

# **CONTENT MANAGEMENT WITH** BULLSEYE<sup>3</sup>CMS

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# **Overview**

The three main design principles for **Bullseye<sup>3</sup>** are:

- **speed** user interface must be fast and only a minimum amount of whole page refreshes should be needed. This is especially taken into account in the Back-end where appropriate. Only code partials that are needed are loaded from the server.
- **usability** in the Back-end, managing information must be easy without any unneeded steps. All logical information wholes are grouped together. Modules and their actions are put into tree structures that minimizes the needed mouse movements. At the content area, different related properties are grouped with tabs.
- search-engine optimization (SEO) by taking the latest SEO trends into account,
   Bullseye<sup>3</sup> offers a variety of possibilities for both SEO expert and site administrator to make the site search-engine friendly.

# Back-end with login

Drag and drop is used for ordering menu links.

Each module has a catalog view where all the content items are shown and each object has a detailed view. Detailed view contains all fields that can be changed for that specific content type object. Fields and all different related properties (like SEO) are divided to parts with tabs.

# What-you-see-is-what-you-get (WYSIWYG) text editor

In the Back-end, some text areas are converted into editor areas. The editor works in a way that is similar to MS Word. Texts, styling, links and tables can be inserted into content area without any prior knowledge of underlying technologies. The editor also has a file manager that makes it a snap to select files from server or upload them from the computer.

# Works well with most common browsers

The Back-end has been thoroughly tested and is compatible with the following browsers: Internet Explorer (at least version 6.0), Firefox 3.0, Safari 4.0, Opera 10.5 and Google Chrome 1.0. There are no limits for the Front-end and the level of compatibility thats is needed depends on the requirements of the specific project.

# Based on web programming framework Yii<sup>1</sup>

*Yii* makes it possible for the content management system to have good modularity and speed<sup>2</sup>. It is easy and timesaving to undertake custom development tasks. Yii and the underlying methods, developed for the CMS, are making it simple for web developers to integrate the CMS with different layouts and have custom-tailored applications made for it.

## File manager

Files can be uploaded, viewed and removed. Images have thumbnail and *Lightbox*<sup>3</sup> views. Ordinary files can be downloaded. After being added, files can be attached to menu links and their order may be changed by using drag and drop.

# Search

There is search functionality available for the Front-end. It has support for both content links and product catalog products.

# Multilingual

The CMS supports multiple locales for both Back-end and Front-end. The amount of locales is not limited in any way. In detailed views of content items, there are separated text fields for each locale.

All texts that are generated either in the Front-end, in module action output or in content templates, can be translated from the default locale to others in a specific translation management module.

It is possible to change language of the Back-end. All the texts, visible in the Back-end, are also translatable in the translation management module.

There's module for handling all the languages. Languages can be added, removed and their parameters changed.

There is an option to activate the automatic default locale selection. It works by using the visitor's IP-address and finding out if the address is between some preset IP-address range.

<sup>&</sup>lt;sup>1</sup> <u>http://www.yiiframework.com/</u>

<sup>&</sup>lt;sup>2</sup> <u>http://www.yiiframework.com/performance</u>

<sup>&</sup>lt;sup>3</sup> Lightbox is a script used to display images in an overlay on the current page, without opening a new window, see also <u>http://www.huddletogether.com/projects/lightbox2/</u>

# Security

The source code is protected by SourceGuardian.

Security is improved by using the file system structure enforced by the chosen programming framework. All executable files are divided among appropriate folders and it is impossible to access them from public web due to server-side protection (.htaccess). On the server, the framework's files can be located in any folder and that folder can be elsewhere than in the public root folder.

# Automatically generated parts of the Front-end

Usability is improved by having navigational breadcrumb links for content items that are located so deep in the menu structure that the site's visitor would be required to make many clicks on browser's back button to be able to moving back to the desired location.

Pages, product groups and products are easily found with the help of a site map. The site map displays links to each content item and also visually shows their interrelations in a treelike way.

#### Automatic thumbnail generation

Thumbnails are for example used for the product catalog and the file manager. Thumbnails are generated during the first time when images are being shown to the visitor. There are two methods for generating images: *scale-crop* and *resize*.

When the *resize* method is selected, either height or width needs to be set. The second measure is calculated automatically, preserving the aspect ratio. When the *scale-crop* is used, 1) image is made smaller by resizing it 2) the resized image is cropped to have the exact measures that were given.

# File galleries are supporting three file types: image, video and any other

When the visitor clicks on a thumbnail image, a larger version of the image is shown in *Lightbox* view. For each video file, there is a video player that is similar to the one on *Youtube* video sharing site. Other files are displayed in a stylized list view and each one has a download link.

Name and description can be attached to each file in multiple languages. Search-engine friendliness can be achieved by adding *alt*- and *title* texts to files.

# Intuitive content link handling

In the Back-end, all links are displayed in a menu tree and their interrelations can easily be seen. There is no limit to the amount of content links and levels that the menu system can have. A module's action can be attached to any content link. In the Front-end, the output of the action is displayed after the link's content. A link can also be made to redirect to some other site or another link that is in the site's menu structure.

The right mouse button can be clicked on a link item in the menu tree and then a menu appears. It has some preset actions: the item can be removed, a child link can be added below it or it's name can be changed.

#### Contact form

The form has an option to make use of *captcha image*<sup>4</sup> that lessens the risk of the form being used by spam robots.

There is a support for multilingual error messages. Erroneous situations that can be checked are: non-filled obligatory fields, the e-mail format and the validity of numeric data.

#### Search-Engine optimization

It is possible to add separate SEO-related content to all content items. The supported SEO properties are: SEO-friendly URL (or alias), browser title, meta keywords and meta description. *Alt* - and *title* texts can be added to files in the file manager.

**Bullseye<sup>3</sup>** also has the capability to automatically generate XML Sitemap<sup>5</sup> that has support for multilingual content. The XML Sitemap has all the content, product group and product links in it.

Global meta description and meta keywords can be set at the site settings. If a content item has its own SEO properties set, the global SEO properties are replaced by the ones belonging to the content item.

#### Server requirements

| PHP:                    | at least version 5.1, PDO extension must be installed                                   |
|-------------------------|---|
| MySQL database:         | at least version 5  |
| Web server:             | Apache 1 or 2, must have support for .htaccess, mod_rewrite extension must be activated |
| Source code protection: | SourceGuardian 7.1 or newer   |

<sup>&</sup>lt;sup>4</sup> <u>http://en.wikipedia.org/wiki/CAPTCHA</u>

<sup>&</sup>lt;sup>5</sup> <u>http://www.sitemaps.org</u>

# The Back-end

# Logging in to the Back-end

The Back-end functionality is available by logging in to the Back-end via the <u>www.yourdomain.com/admin</u> URL.



After selecting the appropriate language, inputting the given username and password and clicking the Login button, the main page of the Back-end will be displayed.

| in English   | Dem | O<br>Log out |
|--|-----|--------------|
| Menu structure   | 1.5 |              |
| Demo     EST     ENG     RUS   |     |              |
| Modules  |     |              |
| <ul> <li>Settings</li> <li>SEO</li> <li>News</li> <li>Products</li> <li>Files</li> </ul>   |     |              |
| Product groups   |     |              |
| Groups Gr |     |              |

# Main functionality

In the left side of the content area, there are three trees: "Menu structure", "Modules" and "Product groups". If there is an arrow ( >) in front of a tree item, the item has some related child items. These will be displayed by clicking the left mouse button on the arrow.

# Menu structure

Has the menu structure tree that is displayed in the Front-end as a multilevel menu.

# Modules

All modules and their actions can be utilized from there.

# **Product groups**

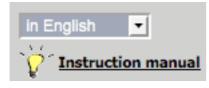
If the product catalog has been ordered, the Front-end structure tree for product groups is shown here. The order of functionality sections can be changed by clicking the left mouse button on the orange-colored header, keeping the button pressed and moving the mouse upwards or downwards. The bright yellow background shows the section's new position beforehand. When the mouse button is released, the chosen section will be moved there. The order of sections is automatically saved and it can be different for each user.

| <u> Instruction manual</u>  | Homepage | Log out |
|---|----------|---------|
|   |          |         |
| Product groups  |          |         |
| Groups<br>Wooden houses<br>Stone houses<br>Lamps<br>Gates   |          |         |
| <u><u></u><u><u></u><u><u></u><u></u><u></u><u></u><u></u><u></u><u></u><u></u><u></u><u></u><u></u><u></u><u></u><u></u><u></u><u></u></u></u></u> | Homepage | Log out |
| Product groups  |          |         |
| <ul> <li>Groups</li> <li>Wooden house</li> <li>Stone houses</li> <li>Lamps</li> <li>Gates</li> </ul>  |          |         |
| Menu structure  |          |         |
|   |          |         |

The left mouse button has been clicked and kept pressed down. The mouse cursor has been moved upwards. New possible position is shown by using yellow color. The left mouse button is released.

The left mouse button has been released and the order of functionality sections has been changed.

If there has to be more space for some functionality section, others can be closed by hiding their content by clicking the left mouse button on their orange-colored header bars.



The Back-end language can be changed from the drop down menu on top of the functionality groups.

If "**Instruction manual**" is clicked, the instruction manual will be opened. It is in PDF format.

# Managing Menu structure

# Creating, editing or deleting a link

When the right mouse button is clicked on a link, a menu appears that allows a new link to be created, or the current one to be renamed or deleted.

| in English             | Dem      | U      |
|------------------------|----------|--------|
| V Instruction manual   | Homepage | Log ou |
| Menu structure         |          |        |
| Demo     ENG     About |          |        |
| 🔓 Add new              | N        |        |
| 📃 🛄 Rename             |          |        |
| EST                    | 5        |        |

Add new

Rename

A new child link is added below the currently selected one.

Allows the name of the currently selected link to be changed. The name change is also reflected in the menu structure of the Front-end. Before choosing this action, it must be ensured that the given link is selected (has light blue background). If needed, make the link active by clicking the left mouse button on it.

RemoveRemoves a link from the Menu structure tree and thus<br/>also from the Front-end. <u>Attention! The link contents</u><br/>are removed and there is no possibility to undelete.

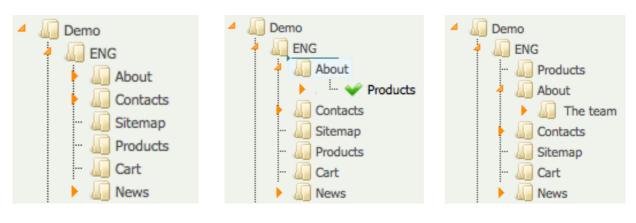
# **Re-ordering content links**

To be able to change the position of a content link, the mouse cursor must be moved on top of the link item, the left mouse button has to be clicked down and while keeping the mouse button pressed, the mouse must be dragged upwards or downwards. The new position of the link can be determined by notifying the line that appears ( $\mu$ ). A small + sign in front of some other link means that the link that is being dragged will be the child of that link. Finally, the mouse button can be released.

# Changing position of a link:

*The requirements.* **Products** link must be relocated to be the first child of **ENG**. **Products** link is grabbed by clicking the left mouse button on it, holding the button down and moving the cursor upwards. Then the mouse button is released.

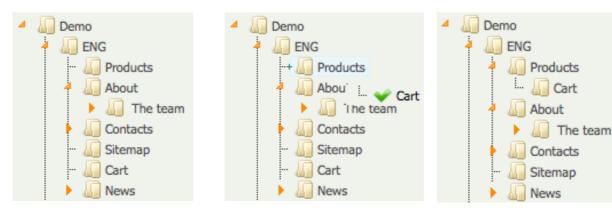
*The result.* **Products** is the first among all the links below **ENG** - link.



# Changing position of a link so that it will be child of some other link:

*The requirements.* **Cart** must be relocated to be the child of **Products**.

**Cart** is grabbed as described before and it will be moved to the top of **Products** until + sign is seen. Mouse button will be released.



*The result.* **Cart** is the child link of **Products**.

# Link parameters

| MODIFYING THE PAGE        |                  |  |   |
|---------------------------|------------------|--|---|
| Visible                   | ⊙ yes ) no       |  |   |
| Title is visible          | ⊙ yes () no      |  |   |
| Is opened in a new window | 🔵 yes 💽 no       |  |   |
| Language *                | EST  ENG FIN RUS |  |   |
| Redirect to               |                  |  | • |
| Action                    |                  |  | • |
| Content title *           | About us         |  |   |
| Headline                  |                  |  |   |
| Alias                     | en/about-us      |  |   |

- Visible Whether the link is visible in the Front-end or not. By choosing "No", the link will be visible in the Back-end but it will not be found in the Front-end and its contents can be modified without exposing it. Title is visible When "No" is chosen, the link title is not displayed in the content area of the Front-end. Is opened in a new "Yes" must be chosen if the link content should be displayed window inside a separate browser window. Otherwise the content will be opened inside the current browser window. Usually the correct language is automatically chosen and this Language value can be left unchanged. The current link already is the child of some main language link or its child link and its parent's language is selected. Redirect The drop down menu has the whole menu tree visible in it except the link itself. The current link is like a placeholder or an alias of the target link, taking the visitor to it.  $\bigvee$  Redirection also works when a URL is written to the content area. There must be nothing else written in there besides the URL.
- Action The drop down menu contains all the module actions that are available. By selecting one, its output will be displayed in the Front-end after the link content. In the example image, "Product groups" is selected and then in the Front-end, product catalog parts are shown. In the left side, there will be the product group tree and the content area has the catalog.

| Content title | The link title that is situated in the content area at the Front-end. |
|---------------|---|
|               |   |

TitleThe title that is displayed in browser's topmost title bar.It is needed to improve search-engine friendliness.

Alias An alias needs to be inserted in order to make the page easier to remember for site visitors to remember. Also search-engines will rank the page higher. In the Front-end, the alias will be the page's link and it will appear in menu structures and breadcrumb. The field is obligatory.

Any UTF-8 - compatible non-ASCII character is allowed in alias text. The site's target group must be carefully sorted out because UTF-8 characters in link address might not be compatible with some older browsers. At least Internet Explorer 6 - 8, Safari 4 and 5, Opera and Firefox are fully supported.

Alias must not conflict with any existing one. If an alias with the same content already exist, there no guarantee that the current page will be displayed.

**Meta description** The description text that is displayed by search-engines next to the link URL.

The keywords which are meant to describe the link's contents to search-engines. Attention! Filling in too many or non-related keywords must be avoided because search-engines might penalize for this kind of action.

Meta keywords

Major search-engines like Google are not giving much value to meta keywords. They do not use these for ranking.

 $\checkmark$  The link won't be permanently added to the link tree until all the obligatory fields that are marked with asterisk (\*) are filled in.

To save the parameters, the bottommost

save must be clicked.

# Building a content page

Every change that is made in the Back-end will be instantly visible in the Front-end. To view the changed content in the Front-end, the browser window containing the link with the changed content must be either refreshed or opened.

|        |                                   | 🖌 🖻 🛍 🙈 📾 🚔 🕸 😽 •     |               |
|--------|-----------------------------------|-----------------------|---------------|
| BIU    | abe X <sub>2</sub> X <sup>2</sup> |                       | 🖧 🕰 🙋 📰 🍳 🖾 😓 |
| Styles | Format                            | 💌 Font 📼 Size 💌 🗛 🕶   | A R D         |
| es     | ▼ Format                          | ▼ Font ▼ Size ▼ A.▼ A | 👜 🔁 🍞         |
| ·      |                                   |                       |               |
|        |                                   |                       |               |
| -      |                                   |                       |               |
|        |                                   |                       |               |
|        |                                   |                       |               |
|        |                                   |                       |               |

#### Content area view

\* 🖻 🛍 🛍

11

Buttons to manage an image or a text object: *cutting* (scissors), *copying* (two pages), *pasting to the content area* (blackboards), *pasting as plain text* and *pasting from Word* (a blackboard and Word document)

It is recommended to use the "paste as plain text" because this is the only way to ensure that no odd non-standard HTML code or program specific parameter markers are being inserted along with the text. These could mess up the content or even the layout as browsers struggle to cope with them.

- *Finds the inserted word or part of a word in the content.* N.B! In order for it to function, the cursor must be positioned to some some point of the content area.
- 1
- The first button marks all the objects that are located in the content area. The second one removes all the style definitions that were made to the selected text or image.
- *Inserting and removing links.* To add or remove a link, some text or an image must be selected.
  - Adding a new image or changing attributes for the selected image. If an image is already inserted to the content, then this action can also be activated by clicking the right mouse button on the image and selecting "Image properties".
- Adding a table to the content area. It is easy to position information in precise way by using tables. To accomplish that, a table needs to be created, the needed amount of rows and columns inserted and the information inserted into its cells.
- Adding a horizontal line, smileys and special characters to the content area.



Text formatting tools. These are functionally similar to MS Word.

The changes can be saved by clicking



# Adding images to the content area

First it must be determined where the image should be located and then the cursor must be moved there. Then the image insertion button (

# The form for adding an image

| Image Info Link Advand  | ced  |
|---|--|
| JRL   | Browse Server  |
| Width<br>Height a C<br>Border<br>HSpace<br>VSpace<br>Align <not set=""></not> | Preview<br>Lorem ipsum dolor sit amet,<br>consectetuer adipiscing elit. Maecenas<br>feugiat consequat diam. Maecenas<br>metus. Vivamus diam purus, cursus a,<br>commodo non, facilisis vitae, nulla.<br>Aenean dictum lacinia tortor. Nunc<br>iaculis, nibh non iaculis aliquam, orci<br>felis euismod neque, sed ornare massa<br>mauris sed velit. Nulla pretium mi et<br>risus. Fusce mi pede, tempor id, cursus |
|   |  |

"URL" makes it possible to either use an image that is situated in the Internet at some location or is located on the site's server. Attention! If the image is situated at some location in the Internet and is renamed or removed by its original author, the link will be broken.

"Alternative Text" is needed for search engine friendliness. A descriptive text should be written there.

"Browse Server" allows an image from the site's server to be shown in the content.

Fields "Width" and "Height" are defining the size of the displayed image.

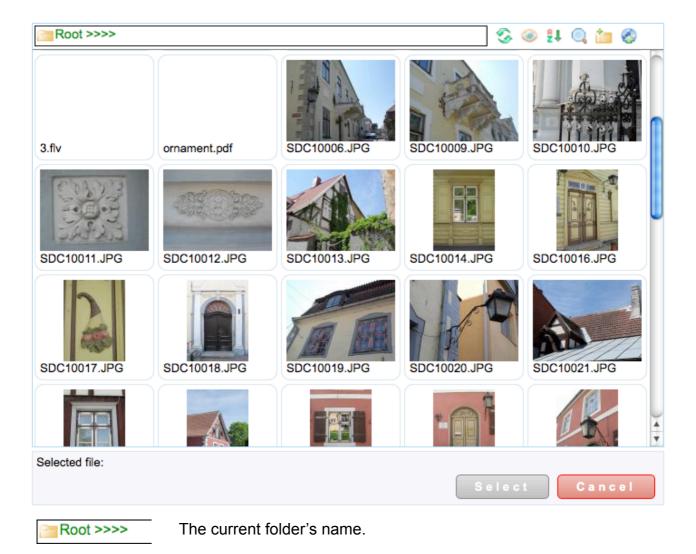
If the lock ( $^{\bullet}$ ) has been set to the locked position then either width or height must be changed and the other one is set proportionally. If the lock symbol is set to be opened, both width and height must be set and the image might become ill-proportioned. Original width and height can be restored by clicking the  $\subseteq$ .

After changing the width or height into something smaller, it is advisable to click . It will automatically generate a new thumbnail image from the original and the original one will be replaced by it in the content. As original images might have quite large dimensions, then by just changing the dimensions and not generating a thumbnail would force visitor's browser to resize the image while the large image would still be downloaded in the background. Page load speed could be much slower. Also browsers are not very good at preserving the image quality while they are forced to resize them.

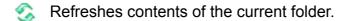
"Border" allows a border line to be set for the image.

"HSpace" and "VSpace" are needed to be able to set horizontal and vertical space in pixels between the image and its surrounding content items like text.

By clicking Browse Server, the editor's file manager will be opened. It will display files and images that have been uploaded to the server and allows one of these to be selected and inserted to the content area. A file or image can also be uploaded to the server via the file manager.



# Text editor's file manager.



- Changes the style how files and subfolders are displayed inside the current folder. The possible options are: "Thumbnails" (default), "List" and "Table".
- Allows files and folders to be ordered. They can be ordered by name, size and creation date.
- The search that is limited to the current folder.
- Creation of a new folder and uploading a file to the server. A new folder can also be created by clicking the right mouse button on the current folder's background and selecting "Add a new folder" from the menu that will open.

# Uploading a file to the server

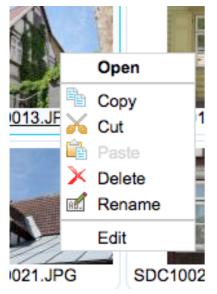
| Root >>>>   |        |
|---|--------|
| Allowed extension: gif , png , jpe<br>Max upload size (total/file): 100.<br>Path: / |        |
| File name:  | Browse |
| ( Upload X Cancel   |        |

**"Browse"** must be clicked to open the browser's file selection window.

After a file has been chosen from the computer's hard drive, the upload will start when Upload is clicked. After successful upload, folder view will be shown and the newly uploaded file should already be visible there.

# **Folder view**

In the folder view, the right mouse button can be clicked on each file and the following menu is opened:



"Open" opens the image in a new browser window.

"Copy" copies the image to the clipboard. After clicking on that and going into some subfolder, the right mouse button can be clicked on the background area and the menu has "Paste" action activated. The image that was previously copied to the clipboard can now be pasted to the subfolder.

"**Cut**" also copies the image to the clipboard. Later it can be pasted to a subfolder by using "**Paste**" as previously described.

"Edit" opens a new window that will have some image handling functions. The image's measures can be changed, it can be cropped or rotated.

"Rename" allows the filename to be changed.

 $\checkmark$  When copying, cutting or pasting, the source and target folder can't be the same.

When giving a name to the file, special characters like spaces and brackets must be avoided. These special characters might make the file URL broken in the Front-end and it will not become visible.

Subfolders can be entered by double clicking their icons or clicking the right mouse button on them and selecting "**Browse**". The rest of the actions are similar to the ones that files have.



To be able to insert an image to the text editor's content area, the left mouse button must be clicked on the image. The image will have blue border and will be made active.

In the bottom left area of the window, a text similar to the following will appear:

Selected file: /SDC10013.JPG (284.77 Kb)

Finally must be clicked.

# Adding links to the content area

*The buttons for adding and removing links.* For adding or removing a link, a content item (text or image) must be selected.

| Link                |           |         |    |   |        | 8 |
|---------------------|-----------|---------|----|---|--------|---|
| Link Info           | Target Ad | lvanced |    |   |        |   |
| Link Type<br>URL    |           | •       |    |   |        |   |
| Protocol<br>http:// | URL       |         |    |   |        |   |
| Browse Se           | erver     |         |    |   |        |   |
|                     |           |         |    |   |        |   |
|                     |           |         |    |   |        |   |
|                     |           |         | ОК | Þ | Cancel | × |
|                     |           |         |    | _ |        |   |

If the link must take the visitor to some other site, the prefix "http://" must be selected from the "Protocol" drop down menu. The exact URL must be inserted to the text field below "URL".

When a file that is situated on the server must be linked, the file manager can be started by clicking Browse Server

If "E-mail" is chosen as the link's type, the fields that are related to an e-mail link are shown. These are "Address", "Topic" and "Text". If the visitor clicks on an e-mail link in the Front-end, her default e-mail software is started and a window that allows a new message to be written is shown along with the information already filled in from these fields.

| ink                |        |          |    |      |        | 0 |
|--------------------|--------|----------|----|------|--------|---|
| Link Info          | Target | Advanced |    |      |        |   |
| Target             |        |          |    |      |        |   |
| <not set=""></not> |        | •        |    |      |        |   |
|                    |        |          |    |      |        |   |
|                    |        |          |    |      |        |   |
|                    |        |          |    |      |        |   |
|                    |        |          |    |      |        |   |
|                    |        |          |    |      |        |   |
|                    |        |          |    |      |        |   |
|                    |        |          |    |      |        |   |
|                    |        |          |    |      |        |   |
|                    |        |          |    |      |        |   |
|                    |        |          | ОК | - Þ. | Cancel | ~ |

"**Target"** - tab has a drop down menu that allows to define how the link will be opened. The two most commonly used options are: "Same window (\_self)" and "New Window (\_blank)".

| .ink               |   |
|--------------------|---|
| Link Info Target   | Advanced  |
| ld<br>Name         | Language Direction Access Key <pre><not set=""></not></pre> Language Code Tab Index |
| Advisory Title     | Advisory Content Type   |
| Stylesheet Classes | Linked Resource Charset   |
| Style              |   |
|                    |   |
|                    | OK ► Cancel ×   |

At the "Advanced" - tab, most commonly used options are: "Advisory Title", "Stylesheet Classes" and "Style".

"Advisory Title" is useful to improve search-engine friendliness. A text that describes the link should be written there.

"Stylesheet Classes" - some CSS class names can be written there. For this to be useful, the class(es) should be defined somewhere else at first, for example in template files.

**"Style"** can be used to write inline CSS style definitions that could be needed to modify the link's style.

If the word "group" (without quotes) is inserted to the field "Stylesheet Classes" and the link's target is set to be an image file on the server then the image will be shown in the *Lightbox* view when the link is clicked in the Front-end.

# Inserting a table

*Inserts a new table.* A table makes it easy to insert the information exactly to the position where it needs to be. In order to accomplish that, a table must be created, it must be positioned to the needed place in the content area and then the information needs to be inserted to the table's cells.

| Table Properties                                      |  | 0 |
|---|--|---|
| Rows<br>3<br>Columns<br>2                             | Width<br>200 pixels <b>v</b><br>Height<br>pixels |   |
| Headers None Border size Alignment <not set=""></not> | Cell spacing<br>1<br>Cell padding<br>1           |   |
| Caption   |  |   |
| Summary   |  |   |
|   | OK   Cancel                                      | ĸ |

"**Rows**" and "**Columns**" are needed to define the amount of rows and columns the table must have. These can only be defined while the table is being created.

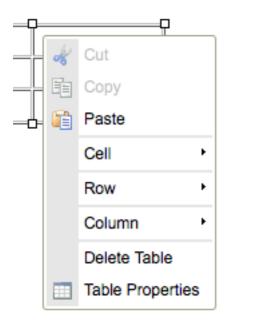
"Width" and "Height" are needed to define the measures of the table. Usually only "width" should be defined because height will vary by the amount of information that will be inserted.

"Width" can be defined either by pixels or percents. If, for example, a table needs to be created that would cover the entire content area, "100" should be inserted and "percent" select as the unit.

The border of the table can be defined by inserting the needed value to the **"Border size"** field. If the value 0 is inserted, then the border won't be visible at all. **"Alignment"** can be used to define how the data that has been inserted should be aligned inside their respective cells: left, right or center.

"Cell spacing" is needed to to define how much space there will be between adjacent table cells. "Cell padding" can be used to define how much space there will be between the data and the cell border.

The last two options, "**Caption**" and "**Summary**" are usually not needed and can be left empty. "**Caption**" could contain a title text that would be displayed on top of the table and "**Summary**" would be shown below the table.



If a table already has been inserted to the content area, its parameters can be opened by clicking the right mouse button on it.

"Cell", "Row", "Column" are allowing these table elements to be removed, new ones added etc.

For example:

Ċ-

| <b>i</b> | Paste            |                         |
|----------|------------------|-------------------------|
|          | Cell +           | Insert Cell Before      |
|          | Row              | Insert Cell After       |
|          | Column •         | Delete Cells            |
|          | Delete Table     | Merge Cells             |
|          | Table Properties | Merge Right             |
|          |                  | Merge Down              |
|          |                  | Split Cell Horizontally |
|          |                  | Split Cell Vertically   |
|          |                  | Cell Properties         |

"Delete table" - deletes the table.

**"Table properties"** - allows the table's general properties (width, border size etc.) to be modified.

# Adding files to links

All files that have been inserted into the file manager can be added to links. To be able to do that, first click on the link in the "**Menu structure**" tree, move the mouse cursor over a file in the "**Available**" - column, press and hold down the left mouse button and move the selected file to the "**Selected**" - side. A file can be removed from the selected ones by moving it back to the "**Available**" - side.

The selected files can also be ordered by vertically moving them up and down in the "Selected" - side.

There are preview functions available for the different kinds of files. For images, there is *Lightbox* - view and others can be downloaded by clicking on their names.

#### Chosen



The left mouse button has been clicked and held down on an item and the item is being dragged to the column having the selected ones. The yellow background is helping to point out the selected item's future position among the other items.

Chosen



After the left mouse button is released, the item will be fixated to its new position among the selected items.

There is no need to click SAVE because right after the dragging is completed and the dragged item is situated among the selected ones, the changes are automatically saved.

# An overview of elements used in modules for handling content

For managing content inside modules, there are **tree structures**, **listing views** and **detailed views** in use.

#### **Tree structures**



Some practical examples of how tree structures function can be seen in the beginning of this document. See the part "Managing links".

Some tree structures are dynamic and in addition to allowing access to information, also represent the structure of information.

For product groups or content links for example both structure and content are shown in the Front-end. Structure is in the form of a multi-level menu.

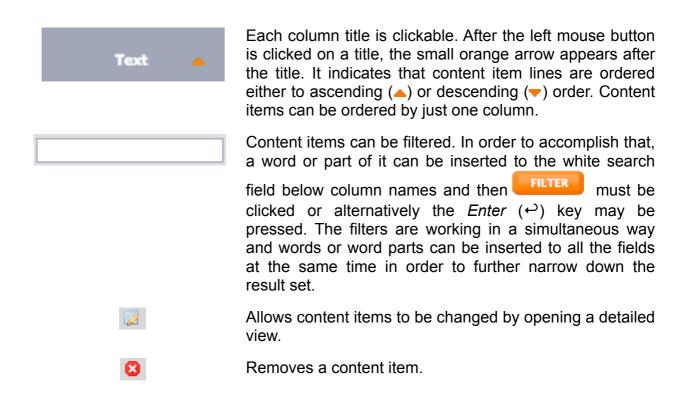
It is not possible to change order of static tree structure items as they are intended only for administration purposes. The "**Products**" link in the left is of such type.

#### Listing views

| 3        |               | _    | •      |
|----------|---------------|------|--------|
| Category | Text          |      | ILTER  |
|          |               | Edit | Remove |
| admin    | Aug           |      | 8      |
| admin    | August        |      | 8      |
| message  | Blue          |      | 8      |
| message  | Browser title |      | 8      |
| admin    | Browser title |      | 8      |



If the amount of content items is over the configured limit, content items are spanned over multiple pages and the navigational element similar to the one in the left appears on top of the table. When the left mouse button is clicked on the light-grey area next to the orange button, indicating the currently active page, another page will be opened. By clicking ? or ? the focus of paging can be moved forward or backwards by just one page.



All texts written to filter fields, active paging page or ordering choices are separately saved for each administrative user. When the user logs out and later back in, every listing view is shown in the state it was when she left. The user can start to work immediately with the information she had inserted before she left, her workflow is uninterrupted.

# **Detailed views**

If a content item has to be modified, texts changed or inserted, this can be done in detailed views. A detailed view usually consists of forms having fields with *wysiwyg*-editors, text fields, checkboxes, radio buttons and drop down menus. Logical wholes are grouped by using tabs.

Some forms may also have some dynamic content attached to them or some elements that are somehow related to some other content items. Product catalog for example has groups and each group might have products attached to it. The order of products can be changed and for that purpose there is a tab called **"Products belonging to the group"**, showing all the product elements that can be vertically arranged using drag and drop.

# "General" - tab, from product catalog.

| General        | Descriptions | SEO     | Files | Images |  |  |  |  |
|----------------|--------------|---------|-------|--------|--|--|--|--|
| GENERAL INFO   | RMATION      |         |       |        |  |  |  |  |
| Group          | Windo        | ws      |       |        |  |  |  |  |
| Extra fields   | Add new      | Add new |       |        |  |  |  |  |
| Has discount   |              |         |       |        |  |  |  |  |
| Code           | 4345454      | 5       |       |        |  |  |  |  |
| Price          | 150.00       |         |       |        |  |  |  |  |
| Discount price | e 0.00       |         |       |        |  |  |  |  |

#### A field with the editor, from product catalog.

| Ge   | neral        | Descriptions                       | SEO       | Images            |             |
|------|--------------|------------------------------------|-----------|-------------------|-------------|
| PRO  | DOUCT DES    |                                    |           |                   |             |
| Desc | cription (EN | IG)                                |           |                   |             |
|      | E Source     |                                    | * 🖻 🛍 🕷 🕻 | ≧ & ≪ - ← → 🗛 🚓 🗐 | 0           |
|      | BI           | Jahe X <sub>2</sub> X <sup>2</sup> | 計 田 🖷 🖷   | " 🗄 🗄 🗏 🗶 🗛 🏱 🖾 ( | 🤌 🗐 🖶 😜 🕰 📇 |
|      | Styles       | Format                             | Font      | Size 🔽 🗛 🔺 🏟 🕵 💽  | _           |
|      |              |                                    |           |                   |             |
|      |              |                                    |           |                   |             |
|      |              |                                    |           |                   |             |

| General  | SEO Prod    | ucts be | longing to the group |
|----------|-------------|---------|----------------------|
| 35       | Window 1    |         |                      |
|          | Window 3    |         |                      |
|          |             |         |                      |
|          |             |         |                      |
| Download | Title (ENG) | Abou    | it stacks            |
|          | Title (EST) | Abou    | it stacks            |
|          | Title (RUS) | Abou    | it stacks            |
| Download | Title (ENG  | )       | Another file         |
|          | Title (EST) |         | Teine fail           |
|          | Title (RUS) |         | Another file         |

Some elements can be vertically ordered. These dark-grey elements exist for example in "Settings" module, in "Header files" tab. Similar elements also exist in "Files" and "Images" tabs in detailed views of products and news.

These elements can be ordered by moving the mouse cursor to the dark grey area, clicking the left mouse button down and while keeping it pressed, moving the mouse upwards or downwards. The bright yellow background shows beforehand where the item will be situated once the left mouse button is released.

# Base modules

# Settings

| Menu structure                      |  |   |
|-------------------------------------|--|---|
| 4 🛺 Demo                            | General settings   | Header files Order of discount products     |
| eng                                 | GENERAL SETTINGS   |   |
| ··· 🛺 Products<br>··· 🛺 About Us    | General settings       Header files       Order of discount products         GENERAL SETTINGS       Administrator's       Info@demo.ee         e-mail       Info@demo.ee         Headline (ENG)       Demo         Headline (EST)       Demo         Headline (RUS)       Demo         B       I I I III IIII IIIIIIIIIIIIIIIIIIIIII |   |
| Contacts     News                   | Headline (ENG)   | Demo  |
| 🏭 Sitemap                           | Headline (EST)   | Demo  |
| - U Cart                            | Headline (RUS)   | Demo  |
| Modules                             |  | B I 1 = ⊨ Styles ▼ Format ▼ Font ▼ Size ▼ 2 |
| Settings<br>SEO<br>News<br>Products | Footer text (ENG)  |   |

"General settings" - tab has:

Admin e-mail The e-mail address, used for each Front-end form as the recipient e-mail where the messages will be sent. For example, the shopping cart module and contact form are using the address from this field.

The title that will be displayed for the page in search-engine results and is also shown in the browser toolbar.

Title

If a link has a title of its own or some module action has been activated for a link and a title has been set, the specific title will be displayed instead of this one.

Meta description Meta description
The description is needed to generally describe the content of the site. It will be displayed for the page in search-engine results. Just like for the title, this one will be replaced by a more specific description that can be inserted for a link or a module action.

> Keywords, that can be inserted for some search-engine friendliness. Just like for the meta description, the ones inserted here will be replaced by more specific ones that can be inserted for a link or a module action.

Meta keywords



✓ Major search-engines like Google are not giving much value to meta keywords. They do not use these for ranking.

The changes can be saved by clicking the

save button.

"Header files" tab can be used to insert images or a Flash SWF file for the page header area. Whether this is supported in the Front-end or not depends on the site's template.

Files can be ordered. After the mouse cursor has been moved to a position on top of a header file, the left mouse button can be clicked and kept down while moving the mouse cursor up or down. If there are many image files, they will be successively displayed in the Front-end with a delay of a couple of seconds, using the *fade-out-in* effect. If the topmost position has an SWF-file, it will be the only one to be displayed.

# Translation texts

All the texts in a module's output or theme files, that have been marked so that they can be translated, are automatically added to the texts in the translation module.

The translations can be filtered. In order to accomplish that, a word or part of it can be inserted to the white search field below column names ("**Category**" and "**Text**") and then

FILTER must be clicked or alternatively the Enter (↔) key may be pressed.

| <b>3</b> |                           |      | •      |
|----------|---------------------------|------|--------|
| Category | Text                      |      | FILTER |
|          |                           | Edit | Remove |
| message  | did not yield any result. |      | 8      |
| admin    | was loaded to server      | 2    | 8      |
| message  | was loaded to server      |      | 8      |
| message  | «Previous                 |      | 8      |
| message  | * - are obligatory fields |      | 8      |
| message  | /en/all-offers            |      | 8      |
| error    | Error handling database   |      | 8      |
| message  | About Yourself            |      | 8      |

If a translation has been removed from the translations module and at the same time not removed from the source file where it was generated, it will be automatically added back to the translation module.

# Languages

The Languages - submodule makes it possible to handle languages for the site. Languages may be added, removed and their information may be modified.

| 0                   |      |      | •      |
|---------------------|------|------|--------|
| Language and locale | Name | F    | ILTER  |
|                     |      | Edit | Remove |
| ru_ru               | RUS  |      |        |
| et_ee               | EST  |      | 8      |
| en_gb               | ENG  |      | 8      |
|                     |      |      |        |

When "Add new" is clicked, the following form appears

| anguage and locale * | fi_fi |
|----------------------|-------|
| lame *               | FIN   |

# Language and locale

The language and locale must be inserted int he following form: languagename\_locale. For example: *fi\_fi* (for Finnish language and Finland), *de\_de* (for German language and Germany).

#### Name

Some text describing the language may be inserted there. As this text will be shown in all the detailed views and some listing views of all modules, side by side with other language names, it should be something compact. For example: FIN for Finnish, GER for German.

Extra care is needed when removing a language because with the removal of a language, also all the related translation texts and content items will be removed!

# File manager

The list view that displays all the files that have been uploaded to the CMS' file manager will be opened when "**Files**" link is clicked in the "**Modules**" tree.

As described in the content page building chapter (see page 18), all files can be added to links and each file type (image, video or any other) has its own kind of representation in the Front-end.

The column titles "Title", "Type", "File name" and "Preview" on top of the filter fields are links and files will be ordered alphabetically in either descending or ascending order by text in that particular column when any of these links is clicked.

To filter the files, a word or part of it can be inserted to the white search fields below the

column name links. Then either  $\underbrace{\text{FILTER}}$  can be clicked or alternatively the *Enter* ( $\leftarrow$ ) key can be pressed. The filters are working in a simultaneous way and words or word parts can be inserted to all the fields at the same time in order to further narrow down the result set.

| <               |                 |                  |          |         | •      |
|-----------------|-----------------|------------------|----------|---------|--------|
| Headline        | Туре            | File name 🔺      | Preview  |         | ILTER  |
|                 |                 |                  |          | Edit    | Remove |
| About<br>stacks | application/pdf | About Stacks.pdf | Download |         | 8      |
| Door 1          | image/jpeg      | SDC10016.JPG     |          | 2       |        |
| Door 2          | image/jpeg      | SDC10018.JPG     |          | <b></b> | 8      |
| Door 3          | image/jpeg      | SDC10026.JPG     |          | 2       | 8      |

The file manager has some file preview capabilities. All image thumbnails are clickable and a larger version will be opened in the *Lightbox* view. All other file types are having download links.

# Adding a new file to the file manager

In order to add a new file, the arrow () must be clicked in front of the link "Files" in the Modules tree. Then "Insert a new file" must be clicked.

| UPLOADING A NEW FILE |             |
|----------------------|-------------|
| File                 | CHOOSE FILE |
| Headline (EST)       |             |
| Description (EST)    |             |
| Headline (ENG)       |             |
| Description (ENG)    |             |
| Headline (FIN)       |             |
| Description (FIN)    |             |
| Headline (RUS)       |             |
| Description (RUS)    |             |
|                      | ADD         |

After clicking **CHOOSE FILE**, the file can be chosen from the File computer's hard drive.

In the Front-end, the role of title varies by file type.

For image, it will be used in the link as a value for the "title" parameter.

For an ordinary file link, it will be used as link's text. If the file type is image, then the title text is also inserted to the text below the image. Title

For video, the title is displayed before the *Youtube*-like player.

Especially for images and links, the title attribute has some value for search-engine friendliness.

For ordinary files and videos, the field's value is displayed as a description text below the link text or Youtube-like player.

Description

For images, the description will be inserted into the "alt" parameter. "Alt" improves the site's search-engine friendliness.

The file will be uploaded in the background and depending on the size of the file, the upload process might take some time. If the upload has been completed and was a success, a text similar to "File name.jpg was successfully uploaded" appears.

After the successful upload, the file can be added to the content management system

by clicking

# Search-engine optimization (SEO)

For each content item and module action, it is possible to add SEO properties. For products and product groups, for example, SEO properties can be changed in the detailed view by selecting the SEO tab. This is adequate until the amount of items grows high. SEO module offers the possibility to simultaneously change the SEO properties of many items that are belonging to same content item group.

When the arrow () is clicked in front of the "SEO" link in the Modules tree, all the content item group links are displayed. There are "Links", "Products", "News", "Product groups" and "Module actions". Because the handling of the items belonging to each group is very similar, only the contents of "Products" will be shown below.

When the link "**Products**" is clicked, the list view is displayed. The items can be filtered by writing words or word parts to the text fields below the column titles. To further narrow down the resulting set, many fields can be simultaneously filled in.

|       |          |            |               |       |                  | FILTER SAVE      |
|-------|----------|------------|---------------|-------|------------------|------------------|
|       | Language | Headline   | Browser title | Alias | Meta<br>keywords | Meta description |
|       |          |            |               |       |                  |                  |
| 4     | en_gb    | Ornament 1 |               |       |                  |                  |
|       | et_ee    | Ornament 1 |               |       |                  |                  |
|       | fi_fi    | Ornament 1 |               |       |                  |                  |
|       | ru_ru    | Ornament 1 |               |       |                  |                  |
| 01030 | en_gb    | Ornament 2 |               |       |                  |                  |

| Language      | Information field that is not editable. Shows to which locale present in the content management system the item belongs to.     |
|---------------|---|
| Title         | <i>The text</i> that is displayed in the Front-end as the product's title both in the catalog and detailed view.                |
| Browser title | <i>The text</i> that is displayed in the browser title bar when the product's detailed information is displayed to the visitor. |
| Alias         | Replacing the system-generated alias with the more SEO friendly<br>and readable one.  |

The keywords that define the product, can be inserted for some search-engine friendliness.

Meta keywords

11

Major search engines tend to ignore the meta keywords altogether as these have been abused by webmasters in the past.

The description is needed for generally describing the product. It will be displayed for the product detailed view page link in searchengine results.

Meta description

If the description is not set, there's a risk that searchengines come up with some dummy description that does not match the product at all and that link will not generate enough clicks.

When satisfied with the changes made, **SAVE** can be clicked.

In Bullseye<sup>3</sup>, the display of the SEO properties is functioning in a layered way. This is especially clearly visible in the product catalog. The first SEO properties to be taken into account are the ones that are located in the Settings module. After that, the currently active link is examined.

If the link is just an ordinary one, with no module actions attached, the system checks if browser title, meta keywords or meta description has been set for it. If the separate meta information has been set, it is used instead of the global one.

If the link has some module action attached to it, and the action has some SEO of its own, any other SEO from the link or Settings module will be replace with that.

In the similar way - if a product group has been opened and group has some SEO properties of its own, the more general SEO will be replaced by group's SEO.

If the visitor is viewing product detailed information and SEO of its own is set, the product group SEO properties will be replaced by it.

If it seems impossible to save the data in the SEO module, the Internet Service Provider (ISP) might have installed Suhosin<sup>6</sup> security module to the server. SEO module has large forms and inadequately configured Suhosin will not allow large forms to be sent to the server. The ISP needs to be contacted and they should configure the module to be more permissive.

<sup>&</sup>lt;sup>6</sup> <u>http://www.hardened-php.net/suhosin/</u>

# Modules that need to ordered separately

# Product catalog

# Product listing

To be able to see all the products that have been added to the CMS, "**Product catalog**" Ineeds to be clicked in the Modules tree. In the listing, the products are alphabetically ordered in the ascending order by name.

The items can be filtered by writing words or word parts to the text fields below the column titles. To further narrow down the result set, many fields can be simultaneously filled in.

"Name" and "Code" are links and the products will be ordered alphabetically in either descending or ascending order by text in that particular column when any of these links is clicked.

| Menu structure       | Columnation |                |
|----------------------|-------------|----------------|
| Demo     EST     ENG | Code        | Name           |
| ► Ling RUS           |             |                |
| Modules              | 43454545    | Aken 2         |
| Settings             | 544545765   | Kivimaja uks 1 |
| EO SEO               | 987983433   | Kivimaja uks 2 |
| News     Products    | 76825345    | Kivimaja uks 3 |
| L. L. Add new        | 5445454544  | Latern 1       |
| Files                | 5422333     | Latern 2       |

# Building the product catalog

The product catalog consists of groups and each group consists of products. One product can only belong to a single group.

Adding a group works in a similar way to adding a link (see "Managing menu structure" on page 8).

In order to add a new group, these steps must be completed:

 a parent group must be selected from the "Product groups" tree and the left mouse button must be clicked on it. If there are no groups added yet, just "Groups" must be selected. 2) after the parent group has been made active by selecting it, the right mouse button must be clicked on it and "Add new" must be selected from the menu. A form with empty fields will be opened to the right and a new leaf node will appear in the tree.

|   | Lamps      |
|---|------------|
| L | Group name |

3) the name for the new group can be typed immediately. After the name has been typed, the cursor can be moved out of the tree. The name will be automatically added to the form, too.

# At the Front-end, the depth of the product groups menu tree is limited. Usually there are only two levels in use. More levels can be added if needed.

| General SEO       |                                     |
|-------------------|-------------------------------------|
| EDITING THE GROUP |                                     |
| Visible           |                                     |
| Code              |                                     |
| Name (ENG)        | Lamps                               |
| Name (EST)        |                                     |
| Name (RUS)        |                                     |
|                   | BI = = A Styles Tromat Tront Size T |
| Description (ENG) |                                     |

The group form, after a new group has been added

| Visible            | The tick can be removed if the group should be hidden from the group menu tree in the Front-end. |
|--------------------|--|
| Code               | A freely chosen number or a code. It is not obligatory.  |
| Name & Description | If the site is multilingual then multiple fields can be filled in.                               |

In the SEO tab, it is possible to insert search-engine friendliness - related information

| General           | SEO          |  |  |
|-------------------|--------------|--|--|
| SEARCH ENGINE     | FRIENDLINESS |  |  |
| Alias (ENG)       |              |  |  |
| Alias (EST)       |              |  |  |
| Alias (FIN)       |              |  |  |
| Alias (RUS)       |              |  |  |
|                   |              |  |  |
| Browser title (EN | G)           |  |  |
| Browser title (ES | т)           |  |  |
| Browser title (FI | 4)           |  |  |
| Browser title (RL | S)           |  |  |
|                   |              |  |  |
|                   |              |  |  |
| Meta description  | (ENG)        |  |  |

Replaces the system-generated alias with the more SEO friendly and readable one. A good format could be like /en/catalog-alias/a-possible-parent-group/this-group .

Alias

# ✓ It is obligatory to insert a slash (/) before the alias text.

If the site is multilingual then there are multiple fields that can be filled in. The same applies to "Meta description" and "Meta keywords".
 Browser title For more SEO-related information, like detailed description about the meaning of each field, see also the chapter "Search-engine optimization (SEO)" (page 28).

The changed information can be saved by clicking

SAVE

The order of the products belonging to a group can be changed by opening the detailed view. After a new group has been saved, and has some products related to it, it will have the **"Products belonging to the group"** - tab added to it. Under that tab, there are the product items.

| G | ieneral | SEO    | Products belonging to the group |
|---|---------|--------|---------------------------------|
|   |         | Door 1 |                                 |
|   |         | Door 3 |                                 |
| Į |         | Door 2 |                                 |



The ordering of products is very similar to the ordering of product files by using *drag-and-drop*.

When the left mouse button is clicked on the grey area of an item and the mouse is dragged upwards or downwards, other items will make room for the currently selected one and a yellow area will show beforehand where will be the new location for the item.

Product image thumbnails are clickable and larger versions of images are displayed by using the *Lightbox* - view.

# Adding a new product

A new product can be added by clicking the arrow () in front of the "**Products**" link and then clicking the "**Add new**" link.

All the needed information can be filled in into the "**General**", "**Description**" and "**SEO**" tabs. The fields are quite similar to the ones in the product group adding form.

Finally must be clicked in order to add the product to the CMS.

| General      | Descriptions | SEO |     |       |        |      |           |   |
|--------------|--------------|-----|-----|-------|--------|------|-----------|---|
| ADDING A NEV | V PRODUCT    |     |     |       |        |      |           |   |
| Group        |              |     |     |       |        |      |           | - |
| Visible      |              |     |     |       |        |      |           | - |
| Code         |              |     |     |       |        |      |           |   |
| Price        |              |     |     |       |        |      |           |   |
| Name (ENG)   |              |     |     |       |        |      |           |   |
| Name (EST)   |              |     |     |       |        |      |           |   |
| Name (FIN)   |              |     |     |       |        |      |           |   |
| Name (RUS)   |              |     |     |       |        |      |           |   |
| Intro (ENG)  | В            |     | Sty | les 🔻 | Format | Font | Size Size | 2 |

**V** Right after the new product has been added, the detailed view will be reopened and new tabs - "Files" and "Images" - will appear after "SEO". An introduction to product file management is on the next page.

# Making changes to a product's information

In order to change the product information, "**Product catalog**" has to be clicked in the Modules tree. Then the product that needs to be changed can be chosen and by clicking

on its row, the detailed view will be opened. All the information can be changed in the "General", "Description" and "SEO" tabs. Files and images can be added to the product.

All the changes will be saved when

is clicked.

| General        | Descriptions | SEO | Files     | Images  |       |      |        |   |
|----------------|--------------|-----|-----------|---------|-------|------|--------|---|
| GENERAL INFO   | RMATION      |     |           |         |       |      |        |   |
| Group          | Doors        |     |           |         |       |      |        | • |
| Extra fields   | Add new      |     |           |         |       |      |        |   |
| Has discount   |              |     |           |         |       |      |        |   |
| Code           | 98798343     | 33  |           |         |       |      |        |   |
| Price          |              |     |           |         |       |      |        |   |
| Discount price | 0.00         |     |           |         |       |      |        |   |
| Name (ENG)     | Door 2       |     |           |         |       |      |        |   |
| Name (EST)     | Uks 2        |     |           |         |       |      |        |   |
| Name (RUS)     | Door 2       |     |           |         |       |      |        |   |
| Intro (ENG)    | В            |     | 🔔 🙈 Style | s 💽 For | nat 💽 | Font | Size V | 2 |

"Add new" next to "Extra fields" allows a custom drop down menu to be added to the product's listing and detailed view. The choices can be added in multiple languages.

Adding a new extra field:

|              | Name (ENG) | Height | Value (ENG) | ,40,80,100 | 8 |
|--------------|------------|--------|-------------|------------|---|
|              | Name (EST) | Kõrgus | Value (EST) | ,40,80,100 | ] |
| Extra fields | Name (RUS) | Height | Value (RUS) | ,40,80,100 | ] |
|              |            |        |             |            |   |

A descriptive title can be added next to the drop down menu. This what the "Name" field is for.

All values that should appear in the drop down menu must be inserted to "**Value**" field. Each item must be separated by comma. If the first value must be empty, then just comma can be added

| After UPDATE appears in the Fro | is clicked,<br>nt-end | the | menu | Height | -   |
|---------------------------------|-----------------------|-----|------|--------|-----|
|                                 |                       |     |      |        | 40  |
|                                 |                       |     |      |        | 80  |
|                                 |                       |     |      |        | 100 |
|                                 |                       |     |      |        |     |

Under "**Files**" tab it is possible to upload files from the computer to the server and these will be automatically included in the Front-end. To improve SEO, title texts can be added.

After the file has been added, it can be downloaded by clicking the "Download" - link and its titles may be changed by editing the fields and when completed, clicking Save .

| General | De   | escriptions | SEO     | Files     | Images           |      |
|---------|------|-------------|---------|-----------|------------------|------|
| FILES   |      |             |         |           |                  |      |
|         |      |             | 100     | Uplo      | ading a new file |      |
|         | ENG  |             |         |           |                  |      |
| Title   | EST  |             |         |           |                  |      |
|         | RUS  |             |         |           |                  |      |
|         |      |             |         |           | CHOOSE FILE      |      |
|         |      |             |         |           |                  |      |
| Down    | load | Title (EN   | IG) Abo | ut stacks |                  | 8    |
|         |      | Title (E    | ST) Abo | ut stacks |                  |      |
|         |      | Title (Rl   | JS) Abo | ut stacks |                  | Save |
|         |      |             |         |           |                  | Save |

"**Images**" - tab is used for adding images to products. For images it is also possible to improve SEO by adding titles and alternative texts.

| General       | Descriptions | SEO     | Files        | Images      |                            |      |
|---------------|--------------|---------|--------------|-------------|----------------------------|------|
| OOTE PILD     | ID           |         |              |             |                            |      |
|               |              |         | Adding       | a new image |                            |      |
|               | ENG          |         |              |             |                            |      |
| Alt -<br>text | EST          |         |              |             |                            |      |
|               | RUS          |         |              |             |                            |      |
|               | ENG          |         |              |             |                            |      |
| Title         | EST          |         |              |             |                            |      |
|               | RUS          |         |              |             |                            |      |
|               |              |         | CHO          | DSE IMAGE   |                            |      |
|               |              |         |              |             |                            |      |
| -             | Alt - text ( | ENG) S  | ummer window | Title (ENG) | Alt text for summer window | •    |
|               | Alt - text   | (EST) S | ummer window | Title (EST) | Alt text for summer window |      |
|               | Alt - text ( | RUS) S  | ummer window | Title (RUS) | Alt text for summer window | Save |
|               |              |         |              |             |                            |      |

Alt-text Search-engine friendliness can be improved by inserting descriptive, alternative texts for images.

TitleTitle texts are shown in the Front-end as title texts inside the<br/>Lightbox view.

After texts have been inserted, "CHOOSE IMAGE" - link must be clicked and an image can be chosen from the computer. If the image has been successfully uploaded, it will appear in the last position among the others.

After the image has been added, its title and Alt - texts may be changed by editing the fields and clicking **Save** upon completion.

Both files and images can be ordered with drag-and-drop. If a file or an image has been successfully uploaded, it will appear in the last position among the other items.

Files and images may be remove by clicking <sup>123</sup>.

 $\dot{\nabla}$ 

 $\checkmark$  Images and files will be uploaded in the background with no visible page refresh. Depending on the size of the file, the upload process might take some time.

# News

# News listing

Instruction manual Log out Homepage Menu structure Modules Language Name Settings Translations Languages en\_gb Other news6 ... 📗 Add new SEO Esimene uudis1 et\_ee News 🗝 🌆 Add new Groups - Add new

To be able to see the listing of all news items, "**News**" must be clicked in the Modules tree.

# Inserting a news item

The needed **"Insert news"** and **"Groups"** will be opened when the arrow (▶) in front of the "**News"** link in the Modules tree is clicked. Each news item must belong to one group.

If there are no news groups yet, at least one has to be added. To be able to do that, the arrow in front of "**Groups**" must be clicked and then "**Add new**".

| ADDING A NEW | GROUP   |
|--------------|---|
| Name (EST)   |   |
| Name (ENG)   |   |
| Name (FIN)   |   |
| Name (RUS)   |   |
|              | ADD   |
| Name         | If the site has multiple locales activated, the translations can be added |
| Finally      | must be clicked and the listing view is displayed.                        |

A news item can be inserted by clicking "Add new" in the Modules tree under "News".

| General       | Intro | Content | SEO       |
|---------------|-------|---------|-----------|
| ADDING THE N  | EWS   |         |           |
| Language *    |       | € ENG   | EST 🕜 RUS |
| Group         |       | News    |           |
| Visible       |       |         |           |
| Visible from  |       |         |           |
| Visible until |       |         |           |
| Headline *    |       |         |           |

"General" tab is used to insert the basic information for the news item:

| Language | The language of the news item. Makes it possible to selectively show news on the Front-end by the language chosen by visitor. |
|----------|---|
| Visible  | The tick can be removed if the group should be hidden from the group menu tree in the Front-end.                              |

| Visible from  | The starting date when the news item will start to be displayed in the Front-end.  |
|---------------|--|
| Visible until | After the given date, the news item will be hidden and not visible in the Front-end. This is not an obligatory field and if nothing is inserted here then the news item will be visible indefinitely.              |
| Title         | The title that will be displayed in the latest news area (if<br>the area is activated) and in the content area of the Front-<br>end. Translations can also be added if the site has multiple<br>locales activated. |

"Intro" and "Description" tabs are having the what-you-see-is-what-you-get - type text editor areas. "Intro" can be used to enter the text that is displayed as the introductory text in the latest news area of the Front-end. The texts that are inserted to the "Content" tab are displayed in the detailed view of the news item.

adds the news item to the CMS.

Soon after the information has been saved, the detailed view will re-appear and new tabs, "Files" and "Images" will appear after "SEO".

Under "Files" and "Images" it is possible to upload files from the computer to the server and these will be automatically included in the Front-end. Both files and images can be ordered with drag-and-drop. If a file or an image has been successfully uploaded, it will appear in the last position among the file items.

Both Alt - texts and titles can be added to images and title texts to files in a way similar to products. See page 37 for closer information.

# Blog

11

Blog module covers all the basic needs of blogging.

For the Front-end, there are listing view and detailed view, tag cloud and killed spam indicator.

There's RSS link that functions together with the tag cloud. If a tag is clicked in there, and then the RSS link is clicked, then newest blog posts, belonging under that specific tag, are shown. If no tag link is previously clicked, all the newest blog posts are shown.

Listing view also has automatic thumbnail generation for any images, added to content. Youtube videos are shown in mini players. This allows for example music videos to be played by a visitor, without the need to navigate into detailed views. Detailed views have support for commenting and automatic spam detection by Akismet<sup>7</sup>. In comments, there's automatic support for Gravatar<sup>8</sup> to show commentators' images.

There's hit counter for each detailed view. When a visitor views a detailed view, its counter is incremented. Visitor's IP - address is saved and the next visit to the same page by the same user does not increment the counter anymore. Hits are shown in the listing view, next to intro rows.

Back-end has standard listing view and detailed view for blog posts. There's also listing and detailed views for tags. Comments have to be accepted before they will be published. Spam comments detected by Akismet can be viewed.

# Listing view

Listing the listing view is shown when "Blog" is clicked in the "Modules" tree.

| Language | Visible from | Headline        |      | LTER   |  |  |  |
|----------|--------------|-----------------|------|--------|--|--|--|
|          |              |                 | Edit | Remove |  |  |  |
| en_gb    | 2010-08-15   | First blog post |      | 8      |  |  |  |
| et_ee    | 2010-08-17   | Second post     |      | 8      |  |  |  |

# **Detailed view**

The detailed view is shown when an orange arrow is clicked in front of "**Blog**" and "Add new" is clicked.

|                |         |            | SEO       |
|----------------|---------|------------|-----------|
| AUDING A DL    | OG POST |            |           |
| Language *     |         | 💿 ENG 🔘    | EST 🕞 RUS |
| Commenting     | allowed |            |           |
| Commenting     | closed  |            |           |
| Visible        |         |            |           |
| Visible from   | *       | 2010-08-17 |           |
| Visibile until |         |            |           |
| Headline *     |         |            |           |
|                |         |            |           |
|                |         |            |           |
| Tags           |         |            |           |
|                |         |            |           |
|                |         |            |           |
|                |         |            |           |
|                |         | · · · ·    | ADD       |

- 7 http://akismet.com/
- <sup>8</sup> <u>http://en.gravatar.com/</u>

- Language A language must be selected from the currently active languages. The currently active administration language is selected as default.
- **Commenting allowed** If there is not tick in there, there will be no comment form visible in the front end. Nobody can add comment to this blog post. If there were some comments before, these will not be shown anymore.
- **Commenting closed** Commenting might have been allowed, but the admin might want to close this blog post so that no new comments may be added. If this field is ticked, then older comments are displayed but it's not possible to add any new comments as the commenting form is not displayed.
- Visible If ticked, then this post is not visible in any view of the Front-end. If post might have had some unique tags, these are also hidden. When calculating weights for different tags in the tag cloud, tags added to this post will not be added up anymore.
- Visible from When adding a new post, the current date is automatically inserted. A calendar widget is shown when the left mouse button is clicked on the text field. The current date is automatically inserted.
- Visible until The blog post will not be shown after the given date. If left empty, the post will be shown indefinitely.
- Headline The title that will be shown in different views of the Frontend.
- TagsAt least one tag should be added here. Tags are needed<br/>for the Front-end, to be shown in the tag cloud, grouping<br/>similar blog posts together. Each tag has to be separated<br/>with space.

For fast tag management, there's auto complete functionality, similar to Delicious<sup>9</sup>.

design speed car te

infomation-system technology

A new tag is being added. If there's for example a car-related post added, it's also related to technology. When starting to type **t..e.**, suggestions appear. There's **technology** in there and it can be clicked.

<sup>9</sup> http://www.delicious.com

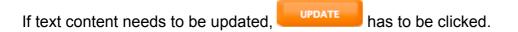
| design speed car technology |  |  |  |  |  |  |  |
|-----------------------------|--|--|--|--|--|--|--|
|                             |  |  |  |  |  |  |  |
|                             |  |  |  |  |  |  |  |
|                             |  |  |  |  |  |  |  |

**technology** has been clicked and **te** is completed with **technology**. A space is also added and another tag may be inserted.

After content is inserted and **ADD** clicked, **"Files**" and **"Images**" tabs appear. Images and files may be added and ordered, in a way that is similar to news and products modules.

| General        | Intro   | Content    | SEO       | Files | Images |  |  |  |  |
|----------------|---------|------------|-----------|-------|--------|--|--|--|--|
| SISSEKANDE     | ÜLDINFO |            |           |       |        |  |  |  |  |
| Language *     |         | 🔵 ENG 💽    | EST 🕞 RUS | 1     |        |  |  |  |  |
| Commenting     | allowed |            |           |       |        |  |  |  |  |
| Commenting     | closed  |            |           |       |        |  |  |  |  |
| Visible        |         |            |           |       |        |  |  |  |  |
| Visible from   | •       | 2010-08-17 |           |       |        |  |  |  |  |
| Visibile until |         | 0000-00-00 |           |       |        |  |  |  |  |
| Headline *     |         | Second pos | t         |       |        |  |  |  |  |
|                |         | technology |           |       |        |  |  |  |  |
| Tags           |         |            |           |       |        |  |  |  |  |
| UPDATE         |         |            |           |       |        |  |  |  |  |

In the detail view of the Front-end, images are shown as a compact image gallery. Files are shown as a list.



# Tags

If an orange arrow is clicked in front of **"Blog"**, the first submodule is **"Tags"**. There's both listing view and detailed view.

The listing view

| 0          |      |        |  |  |  |  |  |
|------------|------|--------|--|--|--|--|--|
| Headline   |      | FILTER |  |  |  |  |  |
|            | Edit | Remove |  |  |  |  |  |
| technology |      | 8      |  |  |  |  |  |
| car        |      | 8      |  |  |  |  |  |

Tags may also be added. The action will become visible when an orange arrow is clicked in front of **"Tags"**.

# The detailed view when adding the tag

| ADDING THE TAG     |   |
|--------------------|---|
| Headline (ENG)     |   |
| Headline (EST)     |   |
| Headline (RUS)     |   |
|                    | ADD   |
| fter the content h | as been inserted, <b>ADD</b> must be clicked to save the new tag. |

# Comments and spam

All the pending comments are visible when "Comments" is clicked in the left menu tree.

# Comments

|            |           |                        |         |                        |                          |        | 0      |
|------------|-----------|------------------------|---------|------------------------|--------------------------|--------|--------|
| Name       | IP        | Added                  | Visible | E-mail 🔺               | Home page                | FILTER |        |
|            |           |                        |         |                        |                          | Edit   | Remove |
| Jane Doe   | 127.0.0.1 | 2010-08-17<br>18:48:21 | no      | jane@commenter.com     | http://www.commenter.com |        | 8      |
| John Doe   | 127.0.0.1 | 2010-08-17<br>17:18:55 | yes     | john.doe@commenter.com | http://www.commenter.com |        | 8      |
| Thomas Doe | 127.0.0.1 | 2010-08-17<br>18:48:57 | no      | tomdoe@commenter.com   | http://www.commenter.com |        | 8      |

| KOMMENTAARI MUUTM | INE                      |  |  |  |  |  |
|-------------------|--------------------------|--|--|--|--|--|
| Name *            | Thomas Doe               |  |  |  |  |  |
| IP *              | 127.0.0.1                |  |  |  |  |  |
| Added *           | 2010-08-17 18:48:57      |  |  |  |  |  |
| E-mail *          | tomdoe@commenter.com     |  |  |  |  |  |
| Website           | http://www.commenter.com |  |  |  |  |  |
| Visible *         |                          |  |  |  |  |  |
| Comment *         | A third comment          |  |  |  |  |  |
|                   | UPDATE                   |  |  |  |  |  |

| Name    | The commentator's name.   |  |  |  |
|---------|---|--|--|--|
| IP      | Commentator's IP-address.   |  |  |  |
| Added   | The date when the comment was added.  |  |  |  |
| E-mail  | Commentator's E-mail address.   |  |  |  |
| Website | Commentator's website.  |  |  |  |
| Visible | Whether this comment is visible or not. All new comments are added without the tick being "on". Each one must be separately checked and accepted. |  |  |  |
| Comment | The content of the comment added by the commentator.  |  |  |  |

After some changes have been made to any fields,

has to be clicked.

UPDATE

Both the listing and detailed view for captured spam comments are very similar to those above. There's just one extra piece of information added to the detailed view: a checkbox that indicates whether the comment is spam or not. If the check is removed and UPDATE clicked, then the comment will cease to be spam. It will be moved to the list having normal comments.

