

Conductor Tutorial

Textile Version

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Log In to Your Site

1. Open your preferred browser (Firefox, Safari, Chrome, etc.). Do not use Internet Explorer.
2. Type in the URL for your site.
3. If necessary, accept any *certificates* and log in.
4. To enter Conductor and edit your site, enter your NetID (e.g. jsmith1) and password. Click Go. You will then be taken to the Dashboard.

The Dashboard includes

- Notes or communication the developers might want to pass along (product enhancements, etc.) in the Conductor News section.
- The most recently updated pages (just to the right of the menu)—you can click on one of those pages and then click on Edit to bypass clicking through the Pages button in the sidebar.
- After launch, a link to Google Analytics for your site.

Common Problems

- **Going to your site's pre-launch URL to log in after your site has launched.** Once your site is launched, its URL changes from [xxx.conductor.nd.edu](#) to [xxx.nd.edu](#). This means that when you go to log in, instead of going to [xxx.conductor.nd.edu/admin](#), you should now go to [xxx.nd.edu/admin](#).
- **Entering the login URL as [xxx.conductor.nd.edu/admin/login](#) or [xxx.nd.edu/admin/login](#).** You may have difficulties logging in if you try to log in at this URL. Just use [xxx.conductor.nd.edu/admin](#) or [xxx.nd.edu/admin](#).
- **Trying to log in when you haven't been added as a user to the site.** Make sure the person in charge of your Conductor site knows that you are trying to access it, so he or she can add you as a user with the correct role. If you are unsure of who to contact about being added as a user and its your site, don't hesitate to contact web support via email (web-help@nd.edu).

Browser Certificate

Depending on the browser you are using, the security certificate will look like one of the following:

Firefox's Certificate:

1. Click "I understand the risks"
2. Click "Add Exception"

Chrome's Certificate:

Click "Proceed Anyway"

Safari's Certificate:

Click "Continue"

If you can log in but not do anything, you may not have been granted Admin rights. Have the person who added you check to make sure the Admin role was actually marked.

Working With Pages

A Family of Pages: The Structure of Your Site

Most of us are familiar with family tree diagrams that depict ancestry in groups. The family tree model is a handy way to understand (1) how URLs are formed in Conductor, (2) why your site's navigation looks like it does, and 3) the importance of page placement in this hierarchy.

Your site structure is a term for the collective result of all the pages in your website, arranged in hierarchical form. Site structure is determined by the pages you create in Conductor. It dictates the URLs for each page in your website, as well as where your page shows up in the site navigation.

Likening Site Structure to a Family Tree

Lets think about maternal ancestry for a second.

- Grandparent A
- Grandparent B
 - Daughter
 - Granddaughter
 - Great Granddaughter

The relationships in the above tree translate, almost literally, to the following tree of pages.

- Home
- About
 - Staff and Faculty
 - Faculty by Alpha
 - Joan Doe

Relationships Between Pages

In this case, About is:

- a top-level nav item
- a sibling page to Home
- the parent page of Staff and Faculty
- the grandparent page of Faculty by Alpha (and so on...)

Staff and Faculty is:

- a second-level nav item
- referred to either as a child page or a subpage of About
- the parent page of Faculty by Alpha
- 4

- the grandparent page of Joan Doe

...And so on...

Web addresses

Take a look at this URL:

<http://conductor.nd.edu/documentation-and-resources/user-guide/editing-and-managing-pages/>

What does this mean?

First of all, once you create a page, you have to name it. Conductor takes the name of that page and turns it into what we call a page slug. For example, the page reference here, titled Editing and Managing Pages has a page slug of editing-and-managing-pages.

The URL of a page in your website is composed of page slugs, one for each ancestor of the page you are on.

Let's break this down:

- This page's slug: <http://conductor.nd.edu/documentation-and-resources/user-guide/editing-and-managing-pages>.
- This page's parent page: <http://conductor.nd.edu/documentation-and-resources/user-guide/editing-and-managing-pages>.
- This page's grandparent: <http://conductor.nd.edu/documentation-and-resources/user-guide/editing-and-managing-pages>.
- Finally, we arrive at the root URL of the site: <http://conductor.nd.edu/documentation-and-resources/user-guide/editing-and-managing-pages>.
 - **The root URL represents the homepage.** You could conceive of all the top-level pages on your site as siblings to the homepage.

On the Pages screen, you will see that there are sometimes arrows(▶) by a page title. That indicates there is at least one subpage. Click on the arrow, and you will see a list of any subpages. Note that the deeper you go into the site (subpage of a subpage, etc.), the darker the listing is.

Cautionary Notes When Naming Pages

- You can only reorder pages in the page list among their siblings (meaning they share the same parent).
- If they share the same grandparent, you will not be able to reorder the grandchild pages anywhere

- The slug or permalink is everything after .edu

Name
Home
▶ About Conductor
▼ User Guide
What is Conductor?
Free Refresher Days
Adding and Editing Content

because some of them have different parents (because the grandparent has multiple children). Just remember that even though cousin pages might be on the same level as some other pages, they don't share a parent, so they can't be moved in or out of each other's sections.

- Every page's parents stay the same unless you delete the child entirely (emancipate it, if you will) and rebuild it under a different parent page.
- As you might have noticed, when you create or update a page, the metadata is shown toward the bottom of the screen. This shows, among other things, the URL for linking to the page you just create or updated. It will begin with a / (a forward slash). If you happen to change the page name in the editor at any time, the page slug will remain the same, reflecting the original name of the page unless you change it. The only time the page name determines the slug is at the time of the page's creation.
- To change a page's slug, click on Advanced Options (located near the Create or Update button) and enter the revised slug. Make sure to include a hyphen between words, use only lowercase letters, and no apostrophes or quotes.

The screenshot shows a user interface for editing a page. At the top, there are three tabs: 'Metadata', 'Revision History', and 'References' (with a '3' next to it). Below the tabs, there is a section for 'Link to this page:' with the URL '/user-guide/using-images-on-your-site/creating-a-photo-gallery' entered. Below that, there are two checkboxes: 'Publish' (checked) and 'Navigation item' (unchecked). A note says 'Check this box to show the page in the navigation'. Below this is the 'Advanced Options' section, which includes a 'Permalink' field with the value 'creating-a-photo-gallery'. A small text block explains that the permalink is the part that will identify the page in the url (e.g., conductor.nd.edu/user-guide/using-images-on-your-site/whatever-you-put-in-text-box) and that Conductor will automatically create a permalink for you based on the name you enter for the page. Only fill this in for pages that have really long titles.

Editing Pages

Templates/Styles

Conductor uses templates and stylesheets to control how your pages will look. Generally, the only page using the Home template is the homepage. Your site will have a default option, which is typically what you will use unless you had a custom template built for your site.

Subpage or Sibling?

When you add a page, you can either make it at the same level of the page already existing (sibling) or a subpage of the page (one level lower). Note that you may not have access to adding top-level pages.

Publish or Not

When you edit a page, you have the option of publishing it (so it will show up when someone accesses the site) or leaving it as an unpublished page (a draft). It will still be there if you don't publish it, but it will not be accessible, and links to it from other pages will not work.

List in Navigation or Not

You also have the option of excluding any page from the listing of subpages. If you have many subpages, this is an option for leaving the page on the site and accessible by link, but not showing up and cluttering up the navigation.

Adding a Subpage from the Pages Screen

There are actually multiple ways to add pages to your site structure or site architecture in Conductor. We'll go over each of them here.

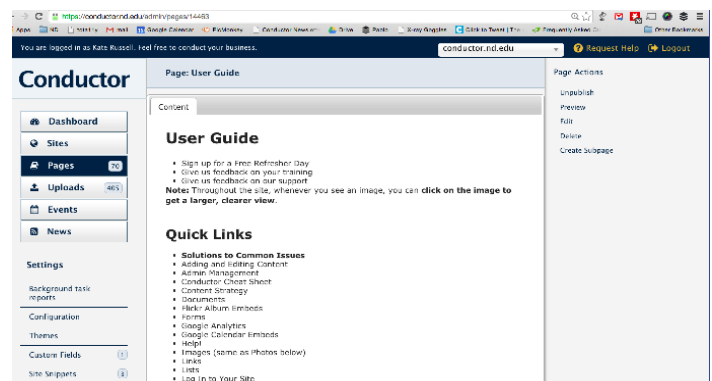
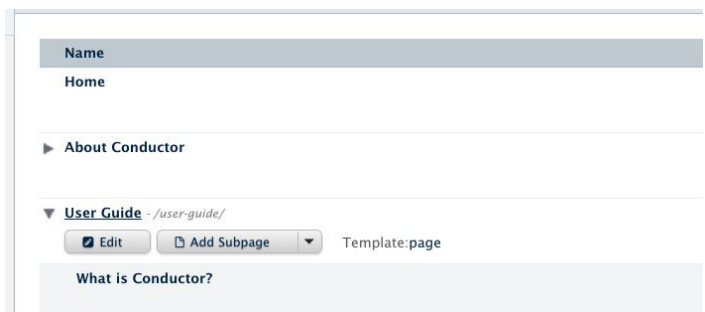
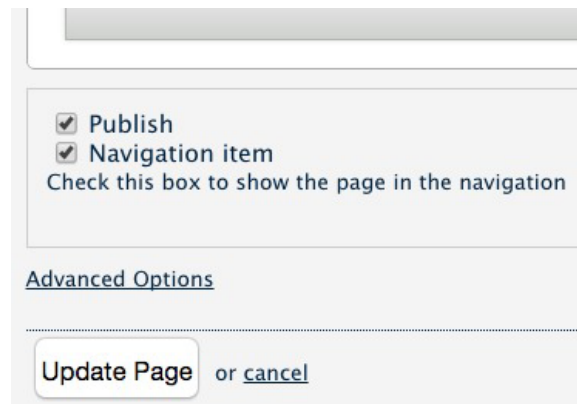
For the sake of clarity, let's pretend we are working with an existing Conductor site that has a User Guide page at the top level. The following instructions will be based on this hypothetical site. Let's say you need to add a subpage called What is Conductor? to the User Guide page.

1. From the dashboard, click the Pages button, which will take you to the Pages screen.
2. In order to add the new page to the right place, you would need to find the User Guide page in the Pages screen and hover over it with your mouse.
3. Now that you've identified what is called the parent page of your new page (because User Guide is a level above its new child page), you can click on the Add a Subpage link that reveals itself upon hover.
4. By clicking Add a Subpage on the page's line, you are successfully building a new page into your site architecture. What is Conductor? will now be a subpage of User Guide (once you name it, publish it, and add content, of course).

Adding a Sibling Page from the Page Panel

Going with our What is Conductor? page example, let's pretend we've just added some great content and photos, created or updated the page, and now we've landed on the What is Conductor? Action Panel. Looking at the menu to the right, we see two options for creating new pages: Add a Subpage and Add a Sibling Page.

The first thing to do is to decide where this new page belongs in your site architecture. If you add a subpage, you will make the What is Conductor? page a parent of your new page. You need to know ahead of time where a page belongs in your family of pages or site architecture before you start adding them. Otherwise, you will have to do all your work over again because in the Pages screen, you can only reorder pages that have the exact same parent page.



Previewing Your Page

If your site has not launched, when you are editing, you will want to see what the page will look like on the Web. In order to do so, you must first Create the Page. Then you can click on Preview under Page Actions, which will open a new tab or window showing your page.

You can also give the URL (minus /admin/login) to someone else who doesn't have access to Conductor and have them preview the site.

Preview Challenge

The first time you preview a page of an unlaunched site, you may receive a challenge that requests a userID and password. The ID is *conductor*, and the password is *preview*.

Deleting Pages

You can delete pages. To do so, click on Delete in the Page Actions box. When you do so, a special screen will appear, asking you to confirm that want to delete the page (and any subpages of that page). **Once you confirm the deletion, the page will be gone forever.**

Restoring Older Versions of Pages

You have the option of restoring older versions of your page by clicking on the page (not edit) in the Pages window and scrolling toward the bottom where you will see two tabs: Metadata and Revision History. Click on the version you want to restore. When you do that, the older version replaces the page you just create or updated and that page then moves down into the revision history as the next prior version.

Viewing a Page Pre-Launch

...If the page is published and not set to be a navigation item

Typically, if you don't happen to remember the page permalink off the top of your head, you will have to follow these steps:

1. Log in to the dashboard at xxx.conductor.nd.edu/admin.
2. Click Pages.
3. Find the page in the list (remember if its a subpage, you will have to click the dropdown arrow next to its parent page to reveal it and its sibling pages) and click on the page name.

Hint: If you don't want a lot of extra windows or tabs open as you edit, whenever you want to see the changes in the Preview mode, simply go to your preview window/tab and click on Refresh in the browser toolbar.

Remove Page Confirmation

Are you sure you want to delete 'About Conductor'? Doing so will immediately and permanently delete the page 'About Conductor' and all subpages.

Sub pages for About Conductor

- [Site Request](#)
- [Contact](#)

Delete or [cancel](#)

Revision	Date	User	Actions
Revision 85	Mon Jul 13, 2015, 10:29 AM	Kate Russell	Preview Current Version
Revision 84	Mon Jun 1, 2015, 09:52 AM	Kate Russell	Preview Restore
Revision 83	Mon Jun 1, 2015, 08:52 AM	Kate Russell	Preview Restore

4. You will be taken to the Page Action Panel, where you can click Preview on the right hand side. You will be prompted for the credentials to preview the page, since your site isn't live yet (username: *conductor*, password: *preview*).

Because the page is not a navigation item, you won't be able to find it in the site navigation menu. You could see it without using the Pages screen view in the admin if you:

- either linked to the page in the content area of one of your other pages
- remember the URL of the page, which you can manually enter into the browser address bar (you will be prompted to enter credentials to prove you are allowed to preview the page: username is *conductor* and password is *preview*).

...if the page is published and a navigation item

1. Simply log in to the root URL of your site (xxx.conductor.nd.edu) with the preview credentials (username: *conductor*, password: *preview*).
2. Find the page in the site navigation and click on it.

...if the page is unpublished (and it doesn't matter whether it is shown in the navigation or not)

1. Log in to the dashboard at xxx.conductor.nd.edu/admin.
2. Click Pages.
3. Find the page in the list (remember if its a subpage, you will have to click the dropdown arrow next to its parent page to reveal it and its sibling pages) and click on the page name.
4. You will be taken to the Page Action Panel, where you can click Preview on the right hand side.

Viewing a Page Post-Launch

...If the page is published and not set to be a navigation item

Typically, if you don't happen to remember the page permalink off the top of your head, you will have to follow these steps:

1. Log in to the dashboard at xxx.nd.edu/admin.
2. Click Pages.
3. Find the page in the list (remember if its a subpage, you will have to click the dropdown arrow next to its parent page to reveal it and its sibling pages) and click on the page name.

4. You will be taken to the Page Action Panel, where you can click Preview on the right hand side.

Because the page is not a navigation item, you won't be able to find it in the site navigation menu. You could see it without using the Pages screen view in the admin if you either:

- Linked to the page in the content area of one of your other pages.
- Can remember the URL of the page, which you can then manually enter into the browser address bar.

...if the page is published and a navigation item

1. Simply log in to the root URL of your site ([xxx.nd.edu](#)).
2. Find the page in the site navigation and click on it.

...if the page is unpublished (and it doesn't matter whether it is shown in the navigation or not)

1. Log in to the dashboard at [xxx.nd.edu/admin](#).
2. Click Pages.
3. Find the page in the list (remember if its a subpage, you will have to click the dropdown arrow next to its parent page to reveal it and its sibling pages) and click on the page name.
4. You will be taken to the Page Action Panel, where you can click Preview on the right hand side.

Edit and Format Content

One thing to remember as you are typing in the Textile Editor is that at the end of each paragraph, **you must press the Enter key twice, inserting a blank line before the next paragraph.** (For formatted text, this will prevent style spread, but this is how the style templates will correctly read the text once the site is live).

Centering Text

Conductor provides no method for centering text. This is for a very good reason. **Centered text is harder to read or scan.**

We want to make our pages as easy to scan and read as possible, keeping our visitors happy by allowing them to quickly find the information they want and then move on.

For that reason, best practices in web design say **all text should be left-aligned.** In fact, we suggest that if text is to be wrapped around images, the images be aligned to the right so the text is still left-aligned.

To quickly get to the admin of a specific page on your site (if you're not already logged in), go to the page in your browser, and then type /edit after the URL. You will then be taken to the login screen.

VERY IMPORTANT!!!!

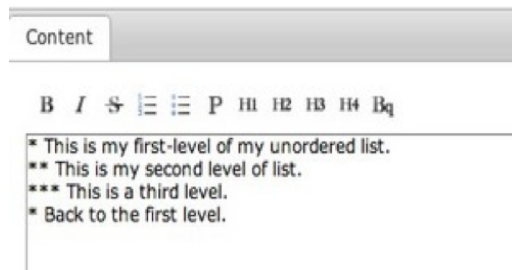
Use only one space after all punctuation. Eventually your site will be responsive, and the extra space will come back to haunt you (one at the end of a line and the other at the beginning of the next line; better to get into this habit now than have to fix content later.

Formatting Codes

To get this:	Type this:	It will look like this:
bold	*Popeye*	We watched Popeye on TV.
emphasis (italics)	_Popeye_	We watched <i>Popeye</i> on TV.
Big Heading (Note: Page titles are h1)	h2. Big Heading	Big Heading
Slightly Smaller Heading	h3. Next Heading	Next Heading
Bulleted List	* James Jones * Paul Smith * Jane Doe	<ul style="list-style-type: none"> • James Jones • Paul Smith • Jane Doe
Numbered List	# James Jones # Paul Smith # Jane Doe	<ol style="list-style-type: none"> 1. James Jones 2. Paul Smith 3. Jane Doe
Email link	My email address is "myname@nd.edu":-mailto:myname@nd.edu	My email address is myname@nd.edu.
Superscript	This is the 1st of May	This is the 1 st of May.
Subscript	The symbol for water is H₂O.	The symbol for water is H ₂ O.
Hyperlink (offsite)	He wants to go to the "University of Notre Dame":http://nd.edu.	He wants to go to the University of Notre Dame .
Hyperlink (same site)	Get the "Web submission form":/about/site-request/.	Get the Web submission form .
Nonbreaking Space	To keep the month and day together in a date designation, insert a nonbreaking space between the words: <ul style="list-style-type: none"> • On a PC, type CTRL + Shift + space. • On a Mac, type OPTION + Shift + Space. 	<p>The party will begin at 7:00 on November 7, just after the long-awaited announcement of their wedding plans.</p> <p>vs.</p> <p>The party will begin at 7:00 on November 7, just after the long-awaited announcement of their wedding plans.</p>
Soft Return	To keep lines together, type a soft return instead of a regular return. (Shift + return)	<p>John Doe 500 Grace Hall Notre Dame, IN 46556</p> <p>vs</p> <p>John Doe 500 Grace Hall Notre Dame, IN 46556</p>

Lists

To create a bulleted list, simply type an asterisk before your list item. To create a second level of indentation, type a second asterisk. Your text would then look like the first list to the right in the editing window and appear as the second list (minus the yellow background) when published.



Tables

When to Use Tables

You may have occasion to insert a table or two in your website. However, rather than attempting to use tables to format your page (as you might have to in other content management systems), you should **use tables only for tabular data**. Contact webhelp@nd.edu and request that a template be made for any formatting needs that might arise.

Creating Tables

A pipe symbol (shift + \ on most keyboards) is used to begin and end cells.

Header cells are designated by typing an underscore and a period immediately after the opening pipe.

This:

```
|_ . name |_ . age |_ . sex |      (header line)
| Joan | 24 | f |      (regular line)
| Archie | 29 | m |
| Bella | 45 | f |
```

Becomes This:

Name	Age	
Joan	24	f
Archie	29	m
Bella	45	f

Other attributes:

- To align text to the left: |<.
- To align text to the right: |>.
- To center text: |=.
- To justify text: |<>.
- To align text to the top: |^.
- To align text to the bottom: |~.

- This is my first level of my unordered list.
- This is my second level of list
 - This is a third level.
- Back to the first level.

To span columns: `|2.`
(spans two columns)

To span rows: `|/3.`
(spans three rows)

To make background grey: `{background:#ddd}.`

To make border
around table: `table{border:1px
solid black}.`

A good reference to Textile tables can be found at
<http://redcloth.org/hobix.com/textile/>.

Links in the Textile Editor

Email Links

Email links are made by typing **Contact myname@nd.edu**:`mailto:myname@nd.edu`.

Note that it's a good practice to not put an email link in without an explanation as to what it is; i.e., don't type myname as a hyperlink without letting the reader know that clicking on that link will open an email.

You could, instead, type **“Send an email to me”**:`mailto:myname@nd.edu` or **Send an email to “myname@nd.edu”**:`mailto:myname@nd.edu`. Typically, readers see a name as a hyperlink and assume that clicking on it will lead to a biographical page or other information, not an email.

Links to Other Pages on this Site

Links to other pages on the same site can be made by typing **“Contacts”**:`/about-us/contacts`. The text in quotation marks is the text you want to show up on the page; the text after the colon and slash is the URL of the linked page (as shown in the metadata at the bottom of the Conductor page). You do not need `http://www.` for same-site page links.

Links to Same Page (Anchor Links)

1. Type quotation marks at the beginning and end of text that you want to be the link, followed by a colon and # sign and the anchor word. (Note that anchors must be in all lower case.)
“This is my anchor text.”:`#anchorname`
2. Go to the destination (anchor) text. Just before it, type the letter p followed by a parenthesis, # sign, the anchor word from above, a closing parenthesis, a period, and a space.
`p(#anchorname)`. **This is my destination.**

- **“Send an email to me”**:`mailto:myname@nd.edu`
- or
- **“Send an email to myname@nd.edu”**:`mailto:myname@nd.edu`.

- **“Contacts”**:`/about-us/contacts`.

- Link: **“This is my anchor text.”**:`#anchor`
- Destination: `p(#anchor)`. **This is my destination.**

Note: In cases where you have an h3 or h4 or similar header style as your destination, leave out the p and simply type the parenthesis # anchor name and parenthesis between the h2 designation and period. Thus, it would look like:

h4(#anchorname). This is my destination.

To create an anchor link to the top of the page so that the user doesn't have to scroll all the way back, type this at the bottom of the page:

“top of page”:#top

Then go to the top of the page and, before your first header, where it says h2. Heading, or something similar, type:

h2(#top). Heading

Links to Anchor on Another Page

You can link to an anchor on another page by including the relative URL to that page just before the anchor name in the link:

“This is my anchor text.”:/home/#anchorname

Of course, you will have to create that anchor on the page to which you are linking, just as you would for a same-page anchor.

Links to Pages Not on this Site

Links to pages on other websites can be made by typing **“University of Notre Dame”:**<http://nd.edu>. The text in quotation marks is the text you want to show up on the page; the text after the colon is the URL of the other Web page.

Adding Uploads to Conductor

Uploads are images that will appear on the screen, or PDFs or other documents that will be downloadable by viewers. They are easily added to the website while you are editing your content.

Conductor allows you to upload more than one image or document at a time, directly from the page you're editing.

While creating or editing a Page, News Post, or Event...

1. Click on the Add File button on the right side of the screen.
2. Browse to one or more files you want to upload and select them.

Link Usability Guidelines

- Never use [Click Here](#) or [here](#) for a link. They mean nothing to a visually disabled visitor.
- Start links with relevant text: [Download User Guide, 5MB PDF](#) vs. [You can download the User Guide here](#). (Don't make your visitor think or read more than he has to.)
- Don't underline text that isn't a link; people will assume it's a link and be frustrated when trying to click on it.
- Don't use the same words for different links on the same page.
- If to documents, indicate file size and type so visitors know what will happen (and how long they may have to wait/how much data will be used) if they are on a mobile device.

- [“nd.edu/admissions”:](http://nd.edu/admissions/)<http://nd.edu/admissions/>
- or
- [“admissions”:](http://nd.edu/admissions/)<http://nd.edu/admissions/>

- On a PC you can CTRL+Click to select multiple files for upload.
 - On a PC you can CMD+Click to select multiple files for upload.
3. While your files are uploading, you may continue working on your content. While your files are uploading, you cannot upload more files. Once the all uploads are complete, you can again upload more files.
 4. **DON'T FORGET TO EDIT THE DESCRIPTION IMMEDIATELY AFTER UPLOADING!!**

Images

Editing Photos in PicMonkey

1. Go to picmonkey.com.
2. Click on Edit and choose image from your computer. Click Open.
3. To crop your photo, click Crop and either insert the width you want or drag the blue corner boxes to contain the part of the image you want. **Note:** Be sure to keep the proportions, or your image could be distorted.
4. Click Apply.
5. Resize the image if needed. By keeping proportions locked, you will not distort the image height or width or need to insert one if you adjust the other.
6. If you are satisfied with your image, click Save File.
7. Rename your image so that it doesn't overwrite your original or save to a new folder.
8. Note the file size. This should be as low as possible, typically around 50 kb. Choose from the three file sizes (James Bond actors) to select the smallest file size possible without sacrificing quality.
9. Save.

Inserting Photos Into Content

1. Put your cursor at the very left of the line of text where you want to insert your photo.
2. If your image is already uploaded, you can search for it in the uploads browser search field. Remember to work with the Images tab in the foreground.
3. Make some decisions about formatting:

Image Alignment

Right:

By choosing this, you will place your image to the right of text that will follow it. If the text is long enough, it will wrap under the image.

Left (not recommended):

By choosing this, you will place your image to the left of text that will follow it. If the text is long enough, it will wrap under the image.

Default:

By choosing this, you will place your image on its own line. There will be no text wrapping.

Linking Image

Nothing

You can link your image to nothing (the default).

The Original Image

You can link your image to the original file (say, if you wanted users to be able to see a larger version of the image for readability). If you have done this, when a visitor clicks on the image on your page, the original image will open on the screen. This is helpful when you have a very large image (too large to fit on your page) and you have either used the default size or sized the image even smaller, but you want people to see the original if they choose. **Note:** This works only after a site is live; it will not work in development mode.

A URL

You can link your image to a website. For instance, if you had an image of Father Hesburgh, you might want to link the image to hesburgh.nd.edu. This will, however, take visitors away from your site, so use care when choosing this option.

Editing Uploads

1. Click on the Edit button for an upload.
2. Update the description.
3. Update the tags (if appropriate).
4. Click the Create or update button.

We strongly encourage you to **edit the description of your upload immediately after uploading**. The description of images will be used to help both screen readers and search engines understand what your upload is about. The description of documents will

become your link. Be sure to include the link text and file size and type when uploading documents. We also encourage you to create tags for your uploads. Tags are useful for identifying files by topic. They are kind of like keywords, but keywords that only administrators of your site can search on.

Aligning Photos and Text Using Hard Returns

Have you ever wanted to have a block of text that aligns with an image, followed by another block of text aligned with another image? Have you ever had the alignment cause you endless pain and frustration because the alignment was hard to achieve? Perhaps it ended up looking something like this?



So, you decided to add lots of line returns to create a good alignment. And it looked something like this:



But then you had looked at in portrait mode on a tablet and saw:



By using hard returns (`<hr>`), you can create blocks of text that align properly with the images associated with them, much like:

Heading

- First bit of information
- Second bit of information
- Third bit of information

Second Heading

- More information
- And still more information ...

Here's how:

1. Insert your first photo, aligned to the right.
2. Type your text as usual.
3. Insert a horizontal line (`<hr>`).
4. Insert your next photo, aligned to the right.
5. Type your text as usual.
6. Repeat as necessary.

The nice thing about this is that, with responsive design (new websites), the images and text layout will adjust to the window size in a logical manner, not in the mishmashed ways shown in the first examples.

Note: Not all sites are set up to work in this manner. If you try this and it doesn't work, click on the Request Help button at the top of your Conductor admin window and let us know. We'll adjust your code as needed.

Alt/Title Text and Images

Alt texts are descriptions of images for site visitors who are using a screen reader or who have images turned off in their browser. They are the alternative text that helps these users (and search engines like Google) understand your images. You can change the alt text (what a screen reader will read out loud to a visually impaired user and that Google will use for search engine placement) if you want to change this one instance.

If including periods in your alt text (as in Fr., C.S.C., etc.), be sure to check how this translates when your image is placed; sometimes the alt text gets truncated after the period.

Some basic guidelines for writing alt text are:

- If eye candy (lines, glyphs, spacer images), leave empty.
- If expressing a concept, briefly describe image. (If the image is hard to describe, consider using a caption.)
- If functional, explain the function. (If a button, use the text that is written on the button; i.e., a search button alt text should say search.)
- If a graph, diagram, or screenshot, provide a longer description. A brief tag saying a chart is a chart is not as helpful as also including a caption explaining the chart or a link to a fuller explanation in text.

*from http://www.userfocus.co.uk/articles/alt_text.html

Adding Captions to Your Images

1. From the Page Editor, either search for an existing asset or upload a new image file in the Page Editor's Uploads Browser.
2. Once you find that image, click the Insert button.
3. Once you've set your Alt Text, URL, and Size properties, look at the code that is in the textarea field. Do not insert the image into your page yet!

4. You will see something like:

```
<p class='image-right'></p>
```

5. Identify what is called the closing paragraph tag, or `</p>`

6. Right before this tag begins, insert your caption.

7. You should end up with something like this:

```
<p class='image-right'>A large spike in visits for our website this month!</p>
```

Removing the Border/Frame from Images

By default, most Conductor templates place a border around images on your website (this feature is not necessarily built in to custom sites). To place an image, such as a logo, without the border,

1. Insert the image.
2. Insert `noborder` inside the class. Your code will look something like this:

Before:

```
p(image-right). !/assets/57078/warner_minimize.jpg(Father Richard Warner)!
```

After:

```
p(image-right noborder). !/assets/57078/warner_minimize.jpg(Father Richard Warner)!
```

Resizing Images after Inserting Them

1. Go to the page and find the image size code.
2. Replace the width and height to the size desired.
3. If there is no size (in numbers), insert the size as follows:

```
p(image-right). !/assets/57078/200x350/warner_minimize.jpg(Father Richard Warner)!
```

Keep in mind the original width and height since any variation from the original width to height ratio will warp the image.

For example, if the original photo had dimensions leading to a ratio of approximately 3:2, you would want to make sure that for every 3 pixels you adjusted from the original width that you correspondingly adjusted 2 pixels of the height.

PDFs for the Web

To upload a PDF file

1. From the page editor, use the Uploads Browser to the right of your browser window to click Add File.
2. Find the file you wish to link to on that page on your computer and upload it.
3. After the PDF has finished uploading, click Edit. In the Description box, enter the text you want to be hyperlinked (e.g. **Download a PDF of Course Descriptions, 5MB PDF**).
4. Add tags that describe the document so you can search for it later.
5. Click Create or update.
6. Click Insert.
7. Copy and paste that code wherever you want the document link to appear.

To reduce the file size of a PDF

To reduce the size of large PDF files, use the Create or update As feature. Acrobat will automatically optimize the document for fast Web view.

If your file is larger than 10MB, you will need to split the PDF into two or more files or store it in your departmental Box folder and include a link to that folder on your site.

Video Embeds Using YouTube

What is video embedding?

What does it mean to embed a video? Embedding a video in your webpage allows it to actually play within your page, rather than taking the user offsite to view the video when clicking a link. We recommend creating a YouTube account, since YouTube embeds are relatively simple, your videos will play on mobile devices, and you have control over several formatting options.

Create a YouTube account if you don't already have one. You will automatically get a channel with your new account. You will have to customize your channel, so follow the instructions below!

Creating a YouTube Channel for Your Site

Check out Notre Dame's YouTube channel for a great example of how a channel can look like and function.

Before you add the video, make sure you choose the settings you want for comments by clicking the Settings button.

We'll take a video from NDdotEDU's Channel as an example, but you could also upload your own video and copy the link for that video by following the same instructions below.

1. Under the video you want to put on your channel, click Share.
2. Before copying the URL, if you click Options first, you will have the option of starting the video at a later point, which will be useful if you only want to share part of the video. I like this idea, so I'm going to say I want the video to start after 4:00 minutes (because the first four minutes are irrelevant, for example). I also like to use the long link. After checking the options you want, copy the URL.
3. Going back to your Channel, enter the YouTube video URL you just copied.
4. Click Post.

Embedding a YouTube Video

1. Find the video you want to embed on your site on YouTube.
2. Click the Share button beneath the video
3. Click the Embed button that is revealed.
4. Note the checkboxes below the code that's generated and highlighted in blue. You have the option to get rid of those sometimes annoying suggested videos that pop up at the end of your own video. Simply uncheck that box.
5. Select a size for the video. You will have to consider the width of the content area of your page before making a selection, but it is usually safe to say anything under 450 pixels wide will work. If you enter that value in the Custom box, the proportional y-value will generate for you.
6. After customizing your embed code in steps 4 and 5, copy the text highlighted in blue.
7. In Conductor, in the Page Editor, click in the text box where you want to place the video and paste the text. Make sure there is exactly one line break below and one line break above the code that you paste.

User Management

When your site is developed, there should be at least one role (typically Admin) that has been set up by AgencyND. You may find that you will want others to work on the site with or for you.

To add another person to work on your site:

1. Click on Users in the left menu.
2. Click on Add a User.
3. Fill in the information required. Note that the NetID can be retrieved from the directory. Make sure there are no extra spaces before the NetID when you paste it into the form.
4. If you have more than one role, choose the appropriate one. **If you do not check a role, the admin will be able to log in but not do anything else in Conductor.**
5. Set status as Active.
6. Create or update.

Password Protection

Conductor offers a way to password-protect pages or entire sites. In order to get access to this feature, please schedule a 15-30 meeting with AgencyND by emailing web support at webhelp@nd.edu.

Important Consideration

Just because it's password-protected doesn't mean it's OK to store any kind of data in Conductor. The University has four levels of information, and Conductor is approved for hosting Public or Internal Data.

7.5 Security Classifications

Categories of University information based upon intended use and expected impact if disclosed.

Public

Information intended for public use that, when used as intended, would have no adverse effect on the operations, assets, or reputation of the University, or the University's obligations concerning information privacy.

Internal

Information not intended for parties outside the University that, if disclosed, would have minimal or no

adverse effect on the operations, assets, or reputation of the University, or the University's obligations concerning information privacy.

Sensitive

Information intended for limited use within the University that, if disclosed, could be expected to have a serious adverse effect on the operations, assets, or reputation of the University, or the University's obligations concerning information privacy.

Highly Sensitive

Information intended for very limited use within the University that, if disclosed, could be expected to have a severe adverse effect on the operations, assets, or reputation of the University, or the University's obligations concerning information privacy.

from <http://oit.nd.edu/policies/itstandards/infohandling.shtml>

An example of Internal might be a sample offer letter to a faculty member—no names, salaries, etc. would be included in the sample template. However, if it were a copy of a real offer letter with someone's name and pay offer, it may be considered Sensitive or Highly Sensitive.

It is up to the owner of the data (i.e., the client) to determine the level of risk and appropriate measures needed to protect that data. AgencyND is not responsible for the security of data stored in Conductor.

Redirects

You may not want to publish a new page to replace another, related page that contains the same information. In that case, you will want to make a redirect.

1. Click on the Redirects button in the left menu.
2. Enter the url for the page you are redirecting from in the top.
3. Enter the url for the page you are redirecting to in the Destination blank.
4. Create or update.
5. Test.

Glossary

Term	Definition
Conductor	The University's proprietary content management system
About Page	Page designed to provide essential facts for visitors that will tell the who, what, when, where, and how of you and your site
Above the Fold	Material on a website that is visible without any scrolling
Alt Text	Text associated with an image that describes what the image is; alt text improves your site's visibility on search engines and make it possible for vision-impaired visitors to better understand images
Analytics	Measurement of your site's success in meeting goals
Assets	Now referred to as Uploads; documents or images on your site
Audience	Who comes to your site, or whom you design the site for
Backlink	Incoming links to your site. The more legitimate backlinks to your site, the more popular it is
Blog	Web log; online diary; frequently updated writings on the Web
Brand / Branding	Identity of a business, things, or person
Breadcrumbs	Navigation aid to show visitor location relative to site
Call to Action	Call for visitor to take an intended action (sign up for newsletter, etc.)
Certificate	Electronic document using a digital signature to verify a site's authority
Column	A block set aside for text or images
Content	Text or images used on a website to convey information
Content Management System (CMS)	Software used to author and maintain a website
CSS	Cascading style sheets; language used to define how elements of a website are displayed
Dashboard	Opening screen of Conductor; contains listing of site options and analytics, among other things
Domain Name	Website label (nd.edu, amazon.com)
FAQs	Page showing frequently asked questions and answers; should be used sparingly and never as a way around good navigation planning
GIF	File format used for flat areas of color: logos, text, diagrams, etc.
Headers	Page header: the top portion of a webpage, typically setting forth identification information Paragraph header: stylized text that titles and identifies information to follow; should be keyword rich when possible since SEO is aided by good headers
Homepage	Initial page of a website serving as an introductory page, although many visitors to a site enter through a subpage
Hosting	Providing server space and Internet connectivity to allow others to publish site through the WWW
HTML	Hyper Text Markup Language system to annotate text so that visitor sees stylized text on screen
Hyperlink	Link; word(s) that visitors can click in order to be redirected to another place on the page, another page on the current site, or another site

Term	Definition
Information Architecture	Field of study regarding the organization of content on a website in order to accomplish goals of the site and provide easy navigation through site
Site map	List of pages on a website, typically prepared prior to building the site in order to correctly identify structure and navigation of site
Interactive	Provision for visitor input to a website
JPEG	File format used for photos, drawings, paintings, etc. typically used on Web
Keywords	Words and phrases typically used by visitors to find information such as can be found on your site
Launch	Move to public mode from development mode
Layout	Positioning of webpage sections on the screen; proper layout will direct visitor attention to high-priority sections of the page
Link	Hyperlink; word(s) that visitors can click in order to be redirected to another place on the page, another page on the current site, or another site
Marquee	Element of webpage with scrolling text; no longer viewed as desirable in current Web practice
Navigation Item	Refers to a page of your website that was selected by the creator/editor of the page to be shown in the navigation by checking the Check this box to show in navigation option at the bottom of the Page Editor. As a consequence, this page's linked-up name will show up in your site's navigation as a structural element.
Objections	Reasons why visitors will not want to take the action you want them to take
Optimization	Improving the rank of sites in search results so more visitors will be directed to your site
Page Action Panel	The term for the page you land on after saving a page you've just edited for your site; it includes the Page Actions menu as well as a stripped-down preview of your page.
Pages screen	The page you are taken to directly anytime you click the Pages button in the left hand side of the Conductor admin area.
PDF	Portable Document Format; developed so documents can be read in any operating system (PC vs Mac); can be read by anyone using the free Adobe Acrobat Reader (available at http://get.adobe.com/reader) or similar PDF reader
Pingback	Method by which a blog or website is notified when other blogs or websites link to it
PNG	File format used for flat areas of color: logos, text, diagrams, etc.
Post	Article published on a blog; act of publishing an article on a blog
Publish	Presentation to the public
Resolution	Degree of sharpness of image (pixels); 72 dpi is sufficient for webpages
Scannable	Able to be quickly perused and understood by readers; using short sentences and paragraphs, headers, and bulleted or numbered lists so visitors can grasp information without having to read lengthy text
Search Engine Optimization (SEO)	Improving the rank of site in search results so more visitors will be directed to your site
Search Engines	Source for finding information on the Web (Google, Yahoo, Bing)
Security Exception	Indicates errors or disconnects related to the certificate of a site
Sibling Page	Equal-level page
Site	Website; collection of related pages on the Web

Term	Definition
Site Map	Information architecture; list of pages on a website, typically prepared prior to building the site in order to correctly identify structure and navigation of site
Site Request	Form used to begin process of website build and to request URL
Skeleton	Outline or site map set up in Conductor in order to build site
Social Media	Media used for interaction; Twitter, Facebook, blogs, Tumblr, etc.
Subpage	Page one level lower than the current one
Style Guide	Set of preferences and rules for grammar, spelling, punctuation, and other issues related to text on a website or blog. See attached for example.

General Tips and Tricks

Common Keyboard Shortcuts

TO DO THIS	WINDOWS	MAC
Create a nonbreaking space.	CTRL+SHIFT+SPACEBAR	OPTION+SHIFT+SPACEBAR
Copy the selected text or object	CTRL+C	CMD+C
Paste text or an object.	CTRL+V	CMD+V
Cut the selected text or object.	CTRL+X	CMD+X
Make letters bold.	CTRL+B	CMD+B
Make letters italic.	CTRL+I	CMD+I

Link Checker

<http://www.deadlinkchecker.com/> (Site must be live in order for this to work).

Blog Info

<http://blogs.nd.edu/>

Password Generator

Others are out there; here's one I like: <http://passwordsgenerator.net/>.

Printing a webpage

You can always print your webpage by selecting the print function. But many times, you'll end up with a poorly formatted page, some text that is off the page, or all the ads. One way to get around that is to use a Chrome extension such as Clearly (evernote.com/clearly).

Screenshots

Developers often ask for screenshots of a page so they can see exactly what you see when you report trouble. There are a number of ways you can take screenshots, including an easy-to-use (and edit) extension for Chrome called Awesome Screenshot (awesomescreenshot.com) to convert the page into a printable format. If you use Evernote, you can always add the page to your collection and save for reading later, as well.

You can also use your PC's screenshot function (<http://goo.gl/74f62W>) or Mac's screenshot functions (<http://goo.gl/kWEMmO>).

URL Shortener

Tired of typing long URLs? Try one of the many shorteners out there. I like Bit.ly (<https://bitly.com/>) and Google (<http://goo.gl/>).

Style Sheet

A-D

E-K

L-O

P-S

T-Z

Notes

Use serial commas

Trustee, when referring to ND Trustee

University, when referring to ND

For instructions on how to create a style guide that lives on your website, see <http://conductor.nd.edu/user-guide/style-guide/>.