

# Carleton CMS Training

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## Logging In

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- Go to your site login page: <http://www.carleton.ca/yoursitename/ccms/wp-admin> (*insert your own site name*)
- Enter your MyCarletonOne credentials and click Log In

## Dashboard

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The Dashboard is the first screen you see when you log into the administration area of your blog. It gives you an overview of your site and access to all of the tools you need to manage your content.

- **Right Now** gives you an “at-a-glance” view of your site’s posts, pages, categories, tags and comments.
- From the dashboard you can add and edit posts, pages, events, people, videos
- Click on the name of your site (top left) to view the front end
- From the front end, you can edit pages and posts by clicking “Edit” at the top of the page or post you wish to edit.

## Pages

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### When to Use Pages

Use pages for information that does not change often (e.g. contact, about, student information). Pages can appear in the left hand navigation bar or they can be hidden.

### How to Create a Page:

1. From the Main Navigation Panel, click Pages.
2. From the expanded menu, click Add New.

### How to Create Sub-pages (navigation hierarchy):

1. From the Parent drop down menu select the heading under which where you would like your page to appear.
2. Click Update Page.

### How to Change Page Order:

1. From the Main Navigation Panel, expand the Pages menu.
2. Click My Page Order.

3. Drag and drop pages into the desired order.
4. Click on Click to Order Pages.

### **Best Practices**

- Keep page titles short but meaningful
- Avoid duplicating information

### **Resources**

<http://www1.carleton.ca/ccms/cms-manual/working-with-pages/>

## **Posts**

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### **When to Use Posts**

Posts appear in chronological order on your site. Use them for timely information (e.g. news and blogs).

### **How to Create a Post:**

1. From the Main Navigation Panel, click Posts.
2. From the expanded menu, click Add New.
3. Publish.

### **Best Practices:**

- Post news regularly
- Create a category and tagging strategy
- Make lots of posts. It keeps you site fresh for visitors and keeps Google coming back!

### **Resources**

<http://www1.carleton.ca/ccms/cms-manual/posts/>

## **Organizing News/Posts**

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### **Categories**

Categories group posts into general topics. Readers can browse specific categories to see all posts that contain similarly related content. Categories are required for posts. You can use categories to pull specific news stories into different areas. In these examples, we'll be pulling all research posts into areas of the website.

### **To create a new category:**

1. Click Posts.
2. Click Categories.
3. Add a new category called Training.
4. Hover your mouse over the category. The category ID will appear at the bottom of your browser in the form ID=#

### OR

1. When you add a new post, click **+Add New Category** at the right
2. Enter the name
3. Click 'Add New Category'

## Tags

Tags are similar to categories, but they describe your post in more detail.

For example, on a cooking blog you might have categories like "Baking" and Main Courses" and tags like chocolate, chicken, vegetarian.

### To add a tag to a post

1. Enter the tag name
2. Click Add
3. You can also choose from the most used tags.

## News Listings

Add the following shortcode to the content area of a page:

```
[list type="posts"]
```

### To pull one category of Posts onto a Page:

```
[list type="posts" category ="CategoryName"]
```

### Resources

<http://www1.carleton.ca/ccms/cms-manual/posts/blog-news-listings/>

## Text

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Edit text within a post or page is just like you would when using your favourite word processor.

### How to Edit a Page or Post

1. While browsing your site, navigate to the page or post you wish to edit
2. Using the new Admin Bar, click the Edit button
3. Use the icons in the toolbar to edit the content like you would in word procession software – bold and italicize text, create lists etc.

#### **Best Practices:**

- Avoid overuse of italics, which are difficult to read online
- Avoid underlining text – looks like a link
- Make use of the predefined headers (H2, H3)
- Set tables to 100%
- When pasting from other applications, use “Past from Word” or “Paste as Plain Text”

#### **Resources**

<http://www1.carleton.ca/ccms/cms-manual/working-with-content/text/>

### **Create columns**

Columns provide a flexible alternative to tables.

#### **To create two columns:**

[one\_half]

Enter the content you want to appear in the first column.

[/one\_half]

[one\_half\_last]

Enter the content you want to appear in the second column.

[/one\_half\_last]

(also 3 columns) > [one\_third]

### **Hyperlinks**

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A hyperlink lets the visitor navigate within your site and also to external sites. In the cms, it appears as bolded, blue text.

#### **How to Add a Link**

1. Highlight the text you want to link from
2. Click the Insert/Edit Link icon in the Visual Editor Bar
3. Choose from the Link list (for internal links) or Enter the Link URL (for external links)

**Best Practices:**

- When linking to an external page use 'open in a new window'

**Anchors****To create an anchor:**

1. Open a page or post.
2. Place your cursor at the desired location in the Content Editor area where you would like to put the anchor.
3. Click on the anchor icon from the editing panel.  
An Insert/edit anchor window will open.
4. Enter a name for your anchor.  
Tip: Be sure to use a name that will be recognizable.
5. Click **Insert**.  
A small anchor will appear in the content editing area.

**To link to an anchor:**

1. Create an anchor.
2. Type text or insert image into the Content Editor area.
3. Highlight the text or select the image.
4. Click on the Insert/Edit link icon in the Visual Editor Panel.  
An insert/edit link window will open.
5. From the 'Anchors tab' select the anchor you wish to link to.
6. Click **Insert**.

**Linking to Documents****Step 1 – Upload document and get URL**

1. Click the 'Add Media' icon.
2. Browse to the document you wish to upload. Select it and click open.
3. Copy the Link URL. If the Link URL field is blank, click File URL. This will generate the Link.

**Step 2 – Create link**

1. Enter text in the content editing box.
2. Highlight the text.
3. Click on the hyperlink icon.
4. Paste the Link URL you copied from Step One into the Link URL field.
5. Click Insert.
6. Update the page or post.

**To link to an email address:**

1. Type the text you would like to link.
2. Highlight the text.

3. Click the Insert/Edit link icon (chain) in the Visual Editor Panel.
4. Enter the email address with the prefix mailto: (ie: mailto:someone@carleton.ca)
5. Click Insert.

**Resources:**

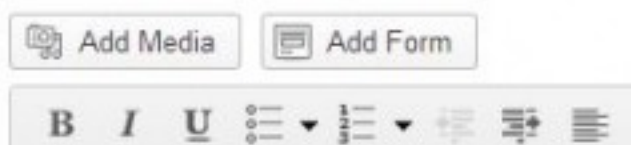
<http://www1.carleton.ca/ccms/cms-manual/working-with-content/hyperlinks/>

## Images

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Images and graphics add interest to your website. They also support your written message (e.g. graphs and infographics).

1. While editing a page or a post, click Add Media button



2. Click Upload Files.
3. Click Select Files.
4. Navigate to find the image you wish to upload, select it, then click 'Open'.

**Best Practices:**

- Edit photos before uploading them into the media library (reduce size)
- Always add Alternate Text

**Resources:**

<http://www1.carleton.ca/ccms/cms-manual/working-with-content/images/>

**Online tools for cropping images**

<http://resizemyimage.com/>

<http://pixlr.com/editor/>

<http://www1.carleton.ca/ccms/2012/reducing-image-size-made-easy-in-pixlr>

## Events

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### To Add an Event:

1. From within the Events tab on the left navigation, click Add Event.
2. Enter a title for your event.
3. Add a description.
4. Select Events from the Custom Field Template and click load.
5. Add the date, start time and end time. If it is a multi day event, enter the end date.
6. From here you can also add a thumbnail, the location, cost, intended audience, contact information and a link for more info.
7. Click Save.
8. Publish the Page.

To create a page that lists all of your events:

[list type="events"]

### Best Practices

- Time must be in 24-hour-clock format
- Use the More Info Link field to link out to a website with further details
- All listing pages are designed to have thumbnail images

### Resources

<http://www1.carleton.ca/ccms/cms-manual/adding-events/>

## Modal windows with content

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### To create a modal window:

1. Publish a new page with content that you want to pop up in a modal.
2. Copy the URL.  
Example: Carleton.ca/ccs/about-ccs/Academic-Computing/
3. Edit the page you want to add the modal.
4. Enter the following code:

```
[modal url=URL YOU COPIED WITHOUT THE CARLETON.CA/?window=true
type=small]TEXT TO APPEAR IN HYPERLINK[/modal]
```

```
Example: [modal url=/ccs/about-ccs/Academic-Computing/?window=true
type=small]Academic Computing[/modal]
```

5. Update the page.



## Image Slideshows

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Creating an image slideshow involves adding a photo grouping and then pulling that photo grouping onto a page or post.

### **To create a photo grouping:**

1. From within the Photos tab on the left navigation, click Add Photo Grouping.
2. Enter a title for your photo grouping.
3. Click on the upload/insert image icon.
4. Upload your desired images from your computer.
5. Click Save All Changes.
6. Click Insert Gallery.
7. Publish the Page.

If you are pulling this photo grouping directly onto a page, copy the id number from the URL after publishing the page.

### **To pull a photo grouping onto a page:**

1. Add/Edit the page you would like to add the photo grouping to.
2. Add the short code [slideshow id=ID NUMBER].  
The ID NUMBER is the id you grabbed from the photo grouping URL.
3. Publish/Save the page.

## Videos

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1. From within the Video tab on the left navigation, click Add Video.
2. Enter a title for your video.
3. Enter the URL for the video (e.g. the YouTube URL).
4. Add a short description (optional)
5. Add a Video Type (found on the right under publishing options). This lets you categorize your videos.
6. Click Save All Changes.
7. Publish the Page.

### **To pull videos onto a page:**

Shortcodes are a powerful way to pull videos into any page or post.

1. Add/Edit the page or post on which you would like to put a video room.
2. Add the short code to the content area. You can show all videos or specify a category to display. You can also choose how many videos to display.

**Show all videos**

```
[list type="videos"]
```

**Show videos from one category**

Use the *category* parameter with the exact name of the category you wish to display.

```
[list type="videos" category="Research"]
```

**Show a specific number of videos**

Use the *show* parameter to indicate the number of videos to display.

```
[list type="videos" category="Tutorials" show="3"]
```

3. Publish/Save the page.

## Homepage

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### Text

**To edit your Text on your homepage:**

1. Edit Homepage.
2. Scroll down to the Custom Field Template.
3. Select 'Text' from the drop down menu and click load.

**From here you have 2 areas you can edit:**

- Home Title: Text that appears in the red bar on your homepage
- Top Text: The opening paragraph on your homepage.

**Best Practices**

- Use keywords and try to link to sections within the site off those keywords.
- First paragraph should not exceed 4 lines i.e.: go past the scroll
- Refrain from putting short codes, video or tables into the opening paragraph

### Quick Links

**To edit your Quick Links on your homepage:**

1. Edit your homepage.
2. Scroll down to the custom field template.
3. Select Homepage – Quick Links.
4. Click Load.

**From here you can:**

- Change the title
- Show or hide quick links
- Pull in posts with feature images set
- Enter a URL to a page

- Directly upload or select from your media gallery OR select an icon

## News and Events

### To customize your events on your homepage:

1. Edit your homepage.
2. Scroll down to the custom field template.
3. Select Homepage – News/Events
4. Click Load.

### From here you can:

- Enable True to list news and events
- Enable False to list only news with feature image. If you do not want news on your homepage; enter '0' in the News Items box.
- Select the number of news and event posts you want to appear
- Change the title of your news
- Select the category you want to pull in

### To Include/exclude specific categories on your Homepage news feed.

1. Edit your homepage.
2. Scroll down to the Custom Field Template.
3. From the drop down menu Load News/Events.
4. Enter the training category ID in the 'Exclude Categories' field.
5. Save and Update the page.

## Search Engine Optimization

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This simply means optimizing your pages so that Google finds them.

### How?

*Two most important things:*

1. Create quality content. This will be good for both search engines and your visitors. People may start linking to your content which helps increase exposure and ranking in search engines.
2. Write great headlines. The headlines are also used for the title of the page. Make sure they are descriptive. Use keywords (the words that you would like to be found for) and tell the user what is on the page.

Yoast is a powerful SEO tool to help you figure out if your page is optimized for search engines.

1. Enter a focus keyword for the page.

2. Update the page.
3. Look at the results under Focus keyword. This indicates how well your page is optimized for a specific word or phrase.
4. You can also click on “Check” on the top right for further analysis.

## Resources

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### Video tutorials, documentation from Web Services

[www.carleton.ca/ccms](http://www.carleton.ca/ccms)

### Google Analytics :

<http://www1.carleton.ca/ccms/2012/google-analytics-overview-video>

<http://www1.carleton.ca/ccms/category/google-analytics/>

[http://services.google.com/analytics/breeze/en/v5/interface\\_navigation\\_v15\\_ad1/](http://services.google.com/analytics/breeze/en/v5/interface_navigation_v15_ad1/)

### Need more help?

Contact the **CCS Service Desk** at x 3700 or email [ccs\\_service\\_desk@carleton.ca](mailto:ccs_service_desk@carleton.ca)