Sitecore training
Directories

• Staff Directory
• Student Directory
• Public Information Directory
How to write for the web

Writing web content is different to writing for print. Users on a website read differently - they read less and scan content to find an answer to their questions. This changes how we write for the web.

We need to ensure our users find what they need quickly, and understand the content so they come back, and engage with our website and our University.

Compulsory course

All Web Authors must do our online writing for web course. As a Web Author, you already have access to our writing for the web course on LinkedIn Learning (log in with your University username and password).

Contact wedm@essex.ac.uk if you have any problems logging in.

About the directories

Articles

The directories contain articles and are designed to work in a similar way to websites such as gov.uk where there is mostly text and few images. They differ from standard web pages because they normally only contain one topic or a task that the user needs to complete, eg. Booking a meeting room.

Every article must contain:
- A descriptive title so that can easily be searched and found
- Text relating to a single topic
- Links to related articles
- Contact details

It is important to fully consider who exactly the audience is for your article and what sort of things will they be looking for or trying to do. We call this the user journey.

Articles v clones

Articles don’t actually appear on the website, what you see are called clones. When we create an article we then clone it to one or more of the directories (Staff/Information/Student). This means you only need to edit once and it will appear in all the directories it’s cloned to. But what you edit is the article.
Logging in

Log in URL: [http://isswin217.essex.ac.uk/sitecore/](http://isswin217.essex.ac.uk/sitecore/)

Once logged in, you land on the Sitecore dashboard:

To get back to this screen at any time, you can click on the 3-by-3 grid icon in the top-left.

Editing an article/page

1. To find your page, open Content Editor
2. Either:
   a. Navigate via content tree to your article:
      ➢ Sitecore
      ➢ Content
      ➢ Main site
      ➢ Articles
      ➢ Your department's folder
   b. Search using the last part of page URL, eg.
      ➢ Enter 'parking-at-loughton-campus' into search box
      ➢ Two more results will come up
      ➢ Hover over each matched item with your cursor
      ➢ Select the file with /articles/ in the description box, see example below
      ➢ Don't edit any other item, you must make sure you have the article file
Lock the page so that you can edit it.

In Content Editor you can see:
- The article title
- The first content paragraph
- The owner of the article (you can change this if it’s incorrect)
- The ‘Description’ which appears on the category page
- Which directories, category and sub-category it is cloned to
- SEO meta title which appears in search results

To make edits to the article content, this is best done in Experience Editor so that you can see all the content and modules that have been added.

1. In the tab menu, select the ‘Publish’ tab and then click on ‘Experience Editor’
2. Select the text on the page you wish to edit

Viewing your draft article/page

You can preview your directory amendments at:
- http://isswin217.essex.ac.uk/staff
- http://isswin217.essex.ac.uk/student
- http://isswin217.essex.ac.uk/information

Copying and pasting from Word

The most effective way of copying and pasting from Word is:
1. Copy text from word
2. Select your paragraph and open the Rich Text Editor via the pen icon (far left)
3. Select the ‘Paste from Word, strip font’ icon (see image of icon below)
4. Paste text into the box and select ‘paste’
5. Select all the text you’ve pasted and then select the Format stripper tool and select ‘Strip span elements’. You may need to repeat this a couple of times. You can check it’s gone by viewing the text in the ‘html’ viewer (bottom of Rich Text Editor).
Copying and pasting from emails and websites

Using right-click on your mouse and selecting ‘paste as plain text’ should be sufficient. Alternatively in the Rich Text Editor you can select paste as plain text. You may still need to strip away span elements using the Format stripper tool.

When you save the page, you’ll see if there are errors. For example, the spacing between lines of text may be too close together. As a last resort you can view the html and enter the correct tag codes.

Adding a document

- All documents are held in the Media Library
- From the Sitecore dashboard homepage, click on Media Library
- Navigate to
  - ‘Documents’ folder (towards bottom of list)
  - ‘Directories’ folder
  - Your department folder – select the folder with your cursor, it will go blue
- Select ‘Upload files’
- Filenames
  - Keep it simple, don’t add dates or version number
  - Keep a note of the name you’ve given it, it will come in useful when you want to link to it
- Restricted documents – send these to wedm@essex.ac.uk as these can’t be added to Sitecore

Replacing a document

- Use the file name to search for it in the Media Library (you can also navigate to it)
- Select the document you wish to replace
- In the ‘Media’ tab, select ‘Detach’
• Select ‘Attach’ and upload your replacement document
• The new document has to be published – contact your designated publisher or WEDM to publish this for you.

Adding an image

Images are rarely used on the Directories. Please contact wedm@essex.ac.uk if you would like to add an image.

Adding hyperlinks

Adding hyperlinks are a little more involved than normal. When you wish to link to another article in the Directory, you must link to the clone of that article, not to the article.

The clones sit under Content – Home – Information Directory Home / Staff Directory Home / Student Directory Home. The clone folder is organised by categories, so you need to find the category in which the article you wish to link is located.

Document links

Links to documents in the Media Library:

1. Highlight the word(s) in your paragraph text you want to link to
2. Use the ‘Insert Sitecore link’ button:
3. Enter your document file name in search
4. Select the document

External links

To link to an external website or an Essex website not in Sitecore, select the ‘External link’ button:
**Single links**

For links to a page on the main Essex website or to ONE other Directory, use the ‘Insert Sitecore link’ button:

Navigate to the web page on the main Essex website or to CLONE of the Directory article you wish to link to. They are located in the ‘Home’ folder and sub-folders called: Information Directory Home, Staff Directory Home or Student.

Make sure you don’t link to another article file. You must link to a clone.

**Multi-directory links**

If the Directory page you’re linking to exists in multiple directories, you need to use the ‘Insert Contextual Sitecore Link’ button to create your hyperlink.

This ensures that when the user clicks the hyperlink, they remain in the same directory and don’t get bumped to a different one. The instructions are:

1. Select and copy link text
2. Select contextual link button
3. Paste text into ‘Link Text’ field (you must do this or it won’t work)
4. Use the 3 tabs to link to all the relevant directory clones of the articles
5. **Don’t** use the ‘Insert’ button until you have linked all the directories
6. Press ‘Insert’
7. Three links will appear in Experience Editor, but when published only the relevant link will appear
8. Save and publish
9. Check it appears on the directory web page as expected

You mustn’t use the Contextual Link button if you are only linking to a page only found on one Directory, you must use the single link button.

**Adding a module**

1. Open Experience Editor
2. In the ‘Home’ tab, select ‘Component’
3. Select which module you’d like to add

4. Insert and edit the module as required. Please only add modules covered in your training. If you’d like to add a different type of module please contact WEDM.

**Inserting a video module**

1. Open Experience Editor
2. In the ‘Home’ tab, select ‘Component’
3. In the modules menu select ‘Video Module’
4. Select the blue boxes icon on the far left
5. The only field you need to complete is ‘Video URL’
6. Copy and paste a video from Vimeo (YouTube videos can’t be used)
7. Save – you won’t see the video until it’s published or viewed on draft web page.

**Inserting an inline accordion module**

1. Open Experience Editor
2. In the ‘Home’ tab , select ‘Component’
3. In the modules menu select ‘Inline Accordion Module Group’. This is the container for the accordion items.
4. Move your cursor to the middle of the Module Group box until a smaller box inside it appears and select it.
5. Select ‘Add to inline accordion group’
6. Add an accordion item from the menu
7. Don’t use [No text in field], you need to create a separate paragraph if you wish to use a heading for your accordion
8. Below the heading move your cursor until a smaller box appears
9. Select ‘Add to content dynamic’
10. Select the module you’d like to add
11. Your first accordion item is now complete
12. To add a second item, go to the top of the page and select the Component icon
13. Select ‘Add to incline accordion group’ and repeat the steps above

**Inserting a related link module**

1. Open Experience Editor
2. In the ‘Home’ tab , select ‘Component’
3. Select ‘Related Links Module’
4. Select the cog icon on far left
5. To link to pages or documents found in Sitecore, follow the document/single hyperlink procedure above
6. Once added, you can move the position of the links up and down using the buttons on the right.

Note: You cannot use this module for multi-directory links. Related links of this kind need to be created in a paragraph module.

**Publishing content**

Once your edits have been completed, please contact the designated publishing person in your team or WEDM who will publish your changes.
Adding a new page or deleting a page

Please contact WEDM. Please don’t delete anything.

Getting support

If you need support or further training to update your website, you can speak to your Faculty Web and Publicity Officer if you’re in a department.

For other sections of the University you can contact WEDM: wedm@essex.ac.uk.