

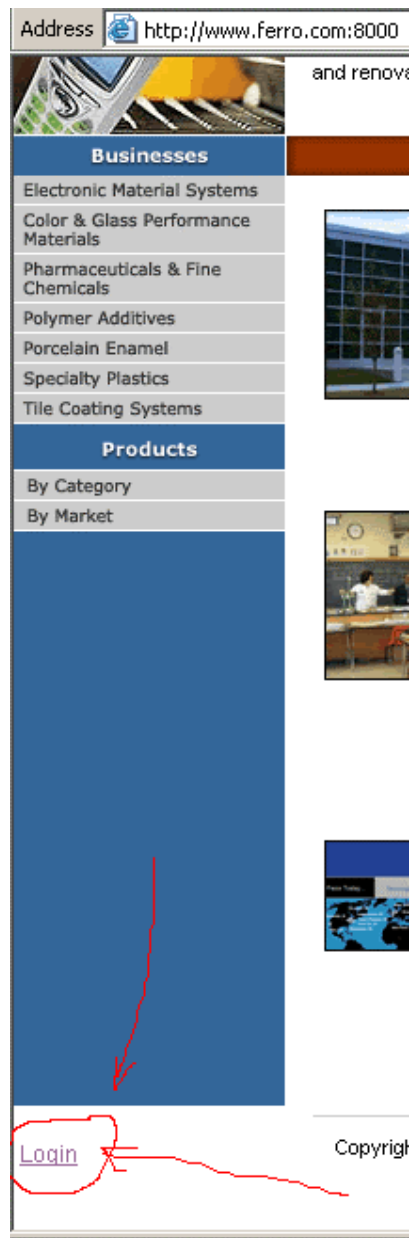
Managing content in www.ferro.com using the “web author”

(Reading document titled “working with the web author” is highly recommended, specially the first 5 pages introducing user roles, workflow and terminology that are used, but not explained in detail, in this document)

Getting into the system

Open Internet explorer and go to <http://www.ferro.com:8000>

Looks like regular www.ferro.com but there’s a **login** link at bottom left

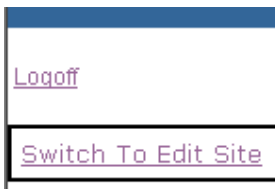


Click login link and enter user and password

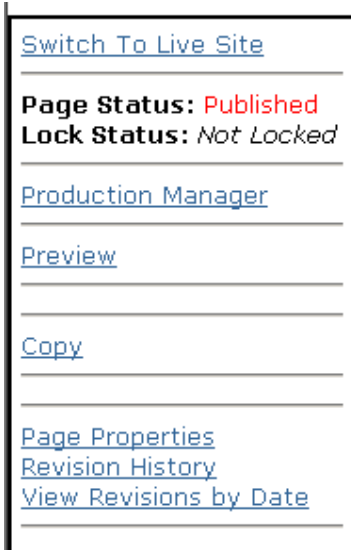


Domain	<input type="text" value="Ferro"/>
User Name	<input type="text" value="cmsauthor"/>
Password	<input type="password" value="*****"/>
<input type="button" value="Continue"/>	

2 new links appear, "log off" and "switch to Edit Site"








After clicking the "switch to edit site" link, a menu appears with all the authoring options



Note the link changed to "switch to live site" Live site is what regular users see (only approved content is shown). On **edit site**, not approved content can be seen (saved, waiting for moderator approval, etc...)

Lets navigate to the place were you want to manage content (modify, delete or create) either in edit mode or in live mode. Navigate as you would on the regular www.ferro.com

Address  http://www.ferro.com:8000/Our+Products/Plastic+Colo

	THE PERFORMAN	
	About	Businesses
Plastic Colorants Products and Markets Contact and Information Request News Interesting Links	 PLASTI	
 Printer Friendly	Ferro Home > Business Units > Plastic Col	
Logoff <div style="border: 1px solid black; padding: 2px; display: inline-block;"> Switch To Edit Site </div>	<h2>Plastic Colorants</h2> <p>Ferro provides you with complete technology and proprietary chemi</p> <p>We serve the agriculture, applian industries.</p> <p>Our mission is to improve and str serve.</p> <ul style="list-style-type: none"> • Review specific product in • Find plastic colorant locati • Read our 'Spectrum' news 	
Logoff	Copyright © 2004 F	

Managing content

Go to **edit site** to manage your content

[Logout](#)

[Switch To Live Site](#)

Page Status: **Published**
Lock Status: *Not Locked*

[Production Manager](#)
[Resource Manager](#)

[Preview](#)

[Create New Page](#)
[Edit](#)

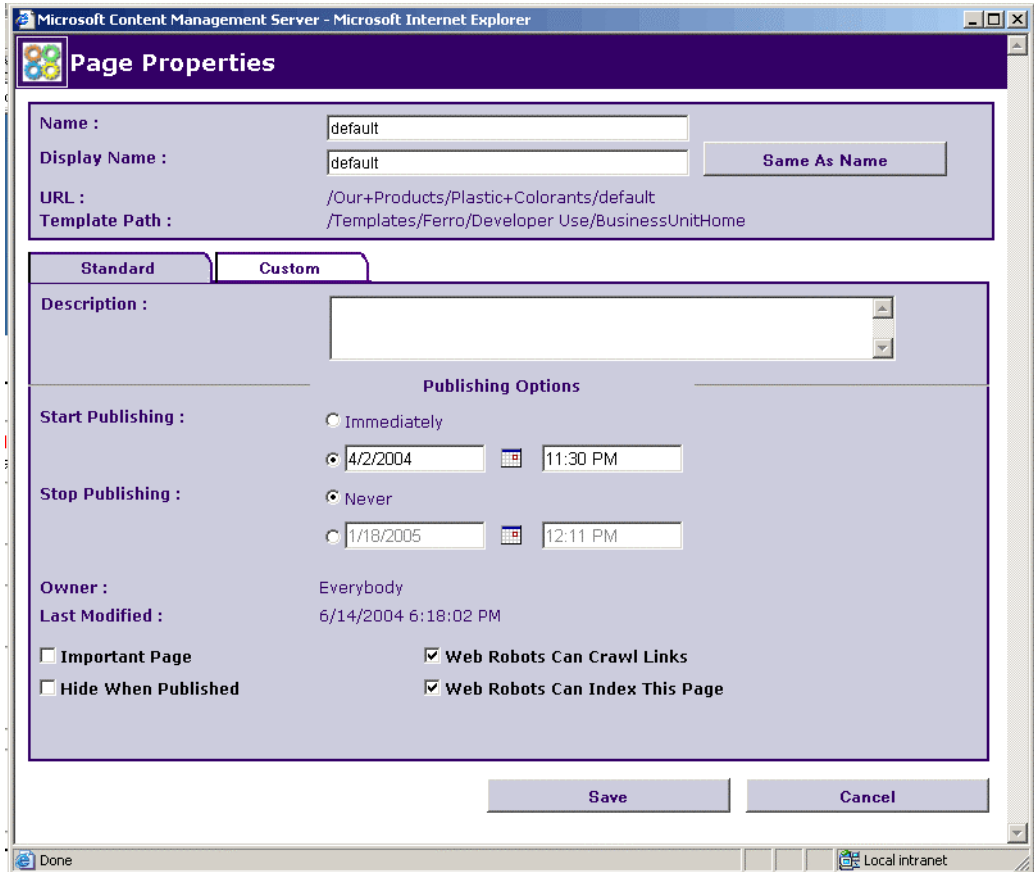
[Delete Page](#)
[Copy](#)
[Move](#)

[Page Properties](#)
[Revision History](#)
[View Revisions by Date](#)

Note there are more options now. This is because only the options you have rights to do are shown.

Let's go through the basic options:

- **Page status:** Status of the current page. *Published* means approved (live version), *Waiting for moderator approval* means the page has been submitted to a moderator for reviewing. The moderator will approve (which will make the page live) or will decline it. You can also have a page in *saved* and *declined* modes.
- **Resource manager:** To manage resources (images and pdf files basically)
- **Preview:** Will open a pop up windows were you can see how the actual page will look like
- **Create New Page:** Imagine
- **Edit:** To edit current page and modify it's content
- **Page properties:** click here as this requires further explanations (a pop up will appear):



Lets look the basic options in detail...



When you look in a channel and you don't specify a page name (ending in .htm) the server will look for a page called **default**.

Going to

<http://www.ferro.com:8000/Our+Products/Plastic+Colorants/Products+and+Markets/Product+information/>

Is the same as going to

<http://www.ferro.com:8000/Our+Products/Plastic+Colorants/Products+and+Markets/Product+information/default.htm>

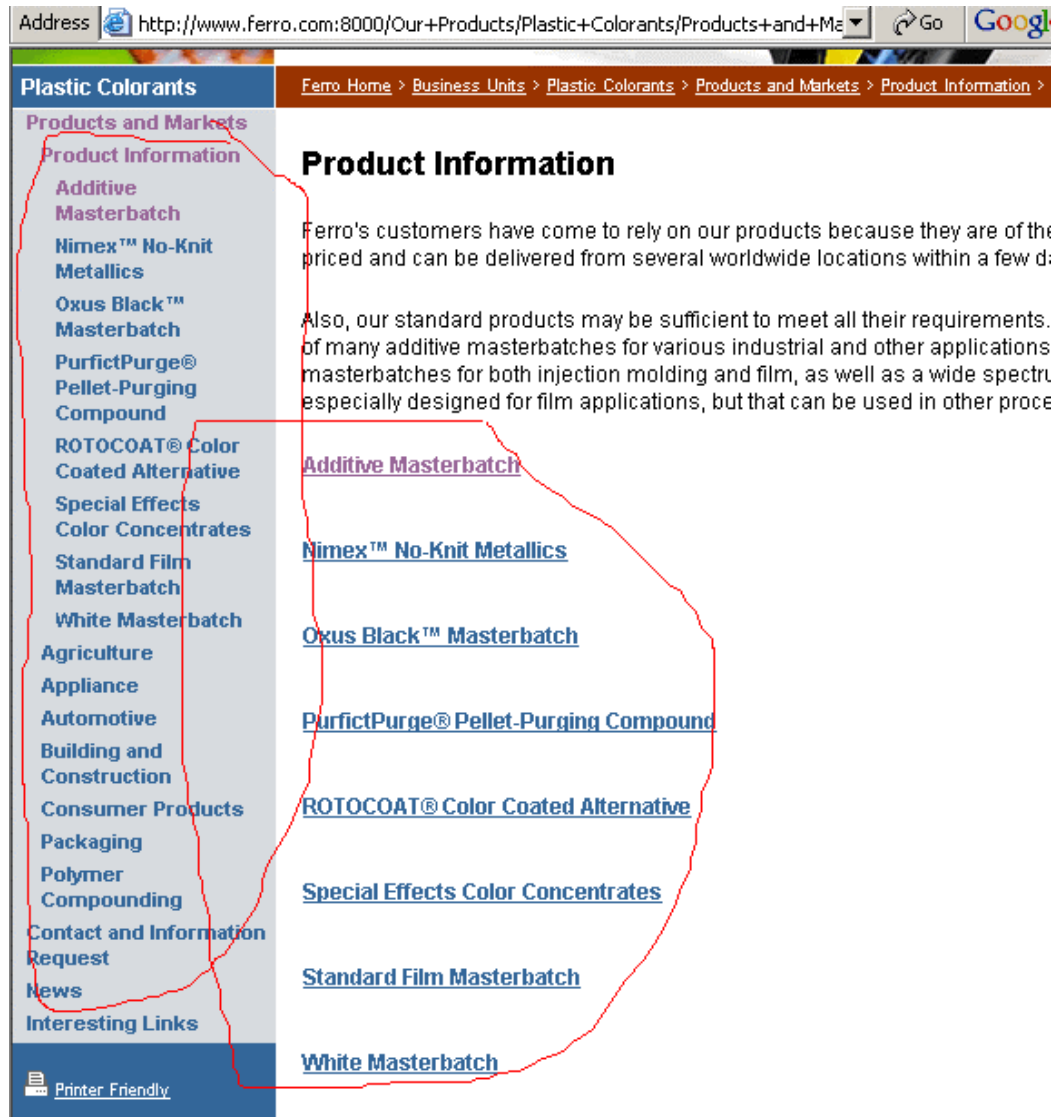
Notice we've got **name** and **display name**. Name is the name of the file on the web server and has a few limitations:

- Limit in size
- Only regular characters can appear (this is numbers 0-9, letters a-z, A-Z, character – (slash) and _(underscore)), nothing else. Other characters might break the system or might cause problems in Search Engines. This is important, avoid using other strange characters like ".", "(", quotes etc...

Display name is what we use on the title of the page, the breadcrumb, left menu etc... Any character can be used and can be much longer than **name**

Important Page
 Hide When Published

Hide when published is used to hide pages from the menus and lists generated by the system. To hide a page from these lists, hide when published must be checked **and** the name of the page must start with an underscore “_”. Below, you can see, badly outlined in red, the most common lists generated automatically by CMS

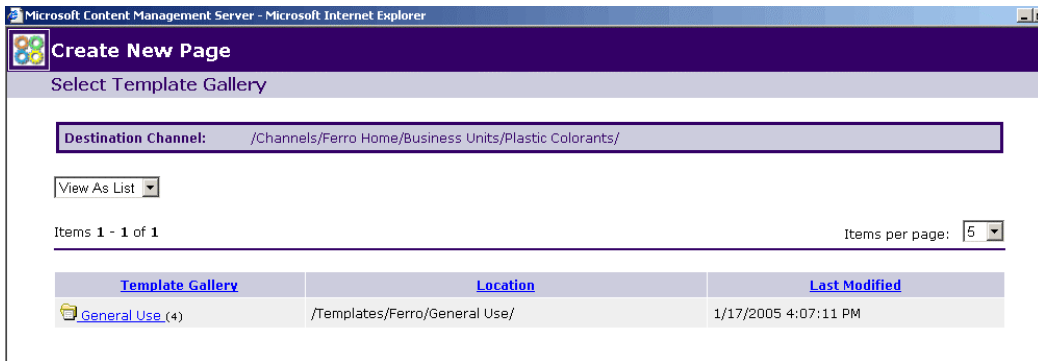


Creating a new page

Navigate to required destination and click on “new page” (in edit mode)

Note: if a new channel is required, ask the CMS administrator

The first thing we need to do is selecting a template



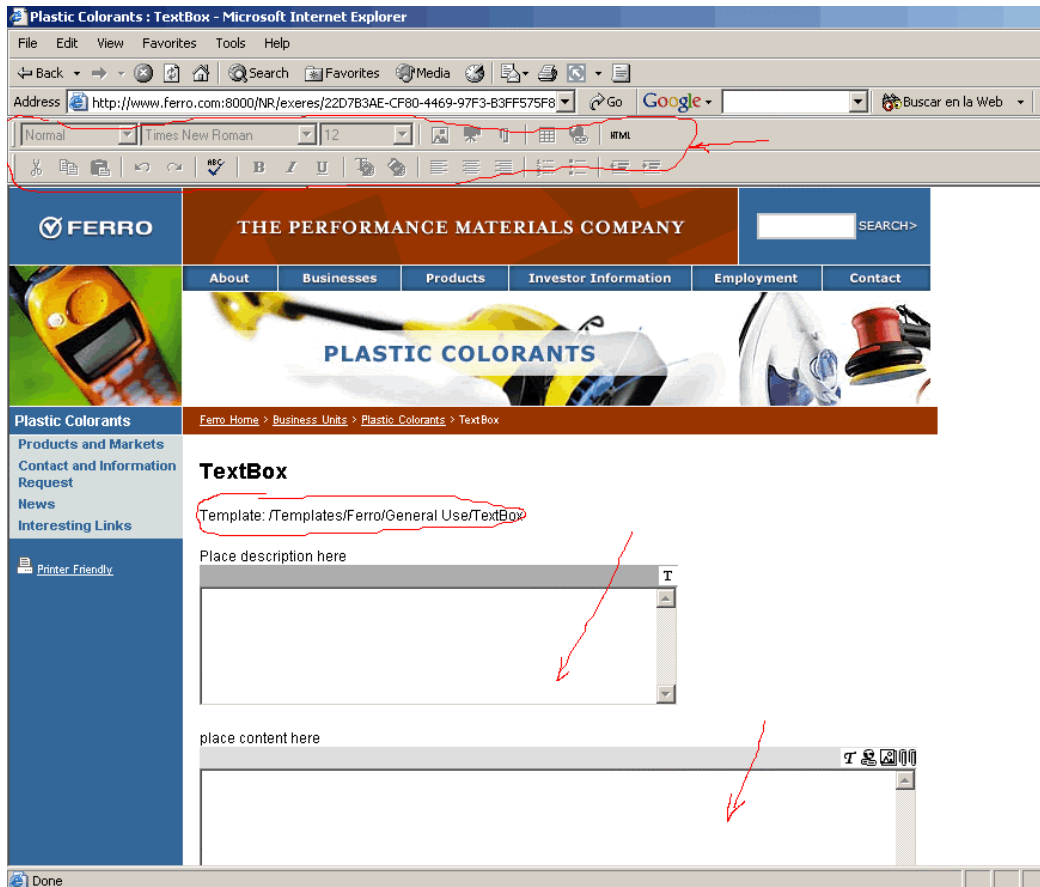
Navigate through the template galleries to select the template you want to use (click “general use”)

Items 1 - 4 of 4 Items:

Template	Select	Last Modified
Product		10/4/2004 7:58:58 PM
TextBox		1/4/2005 5:23:06 PM
NewsItem		6/14/2004 6:18:02 PM
ContactForm		9/2/2004 9:04:28 PM

We'll select the template based on the kind of page we want to create:

- **Product:** This template creates pages with an automatic list. Use this for product pages as the default page of a product category will show the list will all the products in the category.
- **TextBox:** Similar to Product template but doesn't have the automatic list capabilities. Used on few pages like Business Unit home pages, or locations pages etc...
- **NewsItem:** Use for news item under the news channel. Its main feature is a date placeholder to select the date of the news item.



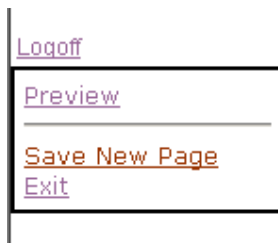
Notice a toolbar on top. That's where the tools to manipulate content are.
 Also note that the template used for this page is displayed (doesn't appear in published pages)

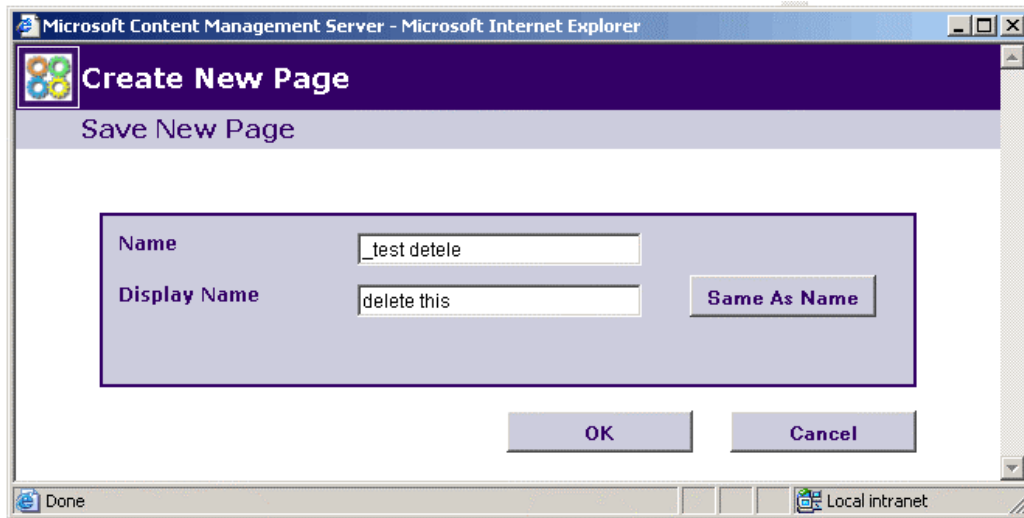
The boxes are **placeholders** and that's where content is placed.

Description placeholder: All templates have this one. It's used for automatic lists, like products lists.

IMPORTANT: Ferro's default font is Arial 10.

You can save your work any time:





the page will appear with a status of *saved*

Address http://www.ferro.com:8000/NR/exeres/810E3875-AA0A-4B74-98B8-04BAF5CAL

Plastic Colorants [Ferro Home](#) > [Business Units](#) > [Plastic Colorants](#) > delete this

Products and Markets
Contact and Information Request
News
Interesting Links
delete this

[Printer Friendly](#)

delete this ← **display name**

[Logoff](#) Copyright © 2004 Ferro Corporation | [Privacy Statement](#) | [Term](#)

[Switch To Live Site](#)

Page Status: **Saved** ←
Lock Status: *Not Locked*

[Production Manager](#)
[Resource Manager](#)

[Preview](#)

[Create New Page](#)
[Edit](#)

[Delete Page](#)
[Copy](#)
[Move](#)

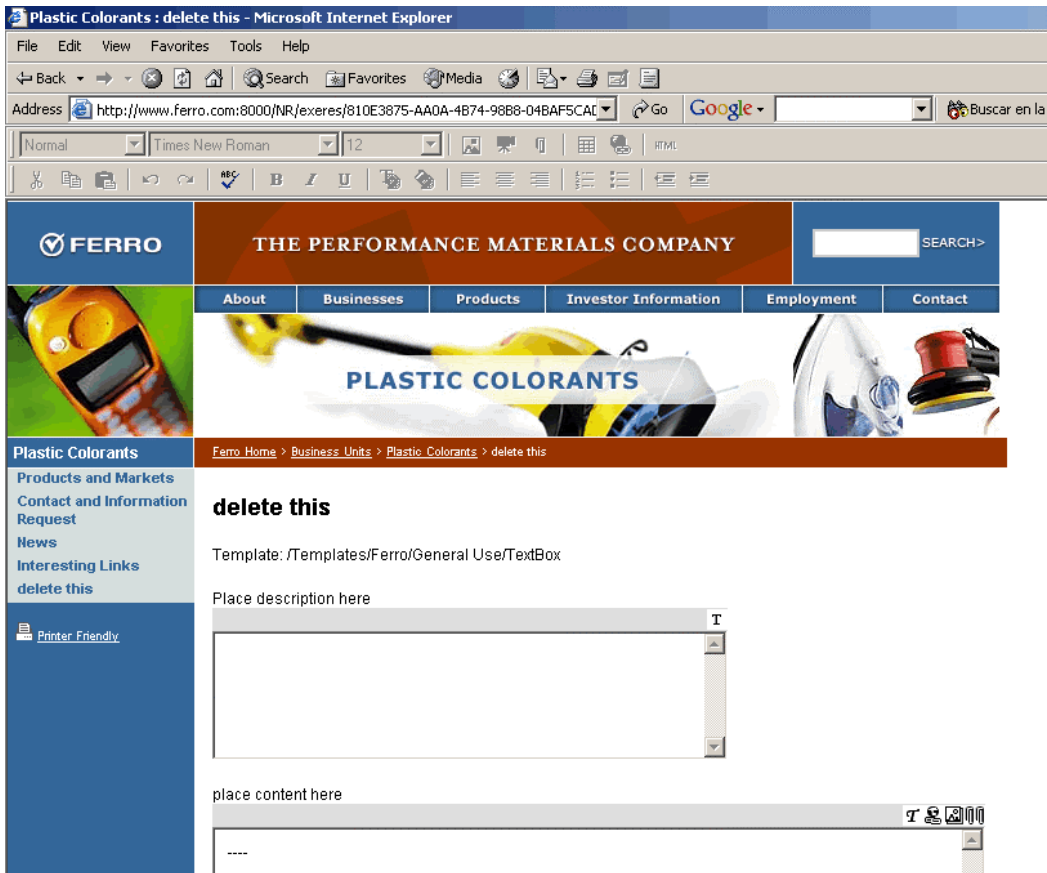
[Submit](#) ←

[Page Properties](#)
[Revision History](#)
[View Revisions by Date](#)

Note how the display name is used as a page's title

Now, you can leave the page for working on it later,

Or edit it...



Creating a link:

Select the text that should be a link

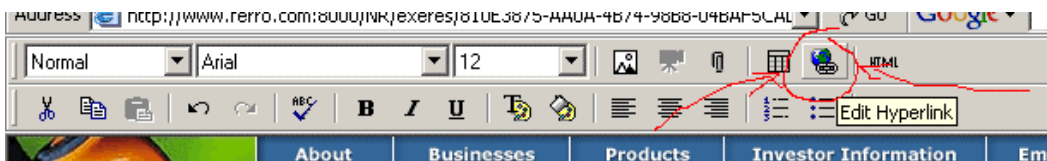
place content here

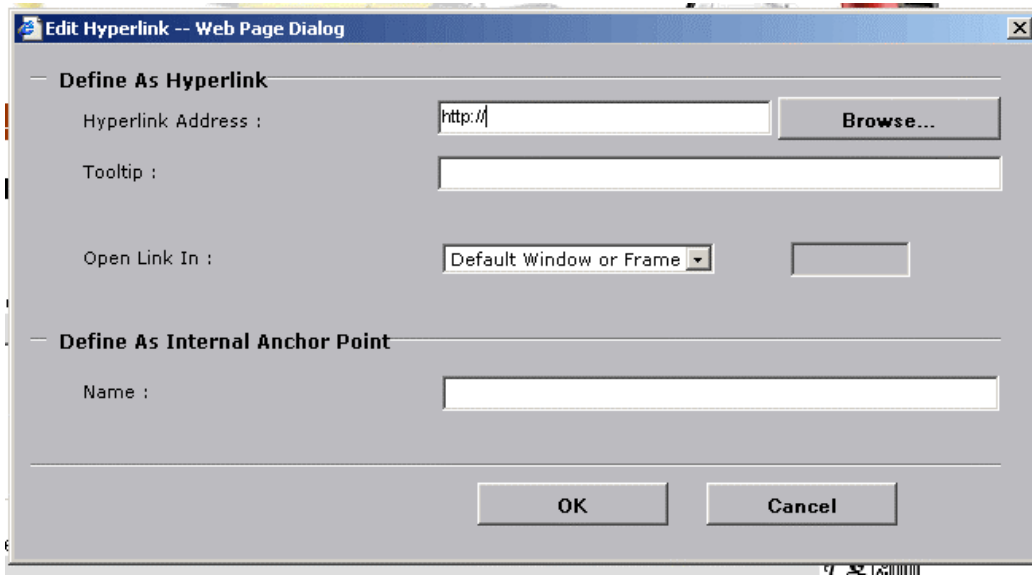
this will be a link

place content here

this will be a link and this will not

click on the hyperlink button

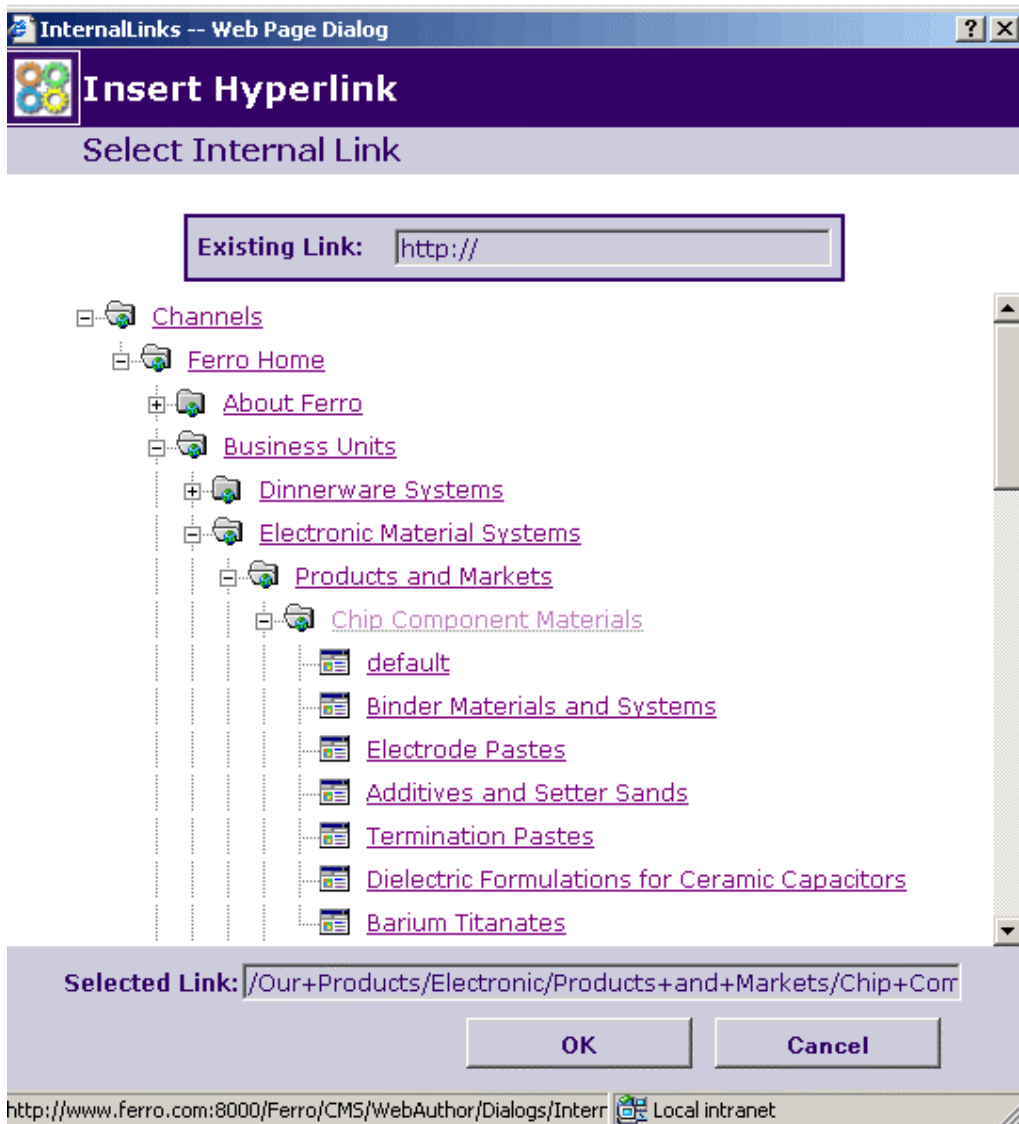




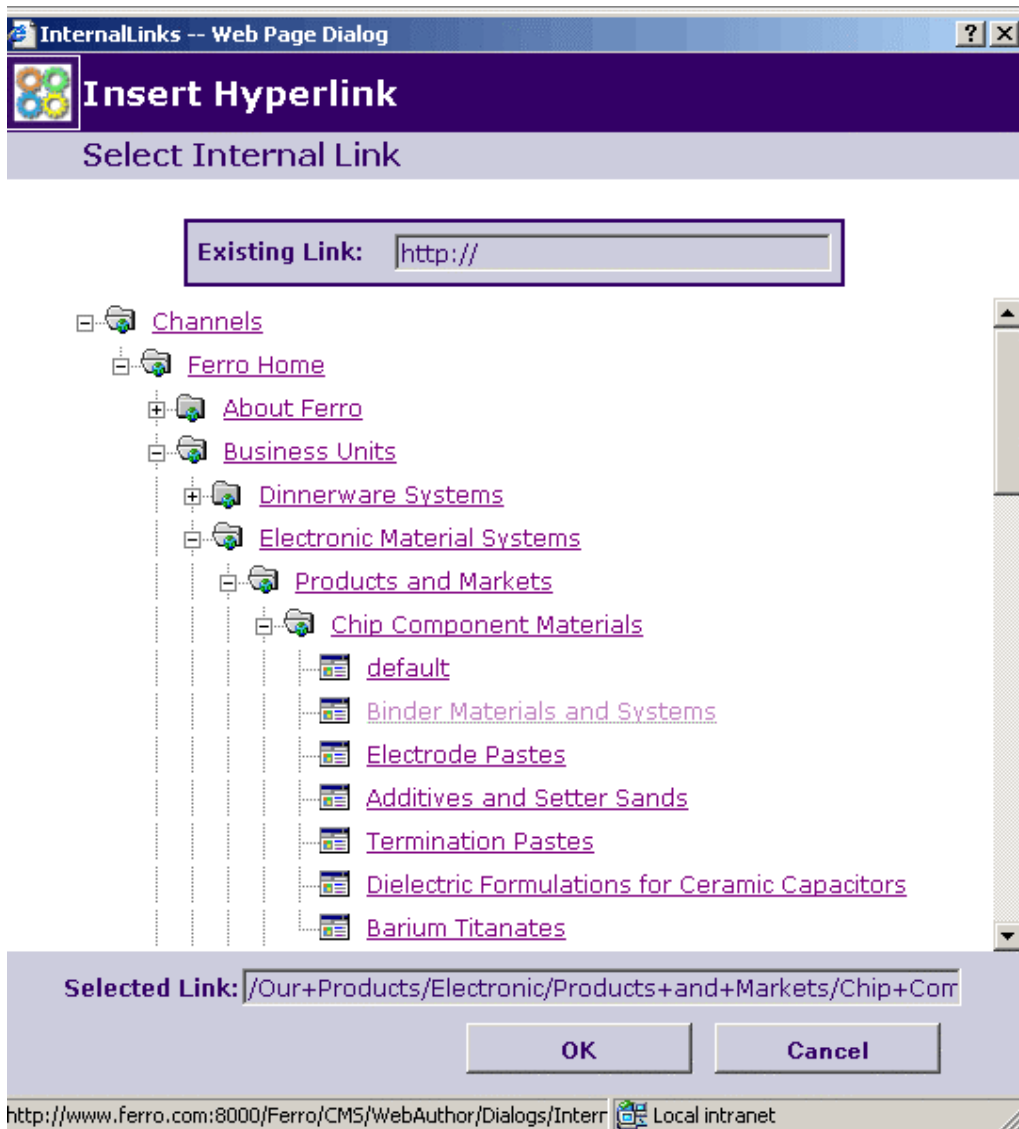
If you want to put a link to an outside page (not in www.ferro.com) type the URL (address) in the *Hyperlink Address* and press *ok*

If you want to link to another www.ferro.com 's page click on browse and navigate to the page through the channel hierarchy.

Internal links are intelligent, that means that if the target page moves, the link pointing to it will still work (it will follow the page)



If you are linking to a channel select the channel (not the default's posting) as shown above.
If you want to link to another page (not default), select it (see below)



click ok...

place content here



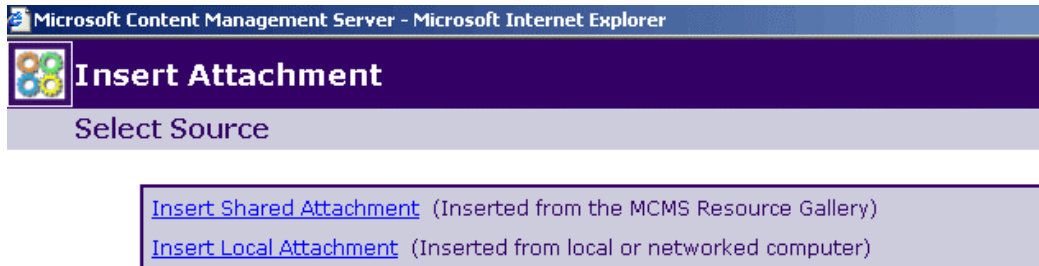
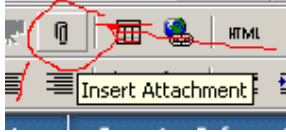
to edit a link, place the cursor on it (click once on blue text) and click the hyperlink button. You can also change the hyperlink text just typing or deleting blue text

Resources

These are images and other documents (Word, Excel, pdf ...) Regarding formats, for the web **pdf is the preferred format**, because it's universal and because pdf files are usually smaller (always important on the web). To see a Word document you need to have Word installed, which not everybody has, also a Word document written using one version might not be

visible using another one (even using same version but different language can be problematic).

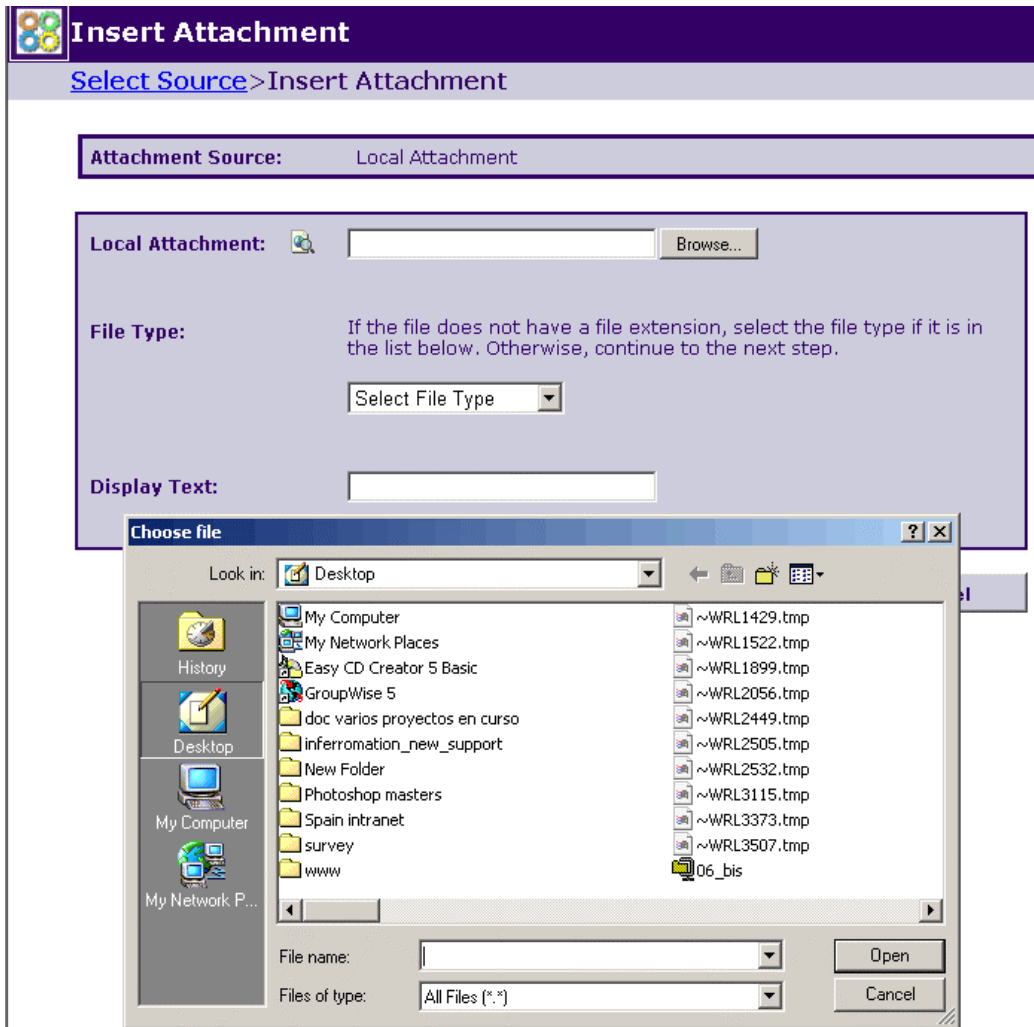
To insert an attachment click on clip button



Shared attachments are stored in CMS, while local ones are from your pc. Links to CMS resources are also intelligent, so if the resource is replaced, links will still work.


Use shared attachments (put resources in the resource gallery), if the file is going to be shared by various pages, or if it's going to change often (update). That way, every time you want to upgrade the document, you'll just need to do that, instead of having to redo all links to the resource

Example of local resource



ignore the file type. Display text is what will be shown as text link to the document (you can change it later)
















For CMS resources, navigate through the resource gallery (tree view looks more intuitive but it's your choice)

 **Insert Attachment**

[Select Source](#) > [Select Resource Gallery](#)

Attachment Source: Shared Attachment

View As Tree ▾

- [-]  [Resources](#) (0)
 - [-]  [OldFerro](#) (0)
 - [+]  [Terms](#) (0)
 - [+]  [home](#) (0)
 - [+]  [popup](#) (0)
 - [+]  [Employment](#) (0)
 - [+]  [News](#) (0)
 - [+]  [globalnav](#) (0)
 - [+]  [Industry Information](#) (0)
 - [+]  [support](#) (0)
 - [+]  [Who We Are](#) (0)
 - [-]  [Our Products](#) (0)
 - [+]  [plastic colorants](#) (2)
 - [+]  [Electronics](#) (0)
 - [+]  [Fine Chemicals](#) (0)

select the appropriate resource gallery and select the required attachment

[Select Source](#) > [Select Resource Gallery](#) > [Select Attachment](#)

Attachment Source: Shared Attachment
Resource Gallery: /Resources/OldFerro/Our Products/plastic colorants/

Items 1 - 2 of 2 Items per page: 5 ▾

Resource	Preview	Select	File Type	Size	Last Modified	Description
 cellphon.jpg			jpg	17k	6/14/2004 6:18:02 PM	N/A
 Packaging Presentation	 Packaging Presentation.P PS		PPS	10105k	6/14/2004 6:18:02 PM	N/A

Images

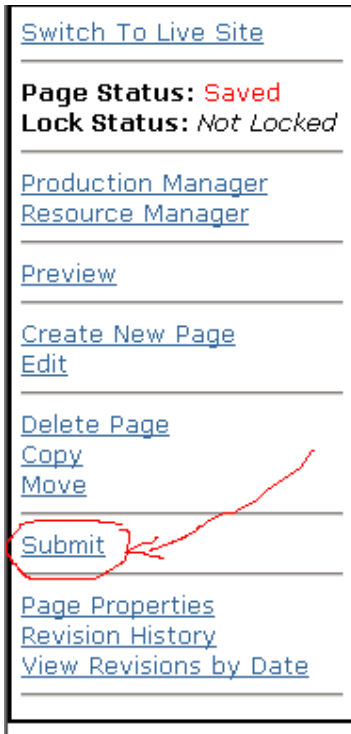
Same as attachments but use the image button



Images are shown (as opposed to attachments were a link is shown instead)

Submitting pages

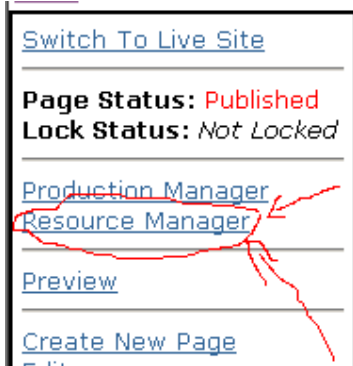
Once you are finished with your content changes, you've saved them and you are sure they're ready for publication. Submit the page



This will notify content managers/editors who will check the change and either approve it or decline it. If it gets approved it will be published (will be live)



Managing resources (CMS)



From the resource manager navigate through resource galleries, then delete, replace or add new

