

Contents

Introduction	2
Local & live services	2
Accessing the CMS	2
Content overview	3
Content types	3
Content status	3
Managing content	4
Content management view	4
Navigating the database	4
Sorting records	5
Actions	5
Anatomy of a page	6
Adding new content	7
Basic details	8
Metadata	10
Ownership & contacts	12
Content	13
Breadcrumbs	14
Links	15
Internal links	16
External links	17
FAQs, forms & documents	19
A to Z entries	20
Saving your page	21
Editing, copying & deleting content	21

Introduction

This guide describes how content is created and maintained for ClacksWeb. Although some of the topics covered are quite technical, anyone with a reasonable level of experience using computers and the internet will be able to grasp the basic and create and maintain content on the site.

Local and live servers

When you create and edit content you are working on the ‘local server’, which is located in Alloa. This local server provides access to the content management system (see below) and also provides a local view of ClacksWeb. The address of the local ClacksWeb is: <http://clacksweb/>

The ‘live server’ is located in London and is the server which provides access to all public visitors. The address of the live ClacksWeb is: <http://www.clacksweb.org.uk>

You will find if you update or create a page on the content management system (CMS) the live ClacksWeb does not reflect the change immediately, while the local ClacksWeb does. At **15 minutes past every hour** the live server is updated to reflect the state of the local server.

Accessing the CMS

The content management system can be used from anywhere on the Council’s network, and is accessed by opening your web browser and going to:

<http://clacksweb/cms/>

Login using your username and password. If you do not have a username and password please contact the person in your service with overall responsibility for web content or contact the Web Development Manager by email at clacksweb@clacks.gov.uk

Content overview

Content types

Content records for ClacksWeb are always one of two types:

1. Static content

This type of content is created using the XStandard editor (described later) which provides a WYSIWYG view of a single page, and uses controls similar to those found in Microsoft Word. When someone views a static page on ClacksWeb they see exactly what you create in the XStandard editor.

A static content record only ever represents a single page on the website.

2. Dynamic content

This type of content is created using PHP scripts, and will generally only be created by the Web Development Team. The scripts can read information from databases of information, such as press releases, and present site visitors with more complex options for viewing information, for example by month or subject.

Dynamic content is capable of producing many pages from a single script.

This guide only covers the creation and maintenance of static content. If you have a need to produce more complex or interactive content please contact the Web Development Manager - email clacksweb@clacks.gov.uk or telephone 452258.

Content status

Every piece of content on ClacksWeb has one of the following statuses:

▪ Draft

The content is not ready to be published. Draft content will never appear in search results or in the A to Z. Draft content is visible on the local ClacksWeb if you enter the address or click the link from the CMS (see below), but is never visible on the live ClacksWeb - even if you enter the correct address you will receive a 'page not found' error.

▪ Published

The content is published and accessible to all visitors on the local and live servers. If configured appropriately the page content will appear in the A to Z and the search results.

▪ Expired

An expiry date can be specified for any content record on the site. When this date passes the content will be flagged as expired, and will not appear in the A to Z or search results on the local or live servers. The content cannot be viewed on either the local or live server. Content records without an expiry date set will never expire.

The section below provides detailed information about the CMS and how to create and maintain content.

Managing content

Content Management view

To access the your existing content records, or to create a new record, click on the ‘ClacksWeb Content’ link in the Manage section of the CMS front page.

i If you do not see a link to ‘ClacksWeb Content’ you do not have access rights to edit or create content. If you think you should have please contact the Web Development Manager.

A list of your content records will be displayed, in alphabetical order:

Page title	Contact	Status	Review date	Actions
16-18 years old - be part of a Community Council	Administrator (N/A)	Published	2005-10-30	[Edit] [View] [Delete] [Add] [Check]
A to Z	Web Development Manager (Daniel Champion)	Published	2006-04-30	[Edit] [View] [Delete] [Add] [Check]
ABC Nursery & Kidzone Out of School Care	Service Manager (Sharon Easton)	Published	2006-02-28	[Edit] [View] [Delete] [Add] [Check]
Abnormal Loads	Roads & Lighting (Roads)	Published	2006-01-31	[Edit] [View] [Delete] [Add] [Check]
About Clackmannanshire	Web Development Manager (Daniel Champion)	Published	2005-11-01	[Edit] [View] [Delete] [Add] [Check]
Access Keys	Web Development Manager (Daniel Champion)	Published	2005-12-01	[Edit] [View] [Delete] [Add] [Check]
Access News	Access Officer (John Duffy)	Published	2006-01-31	[Edit] [View] [Delete] [Add] [Check]
Access Officer	Principal Psychologist (Mike O'Connor)	Published	2006-02-28	[Edit] [View] [Delete] [Add] [Check]
Access to Information	Principal Administration Officer (Rod Richardson)	Published	2005-11-01	[Edit] [View] [Delete] [Add] [Check]
Accessibility Strategy	Principal Psychologist (Mike O'Connor)	Published	2006-02-28	[Edit] [View] [Delete] [Add] [Check]

Navigating the database

To navigate the content database use the standard navigation tools:

Page 1 of 12 (117 records) [Search] [Filter] Go to page: [Dropdown] [Go]

The left and right arrows will move you through the content records page by page, 10 at a time. If an arrow is greyed out you are at the end or beginning of the displayed records.

Use the filter to view only content records which match the text in the filter field. For example type 'school' in the field, and click the 'Filter' button to view all content records which refer to 'school'. To clear a filter and see all records again delete any text in the field and click the 'Filter' button.

Use the 'Go to page' field to jump directly to a page of records.

Sorting records






By default the records are sorted alphabetically by page title. To sort records in another order use the arrows at the top of each column. The green arrow shows the current sort order:

Page title ▲ ▼	Contact ▲ ▼	Status ▲ ▼
16-18 years old - be part of a Community Council	Administrator (N/A)	Published
A to Z	Web Development Manager (Daniel Champion)	Published
ABC Nursery & Kidzone Out of School Care	Service Manager (Sharon Easton)	Published
Abnormal Loads	Roads & Lighting (Roads)	Published

Actions



These action buttons provide the following functions:

-  Add new content record
-  Edit record
-  Copy record
-  View statistics for page
-  Validate page

Adding, editing and copying records are covered below.

The Statistics icon allows you to view how many visitors a page has had since it was created. Please note that these statistics only include visitors to the live server, and are updated each night.

The Validate icon allows you to check that your page is adhering to web standards - this icon will only function when your page is published on the live server. Improved validation options will be provided in the near future. For more information about web standards and why valid XHTML is important please see the ClacksWeb Style Guide.

Anatomy of a page

Every page on ClacksWeb consists of a number of elements, some of which can be turned on and off according to your needs. This screenshot shows all of the possible elements a page can contain - each of these will be described in detail in the next section.

The screenshot shows a web browser window displaying the ClacksWeb interface. The page title is "XSTest". The breadcrumb trail is "Home > Site Tools > XSTest". The page content includes sections for "Publications & documents", "Forms", "Frequently Asked Questions", "External Links", "See also", "Page tools", and "Contact information". The contact information section lists Daniel Champion as the Web Development Manager, with contact details including address, telephone, and email. The footer contains copyright information and a list of links including Privacy statement, Disclaimer, Help, What's New, Accessibility, Comments & Complaints, and Search.

Annotations in the screenshot:

- Page title:** XSTest
- Content:** A test page.
- Related documents:** Web Development Plan 2004-05
- Related forms:** Road Occupation Permit
- Related FAQ subjects:** Marriage Licences
- External links:** Google of
- Internal links:** A to Z
- Contact form link:** Contact form link
- Feedback link:** Request more information, Send us feedback
- Named contact:** Daniel Champion
- Contact details:** Web Development Manager, Communications Unit, Greenfield House, Tullibody Road, Alloa, FK10 2AD, Tel: 01259 452258 Fax: 01259 452230, Email: clacksweb@clacksweb.org.uk
- Site Tools:** A to Z index, Advanced search, Comments & complaints, Help, Links, My ClacksWeb, Online Services, Search, Search Tips, Site map, Site preferences, Web accessibility policy, What's New, Your privacy
- Email page link:** Email this page

Adding new content

To add a new content record click the add icon  at the top of the Actions column. This will take you to a blank content record form for you to complete.

This form is different to most other input forms on the CMS:

- The left column of the screen shows the 8 sections in which you can edit values for the record. Those in red (the first 4) are mandatory and must be completed before you are able to save the content record. Those in amber are optional, and do not need to be completed before a record can be saved.
- The current section is marked with a white square, and the name of the area will appear as the main heading in the centre of the form.
- There is a button marked 'Save' at the bottom of the central form. This is for saving the current section, **not** for saving the entire content record (see below for more explanation).
- There is a button in the left column marked either 'Cancel & reset'. This will undo any changes made to any section of this record (even those which have been saved) and will return you to the content record list.
- If you have completed the mandatory sections there will also be a 'Commit page' button in the left column. This permanently saves the entire content record and returns you to the record list.

ClacksWeb CMS - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://clacksweb/cms/newcontent.php>

Logged in as superuser - [Logout](#) | [Edit profile](#)

Jump to: --

New content

ClacksWeb

- Basic details
- Metadata
- Ownership & contacts
- Content
- Breadcrumbs
- Links
- FAQs, forms & docs
- A to Z

Cancel & reset

Back to content list

Basic details

* Page title:

Print title:

* Page name:

Old page name:

* Section:

Status:

Expiry date: ...

Review date: ...

Index page:

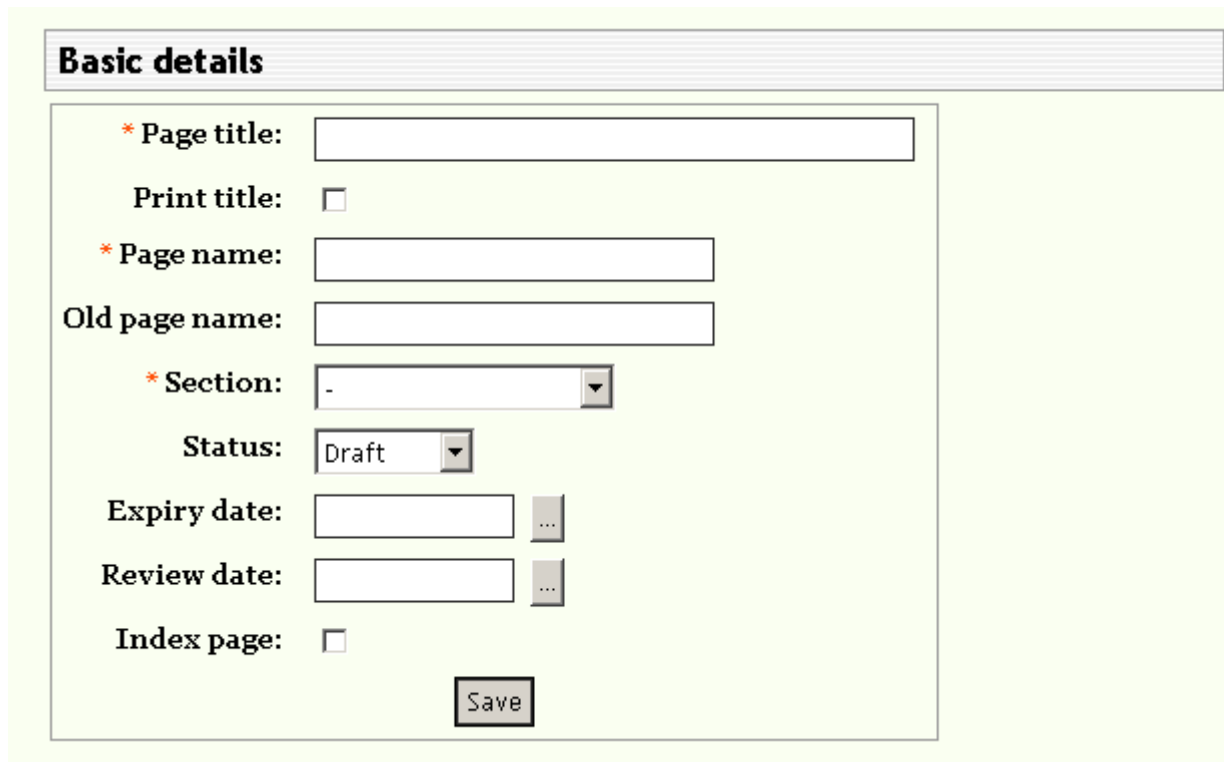
Save

Created: Jun 15 2005 10:18; modified: Jun 15 2005 10:18

Local intranet

To create your new record complete each section, click the ‘Save’ button then move onto the next section. Mandatory fields in each section are marked with a red asterisk. The sections are described in detail below:

Basic details



Basic details

* Page title:

Print title:

* Page name:

Old page name:

* Section:

Status:

Expiry date: ...

Review date: ...

Index page:

- **Page title (required)**
Enter the page title for this content record. This is displayed in both the browser title bar and at the top of the page content. Keep page titles to under 50 characters wherever possible, and avoid ambiguous or unclear language.
- **Print title**
Check this box if the page title is to be displayed at the top of the page content. This is usually be the case. If your content contains a graphical title, or if the page content is dynamic and generated by a script, you may wish to turn off the page title.
- **Page name (required)**
This field defines the identifier by which the content system will refer to the page. It also forms a part of the URL, or address, of the page. It must be unique, no more than 32 characters, and contain only letters and numbers - no spaces or other punctuation are allowed.

For example, the page about the Council’s Plans and Strategies has a page name of ‘plans’, and is in the Council section of the site (see below), so it’s address or URL on the live server is:

<http://www.clacksweb.org.uk/council/plans/>

and on the local server:

<http://clacksweb/council/plans/>

- **Old page name**

If the page you are creating had an equivalent on the old Council website then enter the old page name here. This will ensure that visitors following links which use the old addressing scheme will still find their way to the correct page on the current site. In most cases you can leave this blank.

- **Section (required)**

Select the site section into which this content record best fits. This is **not** the same as the Council service in which you or the page contact works! Only select 'Council & Democracy' if the content is about the Council or the democratic process in general.

NB: This does not restrict access to your content to a single section of the site. Links in contextual menus (see below) can provide access to any content on the site.

- **Status**

Select the status of this content record. See page 2 above for an explanation of the different statuses. Only set a record to 'published' when you have checked it on the local server.

- **Expiry date**

Click the button beside the field to select the review date from a calendar, alternatively enter the date in the format YYYY-MM-DD. See page 2 above for an explanation of expiry dates. In most cases you will not want to set an expiry date.

To navigate the calendar use the double and single arrows - click the double arrows to move back and forward one year at a time; click the single arrows to move back and forward one month at a time. Click and hold on any arrow to select from a drop-down menu.

Once you can see the expiry date click on it to select it then close the calendar using the X.

- **Review date**

Unlike expiry dates review dates have no effect on the visibility of content on ClacksWeb. They are designed to provide email reminders to the content owner that the content needs to be checked for currency and accuracy.

An email will be sent 14 days before the review date, 7 days before, and the day before. Once the review date passes emails will be sent daily to the content owner. When you receive a content review email please check the page it relates to, make any required changes and set a new review date.

You can set a date using the calendar control or by entering a date manually as described for expiry dates above. If you do not specify a review date a default date of 3 months from the date of record creation will be used.


- **Index page**

This flag specifies whether the page contents should be indexed by the site search engine. In almost all cases you should check this box to ensure that site users can find your content.

Once you have completed all of the fields click the 'Save' button at the foot of the section. If any errors occur the form will be shown again with a list of errors in red text, and the section button in the left column will remain red. If no errors occur you will be shown the form with the data in place and the section button in the left column will turn green and you can click the 'Metadata' button to move to the next section.

Metadata

Metadata

* Local Government Category List term: 

Settlement:

* Keywords:



* Description:

Metadata is information which *describes* the contents of a page. It provides search engines, browsers and other devices with details of things like the language the page is written in, which stylesheet to use for the page, when the page was last edited and so forth. If you want to see the metadata for a page, open it in your browser, right-click on the page and select 'View source'.

Most metadata is automatically generated by the CMS, but these fields need to be completed:

- **LGCL List term (required)**

The Local Government Category List (LGCL) is a standardised structure of local authority functions defined by the Cabinet Office. The LGCL is likely to be superseded in due course by a more usable category list, but we are currently required to select a term from the LGCL for every content record.

To select a term click on the edit icon  alongside the text box. A pop-up window will list the top-level term for the LGCL. Click on a term to see lower levels, or click the tick  alongside a term to select that term for your record.

Please select the lowest-level term appropriate to your content. The general top-level terms should rarely be required and provide the least utility to users.

- **Settlement**

This optional field allows you to tag a content record as referring to a particular location in Clackmannanshire. If the content is generally applicable to the county, or to an area which isn't defined by the list then leave this blank. In the near future users of ClacksWeb will be able to view content by settlement, but this is dependent on use of this metadata field.

- **Keywords (required)**
Enter one or more keywords for this content record, separated by commas. You do not need to include words which form part of the page title, but should include any common misspellings, synonyms, antonyms and other related terms. Phrases can be kept together and do not need to be separated into individual words.
- **Description (required)**
Enter a short description of the page and its contents. Try not to use more than 200 words.


The description is used as metadata by external and the internal search engines, and is also displayed on the 'What's New' page at <http://clacksweb/site/whatsnew/> to provide visitors with a short overview of the page.

Ownership & contacts

This section allows you to set the page's owner and contact. Every page must have an owner and a contact:

- The **page owner** is the service (or occasionally individual) responsible for writing the content that makes up the page. Email messages about the page, such as reminders for pending reviews, will be sent to the page owner.
- The **page contact** is the person to whom enquiries and feedback about the content are sent, and whose details appear at the foot of the page (if this option is selected - see below).

The following fields make up the ownership and contacts section:

- **Page owner**
Select the appropriate service from the list. If no suitable service is listed please contact the Web Development Manager for assistance. Please note that changes to the Council's structure will need to be notified to the Web Development Manager so that the ownership records can be amended accordingly.
- **Page contact**
Select the contact for this page. If the contact is not listed you can add a new contact record by clicking the add icon  to the right of the drop-down menu. This will pop-up a new window where you can create a new contact record - please see the Contact Task Guide for full details.
- **Send review emails to**
By default review emails are sent to the service mailbox of the page owner. If you want the review emails to go to an alternative address enter it in this field.
- **Print contact details**
If this box is ticked the contact's post and contact details will be shown at the foot of the page (see *Anatomy of a page* on page 5 for an example).
- **Name contact**
If this box is ticked the contact's name will also appear at the foot of the page. This box has no effect if the 'Print contact details' box is unchecked.
- **Provide contact form**
If this box is checked a link to 'Request more information' will be included in the 'Page tools' area of the page. This link leads to a form which visitors can complete - the contents of this form will be emailed to the page contact's email address.
- **Allow page to be emailed**
Checking this box causes an 'Email this page' link to be added to the 'Page tools' area of the page. This allows visitors to complete a simple form to have the page text, address or a PDF of the page to be sent to any email address.
- **Provide feedback form**
If this box is checked a link to 'Send us feedback' will be included in the 'Page tools' area of the page. This link leads to a form which visitors can complete - the contents of this form will be emailed to the page contact's email address.

Content

As might be expected the Content section is where you create the actual text and images for your page. The section includes an inline XHTML editor called XStandard, which produces the markup, or code, which allows web browsers to interpret your content.

A full guide to the many XHTML elements and CSS styles you can use to create your content is provided in the ClacksWeb Style Guide.

If you are ever in any doubt about how to create content please contact the Web Development Manager who will be happy to give advice and assistance.

These fields make up the Content section:

- **Menu**
By default the contextual menu shown on a page is the menu for the section selected in 'Basic details' (see page 8). Use this drop-down menu to select an alternative menu to be displayed on your page. If you want to suppress the contextual menu select 'None'.
- **Additional CSS**
By default the page will be rendered using the standard styles contained in the ClacksWeb stylesheets (see the ClacksWeb Style Guide for more information). If you wish to use additional CSS styles select the appropriate file from the drop-down menu.
- **Include domCollapse**
This option allows you to use the functionality provided by the domCollapse script in your page (for an example see the Business Directory on ClacksWeb - <http://clacksweb/business/directory/>). See the ClacksWeb Style Guide for more details.
- **Script**
This drop-down menu contains a list of all the dynamic content scripts which are available on the system. In most cases you will not wish to use a script, however if you are editing a page which is currently set to use a script be very careful about changing this value - it will cause the page to stop functioning as designed.
- **Content**
The large control under the Script field is the XStandard editor which allows you to easily create and edit XHTML documents.

Full details of the XStandard editor as used for ClacksWeb can be found in the ClacksWeb Style Guide.

The XStandard editor user guide is available on the XStandard website at:

<http://www.xstandard.com/page.asp?p=5206DC4A-376C-4F04-8DCB-4B0102173EFE>



Always remember to click 'Save' once you have finished editing your page content - if you do not then all changes will be lost.

Breadcrumbs

Breadcrumbs provide a convenient way for users to navigate down the structure of a website. The breadcrumbs on ClacksWeb (see page5) provide navigation in the following format:

Home » Section » Page


For static content up to 2 additional levels can be inserted between the section link and the page link. Use the two drop-down menus to set these levels:

[Home](#) > [Education & Learning](#) > [Home to School Transport](#) > Escorts

1st parent:	<input type="text" value="Home to School Transport"/>
2nd parent:	<input type="text" value="None"/>
<input type="button" value="Save"/>	

Links


Use this section to include links on your page to other pages on ClacksWeb and to external sites.

 As a general principle links to external sites in this section should point at the homepage of the external site - only link to a particular page in exceptional circumstances.


In many cases you will have links in the actual content of your page - it is perfectly acceptable to link to a specific page from these content links.

On entering this section you will see any existing links which have been assigned to this page:

Links - Freedom of Information

Internal Links 

- Data Protection

External Links 

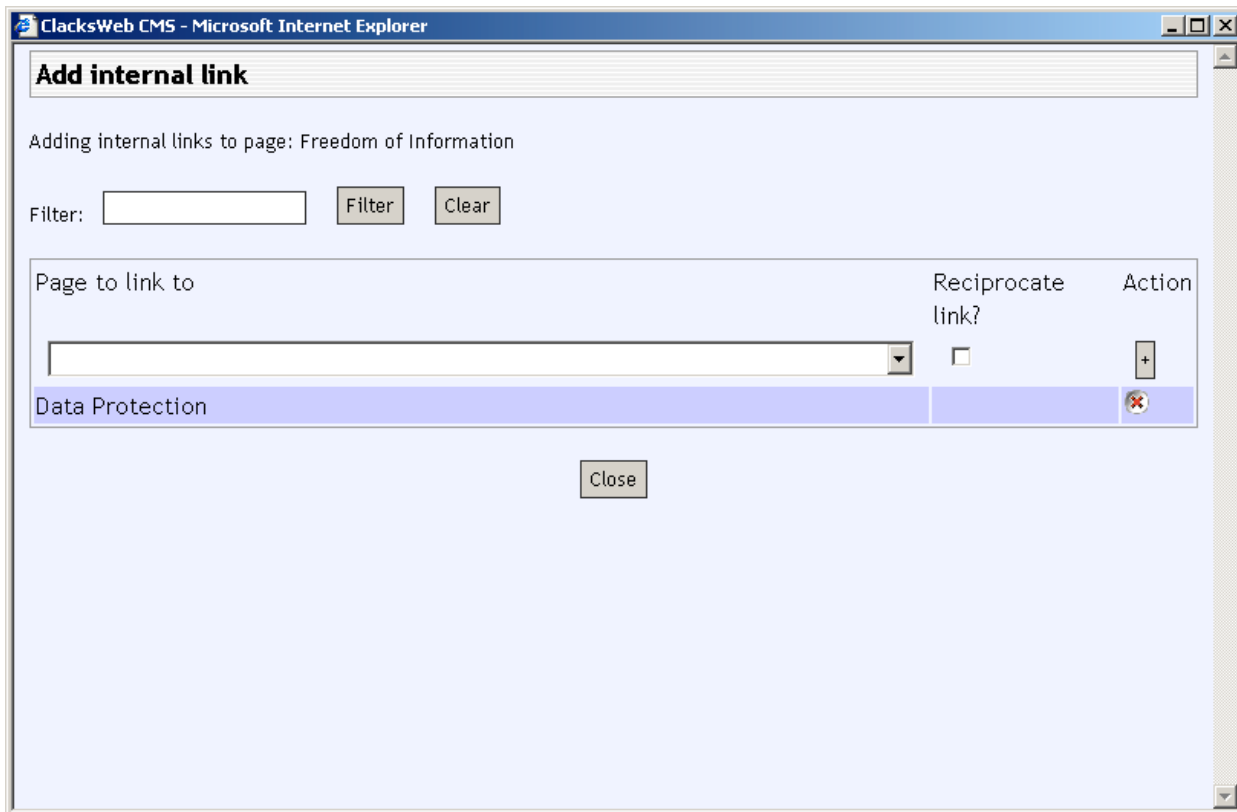
- Scottish Information Commissioner

Click the icon beside the appropriate section to add, edit or delete links.

Limit the number of internal and external links on a page - as a guide there should never be more than an absolute maximum of 5 of each. If you find you need more than this consider creating a page dedicated to links for the subject your content covers.

There is a significant difference between the way internal and external links are managed:

Internal links



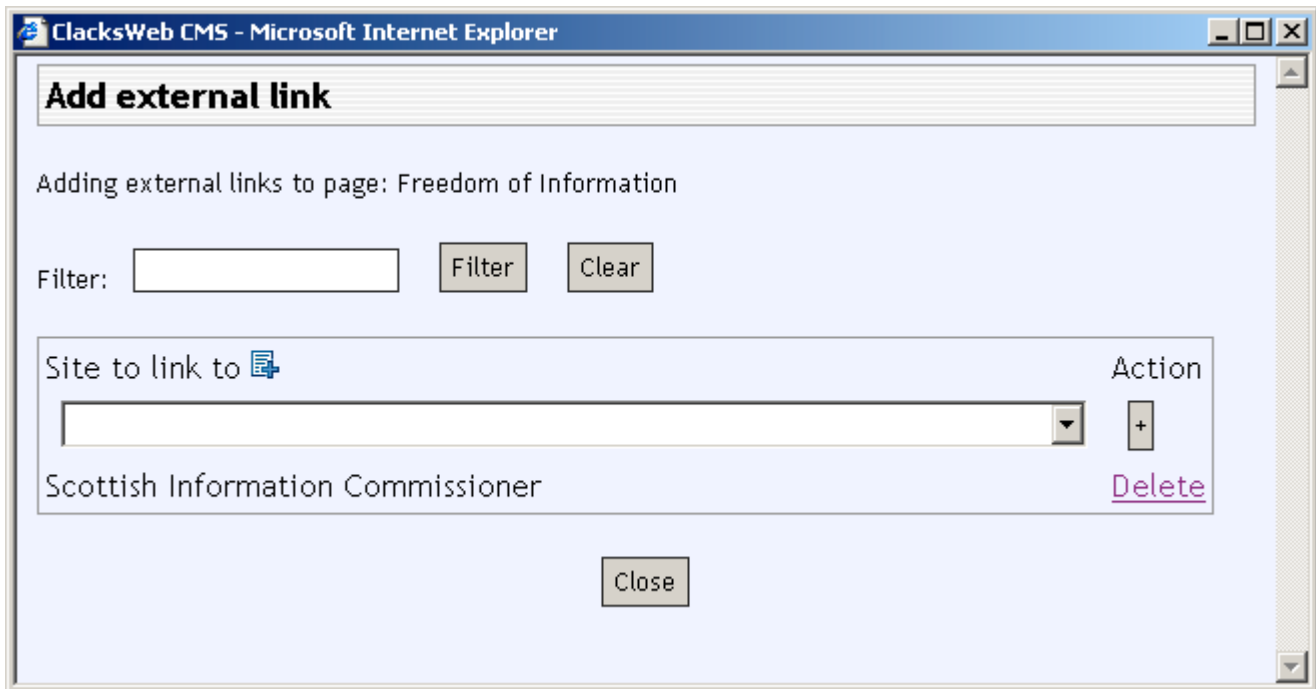
To add a link to another page on ClacksWeb, select the page from the drop-down menu and click the + button in the Action column. The drop-down menu will by default list every page on the site - to make it easier to find the page you wish to link to you can enter text in the Filter field and click 'Filter' - only those pages with titles containing the filter text will be included in the menu.

If you also wish to have a link included back to your page from the page you are linking to, check the 'Reciprocate link?' box **before** clicking the + button. Use this option sparingly - other page owners may not wish to link to your page, or there may already be a large number of links on that page.

i Internal links **should not** be used as a substitute for or to duplicate links in contextual menus (see page 12). If the page forms part of a coherent section of the site create a contextual menu instead of linking the pages together using Internal links.

Use the Red X in the Action column to remove internal links. If the link was created with a reciprocal link that reciprocal link will also be removed.

External links




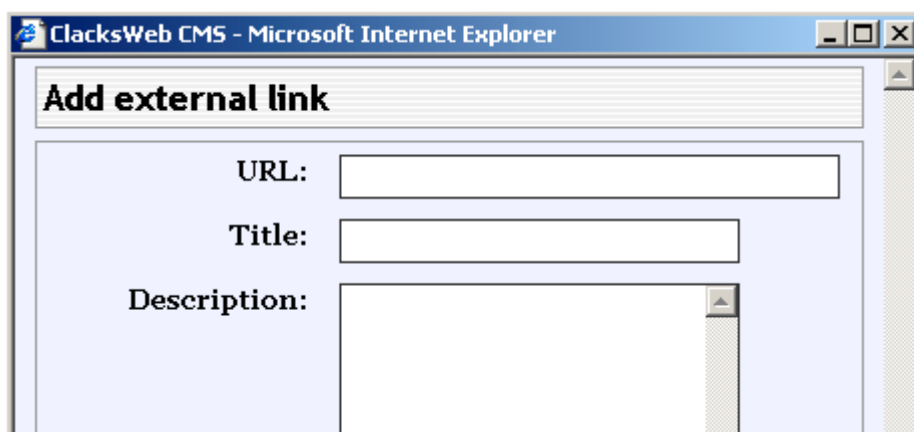
ClacksWeb maintains a central database of external links. This means that rather than creating a different record for every page which needs to link to the Scottish Executive homepage, one central record is created. When you link a page to the Scottish Executive site you create a *reference* to that central record.

This has 2 benefits: firstly, if the address of the external site changes, it only requires to be updated once; secondly, it provides the links for the public links database on ClacksWeb at:

<http://clackweb/site/links/>

Follow these steps to create an external link from your page:

1. Use the filter and the drop-down menu to see if the site is already included in the external links database. If it does go to step 3.
2. Click the add icon  to open a pop-up window with the new external link form:



Complete the form and click 'Save'. Check the 'include in ClacksWeb links database' box to

have the link appear in the public links database. Select at least one category for the link even if it is not to appear in the links database.

3. Select the site you wish to link to from the drop-down menu. Click the + button in the Action column to add the link to your page.

To remove a link click the 'Delete' link beside the site name. Please note this will only remove the link between this page and the external site - it will not remove the link from the external links database. See the Task Guide for External Links for deletion of links from the database.

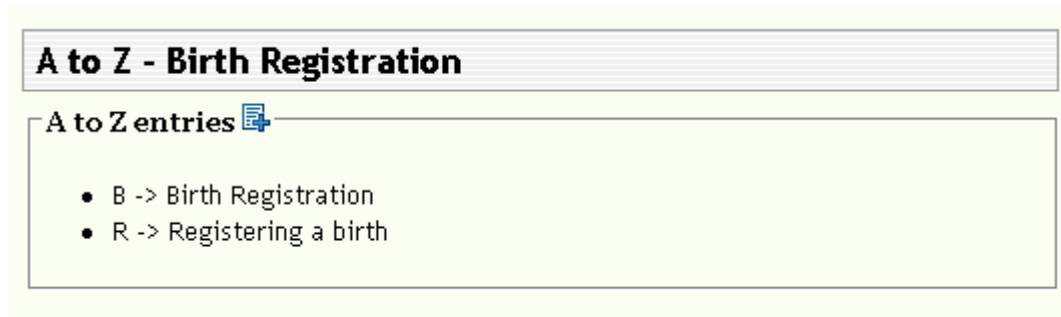
FAQs, Forms & Documents

In this section you can create links to forms and documents held on ClacksWeb. The principle and mode of operation for each of these is exactly the same as for External link above, with one exception - you cannot create new records for forms or documents from this section. If you need to create a new record for these areas please see the Task Guide for the relevant area.

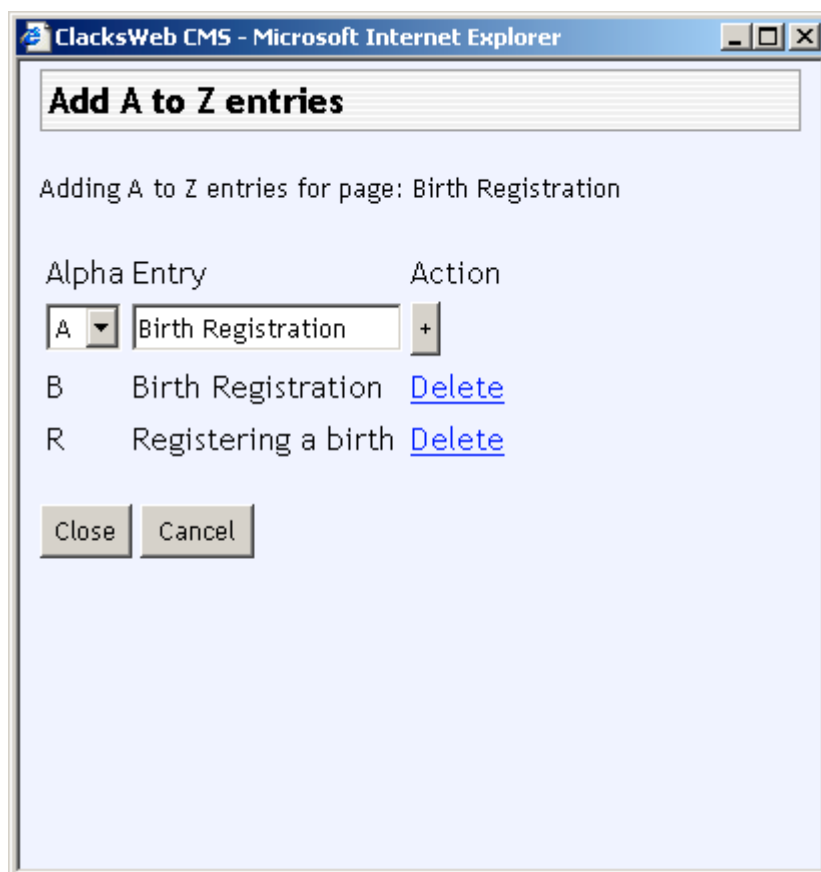
As for links try to keep the number of forms and documents to under 5 of each.

A to Z entries

This section allows you to create multiple entries in the ClacksWeb A to Z index to assist users in finding your page.



To add new or delete existing entries click the icon  to open a pop-up window:



To add a new entry select the letter under which the page should be indexed, enter the text in the Entry field, and click the + button in the Action column. The new entry will be shown in the list.

To delete an existing entry click the 'Delete' link alongside the entry.




Only create multiple entries when there is a significant likelihood that visitors will search in the A to Z for the alternative terms. As a general rule the A to Z entry should be exactly the same as your page title.

Saving your page

Once you have completed the 4 compulsory sections and any of the 4 optional sections you can save your page by clicking the ‘Commit page’ button in the left column. Until you do this your page will not be saved on the system, and is only held in the memory of your computer.


The page title will now appear in the content record list (although it may be on a different page to that which you are viewing). You can click the page title link to view the page.

Editing content


To edit a page locate it in the content record list and click the edit icon  alongside it. The content editing interface will be shown, with all fields populated. Follow the instructions for adding new content, and click ‘Commit page’ to save your amendments.

Your changes will be reflected immediately on the local server. At the next live server update (15 minutes past the hour) they will be reflected on the live server, and be available to public users.

Copying content

If you wish to create a page based on an existing page, click the copy icon  alongside it. This will display the content editing page with all fields copied from the existing page. You must at least amend the page name to be able to save the page.

Deleting content

To delete a content record click the delete icon  alongside the record. You will be prompted **once** to confirm the deletion. If you answer ‘Yes’ the page and all links to other areas will be deleted. This cannot be undone, so please use with care.