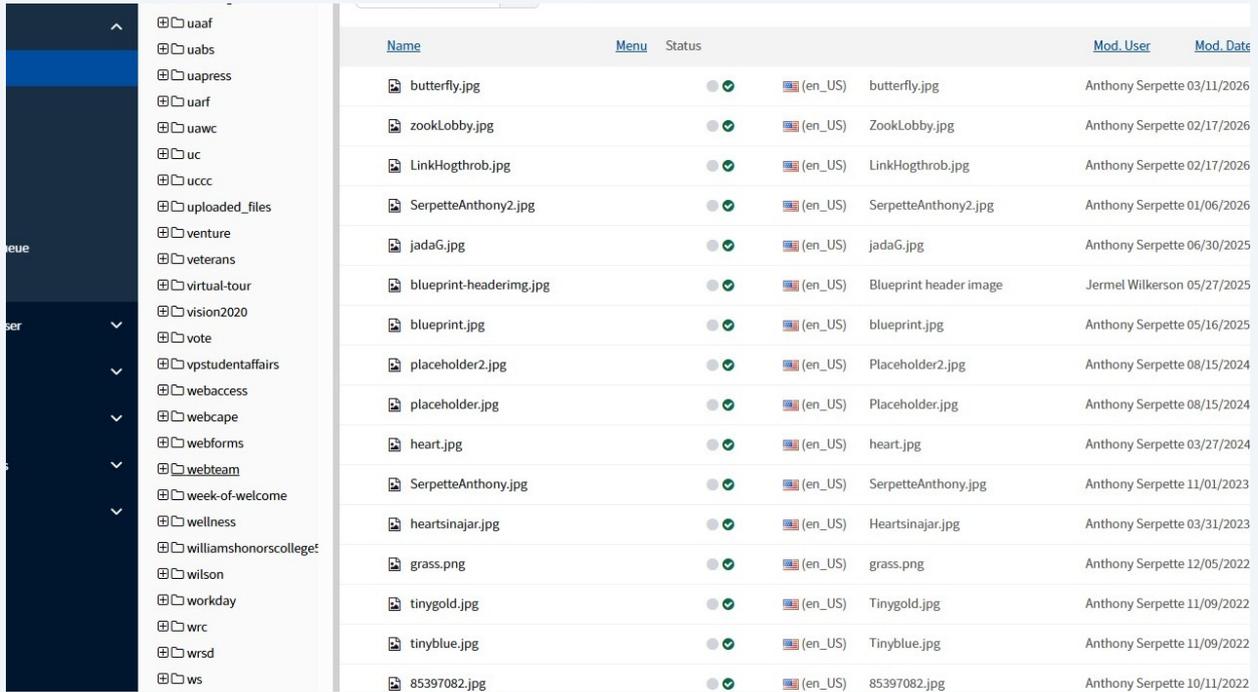


Adding Media and Call to Action (CTA) Widgets

Some widgets can have Media or Call to Action (CTA) "sub-widgets". In this example, we'll look at an existing Promo widget and add in a new Media and CTA widget

1 Navigate to <https://www.uakron.edu/c> Log in with your UA credentials.



The screenshot shows a web management interface. On the left is a dark sidebar menu with a list of categories, each with a folder icon and a dropdown arrow. The categories include: uaaf, uabs, uapress, uarf, uawc, uc, uccc, uploaded_files, venture, veterans, virtual-tour, vision2020, vote, vpstudentaffairs, webaccess, webcape, webforms, webteam, week-of-welcome, wellness, williamshonorscollege, wilson, workday, wrc, wrsd, and ws. The main content area on the right displays a table of media assets. The table has columns for Name, Menu, Status, Mod_User, and Mod_Date. Each row represents a media asset with a small image icon, a name, a status indicator (a green checkmark in a circle), a language code (en_US), a file name, and the user and date of modification.

Name	Menu	Status	Mod_User	Mod_Date
butterfly.jpg		● ✓	(en_US) Anthony Serpette	03/11/2026
zookLobby.jpg		● ✓	(en_US) Anthony Serpette	02/17/2026
LinkHogthrob.jpg		● ✓	(en_US) Anthony Serpette	02/17/2026
SerpetteAnthony2.jpg		● ✓	(en_US) Anthony Serpette	01/06/2026
jadaG.jpg		● ✓	(en_US) Anthony Serpette	06/30/2025
blueprint-headerimg.jpg		● ✓	(en_US) Jermel Wilkerson	05/27/2025
blueprint.jpg		● ✓	(en_US) Anthony Serpette	05/16/2025
placeholder2.jpg		● ✓	(en_US) Anthony Serpette	08/15/2024
placeholder.jpg		● ✓	(en_US) Anthony Serpette	08/15/2024
heart.jpg		● ✓	(en_US) Anthony Serpette	03/27/2024
SerpetteAnthony.jpg		● ✓	(en_US) Anthony Serpette	11/01/2023
heartsinajar.jpg		● ✓	(en_US) Anthony Serpette	03/31/2023
grass.png		● ✓	(en_US) Anthony Serpette	12/05/2022
tinygold.jpg		● ✓	(en_US) Anthony Serpette	11/09/2022
tinyblue.jpg		● ✓	(en_US) Anthony Serpette	11/09/2022
85397082.jpg		● ✓	(en_US) Anthony Serpette	10/11/2022

2 Navigate to your folder.

The screenshot shows the dotCMS Website Browser interface. On the left is a dark sidebar with navigation options: Templates, Links, Vanity URLs, Publishing Queue, Pages, Website Browser (selected), Content, Forms & Polls, Content Types, and CMS Admin. The main area is split into two panes. The left pane shows a folder tree with 'webteam' highlighted by an orange circle. The right pane shows a list of files with columns for Name, Status, Language, and Author. An orange circle highlights the 'landing-page' file in the list.

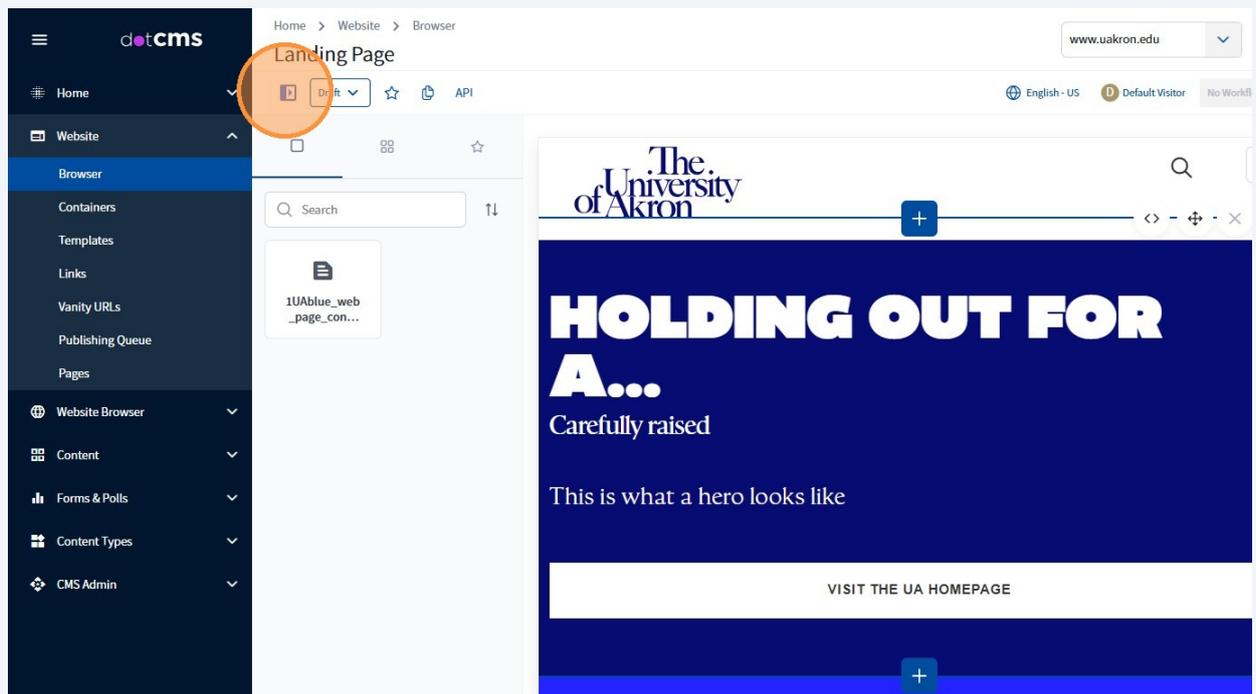
Name	Status	Language	Author
zookLobby.jpg	✓	(en_US)	Antho
LinkHogthro.jpg	✓	(en_US)	Antho
SerpetteAnthony2.jpg	✓	(en_US)	Antho
jadaG.jpg	✓	(en_US)	Antho
blueprint-headerimg.jpg	✓	(en_US)	Jermi
blueprint.jpg	✓	(en_US)	Antho
placeholder2.jpg	✓	(en_US)	Antho
placeholder.jpg	✓	(en_US)	Antho
heart.jpg	✓	(en_US)	Antho
SerpetteAnthony.jpg	✓	(en_US)	Antho
heartsinajar.jpg	✓	(en_US)	Antho
grass.png	✓	(en_US)	Antho
tinygold.jpg	✓	(en_US)	Antho
tinyblue.jpg	✓	(en_US)	Antho
85397082.jpg	✓	(en_US)	Antho
goodlinks6.png	✓	(en_US)	Antho
goodlinks5.png	✓	(en_US)	Antho
goodlink4.dne	✓	(en_US)	Antho

3 Double-click on your page.

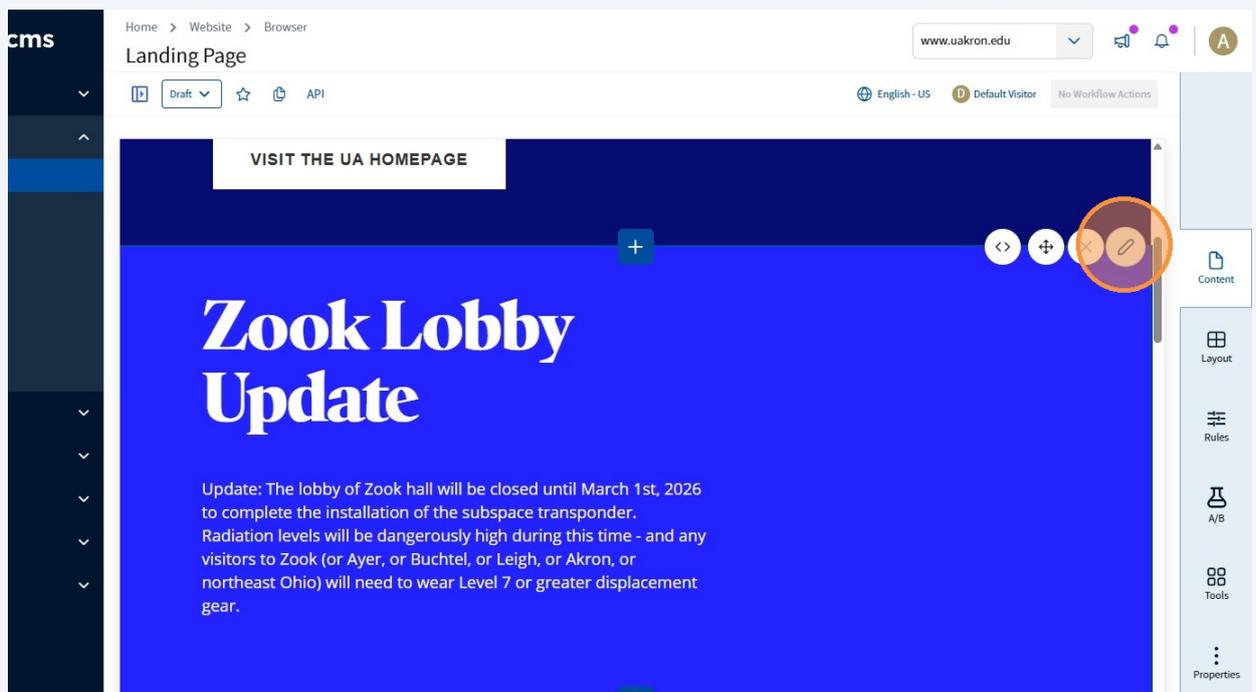
The screenshot shows the dotCMS Website Browser interface. The left sidebar is the same as in the previous screenshot. The main area shows the 'Browser' view for the 'webteam' folder. The 'landing-page' file is highlighted with an orange circle. The right pane shows a list of pages with columns for Name, Menu, Status, Language, and Author. An orange circle highlights the 'landing-page' file in the list.

Name	Menu	Status	Language	Author
landing-page		✓	(en_US)	Ant
index.dot		✓	(en_US)	Ant
bios-profiles-on-pages		✓	(en_US)	Ant
duplicates-test		✓	(en_US)	Jad
important-archive		●	(en_US)	Ant
important		✓	(en_US)	Ant
docs				
general-page-with-left-nav		●	(en_US)	Ant
general-page-full-width		●	(en_US)	Ant
images				

4 Optionally, you can minimize the Content Palette by clicking this icon.

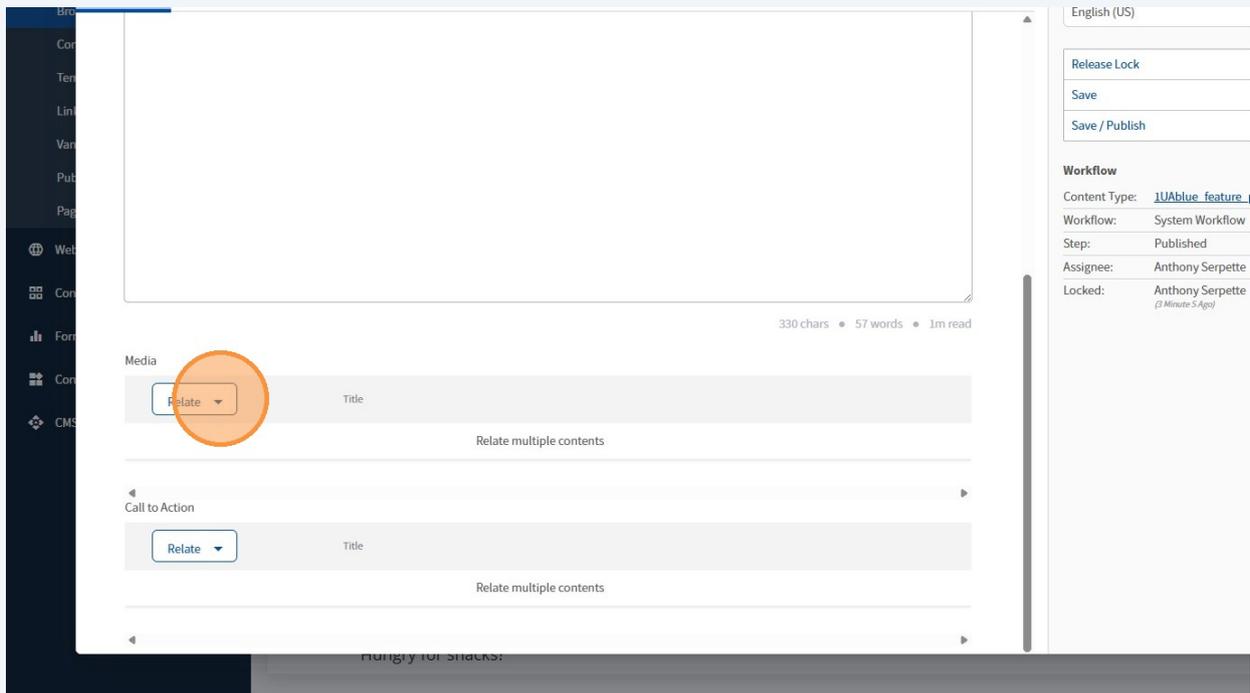


5 Locate the widget you want to edit and click the pencil icon. The Promo widget has options for Media and CTA sub-widgets, while other widgets like the Checkerboard feature need their Items added before you can include a Media or CTA.



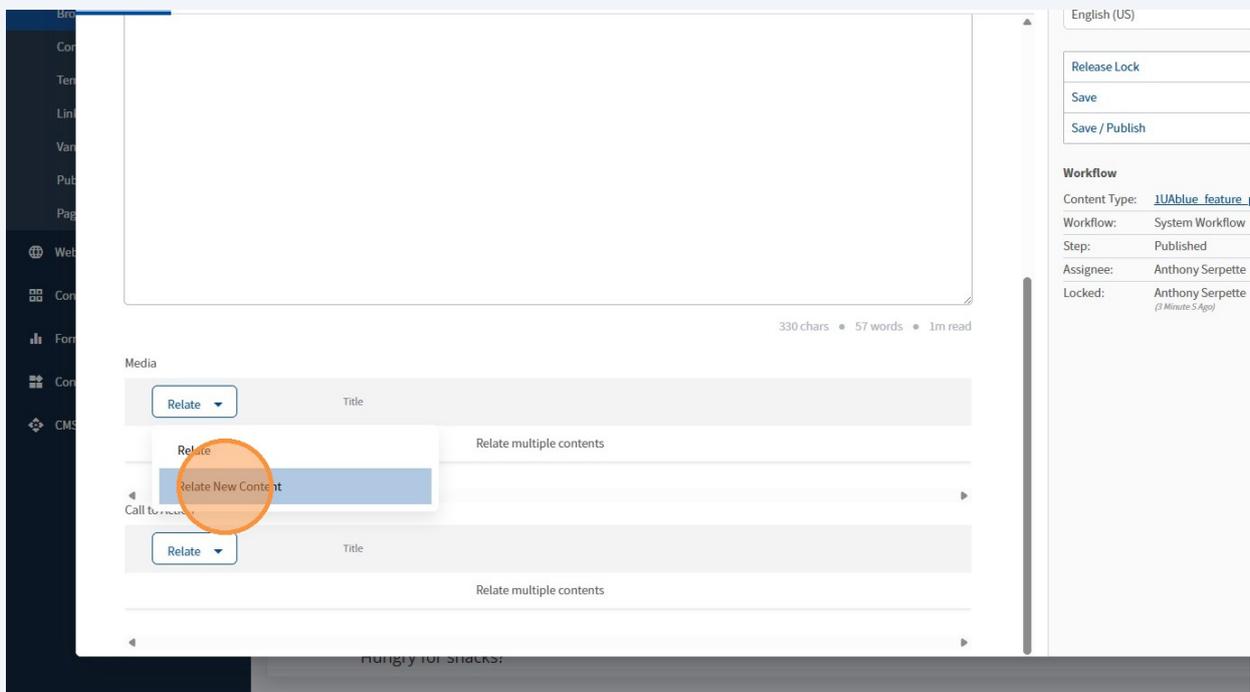
6

This is existing widget. If we were creating a new Promo widget, we would need to first save, exit, and return to the widget before we could Relate a New Item. Click the Relate drop-down.



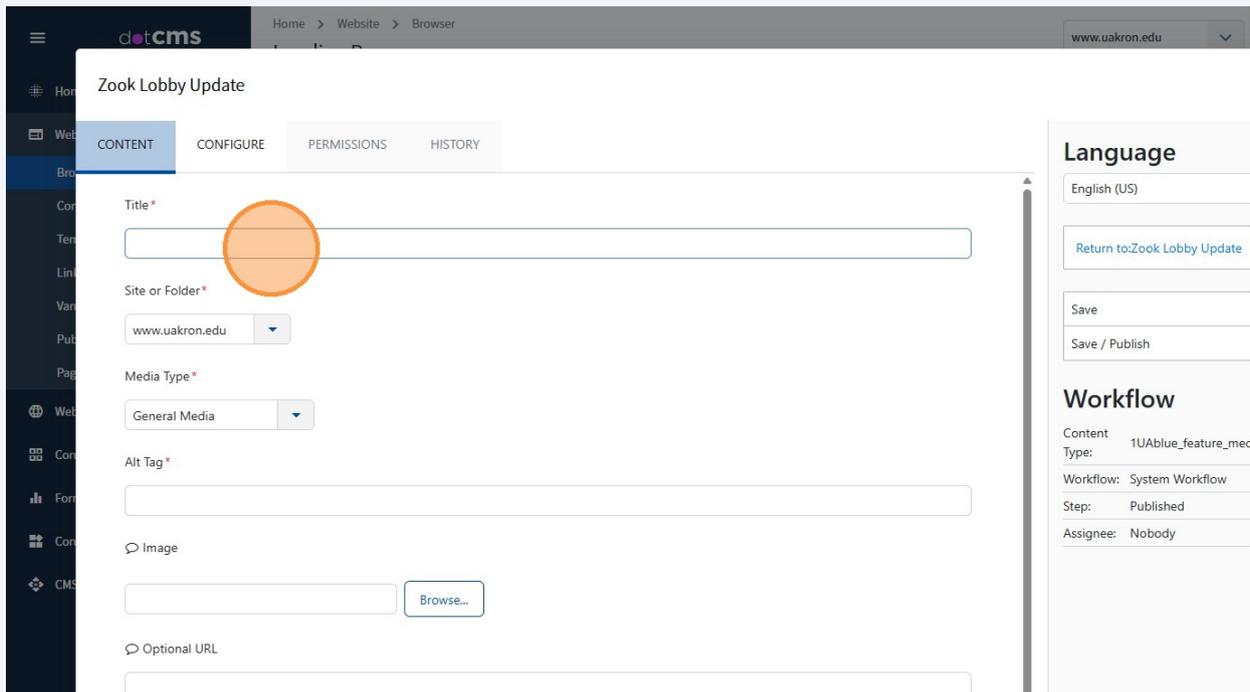
7

Click "Relate New Content"



8

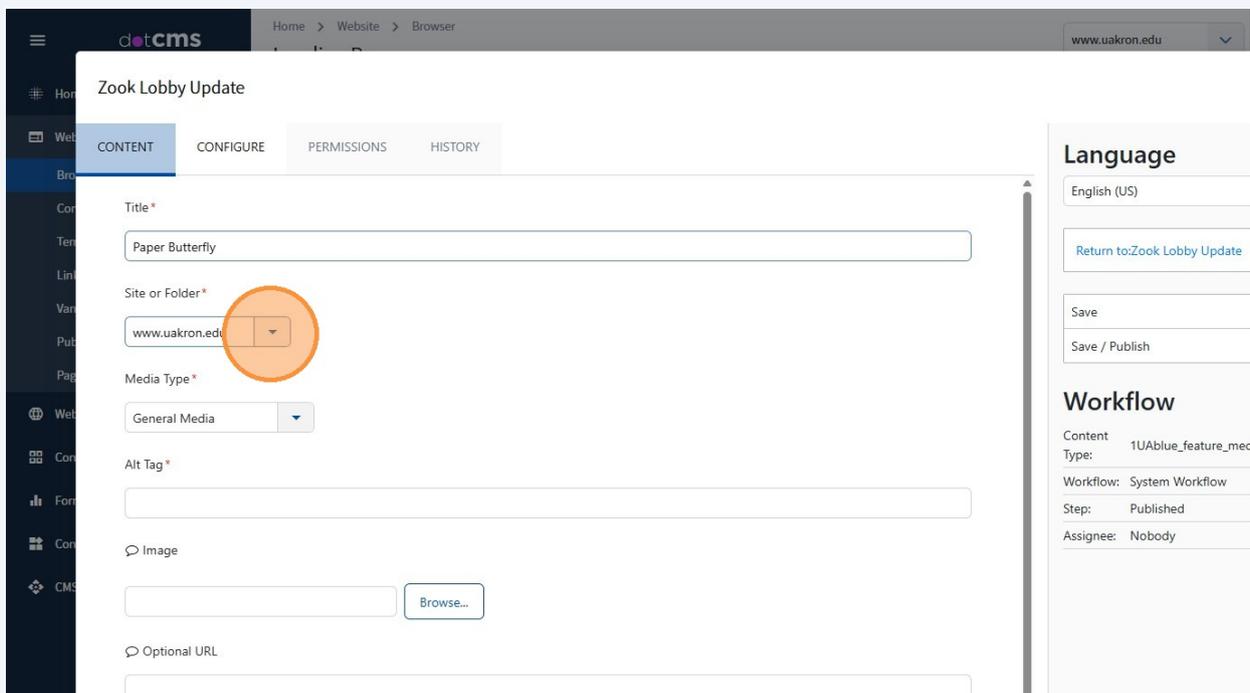
For the Media sub-widget, we'll start by giving this a title. This is not visible to the users, but will make it easier to find later in dotCMS.



The screenshot shows the dotCMS interface for editing a content item titled "Zook Lobby Update". The "CONTENT" tab is active. The form includes fields for Title, Site or Folder, Media Type, Alt Tag, Image, and Optional URL. The Title field is highlighted with an orange circle. The Site or Folder dropdown is set to "www.uakron.edu". The Media Type dropdown is set to "General Media". The Image field has a "Browse..." button. The Optional URL field is empty. On the right side, there is a "Language" section with "English (US)" selected, a "Return to Zook Lobby Update" link, and "Save" and "Save / Publish" buttons. Below that is a "Workflow" section with "Content Type: 1UAblue_feature_mec", "Workflow: System Workflow", "Step: Published", and "Assignee: Nobody".

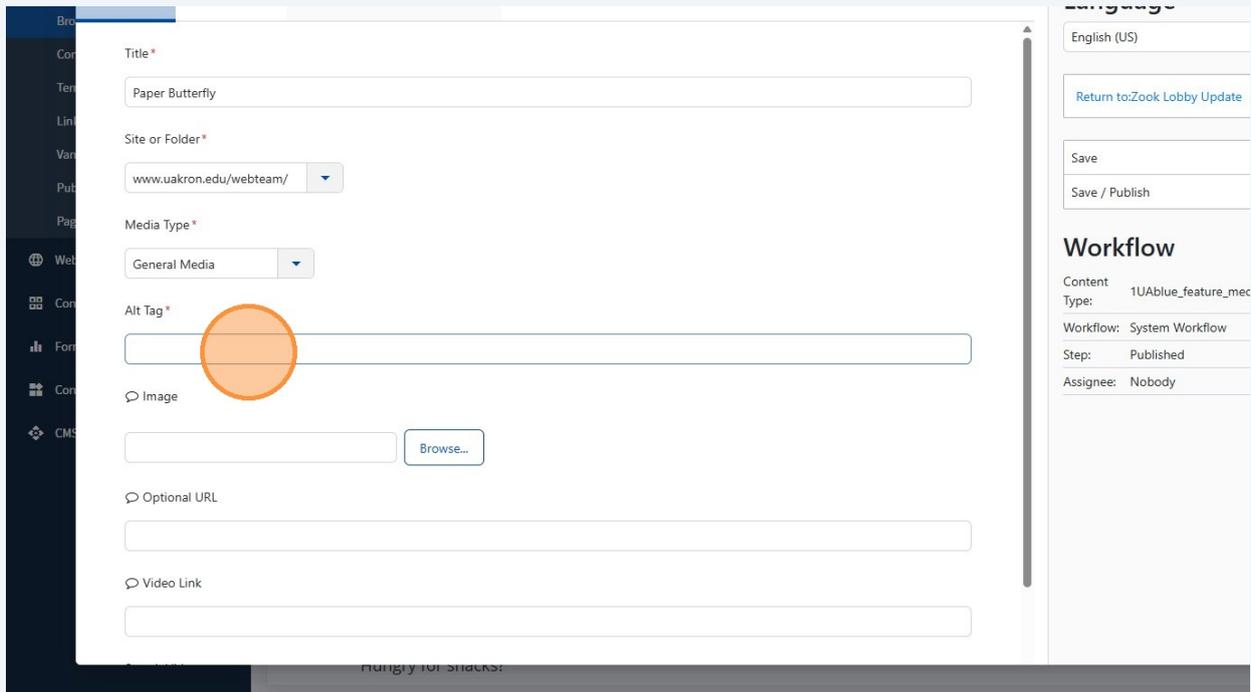
9

For the Site or Folder field, use the drop down to select your dotCMS folder.

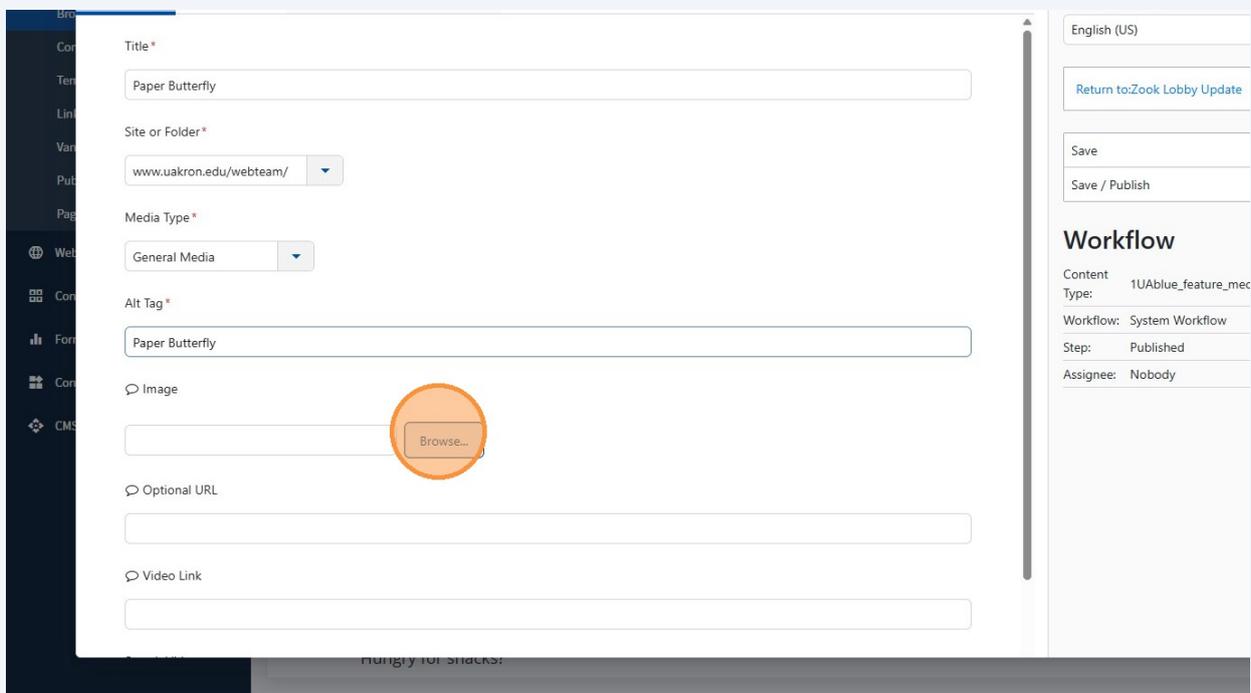


The screenshot shows the dotCMS interface for editing a content item titled "Zook Lobby Update". The "CONTENT" tab is active. The form includes fields for Title, Site or Folder, Media Type, Alt Tag, Image, and Optional URL. The Title field contains "Paper Butterfly". The Site or Folder dropdown is highlighted with an orange circle and shows a dropdown arrow. The Media Type dropdown is set to "General Media". The Image field has a "Browse..." button. The Optional URL field is empty. On the right side, there is a "Language" section with "English (US)" selected, a "Return to Zook Lobby Update" link, and "Save" and "Save / Publish" buttons. Below that is a "Workflow" section with "Content Type: 1UAblue_feature_mec", "Workflow: System Workflow", "Step: Published", and "Assignee: Nobody".

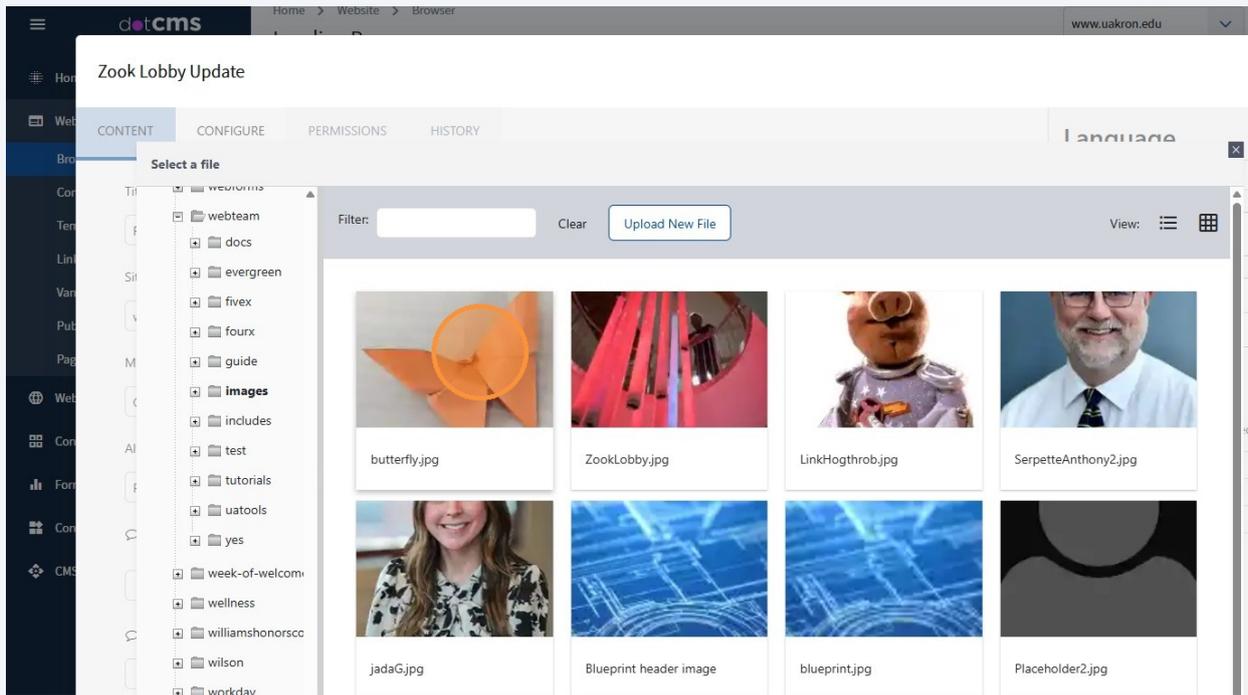
10 Add in the Alt Text for your image. This will be helpful for accessibility and SEO.



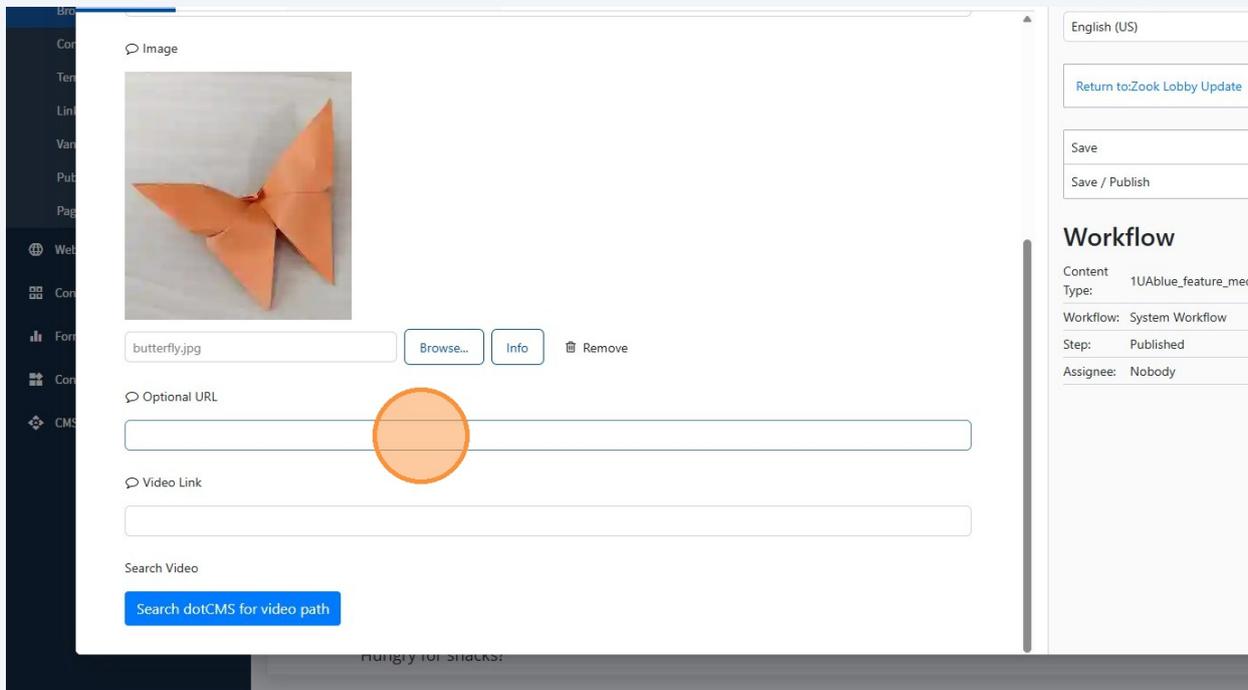
11 Use the browse button to locate your previously uploaded image in dotCMS - usually in the /images/ folder for your site.



12 Click your image to select it.

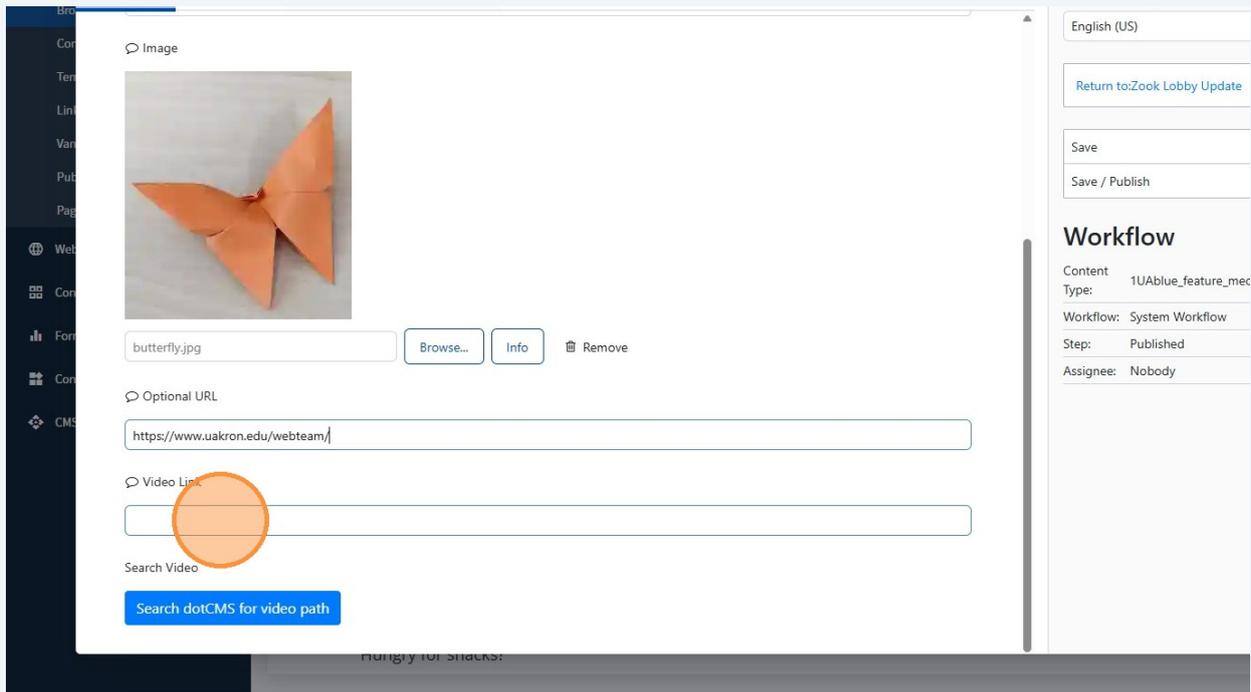


13 You can make this image clickable to take the user to another website by adding an Optional URL



14

Or you can add a link to a YouTube video. This will add a Play button to the image and when clicked, will open a new pop-up window with the video.

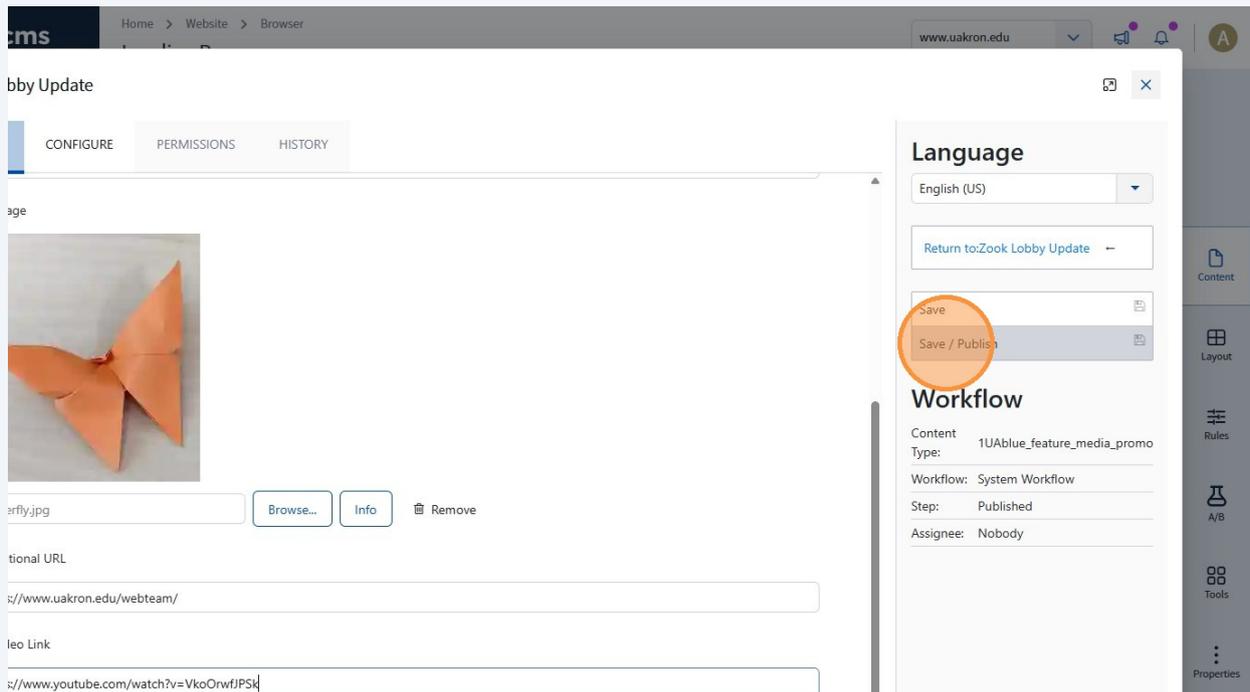


The screenshot shows a CMS interface for editing content. On the left is a dark sidebar with navigation icons. The main area is titled 'Image' and displays a photograph of an orange paper butterfly. Below the image is a text input field containing 'butterfly.jpg', with 'Browse...' and 'Info' buttons to its right, and a 'Remove' button with a trash icon. Below this is an 'Optional URL' field containing 'https://www.uakron.edu/webteam/'. Underneath is a 'Video Link' field, which is highlighted with an orange circle. Below the video link field is a 'Search Video' section with a blue button labeled 'Search dotCMS for video path'. On the right side of the interface, there is a 'Workflow' panel with the following details: Content: 1UAblue_feature_mec, Type: System Workflow, Step: Published, Assignee: Nobody. At the top right, there is a language dropdown set to 'English (US)' and a 'Return to Zook Lobby Update' link. At the bottom right, there are 'Save' and 'Save / Publish' buttons.

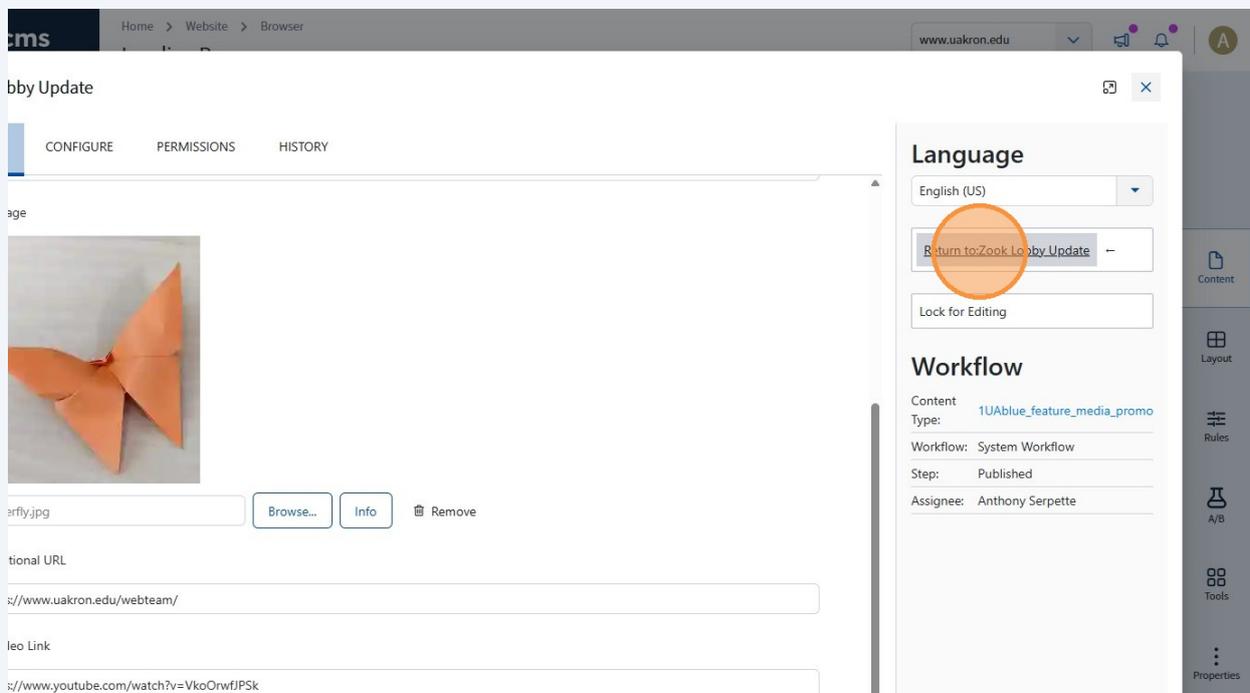


If you include a link to a page and a link to a YouTube video, only the video link will be functional for the users.

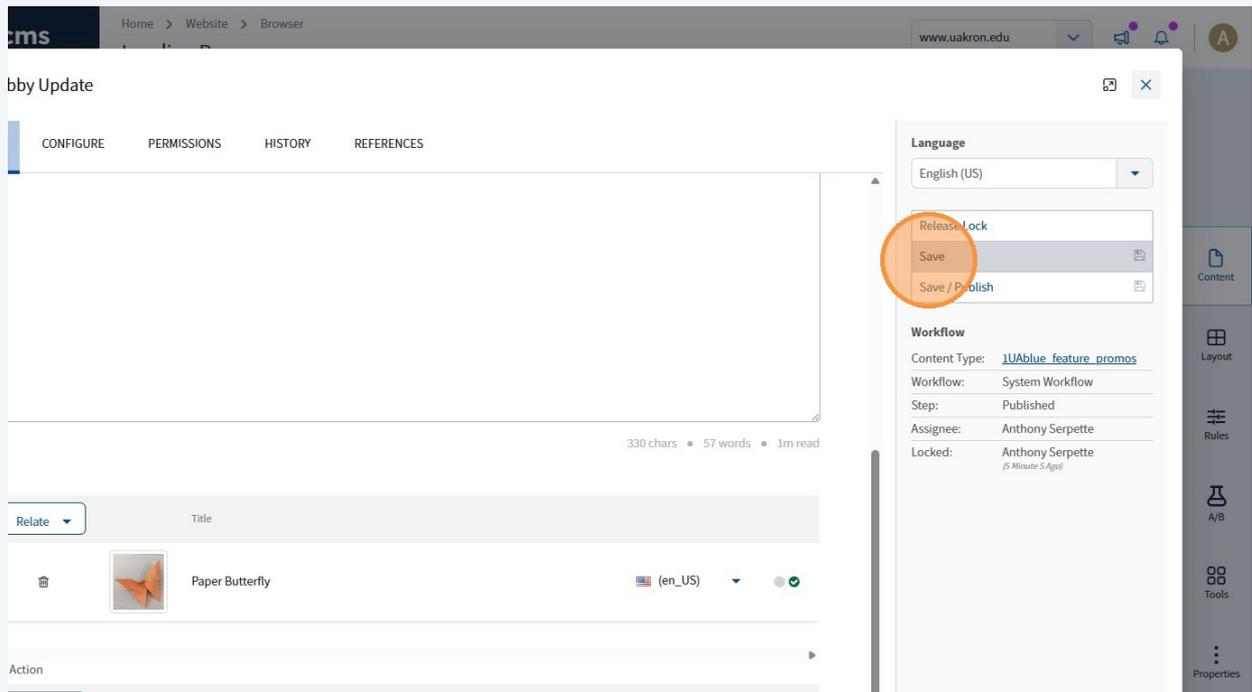
15 Click "Save" or "Save / Publish" when you are done editing the Media item.



16 Click "Return to: (your widget name)"



17 Click "Save"



The screenshot shows a CMS interface for editing a page titled "Paper Butterfly". The page content area is empty. Below the content area, there is a "Media" section with a "Paper Butterfly" image. To the right, a "Workflow" panel is visible, showing the current state of the page. The "Save" button in the workflow panel is highlighted with an orange circle.

Language: English (US)

Release Lock

Save

Save / Publish

Workflow

Content Type: [1UAblue_feature_promos](#)

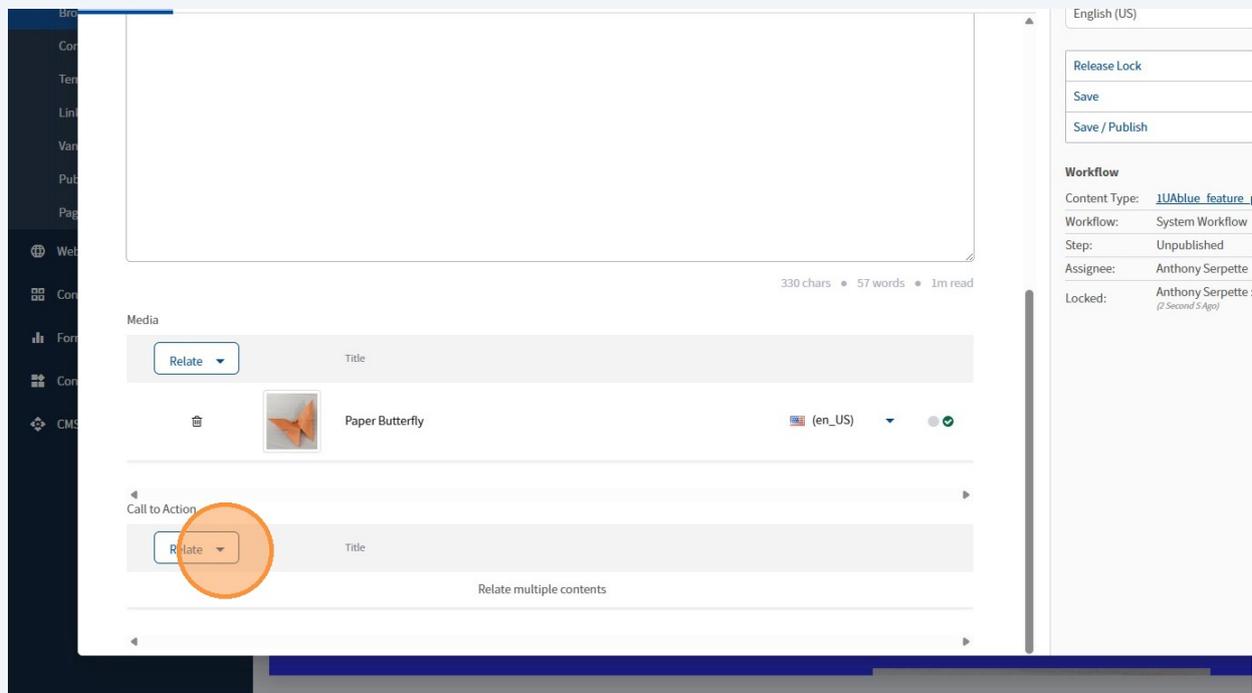
Workflow: System Workflow

Step: Published

Assignee: Anthony Serpette

Locked: Anthony Serpette (5 Minutes 5 Ago)

18 To add in a Call to Action (CTA), click the Relate drop down.



The screenshot shows the same CMS interface as in step 17, but with a "Call to Action" section added below the "Media" section. The "Relate" dropdown menu in the "Call to Action" section is highlighted with an orange circle.

English (US)

Release Lock

Save

Save / Publish

Workflow

Content Type: [1UAblue_feature_](#)

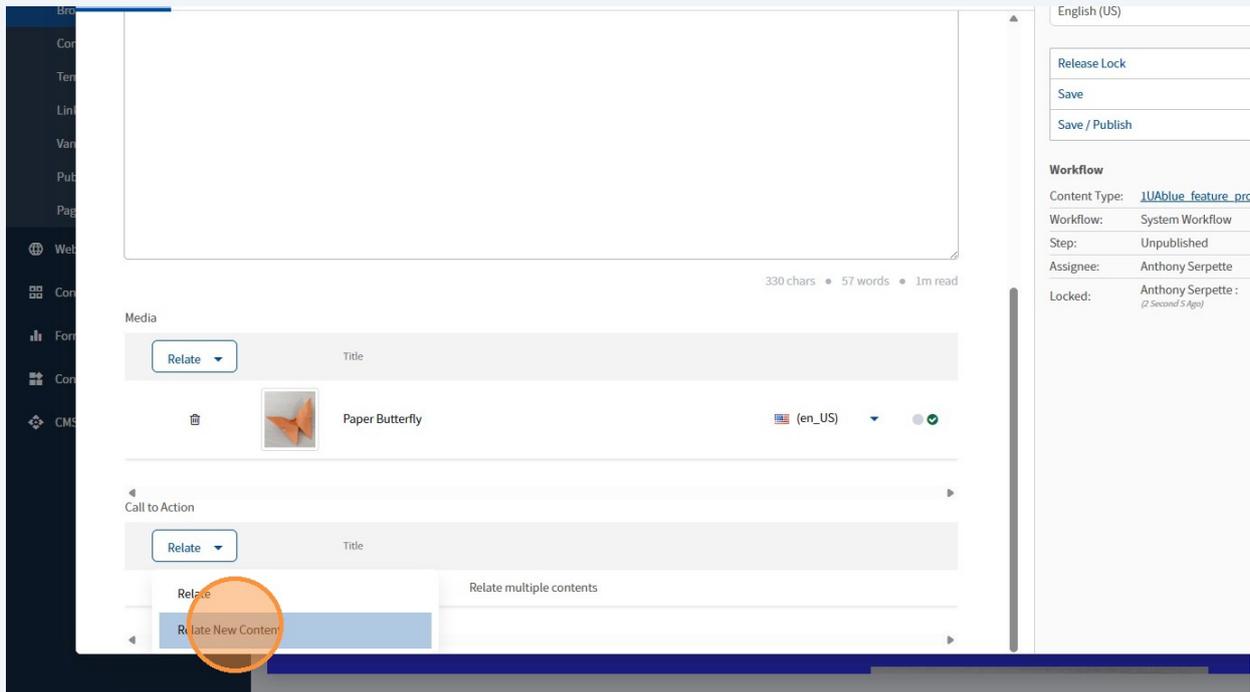
Workflow: System Workflow

Step: Unpublished

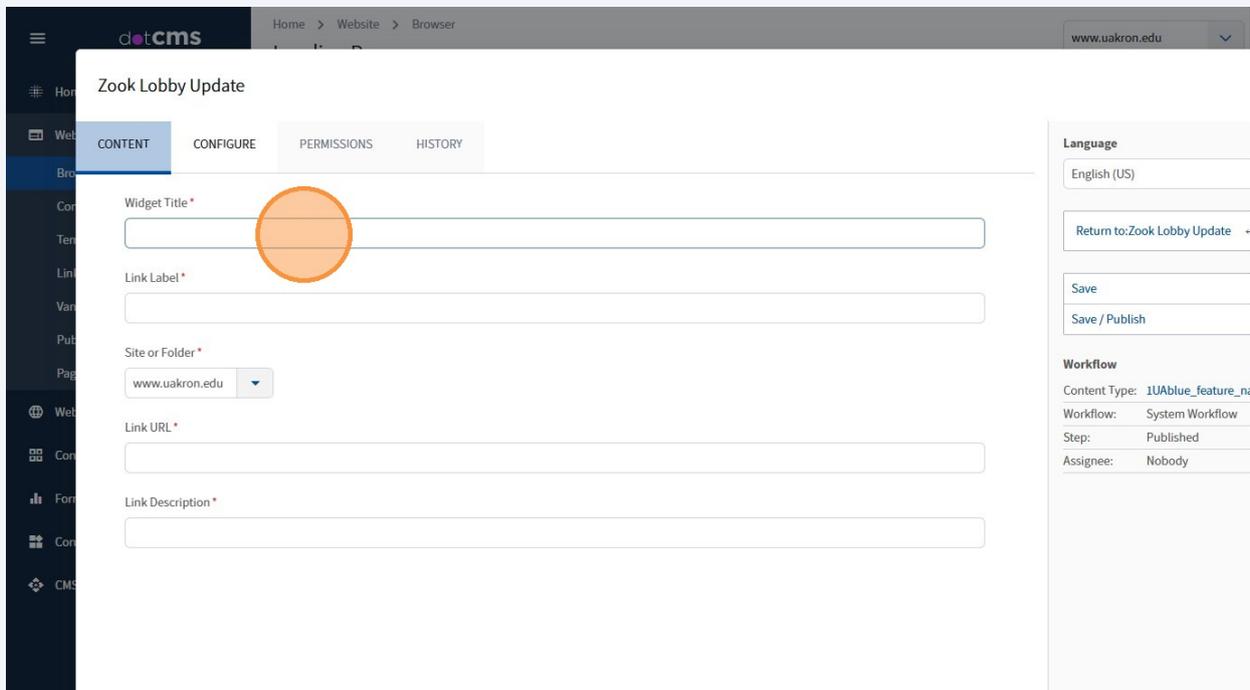
Assignee: Anthony Serpette

Locked: Anthony Serpette (2 Second 5 Ago)

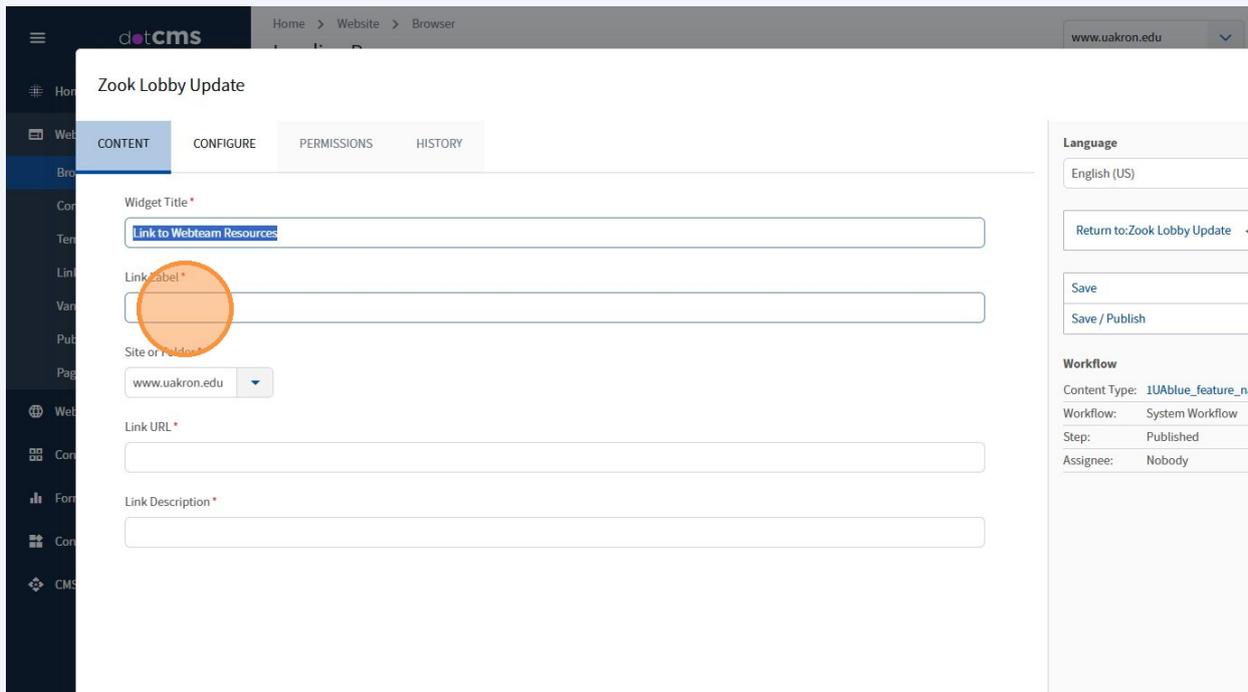
19 Click "Relate New Content"



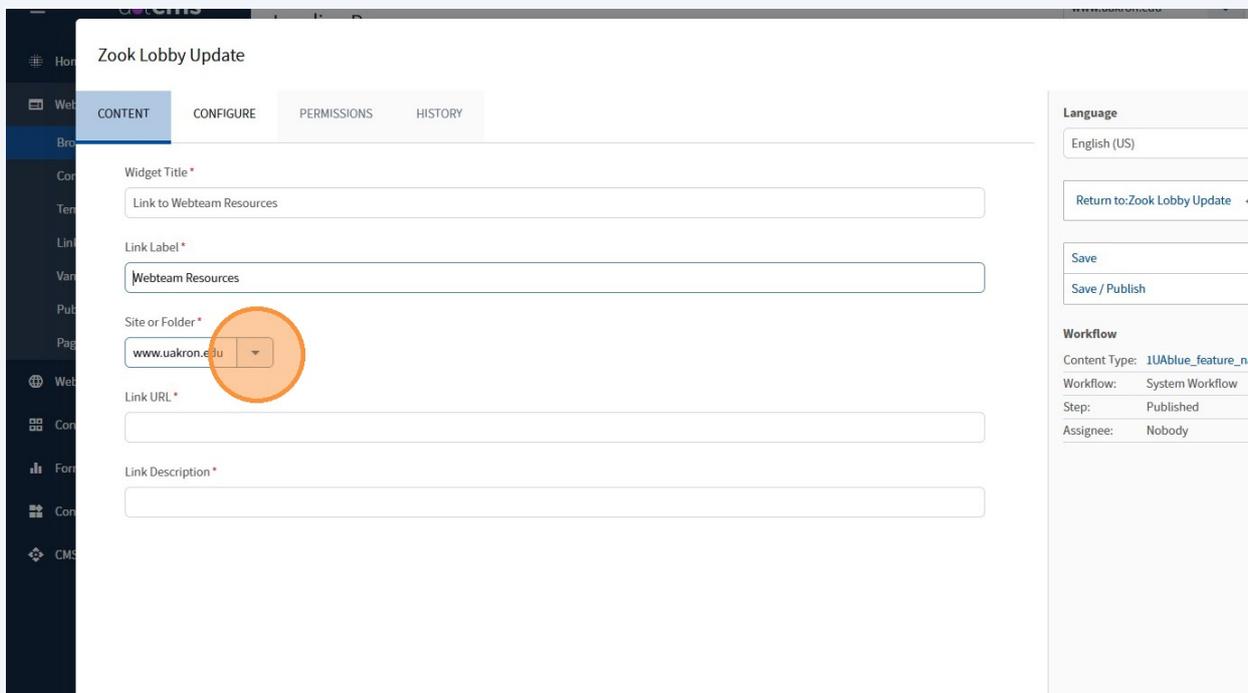
20 Add in a title for the widget. This is not visible to the users, but will make this easier to find in dotCMS later.



21 The Link Label will show the clickable text for the CTA.



22 For the Site or Folder field, select your dotCMS folder.



23

Add in the Link URL for your CTA. This could be another webpage, a Slate form, or any valid URL. It's frequently helpful to copy and paste this link - allowing you to test the link and avoid typos.

The screenshot shows a CMS configuration interface with a dark sidebar on the left and a main content area. The main area has tabs for 'CONTENT', 'CONFIGURE', 'PERMISSIONS', and 'HISTORY'. The 'CONTENT' tab is active. The form includes the following fields:

- Widget Title*: Link to Webteam Resources
- Link Label*: Webteam Resources
- Site or Folder*: www.uakron.edu/webteam/ (dropdown menu)
- Link URL*: (empty text box, highlighted with an orange circle)
- Link Description*: (empty text box)

On the right side, there is a 'Language' section with 'English (US)' selected, a 'Return to: Zook Lobby Update' button, and 'Save' and 'Save / Publish' buttons. Below that is a 'Workflow' section with the following details:

Content Type:	1UAblue_feature_n
Workflow:	System Workflow
Step:	Published
Assignee:	Nobody

24

Add in a short description for the CTA.

This screenshot shows the same CMS configuration page as in step 23, but with the following updates:

- The 'Link URL' field now contains the text: <https://www.uakron.edu/webteam/web-resources.dot>
- The 'Link Description' field is now highlighted with an orange circle.

The rest of the interface, including the sidebar, tabs, and right-hand workflow and language sections, remains the same as in the previous screenshot.

25 Click "Save" or "Save / Publish"

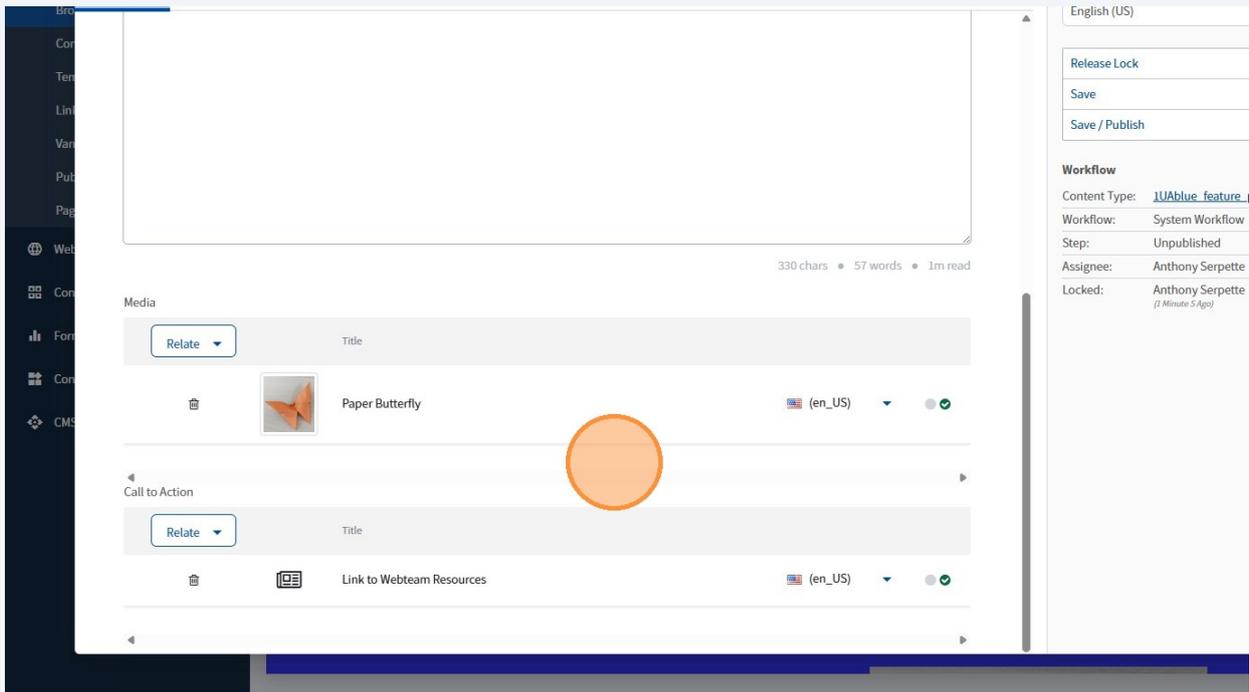
The screenshot shows the CMS interface for editing a widget. The main form has fields for Title, Label, Folder, URL, and Description. The 'Save / Publish' button is highlighted in a red circle. The right sidebar shows the 'Language' dropdown set to 'English (US)', a 'Return to: Zook Lobby Update' link, and a 'Workflow' section with details like 'Content Type: 1UAblue_feature_nav_promo', 'Workflow: System Workflow', 'Step: Published', and 'Assignee: Nobody'.

26 Click "Return to: (your widget name)"

The screenshot shows the same CMS interface as above, but the 'Return to: Zook Lobby Update' button in the right sidebar is highlighted in a red circle. The 'Workflow' section now shows 'Assignee: Anthony Serpette'.

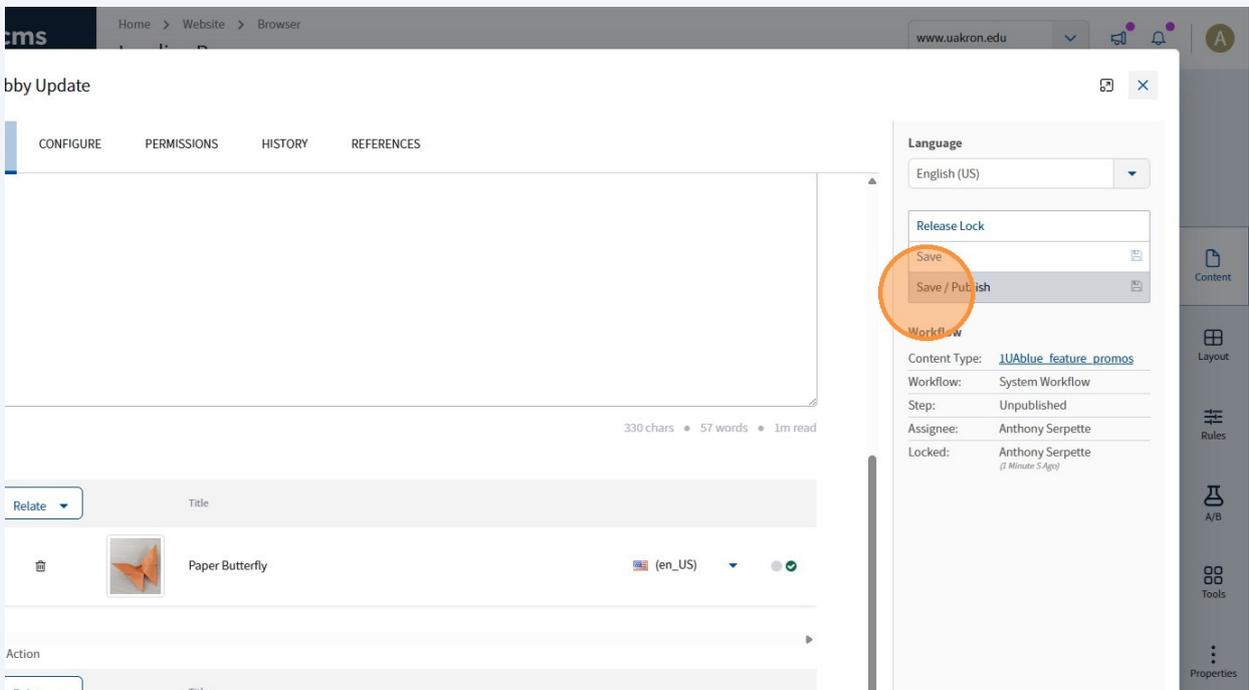
27

You can add in additional Calls to Action, switch to a different Media item, or remove one or both entries - whatever makes sense for this Widget.



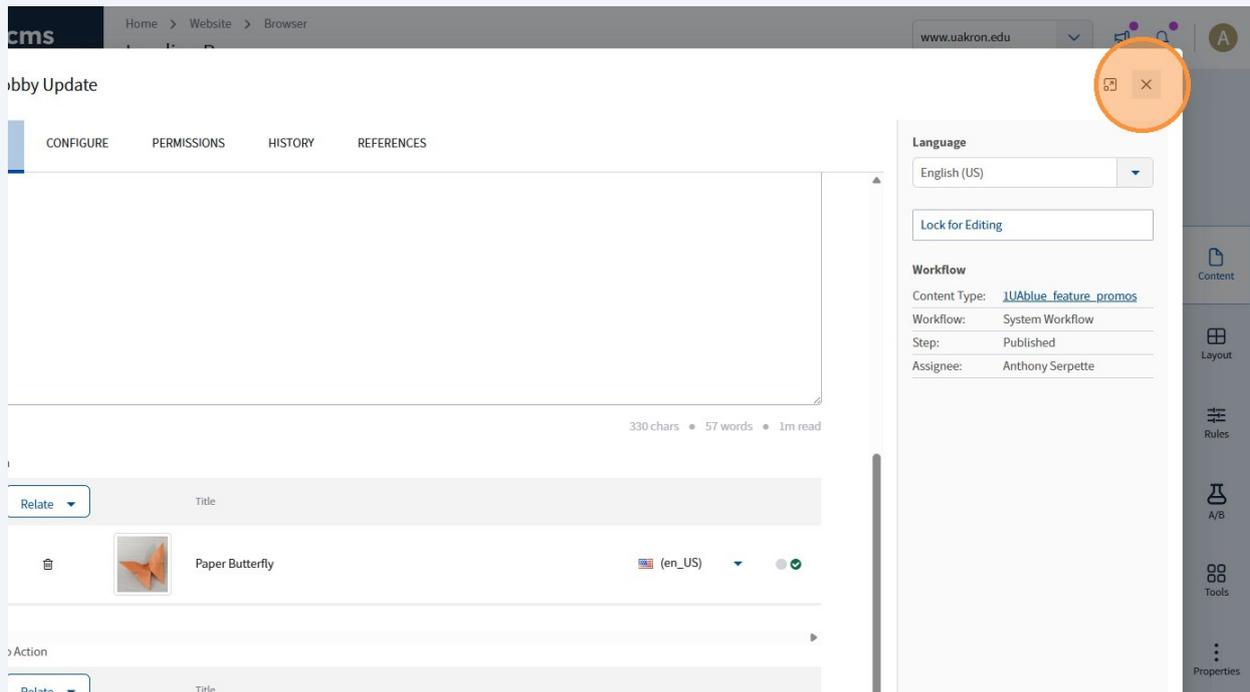
28

Click "Save" or "Save / Publish" for the Widget.



29

Click the "x" to close the widget and return to the page.



30

You can re-edit this widget to change the items, or exit the page. Note that some layouts and widget functionality may be limited while logged into dotCMS. Testing in "live" mode can help clarify how the page will work and look to the users.

