



Website Guidance for Ocean Highway & Port Authority

Logging In:

Go to <http://www.bizbolsterwebsitebuilder.com/login>. Use the password you set up. If you don't remember it, use "Forgot Password" to reset it.

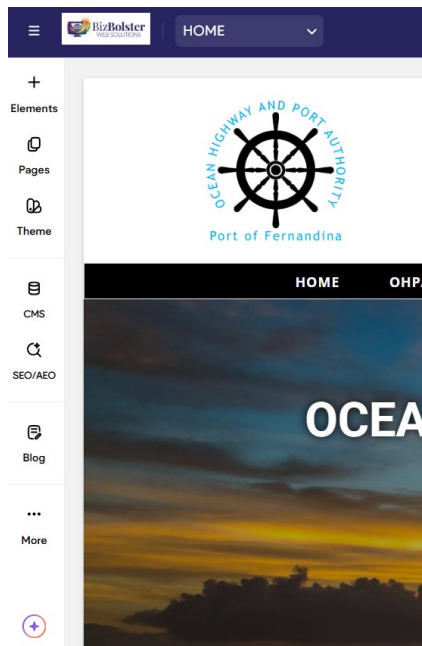
Once you log in, you can see a few stats, form responses, SEO/AEO settings, and more.

The screenshot shows the BizBolster website builder interface. At the top, there's a dark blue navigation bar with the BizBolster logo, 'Sites', 'Stats', and a user profile 'RH'. Below the navigation bar, the main content area is titled 'Site Overview' and shows details for the website 'www.portoffernandina.org'. The site is listed as 'Published' on '19 May, 2026' and has a 'Creation Date' of '16 Mar, 2026'. There are 'Edit Site' and 'Preview' buttons. Below this, there are two summary cards: 'Site Visits' with a value of 189 (up 2.2%) and 'Engagement' with a value of 14 (down 6.7%). A line graph shows the trend for Site Visits over the last 7 days, and a circular progress indicator shows 188 Site Visits.

Click "Edit Site" to enter editing mode.

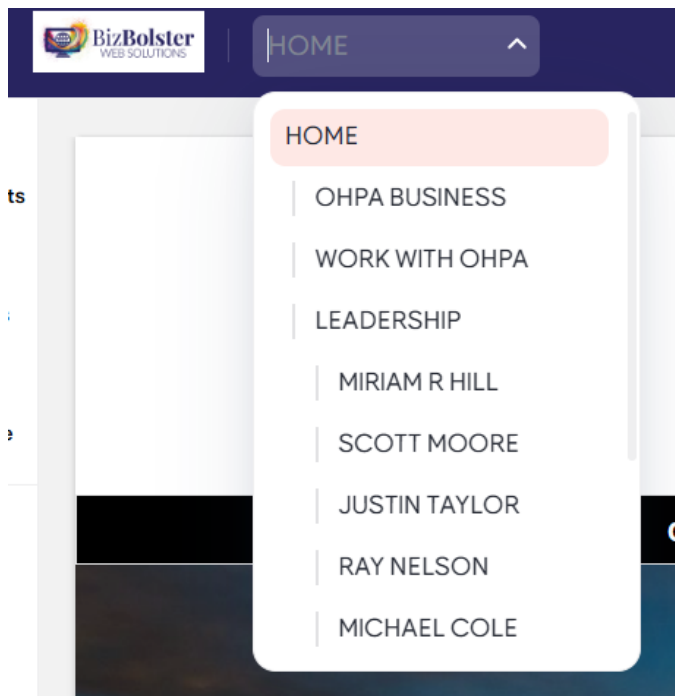
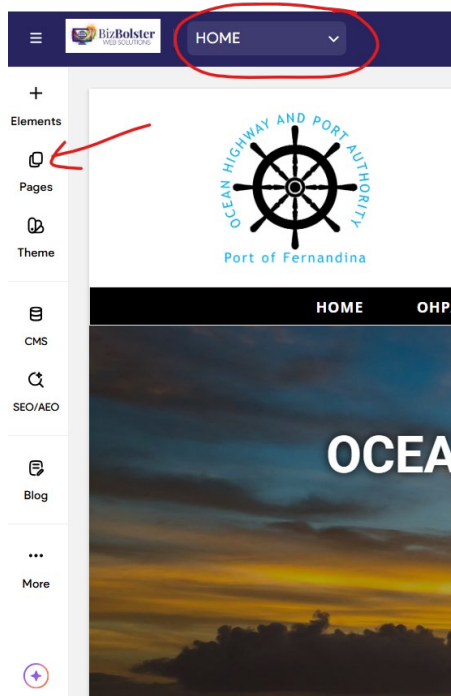
Menu:

Once you are in edit mode, the menu for just about everything you need is on the left side of the screen:



Page Access:

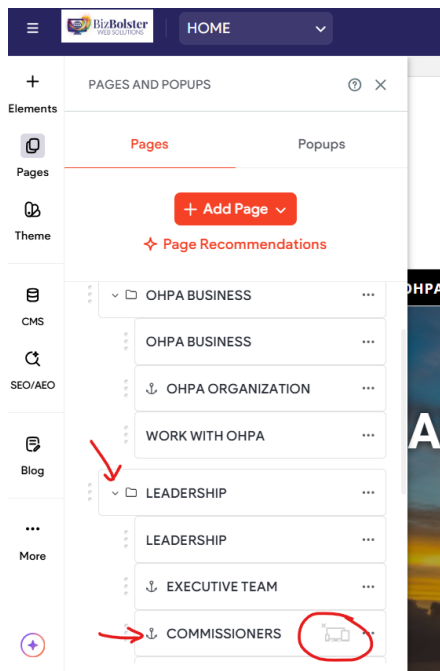
You can access each page from the top of the screen or using “Pages” in the left menu. You CANNOT select the pages from the actual navigation bar unless you are in Preview mode:



Sub-Pages and Anchors

To access sub-pages and anchors, go to “Pages” and click on the down arrow to expand the folder for the section you want. Anchors are not individual pages. They are direct links to specific items within a page for easy access, such as “Commissioners”.

When there is a picture of different the various viewing options next to an item, that means it is not directly in the navigation. For example, the “Commissioners” anchor is used in the boxes under the main image on the Home page. This is not the main Commissioners page. **It is advisable to leave all of the anchors, navigation, and general page organization as-is.**

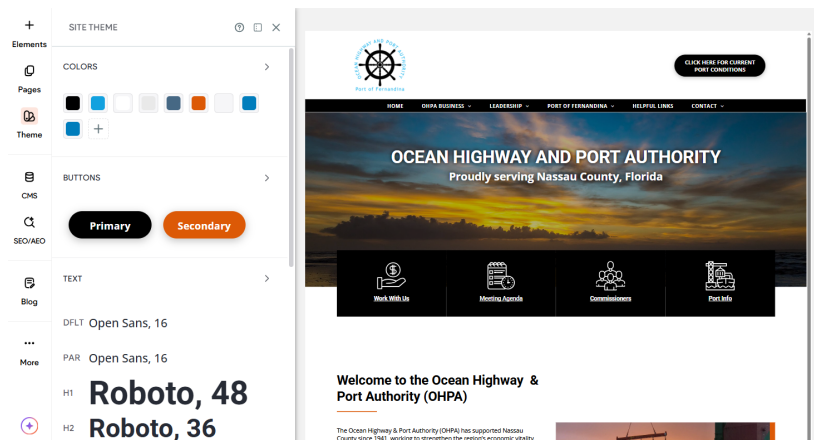


Theme Information:

Text:

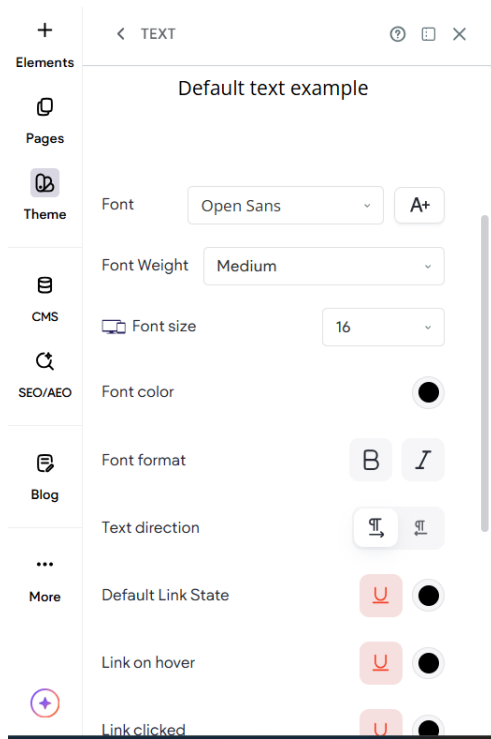
You can see the standard colors, fonts, and button styles in the Theme section of the menu.

Always use Roboto for heading text (which is the default for headers) and Open Sans for paragraph text (which is also the default).



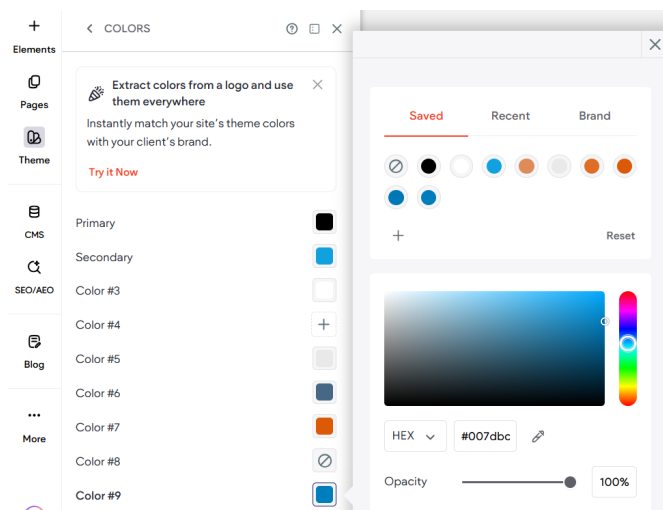
If you click on **DFLT Open Sans, 16**, you can see the rest of the standard text defaults, including the default for links.

IMPORTANT NOTE: If you add a link to text in a black background box, it will not show up because it will default to black. You will need to manually change the link color to white.



NOTE: Never use the turquoise that is in the logo (#12a1df) on a white background as it is NOT an acceptable level of contrast for accessibility rules. Color #9 (#007dbc) is an acceptable version of blue to be used if needed.

You can see the specifics for the colors if you click on the arrow next to COLORS in this menu:

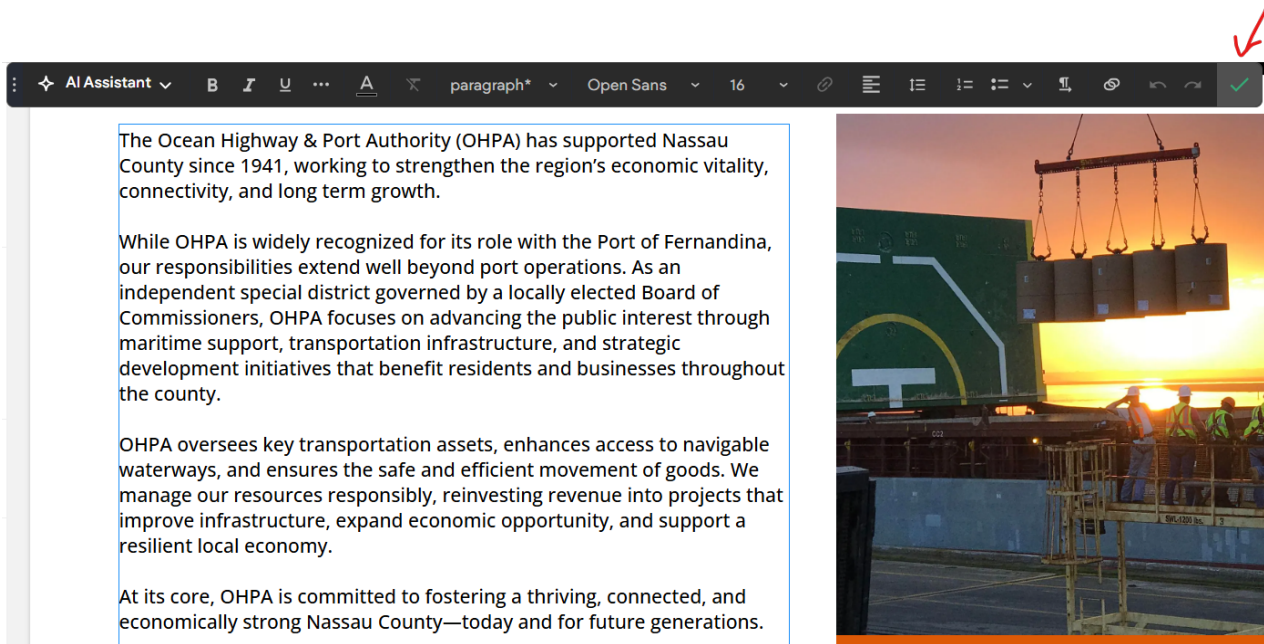


Editing Text

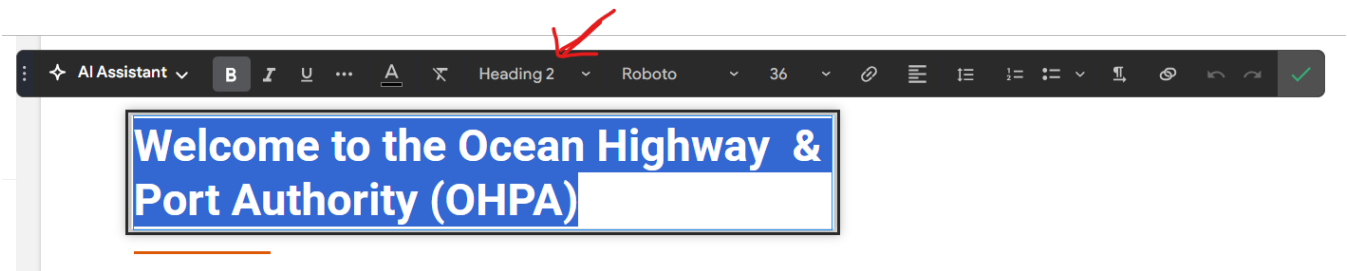
To edit existing text, simply click on the text box and edit as desired. When you click on a text box, it will be outlined and the text editor will appear. In the text editor are all the elements of the text: Bold, italics, underline, type of text, font, color, justification, list options, and spacing options.

It is highly recommended that you do not change the font color, size, style, or spacing for text boxes already in place.

Once your edits are complete, click on the green checkmark.



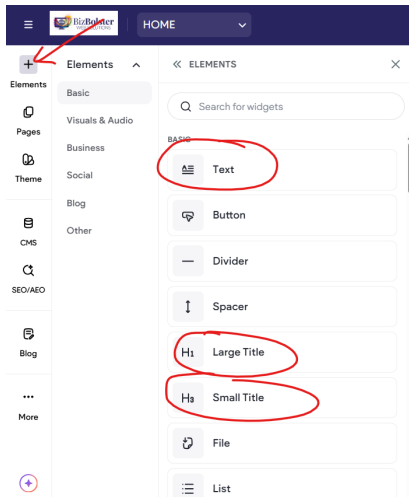
Critical: The most important thing to consider when editing text is making sure the heading structures are not lost. As discussed in the accessibility training, the levels of headers are critical to the website's design. If you choose to edit a header, please make sure you do not change the actual Heading order (number) to ensure accessibility stays in intact.



From this prompt, you can see the Heading/paragraph options, font options, font size, etc.

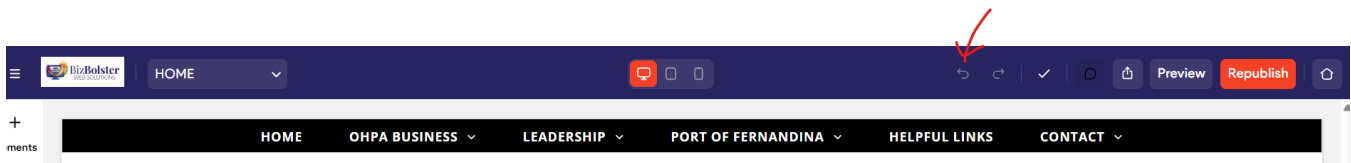
Adding Text

If you need to add a text box to a page, click Elements in the left toolbar and select the Text widget for paragraph text. (You can select the H1 or H2 for heading texts. Use the paragraph text and use the text style dropdown if you need an H3, H4, etc.). Drag and drop it on the screen where you want to use it. The text will default to the theme and shouldn't need modifying in terms of style. The only consideration here is if you are adding paragraph text to a black background and it is black text. You may need to select the text and change it to white. The header colors work on any color background.



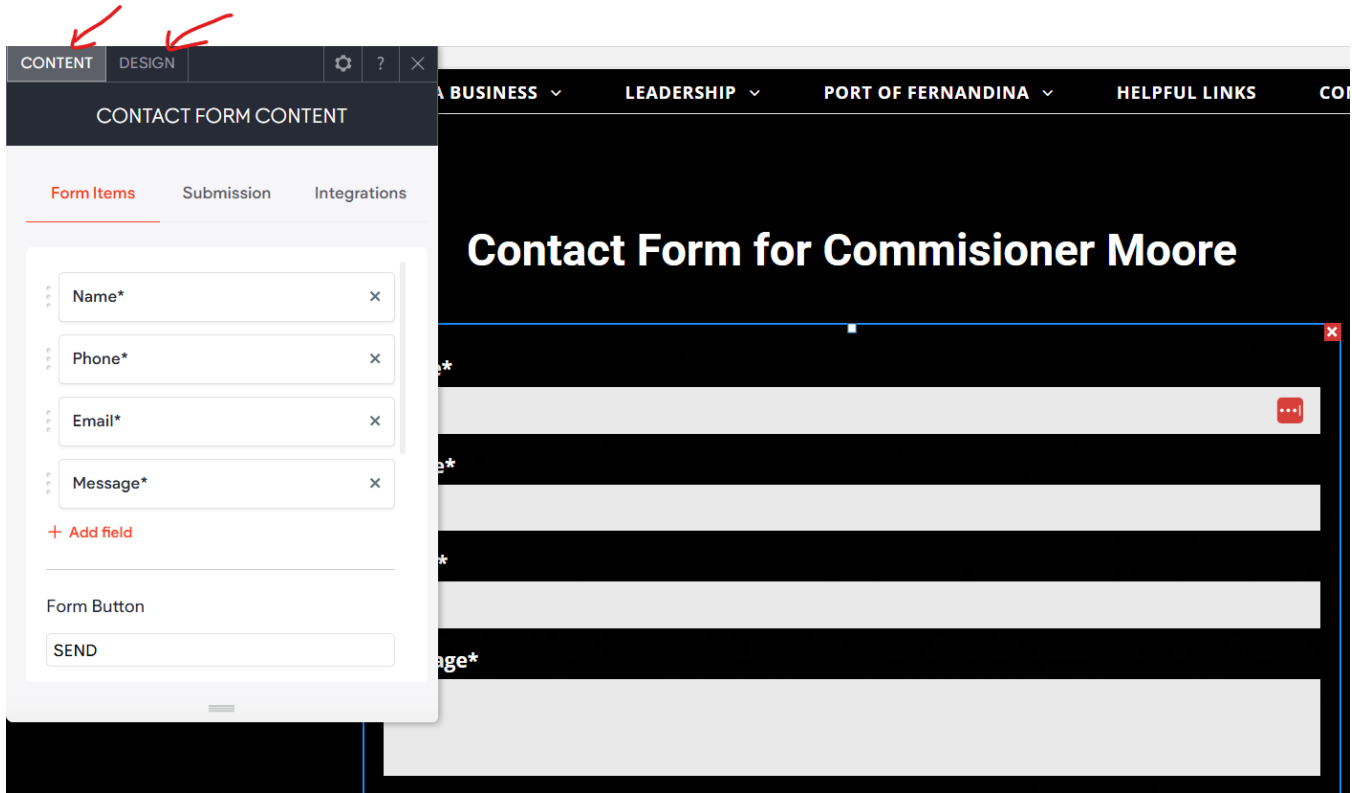
Undoing an Edit

If you edit anything on the site and you immediately want to undo it, there is an undo button in the toolbar at the top of the screen.



Contact Forms

To access any of the information in the forms click on the form itself. You will see options for “Content” and “Design”.

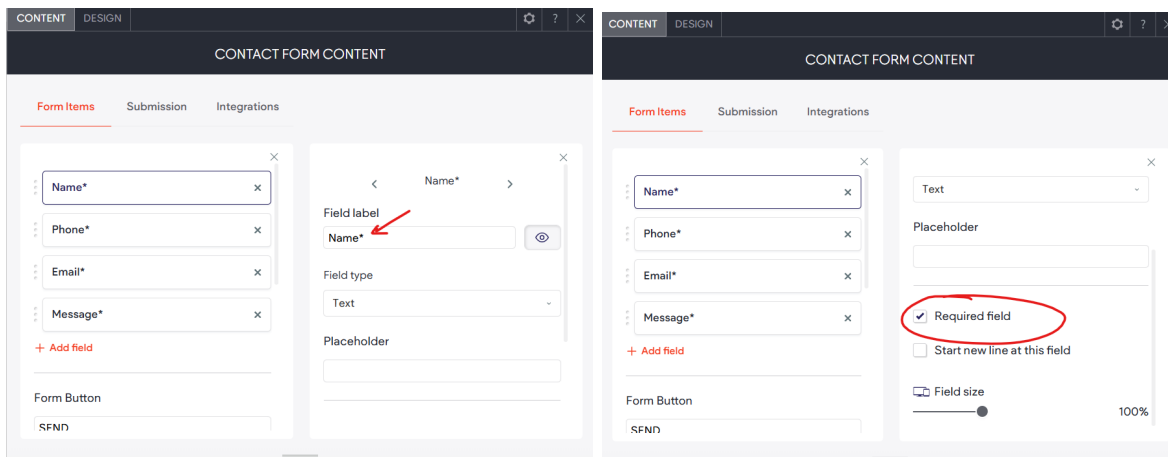


Form - Content

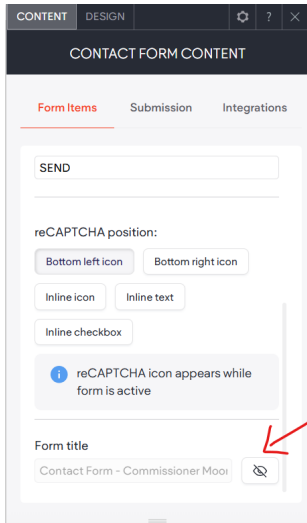
The Content tab is where you set and edit the fields and handle the submission actions. You don't need to worry about Integrations unless you want to tie the form responses to something like a Google spreadsheet.

Form Items (Fields)

Within each field, you can see the Name, type of field, placeholder (if you want one), and the % length it will take in the form area. When a field is “Required”, check the box “Required” and add an EXTRA * in the Field label to make sure it shows up on the form. **This is an accessibility requirement.**

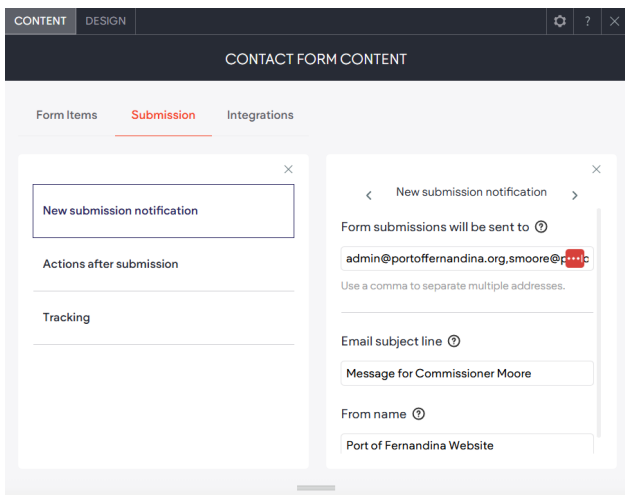


This is also where the Form title is set – which shows up in the email notifications. I have the form titles hidden from the page, but they will still be part of the email notification.



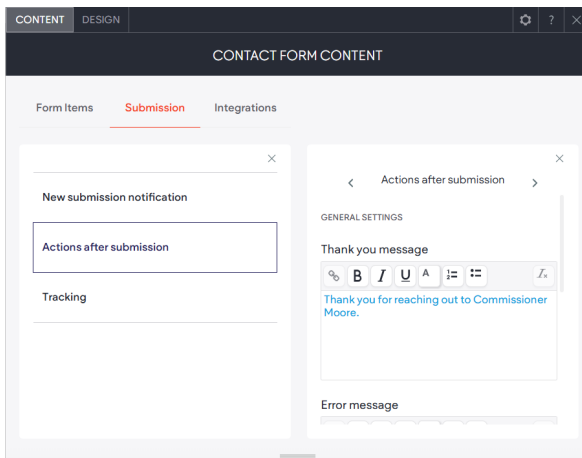
Submission – New submission notification

The Submission – New submission notification tab is where we set the notification emails, the subject line for the email, and who the email will show from.



Submission – Actions after submission

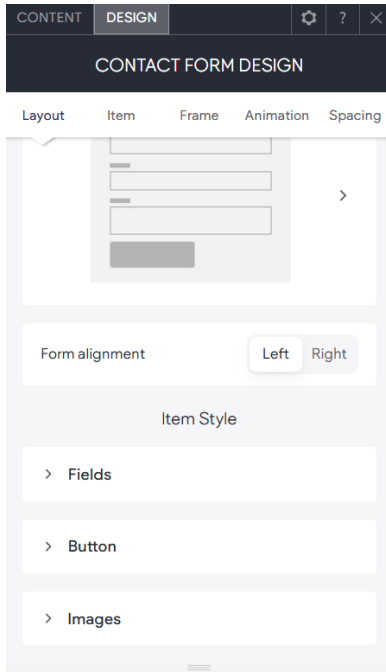
Submission – Actions after submission is where we set the Thank You Message.



Form – Design

The Contact Form Design is where the entire form setup is done: overall style, backgrounds for fields, text color and size, etc.

Note: All of the Contact forms on the site are designed exactly the same way for consistency and ease of use.



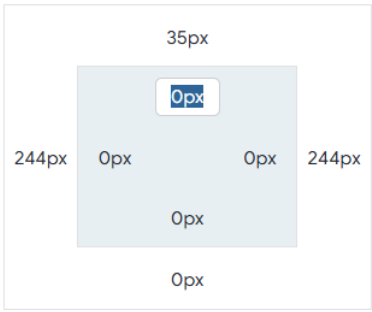
Spacing

Any Row, Column, Image, Form, and Element of any kind has its own spacing in the Design section. These can be adjusted for inner spacing and/or outer spacing for that specific item.

Spacing for Desktop and Tablet are always tied together. Mobile has its own spacing. In some cases, there may be no added spacing for an element because the row or column has the spacing instead. There is also default spacing set for Rows and Columns throughout the site.

▼ Spacing

📱 Change padding (inner spacing) on desktop and tablet



35px

0px

244px 0px 0px 244px

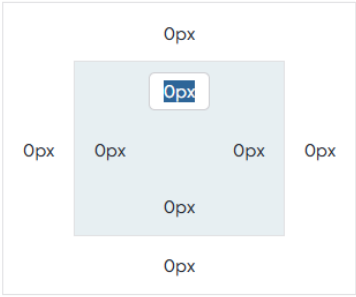
0px

0px

Clear all padding

▼ Spacing

📱 Change padding (inner spacing) on mobile



0px

0px

0px 0px 0px 0px

0px

0px

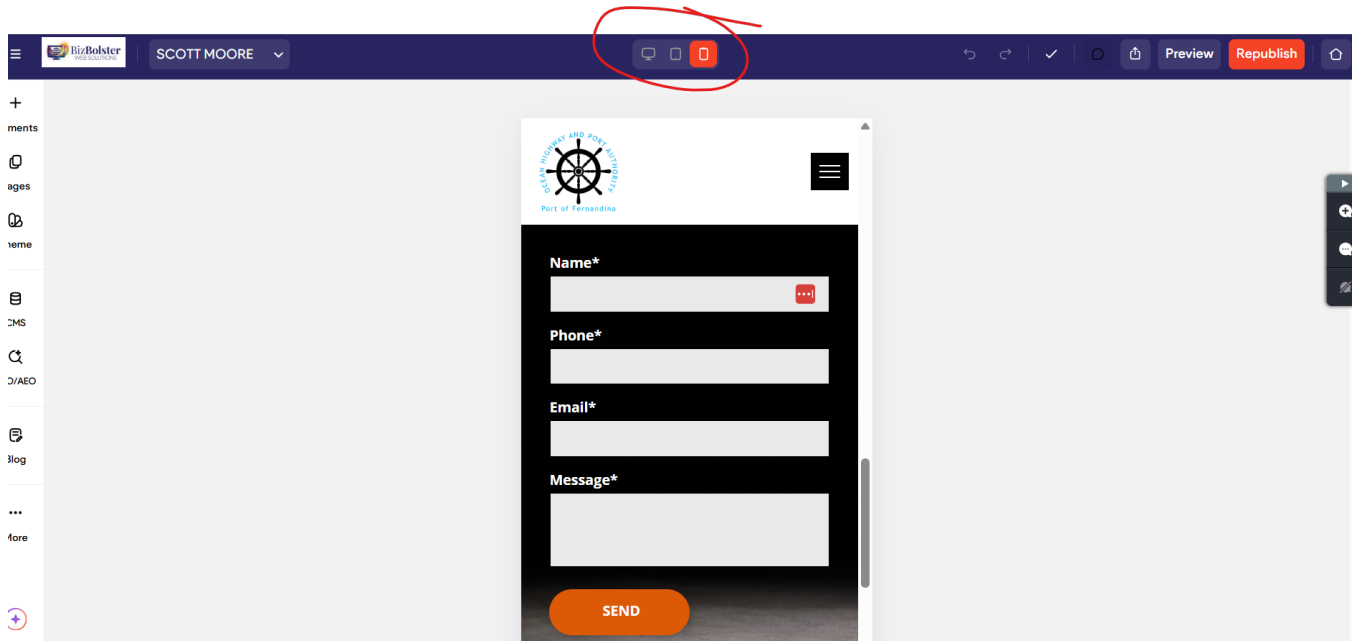
Clear all padding

Desktop, Table, and Mobile Views

Within the editor, you can see the “standard” views for desktop, tablet, and mobile. HOWEVER, not all monitors, tablets, and phones have the exact same display sizes so these views are not 100% reliable. When the site was built, I tested on multiple devices to ensure as much as possible that there are no display issues.

Note: If anyone tells you that something is not showing up right on ANY of these devices, please let me know right away so I can fix it. If possible, request a screenshot so I know exactly what the issue is.

This is where you select the different views. The screenshot below is a mobile view:




Tablet and Mobile Specifics

The main thing to consider when adding anything NEW to the website is making sure that it renders properly on all three platforms. Always check tablet and mobile if you add anything new. (Existing elements are already set properly so how they are viewed should not be impacted if you leave all settings the same.)

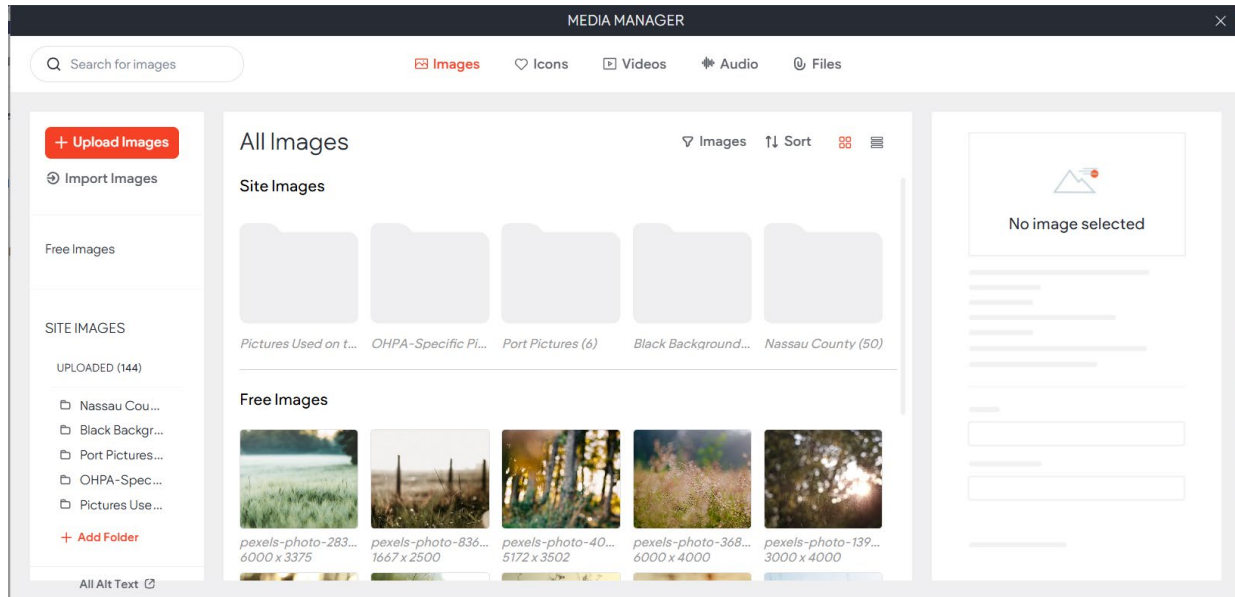
Desktop and Tablet design are always tied together. So if you change something in one, it will impact the other. Therefore, it is very important that you don't start changing the design in one without checking to make sure how it impacted the other.

Mobile design in MOST cases is separate, but not always. If it does not specifically say that the item impacts Mobile, it will impact ALL views. See example below:

 Change padding (inner spacing) on mobile

Media Storage

All images and files are stored in the Media storage area. Subfolders have been created to help organize the various images. I recommend using these folders for anything you add to the site to make it easy to find again. The storage includes Images, Icons, Videos, Audio, and Files.

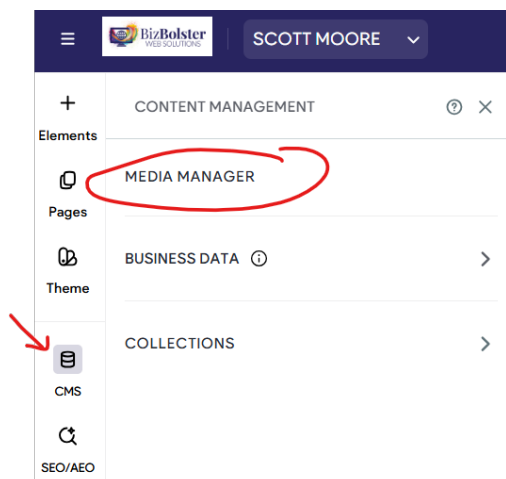


The subfolders include:

- **Pictures Used on the Website** – I have tried to make sure all the pictures I used for the local area and port are in this folder to prevent duplication and to make it easier to find and replace.
- **OHPA-Specific Pictures** – This is where logos and pictures of the Leadership team and Commissioners go
- **Port Pictures** – These are the port pictures that were not used on the site
- **Black Backgrounds** – These are the images used for the black backgrounds
- **Nassau County** – These are the local images that were not used on the site (Note: Some images in here are ones that I purchased from Deposit Photos that I left in here in case you want to use them in the future)

Accessing Storage

To access the Media storage, click on “CMS” in the left menu bar. Then MEDIA MANAGER.

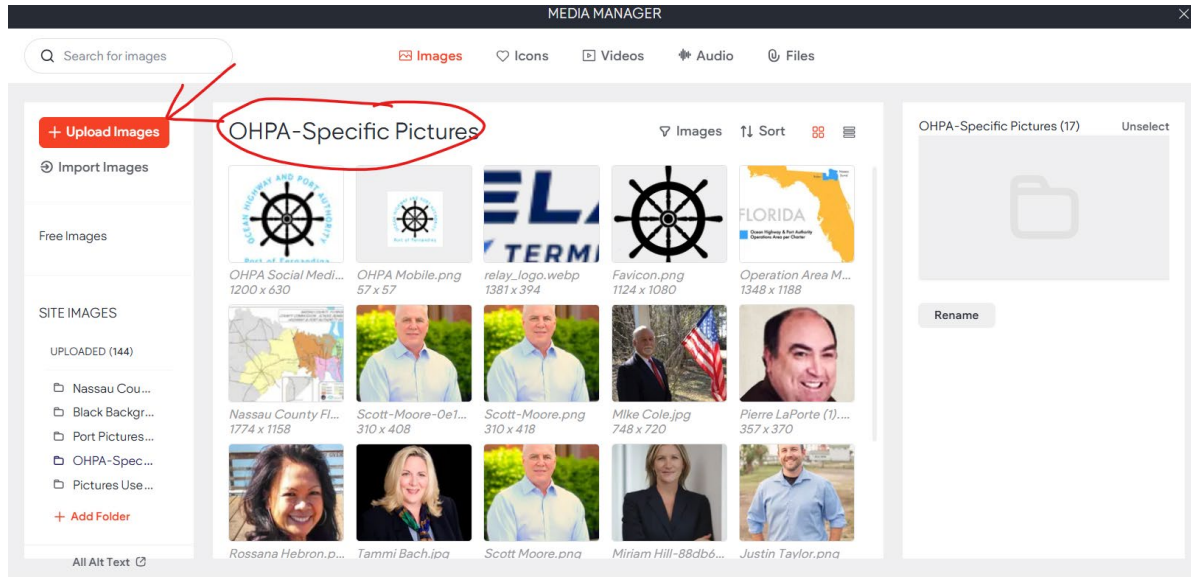


Adding and Replacing Images

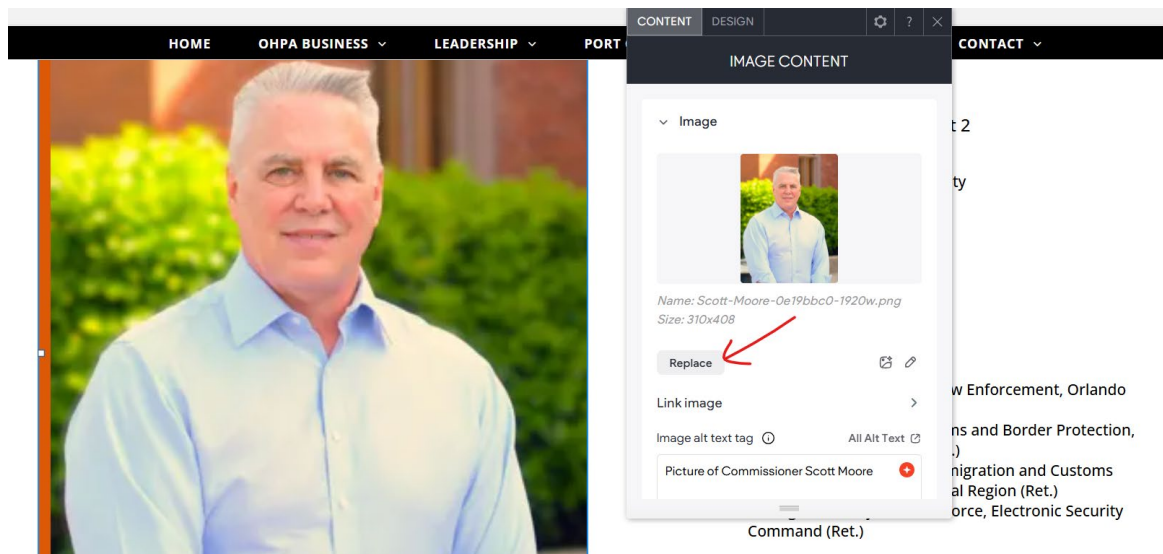
When adding an image, you can go to the Media Manager and add it there or you can do it using “Replace” for an existing image.

When adding an image, please select the folder it should go in and add it to that folder.

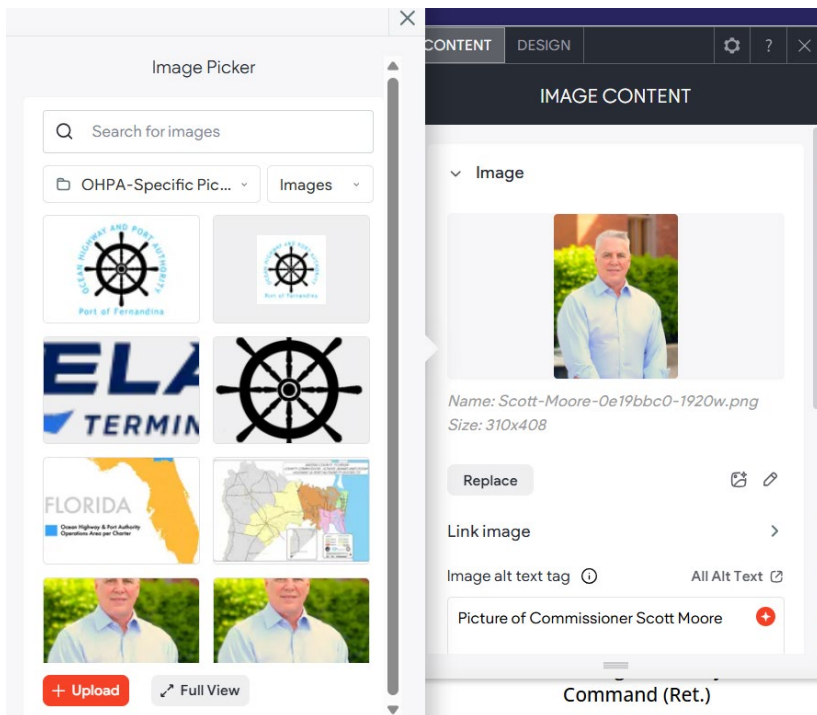
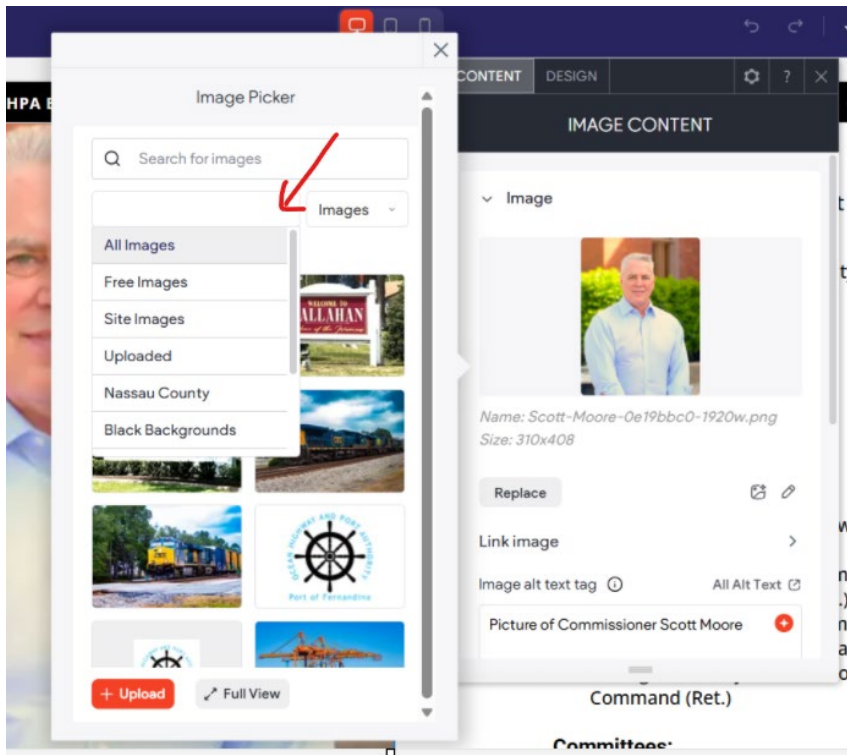
In Media Manager, select the folder then click the Upload Images button.



When replacing an image, go to the image and click on “Replace”:



The Image Picker window will open. You can pick an existing image or add a new one. Select the folder to choose from or add to by clicking on the dropdown error next to “All Images”.



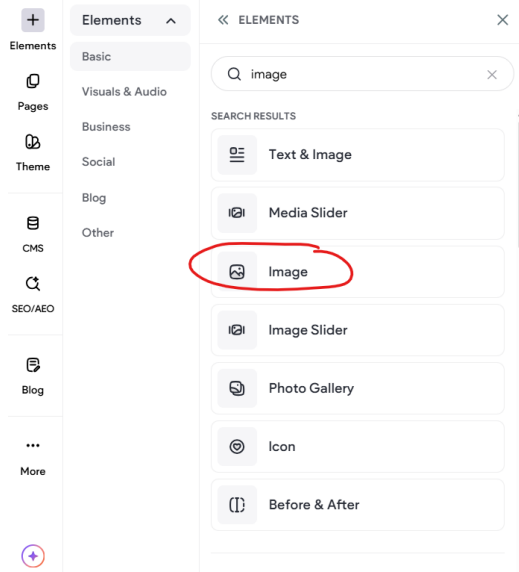
NOTE: Some images may be duplicated. If I edited an image within Duda, a second copy was created. To edit an image, click on the edit icon (the pen) from the image screen (see above) – to the right of “Replace”.

Adding Images to the Page

To add an image to a page, select the Image widget and drag and drop it where you want it.

Note: If you can't find a widget, type what you want in the Search bar.

When adding an image, typically you will just use the single Image widget.



Follow the steps above for selecting and adding the image itself once the widget is in place.

Image Settings

Images have a variety of settings in the Design tab. The options vary based on whether or not the image is a full column image, row image, or independent image. For the most part, the images I have added to the site are column or row images so there are very few setting options. I recommend leaving all settings as-is if at all possible since changing the size of the image can affect the overall design of the row that the column is part of.

Files

Files are also stored in MEDIA MANAGER. These are not stored in subfolders since there are only a few. All files in the Files folder are remediated and on the website.

Adding a File

If you need to add a file, add it directly to MEDIA MANAGER.

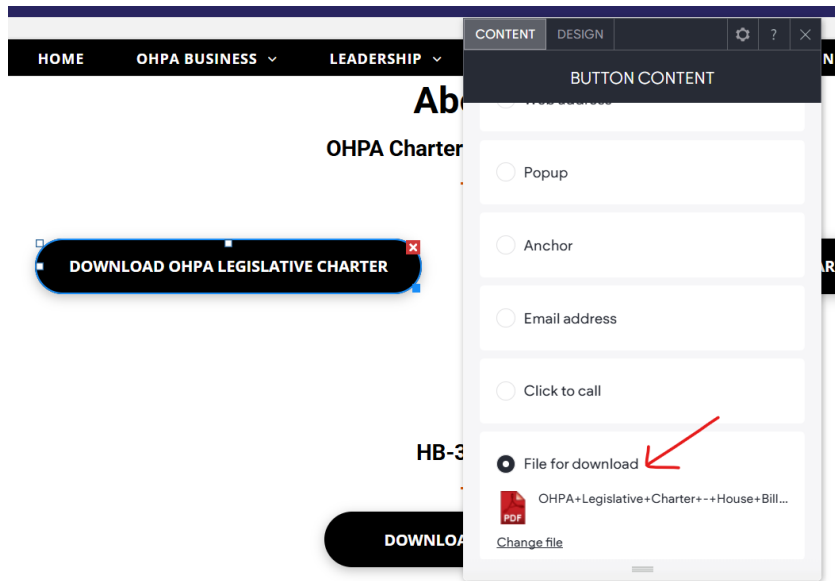
Linking a File for View or Download

If you need to link the file for download, you can use a button or a text link.

IMPORTANT: Accessibility standards require that buttons and links be very specific. For example, you cannot use "Click Here". It must be specific like "DOWNLOAD OHPA LEGISLATIVE CHARGER" or "Click here to access the OHPA Legislative Charter."

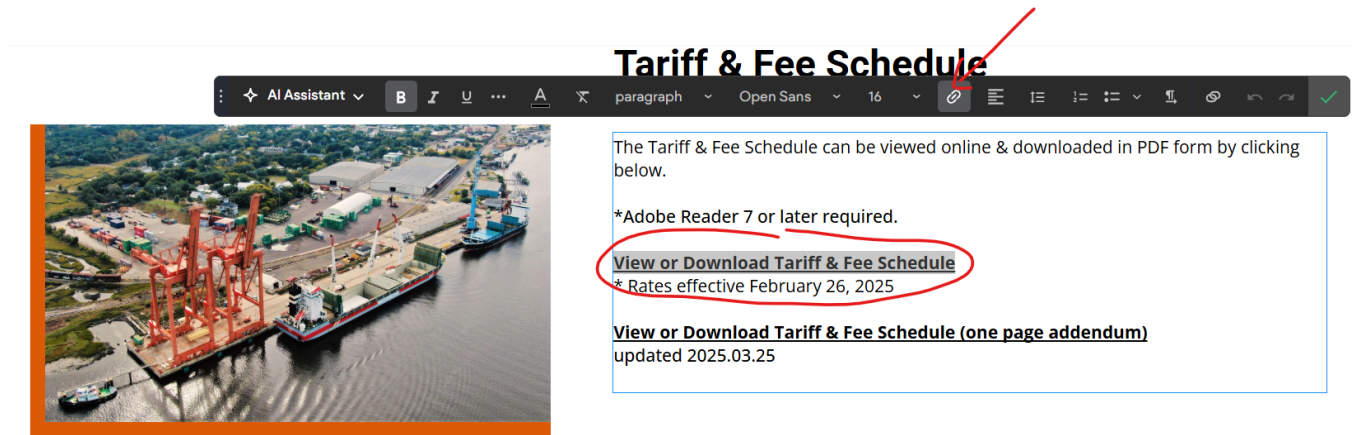
Linking to a Button:

To link a button, click on the button. Scroll to the bottom of the Content window to “File for download”. Select the file from there. (Media Manager will open)

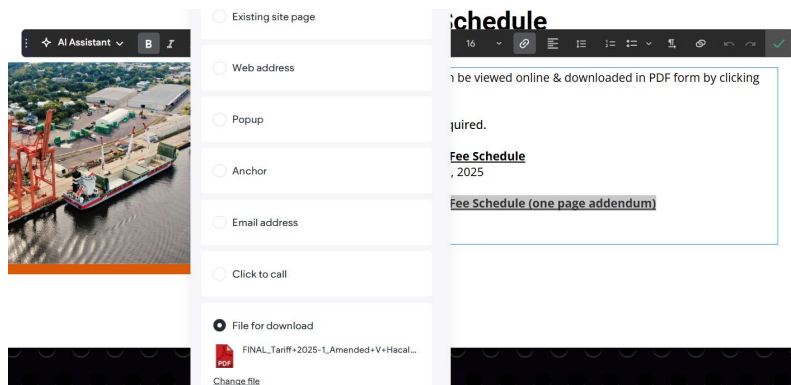


Linking to Text:

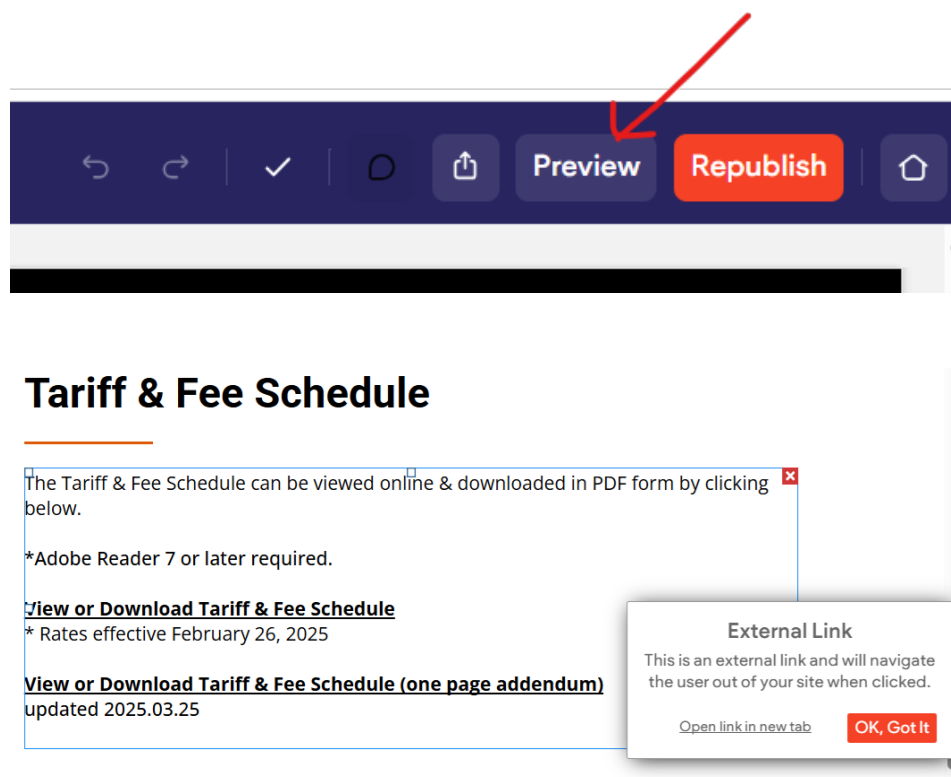
Select the text you want to use to create the link then click on the link icon.



The same content window will open. Select the file for download.



IMPORTANT NOTE: Sometimes Duda can be finicky about actually attaching the file for download so I always test it right after I complete one of these steps. To test, go to Preview Mode. (To the left of the Republish button) and click on the link. If it displays the External Link message, you are good. If it goes to the Home page, you need to redo the steps.



Click the X at the top right of the screen to exit Preview mode.

SEO/AEO

SEO stands for Search Engine Optimization and refers to being found through search engines like Google. AEO stands for Answer Engine Optimization and refers to being found through AI search engines.

The most important aspects of SEO/AEO for your website are related to Accessibility.

Image Alt Text and links are tracked here. Image Alt Text is what is provided to the accessibility tools for a description of the image. Any time an image is added, alt text must also be added.

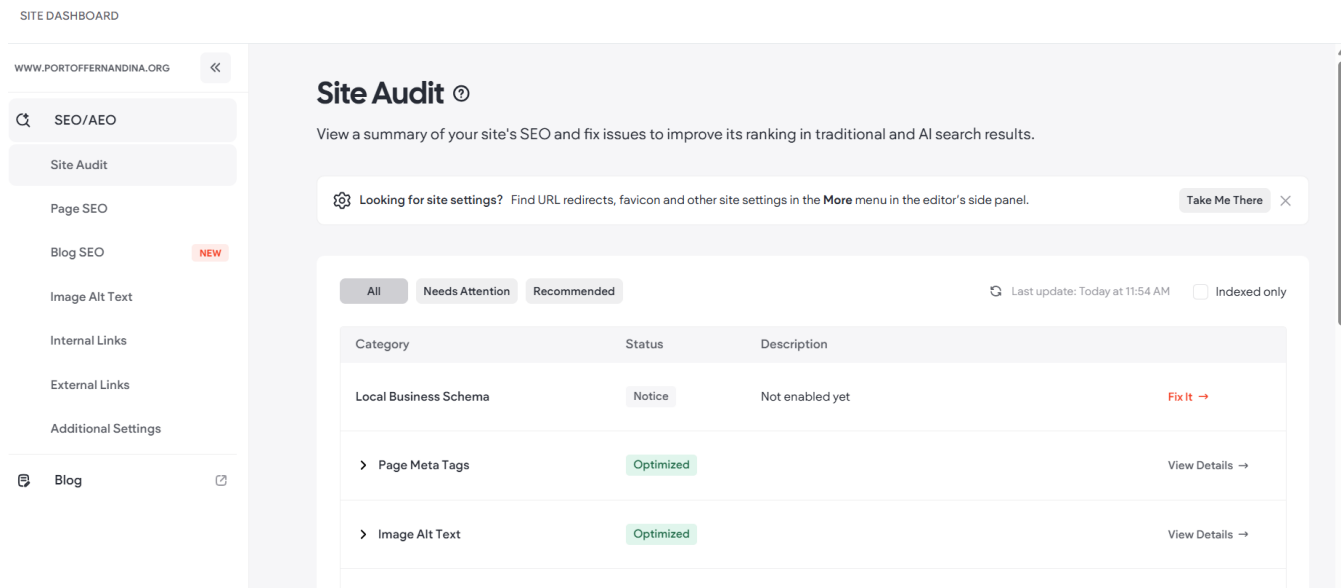
In the SEO/AEO area, you can check for anything related to alt text and links. You can also use the AI tool to add alt text if you like.

Note: A notice is currently being displayed regarding External links. I have checked this and it is fine. Ignore the notice.

See below for how to use this section.

Site Audit

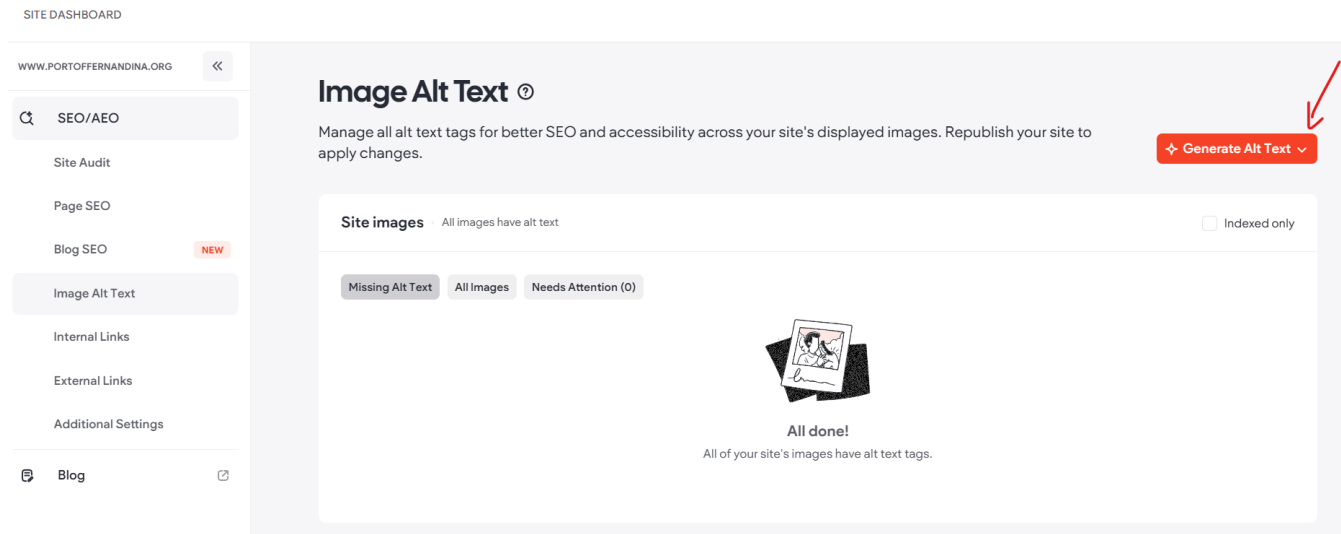
When you click on SEO/AEO in the sidebar menu, the SITE DASHBOARD opens. You can click on a number of elements here.



The Site Audit is the overall and will tell you if anything is “off”. This is one place you can easily tell if Alt text is missing from an image.

Image Alt Text

If you click on Image Alt Text, it will show you if any images need Alt Text.



This is also where you can use the AI tool to generate Alt Text. Click on the drop down next to “Generate Alt Text”. When there are images without text, you can select “Generate Missing Alt Text Only”. Be sure to SAVE the changes when you are done.

Image Alt Text

Manage all alt text tags for better SEO and accessibility across your site's displayed images. Republish your site to apply changes.

Generate Alt Text

Generate Missing Alt Text Only

Generate Alt Text for All Images

Site images 1 images without alt text

Missing Alt Text All Images Needs Attention (0)

Search images



Stevedore+Sunset.jpg

HOME

Image Alt Text

Review your generated alt text tags

You can always edit these later.



Stevedore+Sunset.jpg

HOME

72 ch.

Workers on a platform unloading cargo at sunset beside a


Cancel

Save Changes

You can also add Alt Text at the image location when you add the image. It is displayed in the Content window.

CONTENT DESIGN

IMAGE CONTENT



Name: Nassau-Marine-Terminal-600x400-1-1920w.webp
Size: 600x400

Replace

Link image

Image alt text tag Alt/Alt Text

Picture of the Port of Fernandina

Tooltip

Tooltip text

Table of Contents

Website Guidance for Ocean Highway & Port Authority.....	1
Logging In:	1
Menu:.....	2
Page Access:	2
Sub-Pages and Anchors	3
Theme Information:	3
Text:	3
Editing Text	5
.....	5
Adding Text.....	6
Undoing an Edit.....	6
Contact Forms.....	7
Form - Content	7
Form – Design	9
Spacing.....	10
Desktop, Table, and Mobile Views	11
Tablet and Mobile Specifics	11
Media Storage.....	12
Accessing Storage.....	12
Adding and Replacing Images.....	13
.....	13
Adding Images to the Page.....	15
Image Settings.....	15
Files	15
Adding a File.....	15
Linking a File for View or Download	15
SEO/AEO.....	17
Site Audit	18
Image Alt Text	18
Table of Contents.....	20