

## WebTool content management system for website authoring

### What's different about this new system?

1. No software is required to work on county Web pages; this is a Web-based tool similar to WebApps. When you log in, you can edit the pages in your website. The only software you might need is for resizing photos.
2. Easy to use. Help text and instructions are embedded.
3. Web page content is stored in database fields. Pages are assembled on-the-fly as a visitor requests them. Pages are no longer stored as HTML files on the server.
4. Only document and image files are stored in county folders on the server. Built-in file manager allows uploading, renaming, deleting files and adding new folders.
5. Site-wide templates have been carefully designed to high standards of usability and accessibility.
6. Six standard pages make up a basic county site.
  - Home page, location, faculty and staff, services, plans and reports, county extension council
  - Most content for standard pages is fed from databases, requiring minimal updates. Additional local programming pages are optional.

### Important concepts

#### Navigation menu

The first five links on the county website navigation menu are the same for every county.

The Local programming portion of the menu has two levels: menu items and submenu items.

In this example, the 4-H menu item has three submenu items under it (Clubs, Awards and Events). The submenu items are only visible to visitors when they are viewing the menu item page. The 4-H page is the parent page for Clubs,

<a href="#">Location</a>
<a href="#">Faculty and staff</a>
<a href="#">Services</a>
<a href="#">Plans and reports</a>
<a href="#">County extension council</a>
<a href="#">Local programming</a>
▶ <a href="#">4-H</a>
<a href="#">Clubs</a>
<a href="#">Awards and scholarships</a>
<a href="#">Events and activities</a>
<a href="#">Agriculture</a>
<a href="#">Livestock events</a>

Awards and Events. Clubs, Awards and Events are the child pages of the 4-H page. Understanding this structure will help when you are creating the associations that will determine your menu hierarchy.

## Breadcrumbs

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[home](#) > [adair county extension center](#) > [missouri grown](#) > [foodfest](#)

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Breadcrumbs, like Hansel and Gretel's trail, lead website visitors back to where they came from. It is a visual representation of the structure of your website, with links to parent pages.

Breadcrumbs are created dynamically by the programming built into our page templates, based upon the associations you establish between your pages. In the example above, the FoodFest page is associated with the Missouri Grown page, which is a "Local programming" menu page; both of them are in the Adair County website.

So the template finds the "parent" of the current page (in this case Missouri Grown) and knows that it's part of the Adair site, so it can then construct the breadcrumbs.

## Login

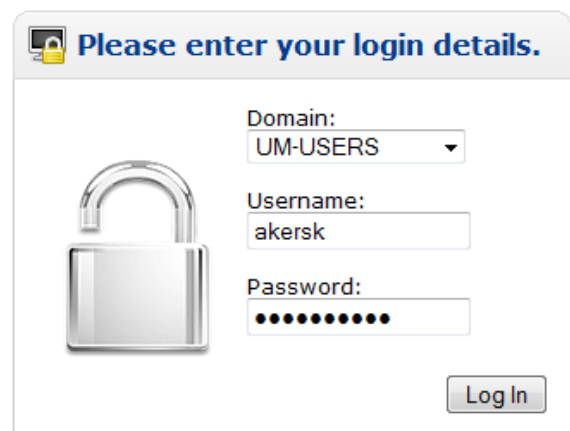
**Address:** <http://extension.missouri.edu/WebTool>

Use your MU PawPrint information.

Um-users is the correct domain for most MU

Extension employees.

Permissions are assigned manually for each person, so if you find you cannot log in, contact Kate Akers for assistance.



Please enter your login details.

Domain: UM-USERS

Username: akersk

Password: ●●●●●●●●

Log In

Below "Manage website," select your website.

A second menu bar will appear at the top.

## Menu bar options in the county website control panel

### Home Page

This link opens the county website home page for editing.

### Subpages

Here you create, manage and edit your optional local content pages. As you create new pages, they will be added to this list. If you configured the page properties so that they are part of the "Local programming" navigation, they will be grouped on this page in the same way.

You can choose to add these to the left-hand navigation under “Local programming,” or you can link to them directly from the home page or other page within your site.

Click the edit link next to a page to open it for editing.

It is important to configure the fields on the Page properties tab when you first create your page. These are the most important fields:

**Title** (used as the link on the menu, breadcrumbs and in the browser titlebar)

**Friendly URL** (like a file name: i.e. 4h or agriculture; .aspx will automatically be appended when the page is displayed.)

**Page template** (determines the layout for your page)

**Banner image** (if you have one customized for your county)

**Display on Web** (must be checked for anyone else to view the page)

**Display as local programming menu item** and the other questions in the box.

This is where you set the associations that will build your Local programming navigation and breadcrumbs.

All the other fields are optional.

## Specialty Pages

On each specialty page, you have the option to select a banner image for the top of the page. If you don't have one yet for your office, send a photo of your office or local landmark to the Web Team, and we will create one or more banners for you.

### Services

You may choose from a list of 20+ services with pre-written descriptions. The ones you choose will appear on your county Services page, so they should accurately represent the services offered in your county. Once you add services to your list, you may click “Edit” next to the name of the service to add local details to the general description. These additional notes might include fee or scheduling information.

You can also reorder the services so the most important ones are at the top.

### Location

The Location pages provide all the information a customer needs to contact or visit your office. Most of the data is populated from the offices database, but you should add the office hours, check that the map location is correct, and optionally add extra instructions that may help someone locate your office or know where to park. If your map is incorrect, contact the Web Team for assistance with correcting the link.

## **Council Pages**

The County council page is populated from the council member reporting system. You can add a sentence or two describing when and where council meetings are held.

## **Faculty and staff**

This page is entirely populated from our personnel data, so on this screen you can only change the banner images for the top of the page.

Employees can edit their directory information in WebApps to add professional and educational background, areas of expertise and links to related programmatic websites.

<http://extension.missouri.edu/webapps> Go to Planning → Edit your directory information

## **Plans and reports**

Upload and link to your annual reports and plans of work here. Browse... will launch the file manager, which allows you to upload a file or locate a one already on the server, then double-click the file name to pull the address into the field.

Only the plans and reports marked with a check next to “Display on Web” will be displayed on the page. You may take the check out of Display on Web to keep them as an archive, but not display them on the page.

Detailed, step-by-step instructions for posting plans and reports:

[http://extension.missouri.edu/webteam/webtool/posting\\_reports.html](http://extension.missouri.edu/webteam/webtool/posting_reports.html)

## **File manager**

The file manager lets you upload document files and images to the Web server so they can be linked or displayed in your pages. You can also create subfolders to organize your files, and you can delete old files. In the Documents section, there is a Shared Documents folder that can be used to share documents such as PDF newsletter files with other counties. You may upload files into the subfolder for your region, then other counties in your region will see them in that folder and will be able to link to them. Similarly, in the Images file manager, there is a Shared Images folder that has some graphics that all counties may use — several 4-H clovers, the Master Naturalist graphic, etc.

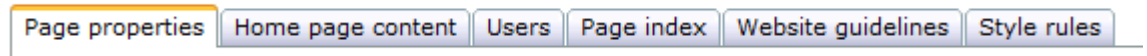
### *File manager tips*

Click the + next to the folder names in the right-hand column of the file manager to expand and show the contents of the folders

When uploading a new document, be sure you are looking at the contents of the destination folder in the right panel of the file manager; otherwise, the file may land in the parent folder. I.E. if you are uploading an annual report, expand your folder list and click on the name of the folder: “plansreports” so that the right side of the screen shows the contents of the folder. Now click “Upload” and select your file. It will be added to the “plansreports” folder.

## Editing pages

### Tabs



There are several tabs across the top of the editing area for the home page and subpages. Switching between these tabs gives you access to edit different aspects of your page, plus quick reference access to the MU Extension website guidelines and style rules.

You will not lose changes if you switch tabs, but always remember to save your work before leaving the page, previewing the page, or closing your browser.

**Page properties tab:** The settings for your page. You need to configure these when you first create your page. They will rarely need to be changed after that. If you are unsure what any one of the fields is for, read the inline instructions accessed through with the blue question mark buttons.

**Web content tab:** This is where you edit the content of your page. This content will fill in the main column of your page template. When editing, you only see the content you can edit, in the editor. To see how it will look, click Save, then click Preview page. This will open your page in a new browser window so you can see how your page will look.

CKEditor is a basic HTML editor that we’ve incorporated into this application. See the itemized descriptions of the toolbar buttons at the end of this document.

**Users tab:** Displays the list of people who are authorized to edit pages in the website. If there are limited-access users, you can grant them access to individual pages. They do not need access to edit the home page in order to edit a subpage. Limited access users may be volunteers who have an Extension Passport account, such as a Master Gardener volunteer who has offered to update the county MG club page.

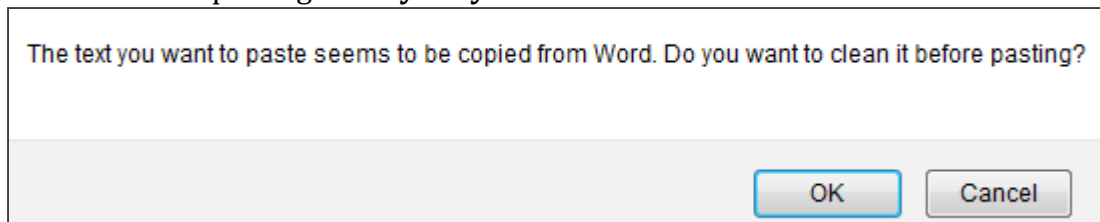
**Page index tab:** Displays a list of all pages currently in your website, with their URLs. This is useful when you need to create a link to another page within your site. You can quickly find the URL of another page, copy it, switch back to the content tab, open the link tool (Ctrl-K) and paste it in the URL box.

**Website guidelines:** Displays the county website guidelines for your reference.

**Style rules tab:** Displays the MU Extension editorial style and usage guide for your reference.

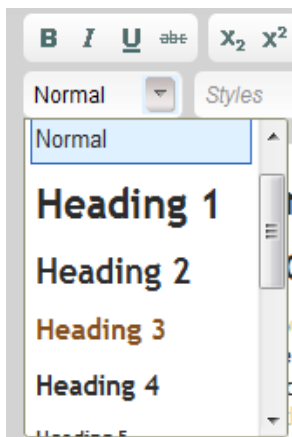
## Pasting text from other documents

When pasting text to your web page from other documents, particularly Word docs, Outlook email or other Microsoft applications, you may get a pop-up alert asking you if you would like to clean the text before pasting. **Always say OK to this.**



It will remove Microsoft-specific formatting code that is embedded in your text. By removing it, the text will adhere to the default styles set for your page.

## Heading styles



Heading styles are predefined and consistent across the whole MU Extension website. Here are a few tips for using them:

The first text on your page should always be Heading 1 style. The headline for your page should exactly match the text for the link on the navigation (defined in the Title property for your page). So if you created a subpage and gave it a title of “4-H”, then the headline on the top of your page should be “4-H” not “Youth development and 4-H.” Having your link text and headline text match is important for usability and accessibility. Think of the

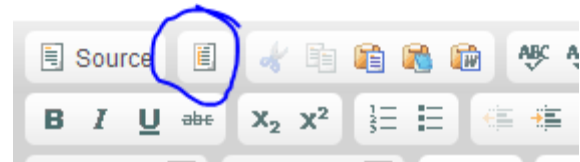
link as a road sign before a highway exit. If the sign says the next exit is Providence Road, you expect to see a sign that says Providence Road, once you take the exit.

Only use Heading 1 style for the headline of your page. Do not use it again on the page.

Heading 2 and 3 are the same size; heading three is brown. You can use these as subheads in a long page, breaking it into sections so readers can quickly find important parts. Heading 4 is slightly smaller. It can be used as a tertiary heading or a label for a diagram, data table or other illustrative content.

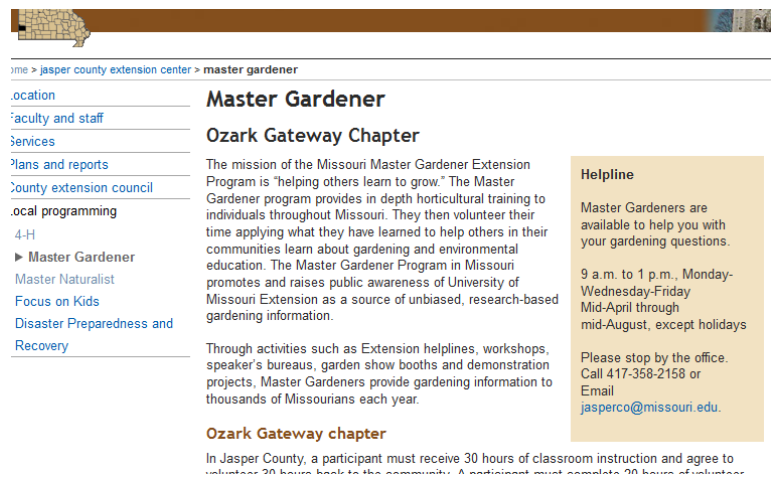
## Templates

On the editor toolbar, there is an icon called “Templates.”



Templates, in this context, are pre-written sections of HTML code that add specific layout devices to your page. Once you add a template to your page, you can modify the contents.

For example, one of the templates adds a right-hand sidebar to your page for featuring related content or setting off information, such as dates for next year’s Master Naturalist training, links to publications related to the current page topic, or as in this example, information about the Master Gardener helpline.



The sidebar should not be used when you are displaying the calendar on the page. In the Page Properties tab, choose “County without calendar” for the page template so you have the whole page width available.

There is also a code template for adding an image with a caption, so that the caption text is smaller and wraps close to the bottom of the image; and a template for adding a Facebook “Like” icon to your page.

Be sure to read the instructions for each template.

## Maximize/minimize editor window

### *A cautionary note*

The toolbar has a handy option that allows you to maximize the size of the editor window so you can see more of the content area. It’s fine to do this, but when the editor is maximized, you cannot

see the “Save” link. Before leaving your page, you **must** use the same toolbar icon to revert the editor window to its original size and click “Save.” **If you don’t do this before you close your browser, your changes will be lost.**

## Important tips

- When you are editing your home page or subpages, refer to the Guidelines and Styles that are displayed in tabs.
- WebTool has a lot of built-in help, explanations and examples to guide you. Be sure to look at the help if you don’t understand what a field is for or what input is expected.
- The page properties for your home page and subpages are very important and should not be glossed over.
- Make sure you give your subpages friendly file names. Keep them short but recognizable.
- Make the link text, the title in the page properties and the title in the body of your subpages all match.

## Working with photos

WebTool does not include any tool for resizing photos so that the file size is reduced. It can specify a smaller display size, but this just “squishes” the image, it does not reduce the file size. If you upload a 2Meg photo to your site but just display it as a thumbnail, the visitor still has to wait to download that 2 Meg file before they will see the thumbnail.

You **must** reduce your photos before you upload them to the server. There are many tools available to do this.

Already installed on your computer are two image editing tools: Gimp and Microsoft Picture Manager. On the Web Team support page: <http://extension.missouri.edu/webteam/> I’ve linked to a tutorial for resizing images with Gimp. It’s not the easiest program to us.

There are many free online tools for resizing images. These are easy to use, but you have to upload your image to the service, then use their editing tools, then download the resized file. It’s fine to use these services if you just have a few images to resize. One of the best sites is <http://www.resizeimage.org>

## County resources

County resources are visible on the MU Extension main site when you localize (choose a county on the right side) and go to a category page from the brown arch (i.e. Lawn and garden). If a county has created resources for a given category, they will appear in a tab in the right column.

These resources are akin to Google sidebar ads — they are a way to advertise and provide a link to information about local programming side by side with statewide content.

A good example of a resource:

Adair Master Gardener Training begins in February. Sign up today! (link to your MG page with course and enrollment information)

To create and manage resources, use the “Manage county resources” tool in WebAdmin.

For detailed instructions, see <http://extension.missouri.edu/webteam/2009/addresources.html>

## People pages

Individual directory pages are prominently linked in county sites and other places throughout the MU Extension website. It is important that everyone review their profile page and make sure your information is accurate and up to date, including your photo. It is particularly helpful to visitors for faculty members to enrich their personal profile with professional areas of expertise and interest, academic background and related links to programmatic Web pages.

You may edit your directory information in WebApps. Detailed instructions are here:

[http://extension.missouri.edu/webteam/2009/EditDirectoryInformation\\_0409.pdf](http://extension.missouri.edu/webteam/2009/EditDirectoryInformation_0409.pdf)

If you want to provide a new photo, send a JPG file as an email attachment to Kate Akers.

# WebTool content editor (CK Editor)

## Toolbar functions



View or edit the document HTML source code (for advanced users).



Select a layout template. These are useful code snippets that insert a design/content element into your page. Ex: photo with caption.



Cut, copy and paste the highlighted text to the clipboard.



Paste the data copied to the clipboard as plain text with no formatting.



Paste content copied from Microsoft Word or similar applications. This will prompt you to clean up the pasted content by removing formatting code embedded by MS Word or other MS Office applications.



Spell check the text in the document.



Turn on and configure Spellcheck As You Type.



Undo or redo the most recent action taken.



Find a word or phrase within the document.



Find and replace a word or phrase within the document.



Select the entire text in the document.



Remove the formatting from the highlighted text.



Applies **bold**, *italic*, underline or ~~strikethrough~~ formatting to the highlighted text.



Superscript or subscript the highlighted text.



Creates numbered or bulleted lists.



Increase or decrease the text indentation.



Format a block of text to identify quotations



Sets the text alignment (left, centered, right or justified).



Converts or removes the text in hyperlinks. It may also be used to manage file uploads and links to files on the Web server.



Inserts or modifies a link anchor.



Inserts images into the document.



Creates a table with the defined number of columns and rows.



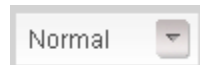
Inserts a divider line (horizontal rule).



Inserts symbols & special characters (accented characters, trademark, currency symbol, etc.).



Styles & formatting apply predefined formatting options to sections of your page. You may use the drop down boxes to apply styles, set the font, its size, etc. To remove the applied style select the style name again.



Maximizes the editor size inside the browser.



Shows where the block elements boundaries in the text.



Shows information about the CKeditor.