Website Editing 101

Covering some of the basics, things to avoid, and where to go for help.

September 28, 2022
Types of basic content

What types of content can we add to, edit, or delete from our site?
**Types of basic content**

<table>
<thead>
<tr>
<th>Pages</th>
<th>Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pages are used for static content that can (but are not required to) be linked into the main navigation bar. This is one of the most &quot;basic&quot; content types and can be very flexible.</td>
<td>Persons are custom content used to create individual profiles of people on your site.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Articles</th>
<th>Events*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Articles are used for time-sensitive content like news, press releases, or blog posts. These are set (by default) to show in frontpage blocks and the site’s News page.</td>
<td>Events are created and edited through Content Hub, and are “fed” to sites via feeds. Events are set (by default) to show in frontpage blocks and the site’s Events page.</td>
</tr>
</tbody>
</table>
Pages

• Title
• Body
• “Advanced” fields
  – Content Description (used for SEO)
  – Featured Image (adds a page-top image above content)
  – Relationships (used to “tag” page with keywords)
  – Menu settings
  – URL alias (for custom page URL)
What are “advanced” fields??

- **Advanced fields** are found in the vertical menus on the right-hand side of the page. This is the same for all basic content.
How do we manage the Menu settings?

- The **Menu settings** allow site editors to add pages to the Main navigation.
- Available settings include the title, parent, and weight of the menu link.
Person

- Name
- Person Types *
- Credentials
- Title/Position *
- Email
- Phone
- Biography
- Education *

| Research areas *
| Website *
| Contact Information *

“Advanced” fields
- Short Biography
- Person Photo 900x1200 pixels
- Relationships

* - allows for multiple/unlimited entries
Person (Biography vs Short Biography)

• **Biography** content is displayed on an individual profile.

• **Short Biography** content is displayed on the people lists.
Articles

• Title
• Body
• Article Authors *
• Gallery * (add images)
• Organization
• Source Link
  • Link directly to source?

“Advanced” fields
  – Article Summary
  – Featured Image
  – Relationships
  – Authoring information
    (adjust date/time of article)

* - allows for multiple/unlimited entries
Articles (Body vs Article Summary)

- **Body** content is displayed on an individual article.

- **Article Summary** content is displayed on the various article lists.
Events

• Events are created in Content Hub, not through your site directly.

• Event creators enter event details and tag one or more units for the event.

• Approvers within each unit approve events tagged with their unit on an individual basis.

• Events are “fed” to each unit via feeds that are listening on your site. Feed listeners are setup for your site by default.
How to we add or edit content?

What is the add content process? How do we find existing content?
Adding new content

Click the “Content” button in the Admin menu

Click the blue “+ Add Content” button

Select the type of content you want to add

Start creating
Adding new content, continued…

• **Fill out the appropriate fields** for the type of content selected. Remember the “advanced” fields as they are important for ensuring content is displayed properly.

• If site editors wish to save the content for later, or do not have permissions to directly publish content, leave the “Save as” field set to Draft and click “Save”.

• If site editors want to immediately publish the content, set the “Save as” field to Published and click “Save”.
Editing existing content (Content list)

1. Click the “Content” button in the Admin menu
2. Locate the content item in the list of content below
3. Click the “Edit” button under the Operations column of that row
4. Start editing
# Editing existing content

<table>
<thead>
<tr>
<th>Title</th>
<th>Content type</th>
<th>Author</th>
<th>Status</th>
<th>Updated</th>
<th>Operations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Careers and Opportunities</td>
<td>Page</td>
<td>xTw0SFgme_</td>
<td>Published</td>
<td>09/06/2022 - 5:34 PM</td>
<td>Edit</td>
</tr>
<tr>
<td>Home</td>
<td>Page</td>
<td>xTw0SFgme_</td>
<td>Published</td>
<td>08/31/2022 - 11:53 PM</td>
<td>Edit</td>
</tr>
</tbody>
</table>
Editing existing content (Content item)

1. Navigate to the specific content item
2. Click the “Edit” tab directly above the content
3. Start editing
Daniel Khalastchi
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Editing existing content, continued...

- Edit the appropriate fields for the content node you selected.

- If site editors wish to save the changes for later, or do not have permissions to immediately publish content, set the “Save as” field to Draft and click “Save”.

- If site editors want to immediately publish the changes, leave the “Save as” field set to Published and click “Save”.

- If site editors want to unpublish the content, set the “Save as” field to Archived and click “Save”.

CLAS Marketing and Communications
What are revisions?

Why are they important and how can we use them?
Revisions

• **Revisions** allow site editors to create a different version (revision) of the same node each time it is saved.

• Revisions track up to the last ten changes made to the node over time.

• To view the available revisions, navigate to the content item, and click the “Revisions” tab directly above the content.

• To view a specific revision, click on the timestamp link under the Revision column.
Revisions, continued...

- Site editors can also compare revisions, by selecting the two revisions and clicking “Compare selected revisions”.

![Revision Comparison Interface](image)
What about deleting content?

Should we delete content if we don’t want it anymore?
Deleting content

• Short answer: DON’T DO IT… unless you are absolutely sure.

• If site editors are certain the content will never be used again, or have a replacement content item, then it may be okay.

• From the content list, change the dropdown under the Operations column to Delete and click “Delete”.

• Or, from the content item itself, click the “Delete” button directly above the content.
Deleting content, are you sure?

- If site editors choose to delete an item, the system will ask them to confirm the deletion. If they choose to continue, the deletion cannot be undone.
How does Media work?

What is media? Why are we only discussing the basics?
What is media?

• **Media** is a module the campus system uses to allow site editors and administrators to upload, manage, and reuse files and multimedia assets.

• The following types of **media** can be added to the site:
  - Audio
  - File
  - Image
  - Remote Video
  - Static image map
  - Social media post (Facebook, Instagram, and Twitter)
Adding media

• Media is already added in the content discussed above:
  – Featured images in pages and articles
  – Person photos in persons
  – Gallery images in articles
  – Images and files linked from within Body fields
  – Remotely hosted videos embedded within Body fields

• All of this ends up in Media.
Adding/Reusing media

• When inserting media into content, the Media window will appear allowing editors to upload new media or select previously uploaded media.

• Reusing previously uploaded media helps cut down on site bloat. Avoid duplicating media!

• The system will automatically resize images and videos based on predefined styles that editors can choose from.
Adding/Reusing media

Upload new media here, or...

Select the type of media to view here...

Select reusable media here...

Then click to insert selected media here.
Editing media item

Alternate Text
Two students walking down a leaf-covered sidewalk on the

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

Align
- None
- Left
- Center
- Right

Caption

Display
- Original
- Large
- Medium
- Small
- Full - No crop
- Full - Square
- Full - Ultrawide
- Full - Widescreen

Preset Image Styles
Save
Editing existing media (Media list)

1. Click the “Content” button in the Admin menu
2. Click the “Media” tab at the top of the page
3. Locate the media item in the list of media below
4. Click the “Edit” button under the Operations column of that row
Editing existing media (Media list)

• Similar to the Content list described earlier.

• Provides a searchable, filterable list of the current media items in the site.

• Allows site editors to rename media, replace files, change Alternative text, and provide a Global caption.
## Editing existing media (Media list)

Click the Media tab to display the current media items in the site.

<table>
<thead>
<tr>
<th>Thumbnail</th>
<th>Media name</th>
<th>Type</th>
<th>Author</th>
<th>Status</th>
<th>Updated</th>
<th>Operations</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="why_iowa_fall_campus_2021.jpg" alt="why_iowa_fall_campus_2021.jpg" /></td>
<td>why_iowa_fall_campus_2021.jpg</td>
<td>Image</td>
<td>xTw05Fgne</td>
<td>Published</td>
<td>08/31/2022 - 11:49 PM</td>
<td>Edit</td>
</tr>
<tr>
<td><img src="CLAS_up_page_student_laptop.jpg" alt="CLAS_up_page_student_laptop.jpg" /></td>
<td>CLAS_up_page_student_laptop.jpg</td>
<td>Image</td>
<td>xTw05Fgne</td>
<td>Published</td>
<td>08/31/2022 - 4:19 PM</td>
<td>Edit</td>
</tr>
</tbody>
</table>
Deleting media

• Short answer: **BE CAREFUL!!**

• Verify that the media is not currently used on published content. Utilize the “Usage” tab to find all current uses of the media item.

• If site editors are certain the media will never be used again, or have a replacement media item, then it may be okay.

• From the media list, change the dropdown under the Operations column to **Delete** and click “Delete”.
Helpful Hints for Common Issues

How do we avoid issues in the future?
Creative freedom vs Creative order

• Site editors often focus on their own design and content choices versus the end goal – the users.

• Decisions you make as a site editor can have adverse effects on how the users navigate, view, and respond to the site.

• Work within the bounds of the University brand and collegiate policies and procedures.

• Utilize and enhance the Standard Information Architecture, do not deviate from it.
Files - Reduce, Reuse, Recycle

• Reuse files, documents, images, and videos where available.
• Remove old, unused files if possible.
• Replace existing files with newer versions, rather than uploading a new file and leaving the old file.
Files and filenames

• Use the **hyphen** (-) or **underscore character** (_) rather than blank-space, punctuation, or CamelCase in filenames to separate words or names:

  - filename-example.jpg **YES**
  - example_of_filename.pdf **YES**
  - IMG 20190522-105856 resize.jpg **NO**
  - ThisIsALongExampleOfCamelCase.docx **NO**
Files and filenames

• For profile images, use the **firstname_lastname.jpg** or **firstname_lastname.png** format:
  - jane_doe.jpg
  - molly_rechkemmer.png

• For non-profile images, **describe the image** as much as possible:
  - international_dance_course.jpg
  - footbridge_flags.png
Files and filenames, continued...

• For documents, **describe the purpose or title** of the document as much as possible:
  
  – BA_anthropology_handbook_appendix_A_2018.pdf
  – MSW_socialwork_admission_important_guidelines.pdf
  – faculty_tenure_instructions.docx
Images

• Images should be high quality, professional images.

• Consider the orientation and size of the image when adding to content.

• Consider the context around the image whether an image is necessary.

• Do not overuse imagery.

• UI Brand Manual – Imagery: brand.uiowa.edu/imagery
Headings

- **Headings** are used to separate content into easy to identify regions.

- Headings help users get a sense of the page’s organization and structure.

- Screen reader users can navigate a page according to its headings, listen to a list of all headings, and skip to a desired heading to begin reading at that point.
Headings, continued...

- Do not skip heading levels (e.g. `<h2>` to `<h5>`)
- Do not select heading levels based on their appearance.
- Do not use for alert text, announcements, or hyperlinks. Think of headings only as labels that introduce subsequent text. Add hyperlinks only to normal next.
- Do not overuse headings.
Alerts

- **Alerts** are used to inform users of immediate time-sensitive information.
- Do not overuse alerts.
Introduction Text

- **Introduction text** is used for larger, more prominent announcements or headlines above a section of text.
- Do not use for headings, alerts, or hyperlinks.
- Do not overuse introduction text.

Gain professional-level skills in conducting independent research

The Department of Anthropology grants both M.A. and Ph.D. degrees in Anthropology. Most of our students enter the Ph.D. program, and are awarded an M.A. after fulfilling program requirements at the end of their second year. We also offer a specialized M.A. in Cultural Resource Management, working closely with faculty and staff from the Office of the State Archaeologist.

Our graduates go on to work at universities, colleges, museums, and a diverse range of governmental and non-governmental agencies. For more information and examples, see Graduate Careers and Opportunities.
Line breaks vs Paragraph breaks

- A **line break** moves the cursor down a single line, with text entered after the line break appear on the next line down.
  - Press **Shift+Enter** to create a line break.

- A **paragraph break** ends the current paragraph and starts a new one, separating the two paragraphs with a small amount of padding.
  - Press **Enter** to create a paragraph break.
Line breaks vs Paragraph breaks...

- **Line break** example:
  - The line break is entered after this point in order to start this new line.

- **Paragraph break** example:
  - The paragraph break is entered after this point in order to start this new paragraph.
Use descriptive text for links

• Users should know where the link will take them before they click. Hyperlink descriptive text in your page copy.

• Do not use ‘click here’ for hyperlink text.

  – For more information, click here. NO
  – For more information about our Graduate Program in XYZ, click here. NO
  – Read more about our Graduate Program in XYZ. YES
  – For more information about our Graduate Program in XYZ, visit https://grad.uiowa.edu. OK
Use one space after punctuation

• If site editors tend to put two spaces after ending punctuation marks, please use only one when you are editing online.

• “According to every major style guide you'll find, the rule is a single space after a period or any other punctuation mark you use to end a sentence. Even the APA, the staunchest defender of the double space over the decades, changed their stance on the issue in 2019.” — thesaurus.com
Training and Documentation

What other training or documentation is available?
Helpful Training and Documentation

- UI Brand Manual – Applying the Brand for Web: brand.uiowa.edu/applying-brand/web
- SiteNow Documentation: sitenow.uiowa.edu/documentation
- UI Web Community Training: webcommunity.sites.uiowa.edu/training
- CLAS Marketing and Communications Toolkit clas.uiowa.edu/external-relations/marcom-toolkit
Thank you

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