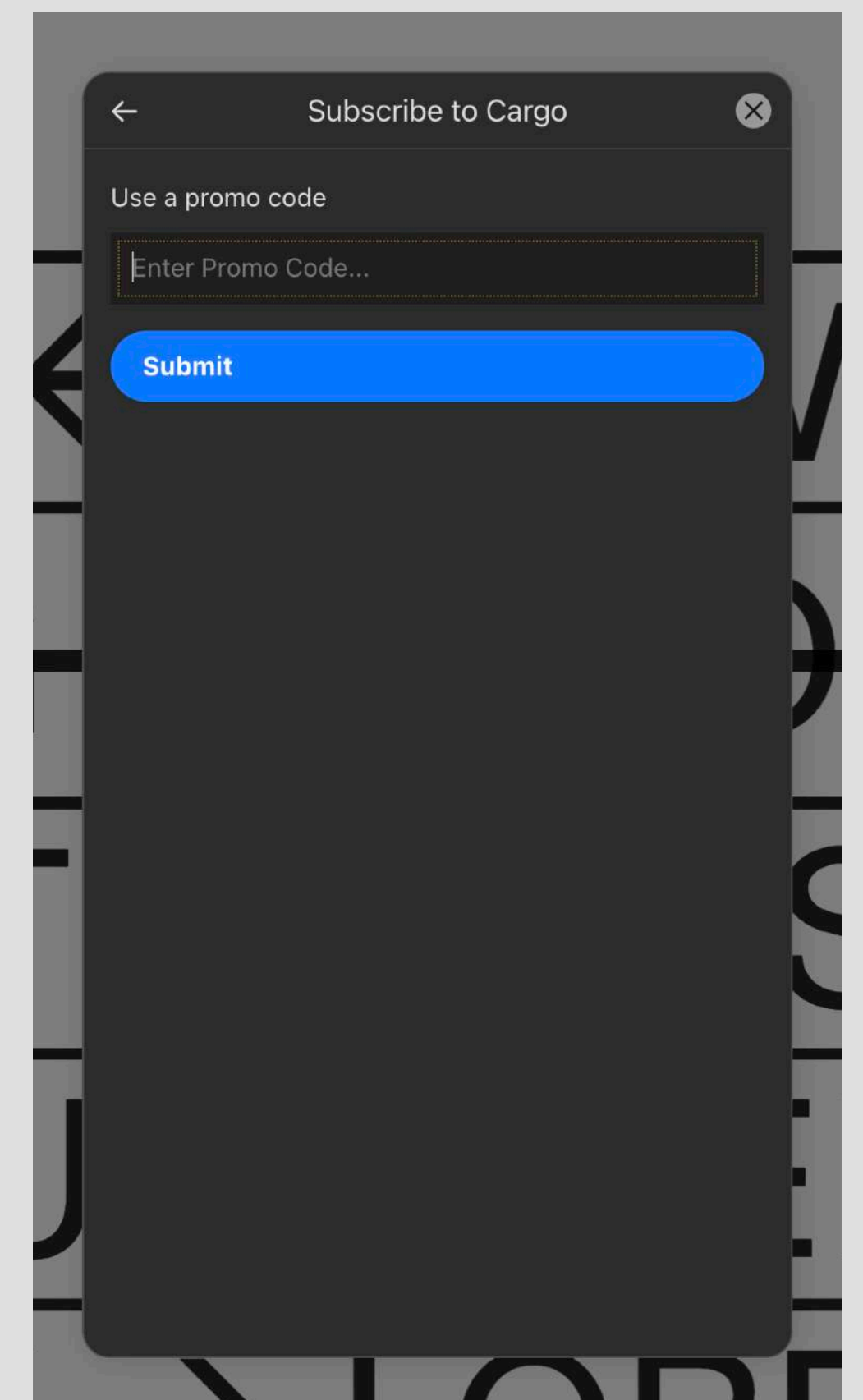
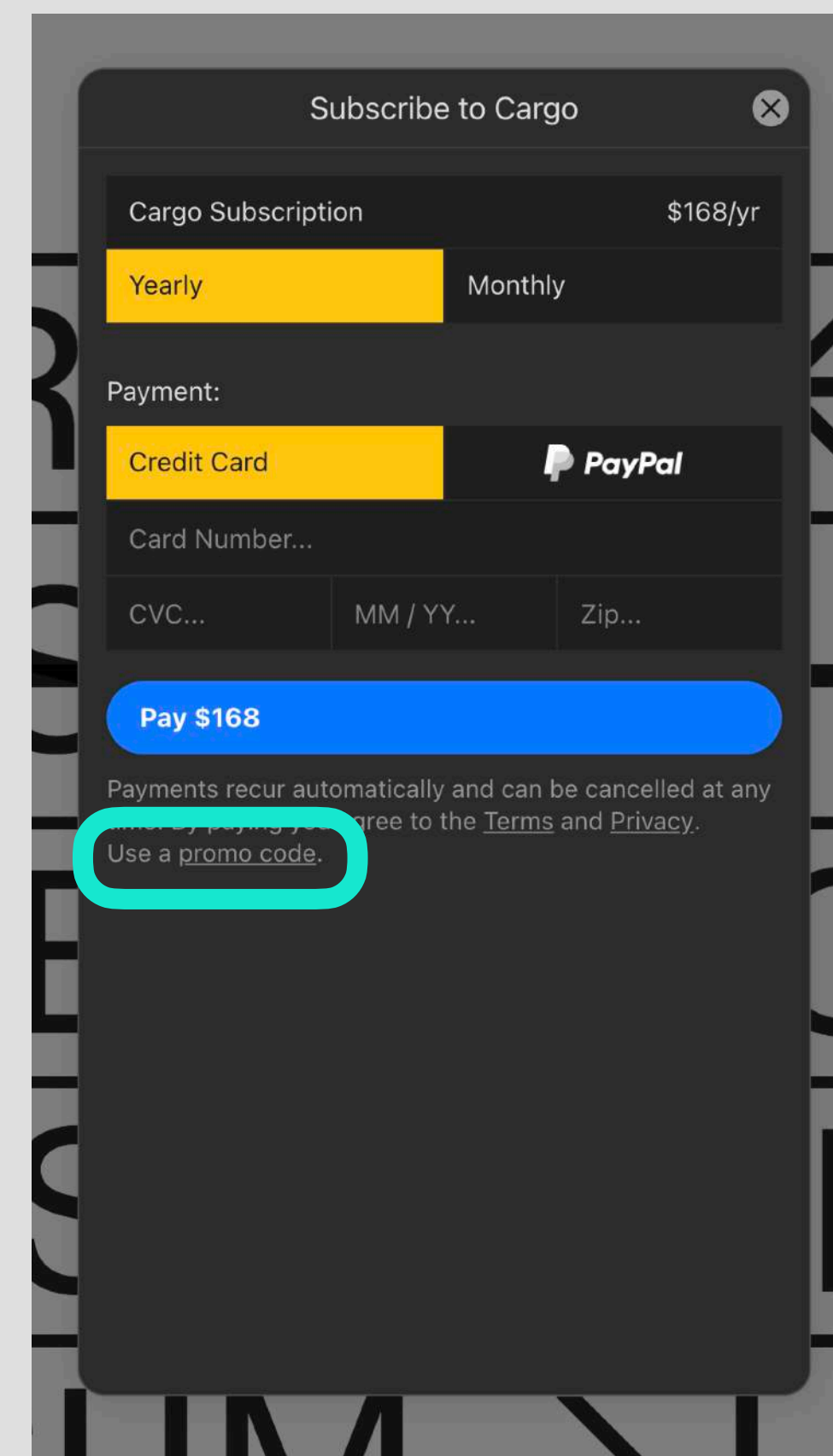
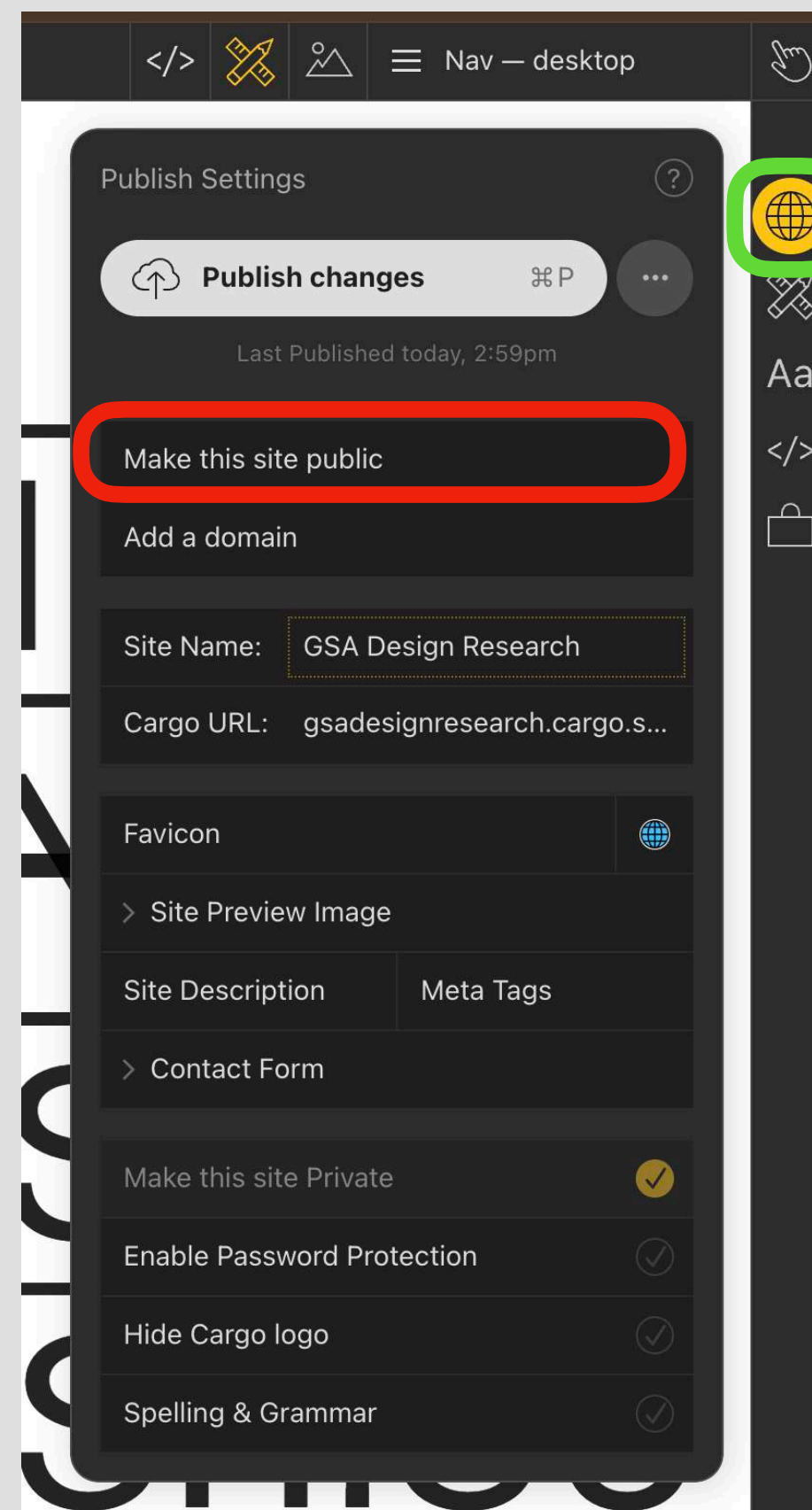
"Basically, ImageOptim works like magic, cutting down the size

# PUBLISHING YOUR SITE

GSA has an agreement with Cargo and students get to use the service for free. There's a code which changes annually.

Go to your site settings (the cog circled in green below), then click to *Make this site public*. Click *Promo Code* (this is difficult to see & is circled in turquoise below). For 2023/24, the code is `078f2e55`. You can only use this code on one site within one account at a time).

**NB** Remember to Publish any changes you've made to your site or they won't appear!





# FURTHER STUDY

## Cargo Support

[support.cargo.site](https://support.cargo.site) & [docs.cargo.site](https://docs.cargo.site)

## Learn to Code

[www.w3schools.com](https://www.w3schools.com)

## HTML Basics

[bit.ly/htmllearning](https://bit.ly/htmllearning)



LEARNING  
WITH **Lynda.com**<sup>®</sup> CONTENT