What’s New?

**New Roles:**  **Content Manager and Content Editor.** These roles provide a clear separation between the role of an Administrator and the Content Managers who manage site content, assets and users, reports and analytics and Content Editors who manage the content only.

**Persona Bar (left hand navigation task bar):** The new Persona Bar is a centralized area that facilitates all content and site management tasks which can be performed by Content Editors.

For Content Managers, among other things, it also provides access to a comprehensive suite of analytics to measure the effectiveness of a site’s content and visualize traffic flows into and out of the site.

**NEW ROLES**

**Content Managers:** Content Managers manage site content, assets, reports and analytics.

**Content Editors:** Content Editors manage the site content

These two roles will be responsible for the website maintenance.

**The Administrator** – This role is responsible for setting up and managing the site structure, URL and for the primary build and template design. This role will belong to the ALES IT team.

**PERSONA BAR (LEFT HAND NAVIGATION TASK BAR)**

The Persona Bar (left hand navigation) provides the means for Content Managers to set up and manage all facets of the website, manage site content and users as well as view useful analytics of site activities and user interactions.
The Dashboard > Overview page of the Persona Bar includes a wide range of reports that provide in-depth about information on site and page activity. Dashboard reports provide an overall picture of site interactions for a given period. The reporting period for all graphs can be changed simultaneously using the date selection options displayed across the top of the page.
DASHBOARD

Here's an overview of each element:

Page Activity: The Page Activity graph displays the total number of visitors (individual site users, including both site visitors and authenticated users) and page views. This data is then broken down into the following information below the graph:

Page Views: The total number of page views per session for the selected time period is displayed in and below the graph.

Unique Visitors: The total number of visitors for the selected time period is displayed in and below the graph.

Unique Sessions: The total number of visits to the site. Note: This varies for unique visitors as a single user may login to the site more than once during the time period which would count as multiple sessions.

Time on Page: The average time a user spends on a single page during a site viewing.

Bounce Rate: The percentage of visitors who come to the site and then leave the site without visiting any additional site pages. The lower the bounce-rate the better.
ASSETS

The Manage > Assets section of the Persona Bar allows Content Managers and Editors to view, upload and manage site files located within the site, on an external URL or in a cloud environment. Content Managers and Editors can upload multiple assets including zipped files from a variety of locations.
Adding Assets - Assets can be uploaded from a user’s computer using drag and drop, or by browsing for the asset. Assets can also be uploaded from a URL or any configured cloud connection.

Adding Folders - Content Managers and Editors can add asset folders.
Managing Assets - Content Managers and Editors can edit and permanently delete individual assets or asset folders by hovering over an asset or folder.

PAGES

The Manage > Pages section of the Persona Bar allows Content Managers and Editors to manage and add site pages and page templates. Deleted templates, pages and modules can also be restored from the Recycle Bin.
Adding Pages

Content Managers and Editors can quickly add site pages via the Pages section of the Persona Bar simply by entering a page name and choosing a page template.

Adding a Page

The image on the right is what you see when you click the Add Page button. Note that the Details tab is displayed here.

There are quite a few options here so we’ll look at them individually on the next page.

IMPORTANT!

For easy page creation and editing, do not press the Create button at the bottom of the page until you’ve entered all required information on both tabs.

Pressing the Create button will create the page. Any blank or empty fields will need to be updated using the Edit Page function.
The Details and Permissions tabs

Details Tab

The Details Tab is the opening (or first) tab you encounter when you push the Add Page button. This tab contains all the content features and options for your new web page. See the previous page for the layout of the Details Tab.

You can switch between the Details and Permissions tab by clicking on them.

Name (required) field

Name (required)

This is the page name. It’s used for internal page organization as well as URL creation, if a URL is not specified below in the URL field.

Title field

Title

The page title is displayed in the browser toolbar, is the default name when a user bookmarks a page, and displays a title for the page in search-engine results.
URL field

If filled in, the **URL field** will form part of the internet address for this page – the part that follows the primary internet address:  [http://ales.ualberta.ca/MYURLHERE](http://ales.ualberta.ca/MYURLHERE). - Note, spaces and special characters are not permitted in the **URL field**.

Description field

The page Description field is where you can provide a bit more information about your page. This is used by search engines (Google) to help describe your page in their results listing.

Keywords field

Items entered into the Keywords field are also referenced in searches. You can enter relevant keywords into the Keywords field (separated by commas) like this: Agriculture, Technology, Graduate Studies, Graduate, Studies
Tags field

The Tags Field is used for internal site taxonomy and not related to external search. You can use this field to identify pages that belong to groups, classes, or collections.

Workflow dropdown

The Workflow dropdown enables you to control how content on the page you’re creating is managed and published. Currently we’re using the Direct Publish workflow – which means that once you’ve created or edited your content, pushing the Publish button will make the new content live, either adding the new content you’ve created or making the changes you’ve made.

Currently we’re not using the other Workflow options, though that may change depending on needs of the unit.

Display in Menu toggle

This toggle switch allows you to show or hide the page from the dropdown menu structure.
Link Tracking toggle

DO NOT USE – BUILT IN ANALYTICS AND EXTERNAL GOOGLE ANALYTICS ARE IN USE TO DETERMINE THIS VALUE.

This toggle allows you to enable page and link tracking which would be visible within the Analytics view of your Dashboard.

Enable Scheduling toggle

This toggle, when activated, allows you to set the start and end date that the page will be visible on your site.

Page templates

These templates are the page styles or page layouts that are available to you. They may have pre-defined modules, or may have open module areas that you can customize. Select one to have that style/template applied to your new page.
Cancel and Create buttons

The create button takes all the information you have entered on the Details tab and Permissions tab, and creates a new page.

If a required piece of information is missing or invalid (URL with punctuation, etc) then an error message will appear beside the element that contains the problem.

Once you create the page, this screen appears. Simply drag the floating page icon to the proper location on the left and the page will be added to your menu and navigation structure.

Page Management
Page permissions can be set or the default option of adding a page that is only visible to Content Editors and Content Managers can be used.

Once the page is created the user will be taken to the page giving them the opportunity to add content and publish the page. Newly added pages will not display in the menu until they are published.

### Permissions Tab

![Permissions Tab Image]

You can add roles to the page by using the Select Role dropdown from the top of the page and pressing the Add button beside it.

```
Select Role: Translator (en-US)
ADD
```

The table on the Permissions Tab allows you to enable or disable activities based on users role, and add users to this page.
<table>
<thead>
<tr>
<th>Activity Status</th>
<th>Icon</th>
<th>Activity Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enabled</td>
<td>✔</td>
<td>This activity is allowed for this role.</td>
</tr>
<tr>
<td>Disabled</td>
<td></td>
<td>This activity is not allowed for this role.</td>
</tr>
<tr>
<td>Locked</td>
<td></td>
<td>Your account does not have rights to change permissions for this activity.</td>
</tr>
<tr>
<td>Unset</td>
<td></td>
<td>You may change permissions for this activity. Empty or unset activities behave the same as disabled activities.</td>
</tr>
</tbody>
</table>

To enable an activity (action), make sure the appropriate box is checked. To disable an activity, click on the empty box until the dot-with-line icon appears.

If a check box is left blank (unset), then that activity will not be available for the corresponding role and will behave as if it was disabled for that user/role.

You may also edit permissions on a per-user basis in the section below.

**Add User**

<table>
<thead>
<tr>
<th>Jane Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADD</td>
</tr>
</tbody>
</table>

To add a user to this page, simply click in the Add User box, and start typing their name. If they exist within the system, the corresponding ID will display in the dropdown box below.

**Add User**

| Jane Test | ADD |

Just click on that to add them to the Add User field. Then click Add to add them to the page.
<table>
<thead>
<tr>
<th>Users</th>
<th>View</th>
<th>Add</th>
<th>Add Content</th>
<th>Copy</th>
<th>Delete</th>
<th>Export</th>
<th>Import</th>
<th>Manage Settings</th>
<th>Navigate</th>
<th>Full Control</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jane Test</td>
<td></td>
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</tr>
</tbody>
</table>

Add User

[ADD]
Managing Pages

Content Managers and Editors can access page management tools by hovering over a page listing. This reveals icons to move a page to a new position in the site menu using drag and drop; view a page; edit page content; edit page settings, page detail and permissions; and delete pages.
Deleted pages are placed in the Recycle Bin where they can be restored at a later time.

Edit a page

Content Managers and Content Editor can edit the current page by selecting Edit on the Persona Bar. This places the page in edit mode and displays the Edit Bar across the bottom of the page.
The Edit Bar permits modules to be added, page settings to be managed, page history to be viewed, content to rolled back to a previous version, and allows the page to be viewed using different devices. Edit mode reveals the module action menus and permits page templates and modules to be added directly to the page.

**MANAGING AND CONTRIBUTING CONTENT**

Content Managers and Editors can access page editing via the Persona Bar. Page editors and module editors can access page editing via the Control Bar.

**Adding Content**

Content Managers and Editors can add content to the current page using one of two methods. Users can click on the Text or Image icons to add one of these common types of content or the Module icon to add any type of content including a content layout. This adds the module to the page and users can begin adding content. This option is also available to page editors.
Alternatively users can select the Add Module option on the Edit bar to add any other type of content including Content Layouts. Choose HTML Pro to add common content such as images, links and rich text.
Once a module or content layout has been selected using this method, it must be dragged and dropped onto the page. Modules can be moved to a new location regardless of the method used to add them; however Content Layouts cannot be moved once content has been added to them.
Editing Content

Content Editors, Content Managers and other authorized user can add and edit HTML content by mouse clicking on the content to be edited, making content changes and then clicking off the content to save the changes. These changes are saved but not published or submitted which allows for further changes to be made or the existing changes to be discarded. Basic text formatting, cut, copy and paste, URL linking, HTML editing, and image insert, upload and formatting can all be done inline or users can switch to the Advanced Editor to access tools which enable insertion of additional elements such as symbols, templates and other types of media.
MANAGING PAGE VERSIONS

Content Managers and Editors can view a list of the last five versions of the current page, including any unpublished drafts, by selecting Page History in the Edit Bar. Content Managers can delete and/or rollback content to a previous version.