

ektron

What do you **want**
your **website** to do?



National Wildlife Refuge System CMS Web Editor Training Manual

Version 8.0.3

CMS Version: 8.02 SP3 (Build 8.0.2.035)

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Training Manual Usage

This training manual is intended to serve as a guide for completing a series of steps that will result in the completion of training exercises. These exercises are intended to facilitate the process of understanding how to apply features in the context of a project. These exercises do not attempt to cover all options, features or capabilities that are available. Furthermore, these exercises do not imply or demonstrate recommendations or "best practices" for solving specific requirements.

As a supplement to this manual, product documentation should be referenced for more information on specific features and their uses. Product documentation and other resources can be found at the Ektron website at <http://www.ektron.com/documentation>.

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CMS400.NET
Version 8.0.2

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Unit 1

Introduction

Overview

The National Wildlife Refuge System (NWRS) Ektron Content Management System (CMS) was introduced to provide NWRS Web authors with a resource to maintain the refuge public Web sites. This system allows the editors to manage the site structure, navigation, content, access privileges and workflow through an easy to use Web interface.

This manual has been developed for the formal training of the NWRS deployment team and as a standalone reference manual.

Objectives

This guide along with the supplemental training will enable the CMS Web author to:

- Understand the terms and concepts of Ektron CMS400.NET
- Be familiar with Ektron CMS400.NET's architecture and functionality
- Be able to manage content workflow and access
- Be able to manage site navigation
- Be able to manage site folder structure
- Be able to add, delete and edit pages and content, including text, photos, illustrations and graphs, video and more on fws.gov refuge sites, following specific content management styles and guidelines

Threespot Page Level Specification

The NWRS refuge web site has been built in strict accordance of the Page Level Specification created by Three Spot. All Refuge Deployment Team members and complex/refuge editors will use these specifications as reference to assist them in customizing and creating their refuge site. This specification is available on the NWRS CMS Sharepoint site (<https://fishnet.fws.dot.net/projects/home/CMS/>).

The Page Level Specification is broken down into the following sections:

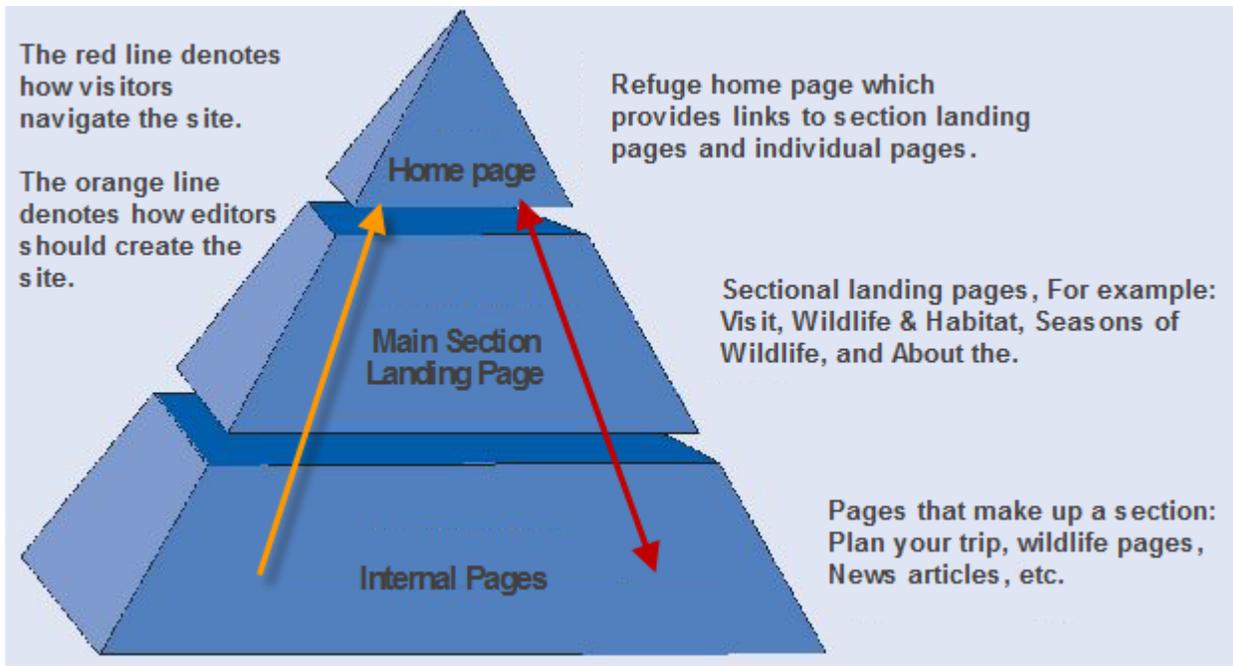
- Template Definitions (Page 3- 8) - provides overview description, usage and sample snapshots of pages that are available with the new site.
- Site Maps (Page 9 – 10) – Navigation structure for the refuge site
- In depth coverage with usage and specifications of each page available on the site:
 - Home page (page 11 – 25)
 - Promo page (page 26 – 31)
 - Article page (page 32 – 34)
 - Profile page (page 35 – 38)
 - Results page (page 39 – 42)
 - Events page (page 43 – 45)
 - Map page (page 46 – 48)
 - Multimedia page (page 49 – 52)
- Color Shift (page 53 – 54) – editors may select the color palette that best reflects their refuge and this is called color shift. This section provides examples of the available colors and also the areas that will shift colors when a color palette is selected. They are:
 - Main navigation
 - Secondary navigation
 - Browser Background color
 - Non “Visit” left navigation

Editors will primarily be using the individual page specifications to assist with customizing or creation of pages. This manual incorporates most of these specifications into the units to make it simpler for the users as they follow the step by step procedures.

NWRS Refuge site review

The new Refuge site has been designed to be intuitive and informative to the site visitors and easy to maintain by the site editors. To provide this capability all refuge sites use similar site navigation, folder structure and templates. Variations between sites will primarily be related to content with options to adjust coloring and background images.

Like most web sites the refuge site is structured in pyramid format. The home page is the pinnacle, the landing pages the middle and all internal pages the foundation. Navigation links are used to connect all the pages to create a site. This analogy can be used to understand how your visitors will view your site and also how site editors should create the pages that make up the site.



Visitors will primarily navigate down from the home page to the subject matter they are interested in. From there additional navigation links are provided so they can navigate to the homepage or too different sections of the refuge site.

Your visitors will navigate your web site primarily from the home page down to the internal pages, however, when creating a web site it is best to build the internal pages and work up to the home page. Mostly this is because home pages and landing pages have links that point to internal pages and those pages should already be created so those links can be defined.

Home page

The home page is the first page that your visitors will see when they come to your site and has been designed to display the main navigation, promotional content and persistent content. To provide flexibility the home page has been designed with three options to scale up (to add more content) or scale down to display only required content based on your site requirements.

Header (Persistent)

U.S. Fish & Wildlife Service
Fish Springs
 National Wildlife Refuge | Utah

Search [] All Refuges

A UNIT OF THE National Wildlife Refuge System

Callout (Optional)

Visit (Required if applicable)

About the Refuge
 About the refuge text...
 Link to about....

Visit Wildlife & Habitat Seasons of Wildlife About the Refuge

Billboard

Main Navigation (Persistent)

Dynamic Feature Story

FEATURES

Refuge Gallery

Slide Show 5 Slides Max (Optional)

orem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus.

Link text....

Callout (Optional)

Left Column Feature Boxes

MY LEFT COLUMN

WMWR Visitors Receive National Award

Free Form Promo (Optional)

January 10, 2010
 Two visitors to the Wichita Mountains National Wildlife Refuge took Honorable Mention Awards in the National Wildlife Refuge Association's 2009 Photography Contest. Grace Haight of Pottsboro, Texas won for her bison photograph and Albert Lavallee was honored for his image of a collared lizard. Both will receive a copy of "Rachel Carson: Witness for Nature", a book by Linda Lear.

See all the winners

ABOUT THE COMPLEX

Wichita Complex

This is the complex text for the homepage

Fish Springs is managed as part of the Wichita Complex.

Learn more about the Wichita Complex

ABOUT THE NWRS

National Wildlife Refuge System

The National Wildlife Refuge System, within the U.S. Fish and Wildlife Service, manages a national network of lands and waters set aside to conserve America's fish, wildlife, and plants.

Learn more about the NWRS

About The Complex (Required if applicable)

Promo Space can have up to 4 feature stories, news, etc... (Optional)

Right Column Feature Boxes (Optional)

About The NWRS (Required)

ALERT (Optional)

FOLLOW US ONLINE

Social Bar (Optional)

MAPS

MULTIMEDIA

Persistent Column

Maps & Multimedia (Required)

What We Do Menu (Required)

WHAT WE DO

Resource Management
 Conservation
 Get Involved
 Partnerships
 In The Community
 Science

FEATURED PAGES (Optional)

Elk
 Fire Management
 Rocky Mountain Elk
 Wildlife & Habitat

EVENTS

In Search of Eagles

September 12, 2010
 Search for BALD and golden eagles which soar on warm afternoon air currents.

Make your reservation now!

Featured Events (Optional)

November 2011

	1	2	3	4	5
6	7	8	9	10	11
13	14	15	16	17	18
20	21	22	23	24	25
27	28	29	30		

Calendar (Optional)

Black-Capped Vireo

Their songs are derived from a large syllable repertoire, an order of magnitude greater than that of other vireos.

Learn more

General Refuge Promo (Persistent)

Photo Credits & Date Stamp (Persistent)

Page Photo Credits - All photos courtesy of USFWS unless otherwise noted. Last Updated: Oct 25, 2011

Fish Springs Home | Regional Office | Refuges/Districts Nearby | Contact Us | News | Jobs | FAQs

U.S. Fish & Wildlife Service National Wildlife Refuge System Department of the Interior USA.gov

Notices Accessibility Disclaimer Privacy FOIA

Footer (Persistent)

The Homepage is broken down into sections with descriptions on layout, content type and required/optional and persistent elements. These sections are:

- **Header (Persistent)** – The header contains the FWS and Refuge branding along with the search options and is persistent throughout all the site pages. The header contains:
 - FWS Title
 - FWS logo – links to www.fws.gov
 - Refuge Title
 - Refuge name
 - Refuge designation (refuge/wetland management district)
 - State(s) location – can be more than one
 - Site search – specific for the refuge with option to search all NWRS sites
 - NWRS logo – links to www.fws.gov/refuges/
- **Main Navigation (Persistent)** – The primary navigation which links to the refuge sectional landing pages (A Landing page is any page that acts as a directional or way-finding “home page” for multipage sections of a Web site). It is displayed horizontally overlaid over the billboard image and is persistent throughout all the site pages. The main navigation is broken down into required and optional navigational elements and they are:
 - Visit (only required if visitation is available) – Displays sub menu items and does not link to a Visit landing page.
 - Plan Your Visit (Required)
 - Visitor Activities (Required)
 - Permits (Required)
 - Law Enforcement (Required)
 - Upcoming Events (Optional)
 - Just for Kids (Optional)
 - For Educators (Optional)
 - Wildlife & Habitat (Required) – links to Wildlife & Habitat landing page
 - Seasons of Wildlife (Optional) – links to Seasons of Wildlife landing page
 - About the Refuge (Required) – links to About the Refuge landing page
- **Billboard (Required)** – commonly referred to as “Home page banner” it is the main image on the home page with the optional “About the Refuge” call out box.
 - Billboard Image must be 950W x 348H pixels
 - About the Refuge call out box (Optional) – Introductory blurb and links to the “About the Refuge” landing page.
- **Dynamic Rotator Feature Story Content Block (Optional)** – A slide show of featured stories, new or existing, located directly under the billboard image. It can display up to 5 featured stories that automatically rotate on 5 second intervals or can be manually rotated using the slide show navigation control.
 - One story is the minimum, five stories maximum.
 - Slides auto rotate in 5 second intervals or can be manually controlled by using the slide show navigation control.
 - A text link takes the user to the feature story page.
 - There is a 40 character limit for the title and a 140 character limit for the blurb. Title must not exceed eight words.
- **Left Column Feature Boxes (Also referred to as the Left Column Promo space)** – This space is used to display the required “About the Complex” (if applicable), “About the NWRS” and optional “Free Form topics”.
 - Free Form Promo space (Optional) – This space can be used to display any topics or promotional.
 - About the Complex (Required) – only enabled if the site is part of a complex
 - About the NWRS (Required) – displayed on all refuge sites.
- **Right Column (Optional)** – The right column which resides between the left column and persistent column is used to display news, feature stories, or similar articles. A maximum of 4 stories may be used.
- **General Refuge Promo (Required)** – Also called “Persistent Promo”, it is a box at bottom of page for animal or plant feature. It can also be used to quote a famous conservationist (highly suggested). Ideally this piece will be short and not link to another page – but it can. The idea of this is to brand the Web site with a specific plant or animal or conservation quote that identifies the field station, particularly for users who enter from a search engine link. This module will be displayed on all pages with the exception of the Events landing page or the Event detail page.
- **Photo credits and page date stamp (Required)** – Credit is pulled from description field of the image

- **Persistent Column** – this column and elements within are displayed on all the pages.
 - Alert / Emergency News (Optional & Persistent) – If used, “Alert” is a required word. Anything after the dash is optional, i.e., – snow warning, area closures, flood warning, emergency, etc. Link goes to an article template page that details the emergency. Entire module is a hot link.
 - Follow Us Online – This is an optional Social Media Bar and if enabled links to social sites like Facebook, Twitter, YouTube, etc...
 - Maps and Multimedia (Persistent) – Persistent through all pages of the site
 - Links to the landing page for maps and multimedia which is defined in the refuge homepage smart form.
 - What We Do menu (Persistent)
 - Persistent through all pages of the site
 - Required
 - Resource Mgmt
 - Conservation
 - Get Involved
 - Partnership
 - Optional
 - In the Community
 - Science
 - Featured Pages (Optional) – Displays Featured Pages in the right column
 - Directions
 - Refuge hunts
 - Wildlife viewing – elk
 - Hiking
 - Featured Events (Optional) – Displays events and calendar in the right column
 - Events display is optional and if enabled up to two can be displayed at the same time
 - The calendar is optional
- **Footer (Persistent)** – The footer is a navigational element that appears at the bottom of all pages. It contains:
 - Required
 - Refuge Short Name
 - Regional Office
 - Refuges nearby
 - Contact Us
 - FWS & NWRS logo and links
 - Department of Interior logo and links
 - Optional
 - News
 - Jobs
 - FAQs

Section Landing pages

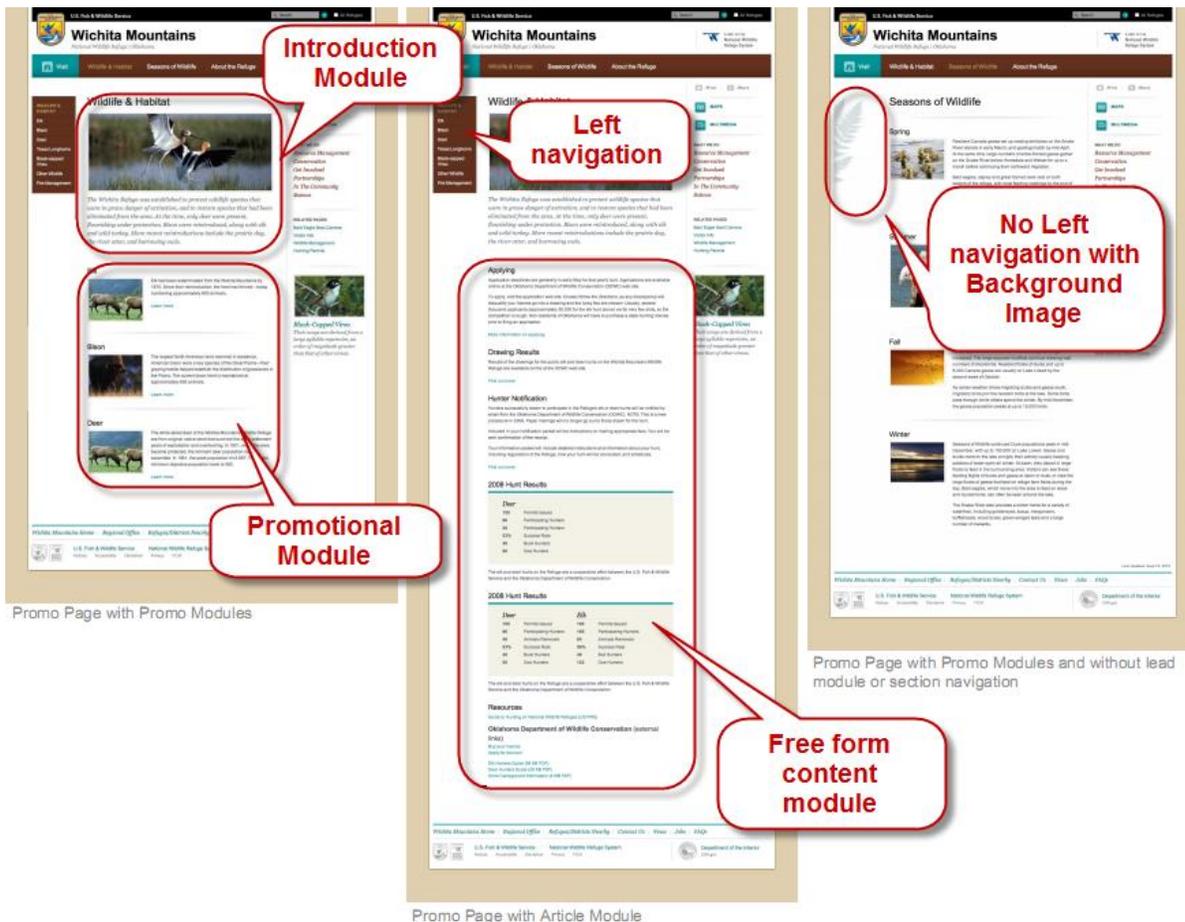
Landing page are any page that acts as a directional or way-finding “home page” for multipage sections of a Web site. A refuge site landing page contains introduction, directional, free form content, structured content, multimedia and promotional modules to guide visitors or promote information. These modules can be mixed in various configurations to create different displays and layouts providing maximum flexibility to the site editors.

Examples of landing pages are:

- Wildlife & Habitat
- Seasons of Wildlife
- About the Refuge
- Visit and What We Do sub menus are also considered landing pages.
- Events
- Multimedia
- Map

When viewing the various landing pages you will notice that there is a consistency in the layout and elements residing on the page. In majority of the landing pages there is an introduction for that section with promotional or descriptive content, For example: Introduction, promotional, free form, etc... Most of the landing pages follow this format for simplicity of management which allows the editor to focus on the content and not the design of the page.

Further configurations are offered to define the left navigation and option of having background image.



Internal pages

An internal page typically displays a single topic or subject matter which is linked from the home page, landing page or other internal page. An example would be a page promoting a particular wildlife or habitat like "Elk". Some examples on a refuge site would be:

- Wildlife profile
- Single event description
- Single season description

This screenshot shows a general article template on the Wichita Mountains website. The page features a navigation bar at the top with links for Home, Wildlife & Habitat, Seasons of Wildlife, and About the Refuge. The main content area is titled "Fire Management" and includes a sub-section "Applying" with a small image of a bird. Below this is a "Drawing Results" section and a "Hunter Notification" section. At the bottom, there is a "2008 Hunt Results" table with columns for Deer and Elk, and rows for various hunting methods like Archery, Bow, and Rifle. The page also includes a footer with navigation links and contact information.

Article Template - General

This screenshot shows a profile page for "Elk" on the Wichita Mountains website. The page features a navigation bar at the top with links for Home, Wildlife & Habitat, Seasons of Wildlife, and About the Refuge. The main content area is titled "Elk" and includes a large image of an elk. Below the image is a "Share About Elk" section with a "Share" button and a "Print" button. The page also includes a "More About Elk" section with a "More" button and a "Print" button. The page also includes a footer with navigation links and contact information.

Profile Page

This screenshot shows an event detail page for "Stars Over the Wichitas" on the Wichita Mountains website. The page features a navigation bar at the top with links for Home, Wildlife & Habitat, Seasons of Wildlife, and About the Refuge. The main content area is titled "Stars Over the Wichitas" and includes a date and time for the event: "May 20, 2009". Below this is a "Reserve your spot starting May 9" section with a "Reserve" button. The page also includes a footer with navigation links and contact information.

Event Detail

Site navigation

Navigation is the glue that connects all sections and pages together in a structured and logical format to assist site visitors in quickly finding information. All refuge sites have two types of navigation, site wide navigation and sectional navigation. Site wide navigation is navigation that appears on all pages throughout the site while sectional navigation is left column navigation that only appears on specific sectional pages.

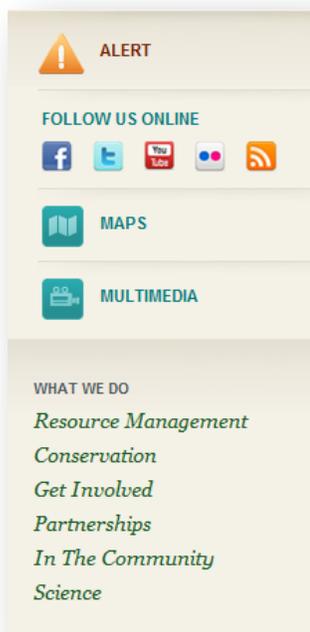
Site Wide navigation

The site wide navigation can be broken down into the following categories:

- Main Navigation – this is the horizontal menu that you see at the top of every page and contains menu links to section landing pages. The Visit main menu contains sub menu items that point to various different pages. The background color for the Visit menu is different from the rest and is determined by the color scheme that is selected for the site.



- Persistent Navigation – this defines the navigational elements that you see in the Persistent Column (right column) that you see on every page. It contains links to Alert (optional), Refuge Social Media, Maps, Multimedia, and What We do.

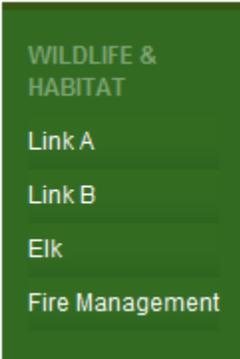


- Footer menu – Seen at the bottom of each page, it contains various refuge, regional and departmental links.



Section Navigation

The section navigation (commonly referred as left hand navigation) is the navigation that is displayed on the left column of the sectional pages. This navigation only displays links for pages that reside within the specific section that you are viewing. Displaying of the left hand menu is optional and can be replaced with a background image. Below is an example of WildLife & Habitat left navigation:



The promo1 page template and article2 page template have the flexibility for the Web author to incorporate section navigation or an illustration on the left-hand side of the page, depending on the complexity of the content for that section of the Web site. For sections of a Web site that contain multiple pages of content, the section navigation module must be used on all pages in that section. A landing3 page is another example of when the section navigation module must be used. When a section of the Web site contains only one page of content, a terminal4 page, the Web author may choose to use a predesigned illustration in place of the section navigation module or leave that space blank. The column will not collapse. The pre-designed illustrations on the following page were chosen to represent a broad range of flora found throughout different regions of the country.

Promo page with section navigation

Article page with illustration



1



2

Illustration Options

Cattail



Hickory



Japanese Maple



Cactus



Snow



Spruce



Wood Fern



Waterlily



Site Management Using Ektron

The Ektron CMS has been customized to allow site editors to easily create/modify web pages and link them to their refuge site so it can be made available by the general public. This is accomplished through usage of Ektron technology called “Smart forms” and “Pagebuilder” which the CMS Editors will use in the management of their refuge site. Further

Your refuge sites have been implemented so each site is “Pre-Built” requiring only for you to customize specifically to your refuge. As the site is already built out with Homepage, section pages, and sample internal pages you will focus primarily adding content, images and media specifically for your refuge and then updating existing pages with new content. Unit 3 will go into detail on how you will manage refuge site and Unit 4 – Unit 13 provide instructions on how to build and edit these pages.

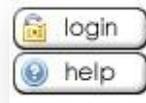
Unit 2

The Ektron CMS400.Net Workarea

Logging into the CMS Workarea

Before you can start to manage the pages on your web site you must first log into Ektron CMS400 to access its workarea. Follow the below instructions to log in and open the workarea.

1. Go to the login page supplied by your CMS administrator. (The default location is <http://cmsstage.fws.doi.net/refuge/CMSlogin.aspx>.) You will see a **Login** button.
2. Click the **Login** button.
3. Enter your Active Directory User Name and Password in the pop-up box.

A dialog box titled 'CMS400 LogIn' with an orange border. It contains two input fields: 'User:' with the text 'admin' and 'Pwd:' with five black dots. Below the fields are two buttons: 'Login' with a key icon and 'Cancel' with a close icon.

4. If the login is successful, the login button is replaced by buttons for **Logout**, **Workarea**, **Preview**, and **Help**:



5. Click the **Workarea** button to enter the CMS Workarea.

Description of the Workarea

The Ektron workarea is the main area where the administrators and content editors will be managing their contents. The look and feel of the workarea is similar to that of Microsoft Outlook and with similar concepts (one manages website content and the other emails).

NOTE: Refuge CMS Editors will operate primarily from the “Content” and “Library” areas of the Ektron workarea.

The Workarea is broken into six sections and each section can be accessed from the top right of the workarea. The six sections are:

- Desktop – Commonly referred as the “Smart Desktop”, this area allows the users to create their own custom dashboard from which they can:
 - Monitor their website activity
 - Monitor items they have checked out
 - View items awaiting their approval
 - Monitor Analytics
- Content – This area contains the “Folder Structure” and the pages, files and multimedia of the refuge site. This is the area from which the CMS Editors will be working from primarily. There are additional areas in “Content” but these should be only available to Administrators. Namely:
 - Folder structure and the contents contained within
 - Taxonomy, commonly referred to as “Categorization”
 - Collection which are a collections of items that individual selects and orders
 - Menu structure
- Library – This area contains:
 - All images that can be used to insert into html or SmartForm content
 - All Quicklinks (internal links that are automatically created by the system)
 - All HTML forms
 - Files can be managed through the library but it is recommended any files to be uploaded should be performed in the content area using the built in Document Management System (DMS)
- Settings – This area contains all the settings and configurations for the site. CMS Administrators will have full privileges while editors will only see their user profile
- Reports – This area allows administrators and editors to generate content reports, analytics reports and manage tasks
- Help – Access to web based CMS400.NET Reference Manual

Once the site has been deployed the main areas that administrators and content editors will operate from are the “Content” and “Library” sections of the workarea. The “Content” and “Library” areas can be accessed via the tabs located in the top right corner of the workarea.

(Refer to “The Workarea and Smart Desktop” chapter in Ektron CMS400.NET Reference Manual)

<http://documentation.ektron.com/current/webhelp/index.html>

Unit 3

Managing Pages, Content, & Images

Overview

Overview

The introduction section of this manual covered the refuge site design, site structure and the mechanism used to create the refuge site web pages. The following sections will outline how the site design has been implemented in Ektron and how the CMS Editors will use Ektron to manage their refuge site. Specifically they will:

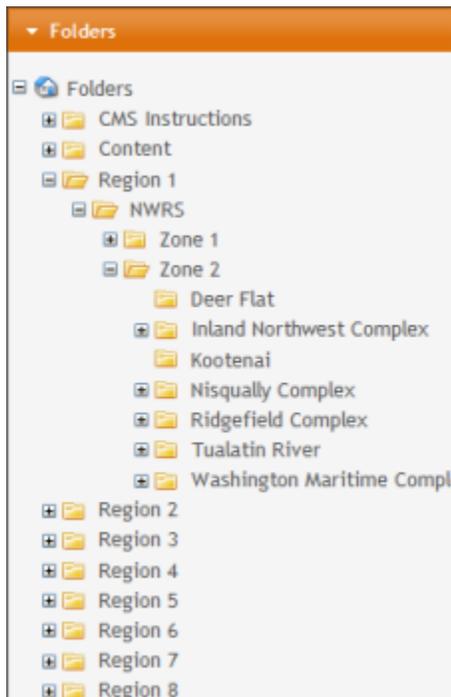
- Understanding What a folder is
- How the folder structure reflects the site structure
- How the folders organize the site pages
- Knowing all page types and how they can be created.
- Use different smart forms to create different page types
- How to upload multimedia files, images, pdf's, etc.. and link it to pages
- How to update the site navigation

Using Folders

Ektron folders are similar to Microsoft Windows explorer folders in that they are used for organizational and navigational purpose in a structured hierarchy. For Microsoft it's used to organize files, for Ektron, folders are used to organize web pages.

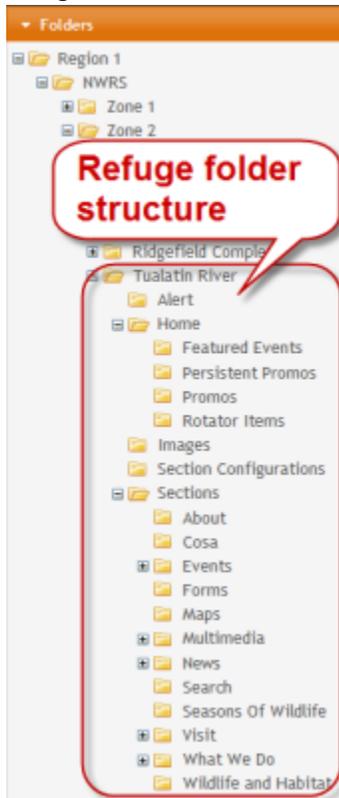
In the Content area of the Ektron workarea, all NWRS Refuge sites have been organized using folders. These folders have been structured in a hierarchy along the lines of the NWRS organizational structure starting with Regions and ending at the refuge site folder. See picture below:

NWRS Folder structure



The structure is outlined as: **Region -> NWRS -> Zone -> Complex -> Refuge**. If the region is not a member of a complex it will reside at the same level as the complex within the zone. The folder structure from Region to Complex is purely for organization purpose and no web pages exist within them. Web pages only reside within their respective Refuge folder structure as show below.

Refuge folder structure



Within each Refuge site folder resides the folder structure for each individual refuge site which is duplicated for all the refuge sites. All refuges have exactly the same base folder structure and should not be changed. Folders may be added or removed from these base folders but the base folder will be unchanged.

The Refuge base folder structure is based on the refuge web site structure to make it simpler for CMS Editors to manage their site as they will find the respective web page in its respective folder. Below is the outline of the Refuge folder structure, web page(s) it contains

- Alert
 - Contains all alert pages
 - Alert link appears in the persistent column of all pages
- Home
 - Contains the refuge site home page created using “Refuge Homepage” smart form
 - Sub-folders – based on homepage type used (extensive, moderate, and minimal) you will have to build out contents that appear on the home page
 - Featured Events – contains featured event content that appears on the home page, created using the “Home page Featured Event” smart form
 - Persistent Promos folder - persistent promo content that appears on homepage and in persistent column of all pages, created using the “Persistent” smart form
 - Promos – Promotional(s) that appear on the home page, created using the “Home page Promo” smart form
 - Rotator Items – home page slide show, created using the “Home page Rotator Items” smart form
- Section Configurations
 - Contains configuration file for each section, created using “Refuge Section Configuration” smart form
 - This configuration will:
 - Turn left side navigation ON or OFF

- Turn background illustration for left side navigation ON or OFF and specify what the background illustration will be
- Specify section and the section folder ID

■ Sections

- Section folder contains sub-folders for each section of refuge site with their respective web pages.
- Sub-folders
 - About – contains web pages for “About the Refuge”. About the Refuge landing page created using the “Promo Page” smart form
 - Cosa folder – contains the “Refuge Complex” pages and the “About the NWRS” Pagebuilder page. This folder is a “miscellaneous” folder that will contain any pages that do not fall under the base folder structure. You cannot use a left hand navigation menu for pages residing in this folder.
 - Events
 - Contains the Event Calendar and Event detail pages (created using Event smart form) and EventContent metadata is used to relate the Calendar event to its respective Event detail page
 - Sub-folders
 - Calendar Items – Event Calendar that displays in the persistent column of all pages
 - Event Details – detailed event pages created using “Event” smart form
 - Forms – contains Contact Us HTML form. HTML Form/Survey wizard can be used to create additional HTML forms, survey or polls
 - Maps
 - Contains the “Maps” landing page which is created using Pagebuilder twocolumnpg.aspx wireframe with “swfobject” widget to display the flash map and “ContentBlock” widget to display the “Additional Maps”
 - Additional Maps content is created using the “Three Column List” smart form
 - Multimedia
 - Contains the Multimedia Landing page, Media Listing page, and Browse Multimedia by Subject content
 - Galleries sub-folder – contains Multimedia Gallery pages created using “Gallery” smart form
 - News
 - Contains News landing page, created using “twocolumnpb.aspx” page layout with “NWRS_News” widget which displays list of news articles that can be sorted by year
 - News Item sub-folder – contains all news articles. News articles can be created using “Article Page” smart form or “HTML” content
 - Search – contains the search results page created using “twocolumnpb.aspx” page layout with “NWRS_Search” widget which displays search results.
 - Seasons of Wildlife – contains all Seasons of Wildlife pages. Landing page created using “Promo Page” smart form and other pages can be created using “Article Page”.
 - Visit – This folder is a container folder for all the optional and required sections of “Visit” section. The landing pages for each sub section can be created using either “Article Page” or “Promo Page” smart form. Any internal pages can be created using “Article Page”.
 - For Educators
 - Just for Kids
 - Law Enforcement
 - Permits
 - Plan Your Visit
 - Rules and Regulations
 - Visitor Activities
 - What We Do – This folder is a container folder for all the optional and required sections of “What We Do” section. The landing pages for each sub section can be created using either “Article Page” or “Promo Page” smart form. Any internal pages can be created using “Article Page”.
 - Conservation
 - Get Involved

- In The Community
 - Partnerships
 - Resource Management
 - Science
- Wildlife and Habitat – contains “Wildlife & Habitat” landing page created using “Promo Page” smart form. Internal pages can be created using the “Profile Page” or “Article Page” smart form.

Page Types

The NWRS Refuge site is broken down into three layers: a) home page b) landing page c) internal pages. Each layer has a corresponding page(s) type that makes up that layer. The home page is a standalone page and the “Refuge Homepage” smart form was used to create it. The landing page(s) is the next layer and is created using “Promo Page” or “Article” smart form and or Pagebuilder page. Internal page(s) is the last layer and have the most page type variations like Article page, Promo Page, and Profile page and are created using different smart forms and Pagebuilder.

This unit provides explanation of the different page types, what they are and what is used to build them.

Use the charts on the following two pages as guidance on which smart form or Pagebuilder to use to create a specific page type on the refuge site.

When building out pages using SmartForms use the following steps in assisting you:

1. Determine what type of page you are building out. Is it a page describing specific topic? Or an overview page that with links to other detail pages? An example of specific topic page would be a Fire Management page.
2. Determine the content needed, including any images and referring pages and gather them. If referring pages do not exist, build them first.
3. Determine if you will be using a SmartForm or Pagebuilder to create the page. Use the [Page and Smart Form chart](#) and [Page and Pagebuilder chart](#) below to assist you in selecting which to use.

NOTE: The [Article Page SmartForm \(Unit 4\)](#) is the most widely used method to create your pages do to its simplicity and flexibility. You will find that 8 out 10 times you will be using this to create pages.

4. The chart also specifies the Unit that has the step by step instructions on creating that page.
5. After you have created and published the page, you need to determine where it will be linked. Will it be part of the main menu? Left navigation? Featured/Related Pages? Here are some likely options and links to the instructions unit.
 - a. Main Menu – adding page link to your main menu: [Unit 10 Main Navigation Settings](#)
 - b. Section Navigation – add page link to your section (left) navigation: [Unit 13 Adding a Page Link as Menu Item](#)
 - c. Featured Pages – add page to the Featured Pages box: [Unit 10 Adding Featured Pages Links](#)
 - d. Related Pages – add page to the Related Pages box: [Unit 4 Adding Related Pages Links](#)
 - e. As link in content - add as a quicklink in content body: [Unit 4 Inserting Internal Links \(Quicklinks\)](#)

NOTE: The NWRS sites have been pre-built for ease of use to the Web authors. For most part, Web authors can modify the content on existing pages and create new pages using just the Article and Promo SmartForms. An author may never need to create a Profile page and unlikely to ever need to create a new PageBuilder page (Map, Multimedia, News) as they have been already created for you. However, this manual provides information on how to do so in the unlikely event a page is deleted or corrupted.

SmartForms

SmartForms are browsers based forms that allow CMS Editors to add content, images, files, and multimedia and specify configurations which is then used to create the page. Fifteen smart forms are used to create the site, seven are used to create different types of pages and the rest are used to create support content or define configurations of the page. The majority of the refuge pages are created using smart forms.

Below is a snapshot of the "Article Page" smart form that is used to create the "Fire management" page.

Article Page SmartForm

The screenshot shows the 'Article Page' smart form editor. At the top, there's a 'Content Title' field with the text 'Tide matches the content title.' Below that is an 'Image' field containing a photograph of a deer. A tooltip indicates the suggested image size is 281 pixels wide by 228 pixels high, with a maximum width of 512 pixels. Below the image is a 'Tailored Introductory Text' field containing text about the Wichita Mountains Wildlife Refuge and its deer herd.

Additional Text

This screenshot shows the 'Additional Text' smart form editor. It contains several sections of text:

- Applying:** Application deadlines are generally in early May for that year's hunt. Applications are available online at the Oklahoma Department of Wildlife Conservation (ODWC) web site.
- Drawing Results:** Results of the drawing for the public elk and deer hunts on the Wichita Mountains Wildlife Refuge are available online at the ODWC web site.
- Hunter Notification:** Hunters successfully drawn to participate in the Refuge's elk or deer hunts will be notified by email from the Oklahoma Department of Wildlife Conservation (ODWC).
- 2008 Hunt Results:** A table showing statistics for both Deer and Elk hunts.

Deer		Elk	
100	Permits Issued	198	Permits Issued
86	Participating Hunters	163	Participating Hunters
46	Animals Retrieved	84	Animals Retrieved
53%	Success Rate	54%	Success Rate
38	Stag Hunters	39	Stag Hunters
58	Doer Hunters	123	Doer Hunters

Published Article Page

The screenshot shows the published 'Fire Management' article page. The header includes the U.S. Fish & Wildlife Service logo and the Wichita Mountains Wildlife Refuge name. The article features a photo of a deer and text explaining that the refuge hosts two of Oklahoma's most popular controlled hunts: the annual elk and deer hunts. It also includes sections for 'Applying', 'Drawing Results', 'Hunter Notification', and '2008 Hunt Results'.

Deer		Elk	
100	Permits Issued	198	Permits Issued
86	Participating Hunters	163	Participating Hunters
46	Animals Retrieved	84	Animals Retrieved
53%	Success Rate	54%	Success Rate
38	Stag Hunters	39	Stag Hunters
58	Doer Hunters	123	Doer Hunters

Smart Form / Page Type chart

Use this chart to assist you to determine which SmartForm to use to create your page.

Page Type / Primary Smart Form	Supporting Smart Form	Where Used	Description
Article Page		Primarily internal pages, can be used for landing pages. NOTE: 80% of your refuge site is created using the Article Page.	Primarily used to create internal pages and may be used to create a landing page. Designed to create generic pages with introduction (with optional image), free form text or promotional. Approximately 80% of the pages on the site will have been created using this smart form. If Article Page is used to create a "Visit" section page the left side navigation color will match that of the main navigation "Visit". Instruction: Unit 4 Article Page - How to Create & Edit
Promo Page		Section Landing page – For example: Seasons of Wildlife, About the Refuge	A designed page that contains an introduction and directional, promotional modules to guide users. These modules are optional and can be mixed and matched to obtain desired result. Instruction: Unit 5 Promo Page - How to Create & Edit
Profile Page		Wildlife & Habitat	This page is designed primarily, but not exclusively, for individual wildlife (plants and animals) and habitats. Feel free to be creative with the content topics. Use of profile page is optional and may be swapped with an Article Page. Instruction: Unit 6 Profile Page - How to Create & Edit
Refuge Homepage		Home page only	The Refuge homepage is a compilation of content and pages that have been previously created and compiled together to create the page using the Refuge Homepage smart form. Through this smart form you will specify the Refuge Site Persistent Items, Homepage Section, Main Navigation, What We Do Navigation and Footer navigation for the whole site. Supporting smart forms Homepage Featured Event, Persistent Promo, Homepage Promo and Homepage Rotating Items must be created first before it can be used on the home page. Instruction: Unit 10 Customizing the Homepage
	Homepage Featured Event	Home page only	Creates individual Events
	Persistent Promo	Home page +	Promo's that will display on bottom left on any type of homepage and in the Persistent column (right column) of every page.
	Homepage Promo	Home page only	Promo's that will be display as link on Right/Middle Column on the home page.
	Homepage Rotating Items	Home page only	Items that display on the home page slideshow
Event		Event detail page	Events detail page that allows you to add dates, locations, fees, and other incidental information. IMPORTANT: When adding an event, follow these steps: 1. Create the event detail using the event smart form. 2. Create Calendar event using "Add Calendar Event" option in your calendar 3. Relate the event detail page created previously to the Calendar Event you are creating using the "EventContent" Metadata definition. Instruction: Unit 7 Events - How to Create & Edit
Gallery		Multimedia page	Create a multimedia page for wildlife, habitat, etc... that incorporates Photos, Audio, Video and Webcam media options. At a minimum a couple of photos should be provided.

			Instruction: Unit 8 Creating a Multimedia Gallery
Multimedia Landing Page		Multimedia Landing page	Used to create the Multimedia landing page which can contain an introduction (with image and promo link) and promotionals like Photos, Audio, Video, etc... Instruction: Unit 8 Creating a Multimedia Landing Page
Three Column List		Browse Multimedia by Subject, Additional Maps	This smart form is used to create a 1 - 3 column list that is used as part of a page and is not a standalone page. Instruction:
Refuge Section Configuration		All section landing pages	Used for each Section landing page to turn menu on/off, specify which menu to display, turn background image on/off and specify the section that this configuration is applied to. Instruction: Unit 13 Creating/Editing Section Navigation Configuration

Pagebuilder and Widgets

Overview

Pagebuilder is a browser based technology that allows CMS Editors to build web pages using a combination of PageBuilder Wireframe Template and Widgets.

PageBuilder provides unique Web-page creation capabilities:

- It lets non-technical users build rich, fully-featured Web pages simply
- Ektron developers can use PageBuilder to reuse and share common functionality from one Ektron-powered site to another

PageBuilder streamlines the building of new pages on your refuge site using the Ektron. CMS Editors can efficiently change pages and content without relying on developers. PageBuilder redefines roles within an organization, and maximizes efficiency and productivity.

When creating Web pages, the initial layout (PageBuilder Wireframe Templates) is managed by developers, while final content, design, and placement of functionality are managed by non-technical users through the use of widgets.

There are only few pages on the refuge site that are Pagebuilder pages and once created will require minimal management. Following are PageBuilder Pages provided with each refuge site:

NOTE: All the PageBuilder pages for your refuge site have been already built for you and only require you to update the widget properties so it is specific for your site. Go to the [NWRS Custom Widgets Chart](#) below for instructions on what you need to update initially for your site. The exception is the Multimedia Listing Page, only one sample page has been created, you need to build out pages for the other media types you will be supporting. [Unit 8, Creating the Multimedia Listing Page section](#) has the instructions for building out Multimedia Listing Page.

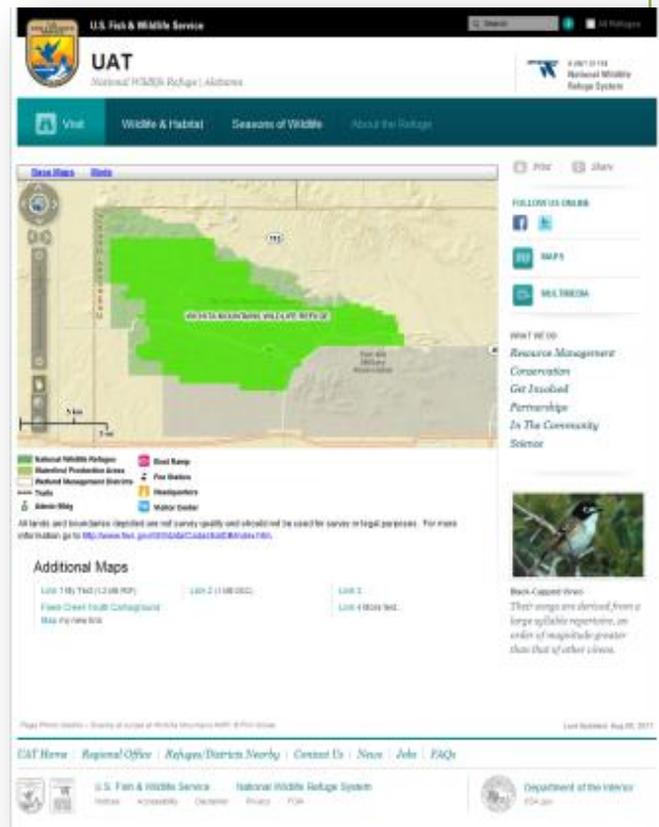
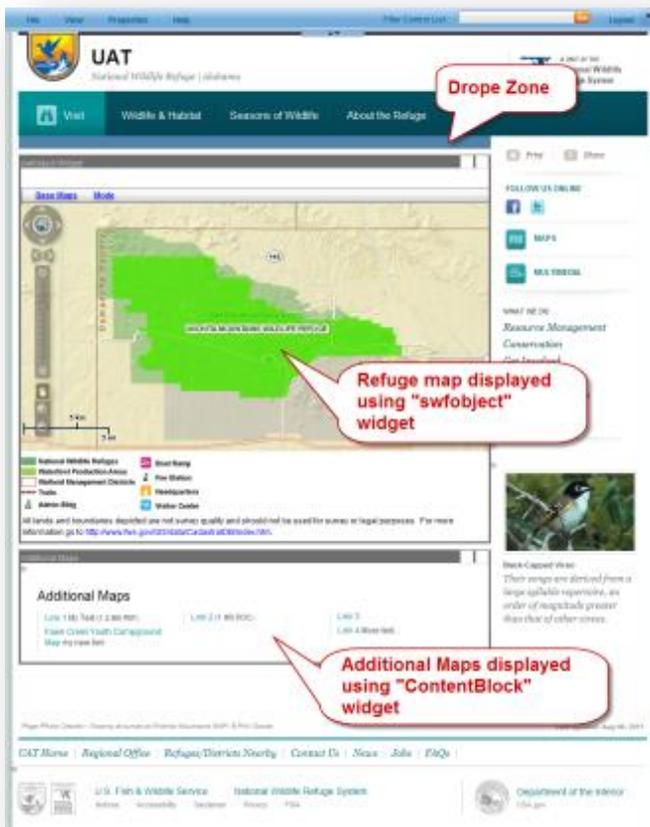
Page	Widget Used	Example
Multimedia Listing Page	NWRS_MediaListing	http://www.fws.gov/refuge/Wichita_Mountains/multimedia/media_listing.html
Events Calendar	NWRS_Events	http://www.fws.gov/refuge/Wichita_Mountains/Events.html
News Page	NWRS_News	http://www.fws.gov/refuge/Wichita_Mountains/news.html
Maps Page	Swfobject	http://www.fws.gov/refuge/Wichita_Mountains/maps.html
Search	NWRS_Search	http://www.fws.gov/refuge/Wichita_Mountains/ run search to see search result page.
About the NWRS	Content Block	http://www.fws.gov/refuge/Wichita_Mountains/aboutNWRS.html

Below is an example of the Maps page created using a TwoColumnPB.aspx Pagebuilder template with a “swfobject” widget.

TwoColumnPB.aspx + Map widgets

=

Refuge Map page



Elements of a PageBuilder Page

PageBuilder page consist of two elements, the PageBuilder Wireframe Template and Widget. Think about templates as picture frames and widgets as pictures that go into the frame. All you need to know is; do I want a two column or three column page (which template to use) and what do I want to display (which widget to use)? Once you have this information, it is simple steps to create a page.

- **PageBuilder Wireframe Template** – wireframe template created by developer which contains the look and feel of the website, layout of page, and reserved areas called dropzones from which CMS Editors can add widgets to display content.
- **Widgets** – A *widget* is a mini-application that can provide either specific functionality (search, maps, and so on) or areas into which you can add your refuge content (content blocks, Media Listing, *collections*, and so on). You can drag and drop widgets onto a page using a *wireframe*, *dropzones*, and widgets. To open the widget bar from the PageBuilder menu, click the up/down () or down () controls.

PageBuilder Wireframe Template (Page Layout)

Here are two wireframe templates available for you to use, henceforth referred to as page layout. The look and feel and the layout of the page have been determined for you and the only area that you have control of what will be displayed is the dropzone. The yellow highlighted area shown in both templates is the dropzone. Within the dropzone you select which widget will be used to display your content.

Two Column

Three Column

Widgets

DropZone

Only Column 1 can be used to add widgets

1 2

widgets

DropZone

Only Column 2 can be used to add widgets

1 2 3

NWRS Custom Widgets

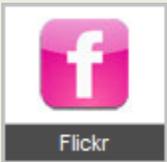
The widgets are mini applications that either perform a function or display content or content listing. Your refuge site have been provided with five custom widgets that have been created to serve a specific function (for example: refuge map, search, news list) and for most part *will only have to be configured initially and not touched again*. The only exception is the NWRS_News widget which needs to be updated yearly to add the new year. Besides the NWRS specific custom widgets there are additional general widgets which you can use to create pages. Some that you may use are Flickr, Youtube, Content Block. Below you will find two tables describing widgets.

Widget	Description	Properties
	<p>Displays the upcoming events from the refuge event calendar.</p> <p>Instruction: Creating Events Page using Events Widget</p>	<p>Events Calendar ID - insert your refuge Event Calendar ID.</p> <p>No. of Upcoming Events – select maximum # of events to be displayed.</p>
	<p>Displays list of available galleries by media types of Photo, Audio, Video and Web Cam.</p> <p>Instruction: Creating Multimedia Listing Page</p>	<p>Gallery Items Folder Id – insert the folder Id of your Galleries folder.</p> <p>Default Gallery Type – Select media type (Photo, Audio, Video, Web Cam) to list.</p>
	<p>Displays News articles by year.</p> <p>Instruction: How to Edit News Page Year Dropdown List</p>	<p>Folder Id – insert folder Id of your News folder.</p> <p>Years – Add years separated by comma. For example: 2010,2011,2012,2013.</p> <p>Page Size – number of articles to display per page.</p>
	<p>Displays search results for your refuge only.</p> <p>Instruction: Editing NWRS Search Widget</p>	<p>Folder Id – insert the folder Id of your Refuge.</p> <p>Page Size – number of articles to display per page.</p>
	<p>Displays the refuge map.</p> <p>Instruction: Setting Your Refuge/WMD Map</p>	<p>SWF URL – Provided for you. For example: http://gis.fws.gov/FWSLands_Mapper_Lite/index.swf</p> <p>Flashvars field – Enter in your LIT or ORG code here. Code can be found in your workarea > content tab > CMS Instructions folder.</p>

Ektron Standard Widgets

Listed below are some of the Ektron out of the box widgets that are commonly used in PageBuilder pages. Description for all the widgets can be found online at:

<http://documentation.ektron.com/cms400/v802/WebHelp/Widget%20Chapter/Widget%20Reference%20Section.htm>.

Widget	Description	Properties
Content Block 	Let's user enter a content ID and display that content in the widget. Alternatively, user can create new HTML content from the widget.	Folder Tab – Select folder that contains the content you want displayed. Filter By: – select content type that should be displayed in View Results. View Results – Displays the contents of the selected folder.
Flickr 	Display Flickr's Most Recent or Most Interesting photos. The user also can select the number of rows and columns for the image display.	Gallery Items Folder Id – insert the folder Id of your Galleries folder. Default Gallery Type – Select media type (Photo, Audio, Video, Web Cam) to list.
Flash 	Displays a selected flash file which resides in Ektron CMS400.NET. You can also set the display's height and width. See Also: http://documentation.ektron.com/cms400/v802/WebHelp/Widget%20Chapter/Working_with_the_Flash_W.htm	Folder Id – insert folder Id of your News folder. Years – Add years separated by comma. For example: 2010,2011,2012,2013. Page Size – number of articles to display per page.
YouTube 	Let's you embed code for any YouTube video.	Folder Id – insert the folder Id of your Refuge. Page Size – number of articles to display per page.

Pagebuilder / Page Type chart

Page Type	Page Layout	Widget	Where Used	Description
Upcoming Events page	ThreeColumnPB.aspx	NWRS Events	Events Calendar	Displays the upcoming events which are summary of event details page. Instruction: Exercise: 7-6 Creating Events PageBuilder Page
Multimedia Listing Page	ThreeColumnPB.aspx	NWRS MediaLising	Multimedia	Four types of Multimedia Listing page: Audio, Photo, Video and Web Cam. Each displays a list of available galleries for each media type. Instruction: Exercise: 8-8 Creating the Multimedia Listing Page
Map page	TwoColumnPB.aspx	swfobject, ContentBlock	Map	Displays a flash map of the refuge using the "swfobject" widget and Additional Maps using "content block" widget. Instruction: Unit 9 Maps Page - How to Create & Edit
News page	TwoColumnPB.aspx	NWRS_News	News landing page	Diplays all news in the News folder in descending order and can be filtered by year. Instruction: Unit 11 News Page - How to Create & Edit
About the NWRS	ThreeColumnPB.aspx	ContentBlock	About the NWRS page	Displays the "About the NWRS" content. This is maintained by the Washington Office.
Search results	TwoColumnPB.aspx	NWRS_Search	Search result page	Displays the search results. Instructions: Unit 12 Search - How to Create & Edit

Content Types

Web content is the textual, visual or aural content that is encountered on a websites. It may include, among other things: text, images, sounds, videos and animations”. In context to a page, content is what makes up a page. A page can contain a single content element or multiple content elements of various content types. The types of content managed with NWRS site are:

- SmartForm (XML) content – structured content
- Images (Photos)
- HTML content
- HTML form, survey or poll
- DMS assets – any uploadable files like pdf, Office documents, audio & video files, etc..

NOTE: Specific instructions for creating various types of content can be found in [Unit 14 Working With Content](#).

Within Ektron, all contents reside within the folder structure located in the Content Tab of the Workarea. Web authors will manage their specific Refuge through the respective Refuge folder. The folders have been specifically structured to contain specific SmartForm contents and pages to ensure ease of use. To ensure simplicity in creation and management of content, highly customized SmartForms have been used to created so content can be created by filling out forms within the folders. Due to the nature of SmartForm content it is highly customizable and majority of the NWRS pages are created using SmartForm content. As such, a separate module has been created for creating content/pages using NWRS SmartForms. The charts in the [Page Type section](#) above provide guidance on which SmartForms to use to create certain contents and pages.

Image Standards

Images/Photos are heavily utilized throughout the NWRS site and are managed within the Library section of the Workarea. To ensure consistency follow the image standards specified within the Threespot’s Page Level Specification document. Refer to the Threespot section above. Further standards and recommendations are defined below.

Image/Photo Size Guide

The refuge Web site templates contain a number of opportunities to incorporate compelling imagery. In order to maintain a uniform look and feel throughout the site, as well as throughout the Refuge System, photo dimensions are limited to a pre-determined collection of sizes, each to be deployed in specific instances on the site.



This guide will illustrate the various photo instances, their size, and where they are to be used. Also, because most photos will require some re-sizing, this guide will discuss common editing terms like aspect ratio¹, cropping² and resampling³.



The following table is a quick reference to the various photo instances, including their pixel dimensions and reference page in the Page Level Specs (PLS):

Photo Instance	Width	Height	PLS Page
Billboard	950 x	348	15
Multimedia Gallery	712* x	480**	52
Profile	520* x	289*	37
Article Introduction	520* x	219**	33
Promo Introduction	512 x	219	28
Dynamic Feature	218 x	116	16
Animal/Plant Promo	194 x	116	19/31
Promo Module/Event Promo	150 x	118	29/44
Home Page Right Column Promo	59 x	100*	18
Home Page Left Column Feature	59 x	61	17

*Denotes a maximum pixel dimension. A smaller dimension may be used. For example, 520 pixels is the maximum image width but 512 pixels is the suggested width. System will automatically add 2 pixel border around the image and is more in keeping with the design layout.

**Denotes a recommended, but not required, dimension. Larger or smaller dimensions may be used.
All other dimensions listed above are fixed and photos must be formatted to that specific pixel dimension.

The main Multimedia gallery image also fits the design well at 712x410 pixels. The thumbnails should be 70x53 pixels. The height is not as important as the width.

All photos should use a resolution of 72dpi (dots per inch)

Definitions

1. Aspect Ratio - How wide an image is compared to how high it is. For the purpose of this guidance, it's a general concept to understand if a photo is more square or rectangular. For instance, in order to crop an image for the Billboard, it's helpful to know that the Billboard is roughly 3 times as wide as it is high.

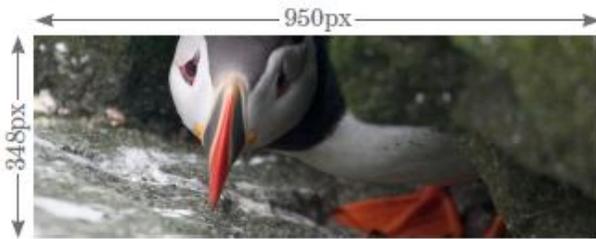
2. Cropping - The process of retaining only a particular area of a photo and eliminating the unwanted areas of a photo.

3. Resampling - Changing the resolution (dots per inch) of a photo and/or the number of pixels that comprise the width and height of a photo.

Image/Photo Sizes Template

Billboard

The main Home Page image

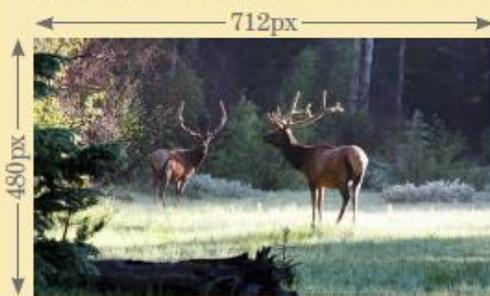


PLS Page 15



Multimedia Gallery

Image that will appear in the photo gallery viewer



PLS Page 52



Profile

Image that accompanies the profile of wildlife, plant, or habitat



PLS Page 37



Section Introduction

The main image on the landing page for a section of the Web site.



PLS Page 28



Photo Credits

Whatever you put into the Image description field is used as the photo credit and will appear at the bottom of the page above the footer. Note that all this DOES NOT apply to the homepage. The homepage is an exception. See the last sentence of the Photo Credit section below.

Give some forethought if you plan to have multiple photos on a page. You may decide not to credit some, and have the lead photo say “All photos USFWS” or you might want to provide each photo a brief description so that the viewer knows which photo you mean for each credit. For example: “**Bear – C. Glough, Eagle –USFWS, Salmon – USFWS**”.

Another consideration is if a photo appears on two separate pages and you want to credit it differently on each page. One page might contain a whole bunch of photos that all fall under the “**All photos USFWS**” option (so you would not want a credit on each individual photos except the one attached to “All photos USFWS” credit) but the photo might also appear alone on another page for which you want a credit. At the moment, it appears that the only way to do this is to put the photo into the library twice, once with and once without the credit, and then pull in the one you want on the individual page.

There is a credit that says “Page Photo Credits – All photos courtesy of USFWS unless otherwise noted”. This is controlled in the homepage metadata tab. (The credit is associated with the FWS emblem image).

Refer to Adding a Photo Credit section on instructions on how to add Photo Credits to a page.

Free Image Editors

There are many image editor tools available for free online, just run a search for them. Here are couple popular ones that require no installation and are fairly robust image editors.

- <http://www.pixlr.com>
 - Free and no registration required
 - No installation required
 - Robust image editor and simple to use
 - Requires internet connection
- <http://www.photoshop.com/tools/overview>
 - Free but registration required
 - Provides 2Gb of free online storage
 - No installation required
 - Slightly more robust than Pixlr and more difficult to use
 - Requires internet connection

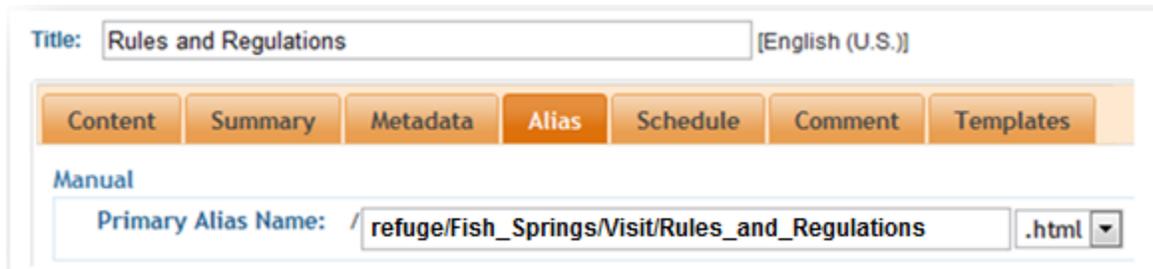
URL Aliasing Standards

URL Aliasing is the process of converting a complex URL address into a short URL Address. To minimize confusion and to ensure your refuge aliases can scale across your site as it grows the following URL Aliasing Standards will be implemented.

Example of Complex URL converted into URL Alias:

- Complex URL: <http://www.fws.gov/nwrs/content.aspx?id=30>
- Aliasing URL: http://www.fws.gov/refuge/refuge_name//news.html

The Web author must append the first level folder “refuge/” after <http://www.fws.gov/>, as described in the screenshot shown below. Therefore the URL the public sees will read:
http://www.fws.gov/refuge/refuge_name/filename.html.



The screenshot shows a CMS interface for editing a page titled "Rules and Regulations" in English (U.S.). A navigation bar contains tabs for "Content", "Summary", "Metadata", "Alias", "Schedule", "Comment", and "Templates". The "Alias" tab is selected. Below the tabs, there is a "Manual" section with a "Primary Alias Name" field containing the text "refuge/Fish_Springs/Visit/Rules_and_Regulations" and a dropdown menu set to ".html".

The “complex” URL would be the result if the system automatically created the URL address. This functionality is not enabled.

The second example is a manual URL Alias that must be created for the page by the CMS author. This URL Alias is readable and immediately tells the person the site, section, and page purpose. Every page that is created for a refuge should have a manual alias created for it by the page creator.

URL Address Pattern Standard

When creating the URL Alias the following standard should be followed:

NOTE: Do not enter the domain name www.fws.gov as it is assumed; only add the path after the domain.

- [refuge/refuge_name/](#) - for the Web site’s homepage. Do not add index.html. Use the forward slash (/) in the dropdown menu instead.
- [refuge /refuge name/title_of_page.html](#) – any page that does not reside in a section.
 - http://www.fws.gov/refuge/refuge_name/index.html
- [refuge /refuge name/section_name/title_of_page.html](#) – any page residing under the section folder. For example:
 - http://www.fws.gov/refuge/refuge_name/What_We_Do/science.html
- [refuge /refuge name/section_name/sub_section_name/title_of_page.html](#) – any page residing in a sub section. For example:
 - http://www.fws.gov/refuge/refuge_name/Visit/Plan_Your_Visit/Opening_Ours.html

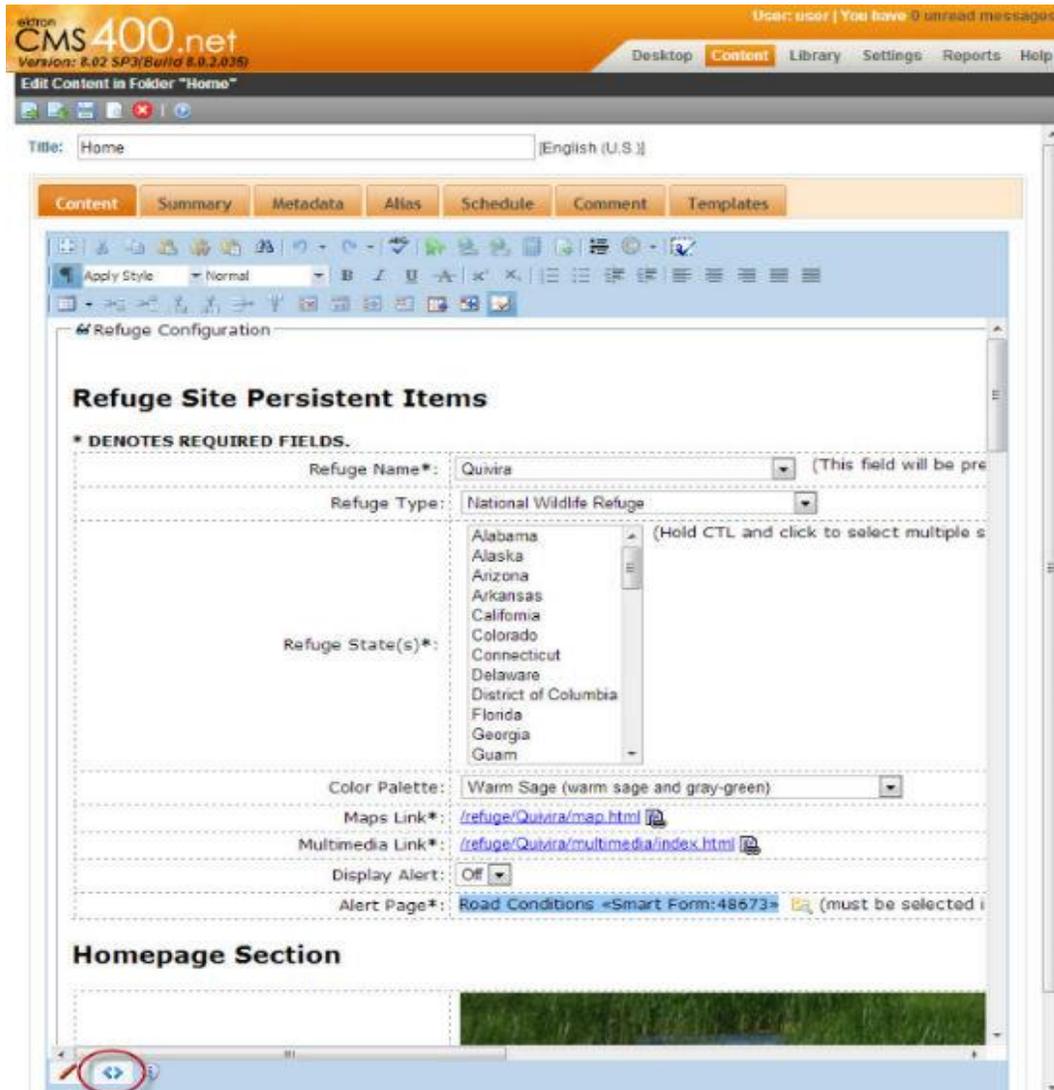
Simple Aliasing Rules

- Always start with [refuge/](#). Add this to the HTML code on the Homepage SmartForm and Section Configuration Multimedia SmartForm as described on page 57.
- Then add “refuge_name”
- Always separate using a forward slash “/”
- Never leave space between words. Use Underscore “_” in replacement of space.
Note: NWRS has standardized on using “_” in replacement of space, not a hyphen (-).
- Always select “.html” as the extension - except for the homepage, which utilizes [/refuge_name/](#), not [refuge_name/index.html](#). This is the NWRS standard.

Required URL Aliasing Updates

Due to the last minute change in how NWRS deployed the CMS, the site author must manually add the “refuge/” string to a number of places in the site. It will take you about 5 minutes. Here are the instructions.

1. Navigate to the home page and open it for editing.
2. Click on the html symbol at the bottom of the page (looks like <> in the screenshot below).



3. Update each of the link addresses to include the /refuge/ string as noted on the screen shot below. Press <ctrl> F to open a search box and enter “link>”. This will highlight all the lines you need to add /refuge/ to. The first line in the screen shot is highlighted.

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link> 1 of 62

Desktop **Content** Library Settings Reports

Edit Content in Folder "Home"

Title: Home [English (U.S.)]

Content Summary Metadata Alias Schedule Comment Templates

Apply Style Normal B I U A X X | | | | | | | | | |

```
<root><Configuration><FolderID>720</FolderID>  
<MenuID>8009</MenuID>  
<SearchLink>/refuge/Quivira/Search.html</SearchLink>  
<EventsFolderID>18236</EventsFolderID>  
<AboutNwrsLink>/refuge/Quivira/aboutNwrs.html</AboutNwrsLink>  
<PageNotFoundID>44</PageNotFoundID>  
<RefugeName>Quivira</RefugeName>  
<RefugeType>National Wildlife Refuge</RefugeType>  
<RefugeStates>Kansas</RefugeStates><ColorShift>c0c2a8</ColorShift>  
<MapsLink>/refuge/Quivira/map.html</MapsLink>  
<MultimediaLink>/refuge/Quivira/multimedia/index.html</MultimediaLink>  
<DisplayAlert>>false</DisplayAlert>
```

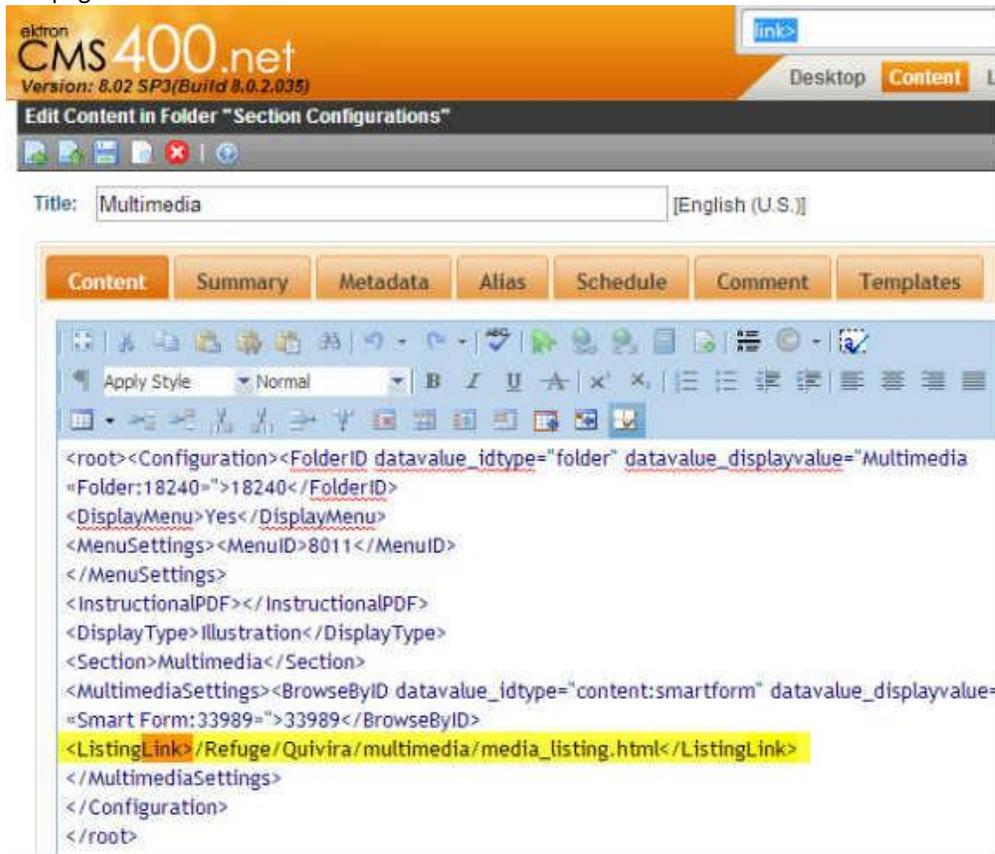
4. **Publish** the content once you have updated all the links.

5. Navigate to the Multimedia page located in the Section Configuration folder that you see below, and make the same change to the one link on the page.

The screenshot shows the ektron CMS 400.net interface. The top navigation bar includes 'Desktop', 'Content', 'Library', 'Settings', 'Reports', and 'Help'. The main window title is 'View Contents of Folder "Section Configurations"'. On the left, a 'Folders' tree shows a hierarchy including 'Section Configurations', which is circled in red. The main content area displays a table of items:

Title	Content Type	Language	ID	Status	Date Modified	Last Edit
About	Smart Form: Refuge Section Configuration	US	33955	A	1/11/2012 9:44:15 AM	Jones, Barry
Events	Smart Form: Refuge Section Configuration	US	33956	A	1/24/2012 10:34:06 AM	Jones, Barry
Maps	Smart Form: Refuge Section Configuration	US	33957	A	10/19/2011 5:26:44 AM	McGarry, Daniel
Multimedia	Smart Form: Refuge Section Configuration	US	33958	A	2/28/2013 6:56:32 AM	user, user
Seasons of Wildlife	Smart Form: Refuge Section Configuration	US	33959	A	10/19/2011 5:26:48 AM	McGarry, Daniel
Visit - For Educators	Smart Form: Refuge Section Configuration	US	33960	A	10/19/2011 5:26:49 AM	McGarry, Daniel
Visit - Just For Kids	Smart Form: Refuge Section Configuration	US	33961	A	10/19/2011 5:26:50 AM	McGarry, Daniel
Visit -	Smart Form: Refuge Section Configuration	US	33962	A	10/19/2011	McGarry,

The page in HTML edit mode.



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link

Desktop Content LI

Edit Content in Folder "Section Configurations"

Title: [English (U.S.)]

Content Summary Metadata Alias Schedule Comment Templates

```
<root><Configuration><FolderID datavalue_idtype="folder" datavalue_displayvalue="Multimedia"
"Folder:18240">18240</FolderID>
<DisplayMenu>Yes</DisplayMenu>
<MenuSettings><MenuID>8011</MenuID>
</MenuSettings>
<InstructionalPDF></InstructionalPDF>
<DisplayType>Illustration</DisplayType>
<Section>Multimedia</Section>
<MultimediaSettings><BrowseByID datavalue_idtype="content:smartform" datavalue_displayvalue="
Smart Form:33989">33989</BrowseByID>
<ListingLink>/Refuge/Quivira/multimedia/media_listing.html</ListingLink>
</MultimediaSettings>
</Configuration>
</root>
```

6. Update all the manual links you have added to the content pages to include the /refuge/ prefix.