# USING GORDON'S WEBSITE EDITOR
# A GUIDE

## LOG IN TO THE EDITOR:

http://www.gordon.edu/_admin

Use your standard Gordon login. *Most modern browsers should work fine, but we officially support Firefox, Internet Explorer and Safari.*

## EXPLORING THE WEB EDITOR

When you first log in you will be in the "Page Browser" mode. You can navigate the website as usual, except you have added controls along the top of the window.

### TOP MENU

Along the top of the screen you have a few pull-down tabs:

**Tasks:** Under this tab you will see **Drafts**. These are any pages you are currently working on that have not been submitted for approval or gone live.

**Pages:** Beneath this tab you have **Page Browser**, which lets you navigate the website and **Page Search**. Page Search allows you to search for a specific page by name, category, etc.

**Content:** The Content tab shows all the other types of content besides pages on the website.

- **Articles:** These are usually part of a publication (*Stillpoint*, *Idiom*, etc) and can be tagged to populate publication feeds throughout the website. They are archived automatically.

- **Banners:** These are the small ads beneath the navigation on many pages. To request one, visit www.gordon.edu/designcenter , click "Start A Job" and download the request form.

- **Events:** Events populate calendars throughout the site. When an event is created, it is tagged with all the categories it falls under. When a user creates a calendar on a page, all the events that fit into that page's category will populate the calendar. Events are covered in more detail later on.

**Reports:** The reports tab has been deactivated now that we are using an external service for web statistics. Let me know if you are interested in seeing stats for your web pages.

### OTHER BUTTONS

Beneath the top menu are a few other important buttons:

**Edit This Page:** When you are viewing a page you are able to edit, clicking this will "check out" the page in your name and bring you into editing mode.

**Link a New Page to this Page:** This will create a new page one level beneath the page you are currently viewing. The page you are currently viewing becomes the new page's "parent page".

**Bookmark This Page:** Clicking this will add the page you're viewing to the drop-down list to the right of the button. This is a good way to quickly get to your department's section if it is normally a few clicks away.

## CREATING AND EDITING PAGES

Once you have navigated to the page you wish to edit, click "Edit This Page" above the viewing window. If you want to create a new page, navigate to the page you wish to create the new page beneath and click "Link a New Page to this Page".

### UNLOCKING PAGES

Once you enter the edit mode, you have "checked-out" the page. No one else will be able to edit it while you have the page checked out, so when you are finished working be sure to either submit the page for approval or unlock it. The buttons for this are listed right above the page viewing window.

There are 4 main tabs in editing mode:

### BASIC INFO

When creating a new page, this is the first screen you will see.

**Page Name:** This title will appear in the website's navigation as well as in a header at the top of your page.

**HTML Page Title:** This will appear in your browser's title bar and in search results. It is best to give a little more context in the HTML Title, both for search engine optimizing and because users searching for your page may not have come through the normal hierarchy. For instance, a page titled "Resources" under the Chemistry Department should have an HTML name of "Gordon College Chemistry Department Resources". If a user sees this page in a Google search, it makes much more sense than "Resources".

**Keywords:** Words a user might search for to find your page. Make sure to actually use them on the page.

**Brief Description:** This will be seen in search results and by search engines. Try to use relevant words that sum up the page and its purpose. Try to use some of your keywords in this description.

**Page Layout:**

- **2 Column:** Best for image galleries and large amount of text. This allows the main content on your page to be as wide as possible.

- **3 Column:** This includes an extra right-hand column for an image, downloads and resource links. This works well as the head of a section, coupled with brief introductory or overview text. It is not ideal for pages with large amounts of text or images, because the content area is narrow.

- **Category Home:** The heads of major categories are granted this layout. It features three columns as well as an image banner at the top of the page.

**Activation Date:** The page won't go live until this date if you set it (page still needs to be approved).

**Expiration Date:** Set a date for the page to be taken down. This does not delete the page—you can still view it in the editor—but it is no longer visible on the live site.

**Marketing URL:** If you are directing people to your page through other venues, i.e. a printed piece or email, you may want a short url that people can navigate to directly. What you enter here will replace the portion of the address after http://www.gordon.edu/ . Entering "admissions" gives you this address: http://www.gordon.edu/admissions

### CONTENT EDITOR

This is the first screen you see when you edit a previously created page. It allows you to add and change the content of the page. All editable areas are surrounded with a dotted line. On 3-Column pages you can upload files and links to the third column. The central content area has 3 boxes, each of which can display one of the following content types:

**(Content Editor continued)**

**Page Text:** Straightforward free text area. Please see formatting guidelines at end of package.

**Gallery:** Galleries allow for header text, a list of "gallery items" and footer text. Gallery items are separated by dotted lines and may feature an image and a download along with text.

- **Show all gallery items as a list:** By default all items will be listed vertically down a page.

- **Show items one at a time:** Creates a grid of thumbnails from your gallery images. Clicking one displays that item's text and full-size image. (Every item must have an image for this view).

- **Show items as slideshow:** Displays images full-width, one at a time, with previous and next buttons to navigate. You must set this option before creating items in another format.

**Image:** Lets you upload an image into the central content zone. A cropper tool allows you to fit it correctly.

**Event Calendar:** Populates itself with events tagged with your category.

**Survey/Freeform:** Allows you to display a form/survey you have created on the GO site.

**Publication:** Choose from a list of current publications. This section of the page will display the most recent articles from the selected publication as well as a link to the full publication.

**Resource Links and Downloads:** On 3-column layouts, clicking on the right-hand boxes allows you to upload files for download or enter links. Please save text documents to PDF format.

**Modification History**

This tab shows a history of edits and changes to the page.

**Report/Statistics**

This tab shows statistics and traffic reports for the page.

**When you are finished working on the page either *Unlock* it (if you need to come back to it later) or *Submit for Approval*. Once you've submitted the page for approval you won't be able to edit it until I approve (or reject!) it.**

## CREATING EVENTS

Events fill calendars throughout the website. When you create an event, it will appear in calendars of all the categories you tagged the event with, including the www.gordon.edu/calendar page.

- Submit an event through the GO site  to the master calendar.
  Once CSD approves the event you may create a listing of it on the public website.

- Click "Events" under "Content" in the top menu of the website editor. On the following screen choose "Create New Event" on the top right.

- Select on or off-campus (if available).

- Choose your event from the list of CSD approved events. Basic details like time and date fill in automatically.

- Click continue. On the next page fill in more specific details:

    1. Headline: This is effectively the title viewers will see on the website.

    2. Brief Description: This is the initial short blurb viewers see.

    3. Full Description: When they click "Read More" viewers see this.

    4. Categories: Check the areas you'd like the event to show up in.

**(Events continued)**

5. Image: Upload an image to go with the event.

6. Press Release: You can link the event to a press release if one is available.

7: Buy Tickets Link: If there is a website to order tickets from, enter it here.

8. Pop-up: When the user clicks the event a pop-up showing details is opened.

9. Don't Display Until: Event will not display until date listed.

10. Location: Where the event will take place.

11. Start and End times: Automataically displays with the event. The listing will disappear once the end date has passed.

12. Supress Times: Will hide the automatically inserted times from the above line. Use this if you are custom formatting the times in the description text.

## ARTICLES

Articles are similar to events in that they can be tagged with relevant categories and populate feeds in those categories. Articles are usually sorted into Publications, which help organize archiving and categorizing. To get articles to show up on your page, choose "Publication" as the content type. A list of publications available for your department will display. Within the publication you choose, articles tagged with your category will show up in your feed.

Articles are subject to approval by College Communications and some publications may be locked for use only by College Communications. If you are interested in creating your own publication or writing articles you don't currently have access to, please contact College Communications.

## Helpful Reminders

- When uploading images, always fill in the "alt text" line with a description of the image. This helps visually-impaired users get the most out of our website.

- When uploading any type of file, make sure the filename has no special character or spaces. This can sometimes cause technical problems. Example: "image_02.jpg", not "image 02.jpg".

- When submitting banner ads, use language that calls to action as opposed to only stating what the ad is. This gives the user more incentive to click.

- Always take the time to think of relevant keywords and brief descriptions for your pages.

- If I reject your page, it only means that there were some edits I didn't feel I could make for you or I didn't have time for. Don't take it personally!

# Formatting Guidelines for Gordon's Website

### COPYING TEXT

When copying text from another program, such as Microsoft Word or Outlook, please use the **Paste as Plain Text** button ( 📋 ) in the web editor. This is because Word and other programs try to copy a lot more formatting information than the website can handle, which can cause problems.

### LINKS AND EMAILS

To create a link, highlight the desired text and click the Hyperlink button ( 🌐 ). A pop-up will ask you for the address to link to.

If you are linking to an external website, click the "Target" tab and choose "New Window." This ensures that the visitor doesn't lose Gordon's page when visiting the external site.

To create an **email link**, follow the same steps, but choose "Email" as the type in the Link pop-up box. Then simply enter the email address. It will allow you to auto-fill in a subject line for the email, although in most cases you probably won't want to.

To go back and edit a link or email you've already created, right click on it and choose **Edit Link** in the contextual menu.

### TABLES

Tables allow you to arrange information neatly in rows and columns. When you click the **Table** button ( 🖼️ ), the pop-up will let you choose the initial number of rows and columns, the pixel dimensions of the table, as well as the thickness of the borders. Changing **Border Size** to zero will make them invisible, and in many cases this looks the best.

As with links, you can right click within tables to edit these settings as well as add rows and columns.

## GENERAL GUIDELINES:

Please use only **one space** between sentences. Double spaces can cause technical glitches.

When indicating **a.m.** or **p.m.**, use lowercase letters and include periods.

**7 p.m.** not 7:00 p.m. - Don't include zeroes on top of the hour.

Same for prices: **$25** not $25.00.

Spell out numbers one through nine and use numerals for larger numbers, unless they are the first word in a sentence ("There are two days left," and "Gordon offers 37 majors.")

Always use the "**and**" word instead of & or +.

### EM AND EN DASHES

An **Em** dash is longest and is used to break up a thought. Similar usage to a comma, but more emphatic.
*Mac keyboard short-cut: alt + shift + hyphen*

An **En** dash is used to indicate a range between numbers or items. i.e. 7–9 p.m.
*Mac keyboard short-cut: alt + hyphen*

A **hyphen** is shortest and used to connect words.

You can find Em and En dashes by clicking the **Special Characters** button in the editor ( 🌐 ), or by using the keyboard short-cuts listed above (mac only).