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Register for dotCMS Directory Access

Part of completing this course includes submitting an email request specifying which University of Akron web site you are responsible for editing.

The email is sent to your manager and the web team. The manager must confirm the request and copy the web team on the approval.

We will complete this task now, you need only copy the following into an email to your manager:

<insert manager name>,

This email is a written request for access to dotCMS for purposes of editing our <insert department or college> website.

Please respond to web-team@lists.uakron.edu, granting permission.
Overview

Course Topics

In this course, you will:

- Write for the web
- Create an HTML page
- Create new content
- Copy content from previous web pages to create new content in dotCMS
- Use content on an HTML page
- Create Menu Links

New Content Management System

dotCMS is The University’s content management system for managing website content and design.

dotCMS will help to provide a “unified look, feel and navigation throughout the entire University Web site.”¹ It is The University of Akron’s new tool to make building and maintaining Web pages an easier process than in the past.

The Content management tools in dotCMS enable logging in, and adding folders, files, pages and content to populate your website.

Lesson 1: Create an HTML Page

The Web team will create a root folder for your department or unit. Then, those users with the appropriate permissions can create folders within that folder and create HTML pages.

\[
\text{dotCMS separates the content of the website from the design. This means that the HTML page is stored separately from the content that you create.}
\]

**Th!nk When Creating HTML Pages**

It is recommended that you:

- Use all lowercase for the URL. Avoid spaces and special characters. Shorter is better!
- Pick a template that matches your layout.
Create an HTML Page

Determine the folder in which to create the page. The folder will determine where the page is found in the CMS and where the page appears on your website.

1. In the website browser, click on the Website tab.

2. Right click on the folder where you want to create the web page.

3. From the menu that displays, click on New.
4. A submenu displays. Select **HTML page**.
5. The **Add/Edit HTML page** window is opened.

There are two tabs – Basic Properties and Advanced Properties. All fields on the Basic Properties tab are required.

![HTML Page Add/Edit Window](image)

- **Page/Menu Title**: Enter a **Page/Menu Title**.
- **Folder**: The **Folder** name cannot be edited. The Folder name displayed is the folder which was selected in the browser.
- **Page URL**: The **Page URL** is populated based on the Page/Menu Title. This can be changed.
- **Template**: Select a **Template** from the drop down list. A Preview of the selected template displays.
  - **Templates**: Templates are the layouts available for the HTML pages. The templates are created by the web team for your use. Departments typically have a two or a three column layout template from which to choose.

**Note:** **Case (upper and lower) matters.** When assigning the URL, Training and training are two different URLs. In general, you may prefer to use lowercase, since most users will type in lowercase, when trying to locate your website.

**Note:** **Index or home page.** If this is the main page for the web site, enter **index**. The first web page you create will be the page that links to all the other web pages that you create in the future. The first page is called an index page, because it is an index to your entire web site. The index page usually contains hyperlinks to other pages and documents.

**Note:** **Custom templates.** A template may be customized by the web team to meet your needs. Certain elements of the template are standardized and cannot be changed. Many elements are customizable.
6. Click on the Advanced Properties tab. The default setting is Show on Menu.
   a. Check this box for the page title to appear in the menu in the sidebar on the left side of
      the page (See Error! Bookmark not defined., Create Links).

![Advanced Properties](image)

**Note:** Do **not** check the show on menu box in the properties for your main folder (The folder
that is created off the root.). If the box is checked, it adds a tab to the main uakron.edu web
page.

For example, in the picture shown below, the folders pam, provost and rds are main folders
created off the root uakron.edu. The properties of those folders should **not** include show in
menu.
7. Click save and publish.

The HTML page is created and opened in the **Edit mode**.

When Save or Save and Publish is selected, the properties and permissions on all the tabs are saved (similar to saving an Excel workbook and all the worksheets are saved).
Review the HTML Page

1. Examine the HTML page for accuracy and desired template style.

2. Review the three tabs at the top of the Navigation pane on the left side of the window. These are the three modes for viewing and working with the HTML page in the CMS:
   - Edit – Changes are made in this mode.
   - Preview – See how the changes will look if the page is published.
   - Live – See how the currently published page looks.
3. Examine the view controls on the Edit mode page:
   
   a. **Navigation**
      
      i. 📚 **Publish Page** - same as Save and Publish. Publishes the HTML page.
      
      ii. **Add to Bundle** – this option is not being used.
      
      iii. 📃 **Page Properties** – returns to Page Properties screen. Useful for changing the page’s template or correcting typos.
      
      iv. 📈 **Page Statistics** – While dotCMS offers stats for a page, contact the UA web team for access to the Google Analytics page.
      
      v. 📜 **Edit Template** – contact the UA web team to request edits to a template. Typical business users cannot edit a template.
      
      vi. 🚀 **Create New Page** – A short cut that closes this page and creates a new one.
      
      vii. 🛠️ **Admin Screen** – returns to the Website browser screen.

   b. **Hide navigation** – Click the collapse-pane toggle-control to collapse the navigation pane and display more of the HTML page.
Navigation in dotCMS

dotCMS provides internal navigation, which should be used instead of the browser's Back button. In dotCMS, an object may be locked if you forget to use the Cancel button, meaning dotCMS thinks the object is in use by someone else.

When this happens, the status icon changes to a closed padlock 🗝️ to indicate the object is locked for editing, the object is locked, and other users cannot edit it. When unlocked for editing, the status icon will appear as an open padlock 🗝️.

If the object is not in use and you need to unlock an object, locate it in the Website Browser, right-click on it and select unlock. Your permissions determine whether or not you can unlock the object.
Templates at UA

Discussion

Templates are the layouts available for the website’s HTML pages. Departments typically have a two or a three column layout template from which to choose.

Templates are made up of containers into which you can add content. For example, a template determines where the menu container, body container and header container will go. The choice of a template affects which content is seen.

Standardized Elements in a Template

These elements will be consistent on all University Web pages and will be provided via approved templates maintained in the CMS:

- **Standard header**
  - Web site search functions
  - Appropriate University marks
  - Approved links to frequently visited resources

- **Standard footer** including approved, appropriate links, standard throughout a navigation area, to include:
  - Appropriate University of Akron copyright statement
  - Approved equal education and equal employment statements
  - Approved links to frequently visited resources

- **Standard navigation** schema providing appropriate navigation for each area

Review the following four pages to see what can and cannot be changed on a template.

Undergraduate Admissions

Visit us!

There is no substitute for the experience of visiting The University of Akron. At UA, we make every attempt to personalize your visit with a range of options throughout the year. You can select from our group information sessions and campus tours, to our visitation days.

During your visit, you'll find firsthand why students choose to experience the Akron Advantage.

Also See

Instant Message Admissions staff member

Apply Now

Visitation Days provide you with the opportunity to interact with current students and representatives from UA's academic areas, learn the processes to apply for admission, financial aid, scholarships, and housing, as well as tour the campus.

April 18, 2009
Back to Visit Days in April 18

April 24, 2009
Senior Day (for seniors in high school)

May 16, 2009
Transfer & Adult Student Visit Days

June 3, 2009
Transfer & Adult Student Visit Days

Adult and Transfer students are encouraged to schedule a personal visit by calling 1-800-655-4884 or 330-972-7190, or by sending a message to admissions@uakron.edu.

May 15, 2009
Transfer & Adult Student Visit Days

June 3, 2009
Transfer & Adult Student Visit Days

Headings & Links

Department address should be in the right sidebar.

A single paragraph break between paragraphs for consistent spacing.

"Also See" div for special emphasis.

This is a text link.

Avoid styling links with color.
Generally, start your copy with an <h1> Heading.

Don’t style lists. Let the lists inherit the template’s bullets and margin.

Additional Headings or subheads can be styled using h1, h2, h3 or h4...

The Arts at UA

Group pages logically in folders and select which pages you would like to have appear on the menu.

Performance Arts

Three unique performance spaces, a design studio, and a design lab, provide students with opportunities to explore the creative process and to develop skills in design and performance.

- Sandefur Theatre in Guzzetta Hall is a flexible black-box theatre seating up to 125 patrons.
- Also in Guzzetta Hall is the Varian Theatre, a black-box studio space for classes as well as the performance of experimental plays and intimate works.
- The Paul A. Daum Theatre, a 250-seat proscenium space, is in Kelbe Hall.

At the undergraduate level, the B.A. curriculum in dance and theatre focuses on technique and creative exploration within a broad liberal arts context. The B.F.A. degree in dance prepares talented students for professional careers in dance performance and choreography.

The Modular Master of Fine Arts program in theatre arts, designed for advanced students of theatre arts, is structured so that the program can be completed in intensive five-week sessions over the course of three summers. This program is designed to provide teachers and students with the opportunity to complete a graduate degree without having to take leave from their primary responsibilities.

The School of Art is one of about 25 programs and departments on campus designed to prepare students for success in the field of art and the arts.

Myers School of Art Galleries

The Myers School of Art Galleries provide a unique and creative environment for the study of art and the arts. The gallery facilities are extensive. They include the nationally known Emily Davis Gallery and the Projects and Atrium galleries in Bierce Library and the Guzzetta Hall Atrium. There is also a new art gallery in the newly renovated Center for the Arts. The gallery facilities are available to students, faculty, and the community.

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Do not style tables. Let the table inherit UA's standard CSS (custom style sheet).

<table>
<thead>
<tr>
<th>th element</th>
<th>td element</th>
</tr>
</thead>
<tbody>
<tr>
<td>element produces a background so you can stripe a table.</td>
<td></td>
</tr>
<tr>
<td>heading 4</td>
<td></td>
</tr>
<tr>
<td>heading 2</td>
<td></td>
</tr>
</tbody>
</table>

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## Exercise 1 – Common Tasks

### Create an HTML Page

After the index (first) page has been created, create new pages with these instructions.

1. In the website browser, right click on the folder where you want to create the web page.

2. From the menu that displays, click on **New**.
   From the submenu that displays, click on **HTML Page**.
   The Add/Edit HTML page window opens.

3. All fields on the **Basic Properties** tab are required:
   - Enter a Page/Menu Title.
   - The Folder name cannot be edited.
     The Folder name displayed is the folder which was selected in the browser.
   - The Page URL is populated based on the Page/Menu title and can be modified.
   - Select either the two or the three-column layout Template.

4. Clear the Show on Menu, if necessary, on the **Advanced Properties** tab.

5. Click on Save or Save and Publish, as appropriate.

6. Click on **Admin Screen** to return to the website browser.
Create a New Folder

Your permissions determine where and if you can create folders. Folders can be created within your department or unit’s main folder or subfolders of that main folder.

1. In the Website browser, right-click on the folder in which to create a new folder. Click New then Folder.
2. Complete the **Add/Edit Folder** page. The starred (*) Name field is required.

   a. Enter a **Title** for the folder. The Title appears next to its folder icon in the Website browser of the CMS.

   b. The **URL** field is populated automatically. You can change it.

   ![Image of Add/Edit Folder page](image)

   c. Decide whether or not this folder should appear on the **menu** (left sidebar) of the folder that it is in.

   **Note:** If this folder appears on the menu, users can click on its link. There must be an HTML page associated with that link. Create an index.dot page within the folder.

   d. If only certain types of files are to be stored in this folder, enter the file **extensions** in the Allowed File Extensions field. Default is to leave this blank.

   Enter the file extensions as:

   ![Image of Allowed File Extensions](image)

   e. Click **save** to create the folder.
Move an HTML Page

Follow these steps if an HTML page is created in the wrong folder or needs to be moved for any reason.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>In the Website Browser, right click on the page’s icon.</td>
</tr>
<tr>
<td>2.</td>
<td>Select Cut from the menu that displays.</td>
</tr>
<tr>
<td>3.</td>
<td>Locate the folder in which to place the page and right click on the folder’s icon.</td>
</tr>
<tr>
<td>4.</td>
<td>Select Paste from the menu that displays.</td>
</tr>
<tr>
<td></td>
<td>The HTML page is moved to the new folder.</td>
</tr>
</tbody>
</table>
Lesson 2: Create Content

Discussion

dotCMS separates the content on the website from the HTML page. This makes it easier to maintain consistency throughout the site. **dotCMS is built on the idea that content is separated totally from the web pages and is reusable by selected users across a site or sites.**

To create or edit content, use the Content Manager.

Create New Content

1. Click on the **Content Search Manager** page displays.

   ![Content Search Manager](image)
2. The **Type** defaults to All.

   a. Click on the down arrow for Content Type to select the type of content that you want to create. Select **Web Page Content**.

Note that two ‘Types’ of content are presented, **Content** and **Widgets**.
3. Click on . The Add/Edit Content page displays.

The required fields of Title and Body (content) must be completed.

4. Type a Title for this content.
   A good title can help someone using your website to quickly identify pertinent content and it can help you to locate this content easily for editing or reusing in the future.

5. A best practice is to use the WYSIWYG tab to enter the Body (content) for this piece of content.
   Enter the content.

6. After the content is entered, click on the appropriate Save tool.
Exercise 2 – Copy Existing Content from the Web

1. Follow steps 1 through 4 on the previous pages.

2. Open another tab in your browser and navigate to the web page with the content to copy. Note: You may need to open a second browser to complete this operation.

3. Select the content to copy.

![Information Technology Services](image)

Software Training and Technological Services

Faculty and Staff Resources
Student Resources

The Software Training and Technological Services unit provides specific training for administrative and academic software used University wide such as Knowledge and Scoreboard.

This group also provides training for widely used software programs.

The STTS staff provides a wide variety of services to help the university community for anything from Microsoft Office Applications to InDesign.

Software Training provides the support you need.

The staff is ready to help the University community use software technology more effectively.

Email: Sue McEwan
Phone: 330-972-3324

Important Links for Faculty and Staff

- View/Register for a Seminar
- Hall and Calendar Documentation

4. Copy the selected content.

- Press CTRL + C.
  -OR-

- Use the browser’s menu/tools. In the Internet Explorer, use Edit > Copy.

5. Click on the browser’s tab for the CMS.

6. Click to place the cursor in the WYSIWYG box.
7. Select the Paste as Plain Text tool toggle.

8. The Paste as Plain Text dialog displays. Use preferred method to paste the text, including keyboard shortcut or right-click.

9. The content is inserted in the WYSIWYG box.

Title: First Content PKR

Body:
The Software Training and Technological Services unit provides specific training for administrative and academic software used University wide such as PeopleSoft and Springboard.

This group also provides training for widely used software programs.

The STTS staff provides a wide variety of services to help the university community for anything from Microsoft Office Applications to PeopleSoft Software Training provides the support you need.

The staff is ready to help the University community use software technology more effectively.

Email: Sue McKibben
Phone: (330-972-6391)
10. Insert new text as a heading at the beginning of this text.

- Place the cursor before the first word, “The.”
- Press the Enter key to create a blank line.
- Click to place the cursor on the blank line and type Mission.

11. Use a style to format the heading.

- Click to place the cursor in the heading, Mission.
- Select a Heading from the list at the down arrow of the Style tool.

The text is formatted.

Note: The WYSIWYG editor displays the formatted text as it will appear on the page, before it is altered by a template.
12. Use the tool, if appropriate.

13. Click on the appropriate Save tool.

- Save - Saves a "working" copy to be completed/published at a later time
- Save/Publish - Saves a "live" copy of the Content that is immediately available for display on HTML pages

In class, click on Save.

The Content Search Manager page displays with a message. The new web page content is created.
Lesson 3: Link Content to an HTML Page

Use or Reuse Content

1. Open the HTML page in the CMS.
   a. In the website browser, right click on the folder that contains the HTML page.
   b. Select Open from the menu that appears.
   c. The contents of the folder displays.
   d. Right click on the HTML page to open.
   e. Select Open (Preview) from the menu.
      The HTML page opens in the Edit mode.

   Click on the dividing bar to hide (collapse) the left pane of this window.
2. Locate the container in which to use the content.  
   Click on [Add Content].  
   A menu displays.

3. Select Reuse Content from the list that displays.
   The Search: Web Page Content window opens.

4. Enter the Title of the content for which you are searching.

5. Click on [Search]. 
   The Search results display.
6. Click on **SELECT** for the appropriate item. The Content is placed in the container on the web page.

![Remove tool](image)

7. Note the Remove tool 🗑️.
   This **removes** the content from this container.
   It does not delete the content, which remains in the content database (repository).

8. Click on **Admin Screen** to return to the website browser without publishing the change.
Exercise 3 – Reuse Content on an HTML Page

1. Open the HTML page in the CMS.
   a. In the website browser, right click on the folder that contains the HTML page.
   b. Select Open from the menu that appears.
   c. The contents of the folder displays.
   d. Right click on the HTML page to open.
      In class, open the second HTML page that you created (not the index page).
   e. Select Open (Preview) from the menu.
      The HTML page opens in the Edit mode.

2. Reuse the Training Intro content by following steps 2 through 6 on pages 30.

3. (In class, do not do this step. Leave the HTML page open.)
   Click on Admin Screen to return to the website browser without publishing the change.
-OR-

Publish the page.

If you have the permissions, you can publish this page.

- Click on [Publish Page] in the frame on the left side of the page.
- A message displays to confirm that you want to publish the page.
- Click on OK.
Lesson 4: Edit Content

Discussion

The key idea to remember is that content is stored in a database. Content is not stored with the HTML page. Content you create is dynamically linked to the HTML pages.

When a piece of content is edited, the content changes in the database and, because HTML pages are dynamically linked to the content database, HTML pages on which the content is displayed reflect the changes the next time the page is presented.

The edit process can begin in two places.

- In the HTML page container using the edit mode
- In the Content search area

No matter where you begin, you will edit the content in the Add/Edit content screen.

You must first LOCK the content, then make changes and Save or Save and Publish.

Edit from the HTML-page Container

1. Click on .
   The Add/Edit content screen opens.

2. Click the “Lock for Editing” in the left side of the screen.
3. Make the desired changes.

4. Click on ![Save](image1.png) ![Save / Publish](image2.png). The change displays.

5. Click on ![Admin Screen](image3.png).

6. Review the other HTML page on which this piece of content was placed. Right click on the index HTML page and select Open. Did you see the change?

7. Click on ![Admin Screen](image3.png).
Edit from the Content Search Area

1. Click the tab.

2. Select Search Contents. As a convenience, dotCMS displays the results of your last search.
3. If this is not what you want, click on and enter new criteria for the search.

Searching for a phrase or one’s initials, dotCMS returns matches if the sequence of characters is found anywhere in the title.

Note the matches...

...which returns the letter sequence inside of all titles. What if you want to limit the number of results such that ‘rds’ is separate from other words?
4. To restrict a search to certain words only, enclose the search phrase in "quotes". In our example, we place quotes around rds:

For these results:

<table>
<thead>
<tr>
<th>Title</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training Services Landing Page: Faculty &amp; Staff tab August 19 2010 rds</td>
<td></td>
</tr>
<tr>
<td>training services landing page sidebar 26 sep 2010 rds</td>
<td></td>
</tr>
<tr>
<td>Training Services Landing Page: Students tab Sep16 2010 rds</td>
<td></td>
</tr>
<tr>
<td>Training Services Landing Page: Home tab August 19 2010 rds</td>
<td></td>
</tr>
<tr>
<td>Training Services Landing Page: Home tab August 19 2010 rds</td>
<td></td>
</tr>
</tbody>
</table>
5. Click the “Lock for Editing” button in the left side of the screen.

6. Click on the Edit tool for the piece of Content to be changed.

The Add/Edit page displays with the Content in the WYSIWYG box.

7. Make the changes and select the appropriate Save option.
Add an Image

1. Select the content page you wish to add the image to:
   a. Click tab and search for the content. Once the content is located, right-click and select “Edit”.

2. Click and then select “New Content”.

3. Click the “Lock for Editing” button on the left side of the screen.

1. From the content body, click Insert/edit image.
2. Click the browse button in the Insert/edit Image dialog.

3. From the Select a File dialog, select the target dotCMS folder to hold the image.

4. Click the Upload New File button.
5. From the Upload a File dialog, click Choose File. This enables uploading files from a computer.

6. Browse your computer for the desired image file. When ready, click Open to upload the image from the computer to the dotCMS server.

7. With the image on the dotCMS server, click either save or save and publish. Unless there is a reason to not immediately publish the file, click save and publish. Respond to the prompt.
8. From the Select a File dialog, click the image to insert it into your content.

From the Insert/edit dialog, click Insert.
Add a Table

1. Insert the edit cursor below the image we just added and click the **Insert/Edit Table** button.

![Insert/Edit Table button](image)

**NOTE:** If you have not already done so, be sure to check the **“Lock Editing”** button on the left side of the screen.

2. From the Insert/Modify table dialog, enter 2 columns, 3 rows, and check Table caption. Then click Insert.

![Insert/Modify table dialog](image)

3. Enter **Annual Events** as the Title.
4. No width or height was specified, so the table appears collapsed.

Enter the text, below, as illustrated.

Note that as text is entered in each cell, the column width and/or row height is adjusted to fit the text. Use the arrow key to move the next cell.

5. Apply the heading 4 style to the paragraph Annual Events.

Click in the paragraph.

Click on the down arrow of the styles tool.

Select heading 4.

6. With the cursor in the text August, click on the right alignment tool.

Right align the text September and the text October, also.

7. With the cursor in the text Zip Fans Preview, click on the left alignment tool.

Left align the text Party in the Park and Rock ‘n’ Roo.
8. Click to place the cursor after the word *Events* in the table’s caption. Press the ENTER key.

![Annual Events Table]

9. Click **save and publish**
Add an Email Hyperlink

1. To Create an email link:
   - In the WYSIWYG box, select or enter the text for the link.

   NOTE: If you have not already done so, be sure to check the “Lock Editing” button on the left side of the screen.

2. Click on the Insert/Edit link tool.

3. In the Link URL box of the Insert/edit link dialog, type `mailto:XXX` where XXX is the person’s e-mail address.

   Note: use no spaces and add a colon following mailto.
   Example: `mailto:SMF@uakron.edu`

4. Select an option from the Target drop down list.

5. Enter a Title for this link. This data will display when the mouse hovers over the link on the web site and will provide increased accessibility. Screen readers can use the title.

```
<table>
<thead>
<tr>
<th>General</th>
<th>Popup</th>
<th>Events</th>
<th>Advanced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Link URL</td>
<td><a href="mailto:smf@uakron.edu">mailto:smf@uakron.edu</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Target</td>
<td>Open in this window / frame</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Title</td>
<td>email Software Training Manager</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Class</td>
<td>-- Not set --</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
```

6. Click on `Insert`.

The WYSIWYG box displays with the new link.
Email: Sue McKibben

7. Click .

Save  Save / Publish
Lesson 5: Maintenance…Delete or Archive Pages or Content

Deleting objects in dotCMS requires some caution. You need to know:

- HTML pages are related to the folder in which they reside.
  If you delete a folder, the HTML pages stored in it are deleted.
  If you delete a folder, the archived HTML pages related to the folder are deleted.
- Archiving HTML pages does not protect them from deletion.
  See the bullet above.
- There is no simple method for restoring deleted HTML pages.
- Deleting an HTML page or a piece of Content requires three steps: unpublish, archive and delete.
  Content is stored separately from the HTML pages. Deleting a page will not delete content.

Archive an HTML Page

You may want to keep a page that is no longer in use. In a database, this page can be archived. Since a page that is archived in the may be deleted inadvertently, the following practice is suggested.

- Unpublish the page.
- Archive the page
- Delete the page

1. Before archiving the page, preview it to be sure that you are archiving the correct page. To preview a page:

   - Locate the page in the Website Browser of the CMS.
   - Right click on the page name and select Open (Preview).
   - Click on the [Admin Screen] button to return to the Website Browser.
2. In the Website Browser, right click on the page name. The shortcut menu displays.

3. Select Unpublish. A message displays to indicate that the page was unpublished.

4. Archive the page by right-clicking the page and selecting “Archive”.

5. Scroll down to the bottom of the page and click the Show Archived link.

6. The archived page should appear at the top of the list. Right-click the page and select “Delete File”.
Delete an HTML Page

Deleting an HTML page requires three steps: unpublish, archive and delete.

1. Before beginning the process to delete the page, preview it to be sure that you are deleting the correct page. To preview a page:
   - Locate the page in the Website Browser of the CMS.
   - Right click on the page name and select Open (Preview).
   - Click on the button to return to the Website Browser.

2. In the Website Browser, right click on the page name. The shortcut menu displays.

3. Select Unpublish.
   A message displays to indicate that the page was unpublished.
4. Right click on the page’s name and click Archive.

5. Click OK at the confirmation dialog.

6. The Status icon changes to a red color.

Note: Point to the Status icon. The tip indicates Deleted (not Archived).

7. Right click on the page’s name to display the shortcut menu and select Delete Page...
8. …and click OK to confirm the delete.
Lesson 6: Writing for a Web Audience

Reading on the Web

People read differently on the web than from printed material.

We’re thinking ‘great literature’ (or at least ‘product brochure’) while the user’s reality is much closer to ‘billboard going by at 60 miles an hour.’

Web users: 4 5

- Do not read pages. They scan pages.
- Do not make optimal choices. They choose the first reasonable option.
- Do not figure out how things work; they muddle through.
- Search for key words and phrases.
- Read in quick, short bursts.
- Are action oriented.
- Click and search for bits of information to reach a goal.

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5 Steve Krug. Ibid.
Writing for the Web

What is most important to your audience of users determines what you should make most prominent on your website. The focus of the content should be on your users.

When you write for the Web, think of a newspaper. Good web writing follows the inverted pyramid style, which is borrowed from journalism. The most important information is presented first, with additional supporting detail to follow. The reader sees the main idea first and can decide if he/she wants to read more or move on.

- Get your reader’s attention in the first few words. If you do not do this, the reader moves on, possibly to someone else’s web page.
- Start with the conclusion. Follow with the details.
- As in journalism: who, what, where, when, why and how
- Only one idea per paragraph
- Use half the word count of traditional writing.

Note: Academic writing follows the pyramid style. In the pyramid style, you lay a foundation, provide supporting research and work up to a conclusion. This is not the recommended way to write for the web.
Usability

Usability is an important attribute of a web site. It refers to the ease and clarity of the interaction between a user and a web site. It means that the site works well. A person can use the site for its intended purpose without getting frustrated.

Steve Krug reminds us that if something is hard to use, it is not used as much. He offers laws of usability to help us develop better, more usable web pages. Here are two of those laws.

- **Don't make me think.**
  The goal should be for each web page to be self-evident, so that just by looking at it the average user will know what it is and how to use it.

- **Get rid of half the words on each page.**
  Then, get rid of half of what's left.

Five important things you can do to make sure users see and understand as much of your site as possible. dotCMS and the use of templates for the web pages will help you to accomplish the following.

1. Create a clear visual hierarchy on each page.
2. Take advantage of conventions.
3. Break pages up into clearly defined areas.
4. Make it obvious what is clickable.
5. Minimize noise.


**useit.com: Jakob Nielsen's Website**

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7. Ibid.
Writing Tips

- Limit your word count. Here are some general guidelines:
  - Headings: 8-10 words or less
  - Sentences: 15-20 words
  - Paragraphs: 40-70 words
  - Pages: 500 words or less

- Choose words that your target audiences use when searching. Use the keywords in the body of the page and in the headers.
- Sentence fragments are okay.
- When writing, you might think about how you would say the same thing to someone on the telephone.
- Use headlines and headings as visual cues.
References

Steve Krug’s book is available to read online at http://proquest.safaribooksonline.com/0321344758.

Jakob Nielsen has a website, http://www.useit.com, with links to many articles about usability.
Glossary

Content  is the information that has been entered and saved on a form in the content portlet. It is important to remember that Content in the dotCMS does not live on HTML pages or in files or templates. In the dotCMS, Content in the dotCMS lives in a Content repository - a database that can be searched for content that can be reused as needed across your web site.

Every time content is added to the database, it also is indexed by the server to enable quicker access. All content is stored in the structured content engine, not on a particular web page. Content is stored separately from the website’s design.

Files  Things that can be uploaded. For example, documents and images.

Pages  do not contain content. In dotCMS, an HTML page has a .dot file extension. Pages are assigned a template when they are being created. Each page only can use one template. (However, one template can be used on many pages.)

Structures  serve to hold and organize information (content) in fields that are created within the CMS. The CMS administrator uses these structures to specify content types to be displayed by containers. These content structures break up information into various fields (Title, Subtitle, Description, Body, etc.) and then display some or all of these fields when it is association with a page of your website. Content Structure is a form. When the form is filled out and saved, the information in it makes up a Piece of Content. All pieces of Content made with the same Content Structure are said to be of the same Content Type.

Templates  are the layouts available for the website’s HTML pages. These layouts hold non-page specific information. Templates essentially are empty structures that you populate. Templates are made up of containers. Templates organize the Containers on a given page by providing a framework. For example, a template determines where the menu container, body container and header container will go. The choice of a template affects which content is seen. If content disappears on an HTML page, just reselect the correct template.

Widgets  are pieces of content that dynamically display other content in them. This is a generic term for the part of a GUI that allows the user to interface with the application and the operating system (buttons, pop-up windows, dialog boxes, icons, scroll bars). Widgets have two big advantages:

• Help to keep the number of unique templates down
• Listings update

At UA, you might use a widget to display video or a calendar of events.
**Login to dotCMS**

In order to login to the CMS, a user account must be created and a role (permissions) assigned to that account. The main purpose of a role is to give access to specific folders and content within the CMS.

Navigate to:  [Http://www.uakron.edu/c](http://www.uakron.edu/c)

The login ID and password will be the user’s UAnet ID and password.

These user accounts are created and maintained by the Web team. For assistance, contact the web team at [webmaster@uakron.edu](mailto:webmaster@uakron.edu).

1. Open the browser and navigate to the CMS login page.

   ![Login Form](image)

   - User ID:
   - Password:
   - Remember Me
   - Sign In
   - Forgot Password

2. Enter your UAnet ID and password.
   In class, use the ID and password that your instructor gives you.

3. Click Sign In. The Home tab displays.

   ![Home Tab](image)

   - Home: Workflow & Dashboard
   - Website: Folders, Files & Pages
   - Content: Search & Edit Content
   - Global Page
   - Workflow Tasks

Your permissions determine which tasks you can complete in dot CMS. If you are responsible only for content and not publishing, you only will have tabs of Home and Content.
Reorder Menu Links

To change the order of the menu links in the left sidebar of the HTML pages, follow these steps.

1. In the Website browser on the browser tab, right click on the HTML page.

2. Select Open (Preview) from the menu that displays. The HTML page opens in Edit mode.

3. Click on the Reorder tool , which displays above the menu items. The reorder menu opens.

4. In the Order Menu Items area, drag the individual menu items to establish a new order.

   **Before**
   
   ![Before Image]

   **After**
   
   ![After Image]

5. Click on .

   The HTML page displays in Edit mode. The menu is reordered.