

University of St Andrews Website Redesign 2007

Content Migration Handbook

Version 1.1

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Content naming and templates

Use unique names

Always use unique names for content items, i.e. in the “Name” field while entering content into a Template. This is so that when viewing a list of content items on a particular page there is not a list of items each with the same name.

File Uploads naming convention

In the “Name” field prefix the name of the file upload with the word “File” and a code for the file type. In other words, type the word `File`, then a space, then the code for the type of file, then a space, and lastly the name of the content.

Use the following codes for these file types

- CSV Comma Separated Values
- DOC Microsoft Word
- PDF Adobe Reader
- PPT Microsoft PowerPoint
- RTF Rich Text File
- TXT Plain Text
- XLS Microsoft Excel
- ZIP File Archive

Should you encounter a filetype not listed here please inform the Web Managers so that this list can be updated.

Examples:

```
File PDF Prospectus 2007
File DOC Guide to St Andrews
File XLS Budget 2007-2008
```

The reason why ...

The reason is that when using many templates for content on a particular page it is not immediately obvious when glancing at Existing Content page in the backend which templates have been used, and which filetypes are being referenced.

Without this convention the list of content would look like this:

```
Existing content
Residential and Business Services
```

Virtual tour of residences
TV Licence Information links
TV Licence
TV Licence Q and A

Using this convention it is easier to distinguish between general text content and links and files (and also, immediately, which kind of file is being used).

Existing content

Residential and Business Services
Virtual tour of residences
Link TV Licence Information links
File PDF TV Licence
File PDF TV Licence Q and A

Links

Please note that while you Useful Links template is only used when instructed to do so in the schedule of work. Please also follow the guidelines on page 9 for migrating links.

Files and filenames

All files must be uploaded into the appropriate documents sub-folder of the Unit e.g. Admissions/ documents, Library/ documents within Media Library **before** using the File Upload template, or linking to those files from the content of a webpage.

File types

You may encounter the following file types when uploading files into SiteManager's Media Library:

- CSV Comma Separated Values
- DOC Microsoft Word
- Image GIF, JPG, PNG
- PDF Adobe Reader
- PPT Microsoft PowerPoint
- RTF Rich Text File
- TXT Plain Text
- XLS Microsoft Excel
- ZIP File Archive

If you encounter file types other than those listed here please inform the Web Managers so that we can ask TerminalFour to update this list within SiteManager.

File names

When uploading files please rename them as appropriate according to these guidelines:

- Use only letters (a-z) and numbers (0-9), and the underscore character (`_`)
- Use only lowercase characters
- Replace all spaces (or `%20` codes) and hyphens with an underscore character (`_`)
- Remove all non-alphanumeric characters and `'%'` codes.

Examples:

TV Licence.PDF	becomes	tv_licence.pdf
TV%20Licence.PDF	becomes	tv_licence.pdf
tv-licence.pdf	becomes	tv_licence.pdf
Director's Talk.DOC	becomes	directors_talk.doc

General

Bold

If any text in the old site is bold please mark it up as bold in the new.

Horizontal rules

Remove all horizontal rules when migrating content. Do not mistake some sites' use of underlined headings for a horizontal rule.

Lists

There are two types of list:

1. unordered (bullet-points)
2. ordered (numbered)

Use the default styles for these types of lists; do not apply extra indentation.

Lists - nested sublists

You may encounter unordered sub-lists within unordered lists, e.g.

- item 1
 - subitem 1
 - subitem 2
 - subitem 3
- item 2
- item 3

In these cases copy these lists across as they are. However, you may also encounter numbered or alphabetical sub-lists within other numbered or alphabetical lists, e.g.

1. item 1
 - a. subitem 1
 - b. subitem 2
 - c. subitem 3
2. item 2
3. item 3

In these cases see the Web Managers for advice.

Paragraphs

There should be only one carriage return between paragraphs. Example:

This is CORRECT:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce vitae felis sed dolor suscipit rhoncus. Donec at augue non nisl adipiscing viverra.

Suspendisse potenti. Aenean nunc pede, viverra eget, varius a, nonummy aliquam, ante. Praesent bibendum. Suspendisse vestibulum ultricies felis. Etiam a lectus. Etiam et diam.

This is INCORRECT:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce vitae felis sed dolor suscipit rhoncus. Donec at augue non nisl adipiscing viverra.

Suspendisse potenti. Aenean nunc pede, viverra eget, varius a, nonummy aliquam, ante. Praesent bibendum. Suspendisse vestibulum ultricies felis. Etiam a lectus. Etiam et diam.

Tables

Symantically speaking, tables are strictly for laying out tabular data, e.g. timetables, accounts, or any other data that is easiest to digest by being arranged into rows and columns. There are many good examples of the use of tables throughout the University of St Andrews' website; there are also many bad examples!

Where content that is currently laid out in tables would be better served as headings, e.g. the first three tables on this page would be best reformatted using headings: <http://www.st-andrews.ac.uk/chaplaincy/weddings.shtml>.

Text within tables should be aligned left, as it is by default.

There is currently no way to add Table Headers via the HTMLArea WYSIWYG editor, other than by entering the HTML code and hand-coding them (in HTML these are marked-up with the <th> tag), so do not worry about what they are or how to add them.

Underlined text

When marking up text that was previously underlined instead make this text bold. Examples 1:

7.1 Lighting Adequate lighting, permanently installed wherever possible, should be provided for machinery so that operators can see clearly the details of their work. Local lighting mounted on or within the machine should be supplied at low voltage to be completely safe.

Should become:

7.1 **Lighting** Adequate lighting, permanently installed wherever possible, should be provided for machinery so that operators can see clearly the details of their work. **Local lighting mounted on or within the machine should be supplied at low voltage to be completely safe.**

Headings

Page structure

All pages should be restructured using appropriate headings to describe the structure and hierarchy of the information on the page.

Colons in headings

Some headings have colons after them, remove all redundant colons. Example:

Further information:

Should become:

Further information

However, where colons are used correctly these may remain, e.g.

Guest preachers: 2006-2007

Use of upper-case and lower-case within headings

Where appropriate all headings should be in sentence case, i.e. the initial word begins with an upper-case letter and all following words are lower-case, unless a proper noun is used.

The following are *INCORRECT*:

Guest Preachers
Welcome To The Chaplaincy Website
Univerisities Of Dundee And Abertay Dundee
FURTHER INFORMATION

The following are *CORRECT*:

Guest preachers
Welcome to the Chaplaincy website
Univerisities of Dundee and Abertay Dundee
Further information

Images

All images should be migrated into the new site and stored in the Media Library.

Categories

Images should be uploaded into the appropriate Media Library category related to the site whose content you are migrating, i.e. Admissions images should be saved into the Admissions/images category, Business Improvements into the Business Improvements/images category, Chaplaincy into the Chaplaincy/images category, etc.

Alt text

When adding images to the Media Library, the text in the “Description” field is also used to provide what is known as “alternative text” for users who are using assistive technologies to access the page, such as screen-readers.

According to the authors of *Web Accessibility: Web Standards and Regulatory Compliance* (Friends of Ed, 2006), “the choice of specific alternative text is a matter of style and judgment.” However, their general recommendation is to keep this text as short and meaningful as possible.

Links - migration

Use the table below to determine whether or not to migrate the following types of links. Further details about each can be found below.

Please use the work schedule (Excel file) to record any changes made, problems encountered, etc.

Internal Links (i.e. within the st-andrews.ac.uk domain)

1. To an email address	YES
2. Within the same page (<a name>)	YES
3. To a File	YES
4. To a University of St Andrews School	YES
5. To the Freedom of Information (FOI)	YES
6. Within the same Unit’s website	NO
7. To another Unit’s website	NO

External Links (i.e. outwith the st-andrews.ac.uk domain)

8. To External website	YES
------------------------	-----

1. To an email address (Yes)

Markup all email addresses as they were in the old site. When marking these up you may have to add `mailto:` before the actual address when creating a new link, e.g. in the link box enter the text

`mailto:joe.bloggs@st-andrews.ac.uk.`

Enter a title (tooltip) for email addresses as “Email x”, where “x” is the name of the person or department, e.g. “Email Student Support Services” or “Email Dr Joe Bloggs”.

2. Within the same page (Yes)

There are a number of particularly long pages of guidelines, codes of practice, etc., such as those within the *Environmental Health and Safety Services* website, which gives a table of contents and a numbered list at the start of the page. Please keep these when migrating content.

However, at the top of some *short* pages is a list of links to sections within the same page, e.g.

- Universities of Dundee and Abertay Dundee
- Sconul Research Extra (borrowing scheme for postgraduate research students and academic staff)
- UK Libraries Plus
- National Library of Scotland
- British Library

These sections use the HTML name attribute within an anchor tag, e.g. ``. Remove these shorter lists and links. There is no need to create name attributes and internal links within these pages, as the page structure and context should be enough.

If in doubt about a particular page, see the Web Managers for clarification.

3. To a file (Yes)

If a link to a file download exists in the page, you need to delete the name of the link and "insert item from Media Library". Make sure that you have uploaded that file to the Media Library **before** creating a link to that file.

4. To a University of St Andrews School (Yes)

If there are any links to pages within academic schools and departments then please copy these over.

5. To the Freedom of Information (FOI) (Yes)

You will encounter links to the FOI database. These are prefixed with "foi". Please copy these links over. In some cases you will need to use the Useful link template – please refer to the schedule of work provided.

6. Within the same Unit's website (No)

Do not copy links to pages within the same unit's website. In other words, if you are migrating the current Library website into the new architecture and you encounter a link to another page within the Library website do not copy it over. Instead flag this up on your Excel file. This is because the new architecture is so different that these links will have to be picked up once the content has moved.

7. To another Unit's website (No)

Similarly, do not copy links to pages within another University Unit's website.

8. To External website (Yes)

Copy all external links when encountered. There is no need to check whether the link is broken or not but you may if the fancy takes you (!) and please correct URLs where required (e.g. if the page has moved and a relocation message is given).

Be aware that the external site may simply be down on the day that you check it. The Web Managers will be checking *all* site links at a later date.

Links – general issues

Back to top

Remove all "back to top" or "top" navigation items within pages.

"Click here" (* this is optional and will be picked up later)

Remove all "click here" or "here" links and rewrite sentence to make link text more meaningful, e.g.

Application forms requesting admission to the National Library of Scotland are available from the NLS web pages here."

Should be rewritten along the lines of:

Application forms requesting admission are available from the National Library of Scotland website.

Titles

When adding a link you will be prompted for a title attribute, in the Insert/Modify Link dialog box this is labelled "Title (tooltip)". Give this a meaningful description; often the linked text will do, e.g.

Link text: National Library of Scotland
URL: <http://www.nls.uk/>
Title: National Library of Scotland

URL

When inserting URLs make sure you also include `http://` at the beginning of the URL, otherwise the link will not work; they will try to link to pages within. Do not worry about including a forward-slash at the end of URLs.

Good

<http://www.st-andrews.ac.uk>

<http://standrews.facebook.com/groups.php>

<http://blog.garethjmsaunders.co.uk/about/>

Bad

www.ed.ac.uk

www.dundee.ac.uk

www.myspace.com

Language Style Guide

Grammar and spelling

Please correct any obvious spelling mistakes that you encounter. The following guidelines are based on those used throughout the University and compiled by Publications.

Abbreviation

- No full stops or spaces between or after letters, except at end of sentence. (e.g. UK not U.K, St not St.) Degree abbreviations (MLitt, BSc) do not have full stops except in formal documents like Regulations and Course Catalogue entries (e.g. M.Litt., B.Sc.).
- Use ampersand (&) in School names e.g. Physics & Astronomy.
- (Exception to first point above) When abbreviating Latin use full stops between or after ('i.e.' or 'e.g.') (when only single example is given, use 'for example' rather than e.g.).
- Saint is always abbreviated to 'St' not 'St.', i.e. no full-stop. St Andrews, St Mary's, St Leonard's, St Salvator's are all correct.
- Where possible do not use abbreviations when you can use the full word, e.g. North Street not North St.

Bullet Points within text

- Each item in a bullet point list should start with a capital and end with a full-stop unless it is a phrase of three words or fewer.

Capitalisation

- University should not be capitalised unless referring to St Andrews or the title of another university (e.g. Glasgow University).
- Honours (including Joint and Single) / Faculty / School / Department are always capitalised.
- Reference to sub-honours should always be lower case and hyphenated.
- Reference to module levels is always First level, Second level.
- Use capitals when referring to degree titles e.g. Computer Science, Geography, Greek.
- Capitalise North, South etc in titles of areas (e.g. South America, Western Australia) but not descriptor (e.g. south of England)

Dates

- Tuesday 4 December not Tuesday 4th December
- Year should be written in full 2002 not 02 except as in 2002-03

- Century should be written in full (e.g. fifteenth century) except when used as an adjective when it should be hyphenated (e.g. seventeenth-century artist)
- 1970s not 1970's

Email addresses

- Should always have @st-andrews.ac.uk in full not @st-and.ac.uk.
- Email is not hyphenated. In other words, 'email' not 'e-mail'.

Facts and Figures

- University founded in 1413.

File sizes

- Display all file sizes in kilobytes (KB) or gigabytes (GB); note that TerminalFour SiteManager displays auto-generated filesizes in KB.
- KB Kilobyte 1,024 bytes
- GB Gigabyte 1,024 Kilobytes

Italics

- Use italics for titles of published books and periodicals.
- Latin should always be italicised, except when it is abbreviated ('i.e.' or 'e.g.').
- Use italics for module titles when they appear in documents other than the Course Catalogue.

Numerical Style

- In text, any number below ten should be written as a word (three) – over ten should be a number (12) except at the beginning of a sentence. Where a sentence contains numbers below and above 10, numerals should be used for both.
- Million, M following number, thousand K following number (or in full), The term billion should be either avoided or explained. The term has different meanings in the UK and the USA (<http://www.askoxford.com/asktheexperts/faq/aboutwords/billion>)
- In text 'per cent' should be written in full and the number should appear as a figure – 54 per cent. Use % in tables.

Proofing Marks

- There are a number of mark-up styles available. Publications Unit and Reprographics Unit have standardised on one. See <http://www.st-andrews.ac.uk/publications/universityhousestyle/proof%20marks.tif>

Punctuation

- Quotations should be closed in ‘single’ inverted commas, except quoting speech which should be “double” inverted commas. Quotations marks are closed at the end of a paragraph and reopened at the beginning of a new one.
- Anything belonging to the city (e.g. St Andrews Prize) has no apostrophe.
- One space after full stop. (Correct way used to be two but most people now use one)
- No commas at the end of lines in addresses.
- Bullet points: Each item in a bullet point list should start with a capital and end with a full-stop unless it is a phrase of three words or less.

Qualifications

- GCSE, A-Level, AS-Level
- Class of degrees
 - First class 1
 - Second class division one 2.1
 - Second class division two 2.2
 - Third class
- Master's Degree
- Bachelor's Degree

Quotation Marks

- When quoting direct speech always use “double quotes”.
- When there are further quotes or figures of speech within the quoted speech, use ‘single quotes’.
- figures of speech or words quoted for explanation should be in single quotes - not italics
- ‘smart quotes’ those which shape inwards or outwards - do not work in all contexts - in particular on many web pages. Where possible use the vertical versions.

Spellings

- Enrol or enroll – both acceptable.
- “ise” words not “ize” (e.g. organised).
- Mediaeval not Medieval.
- Online not on-line.
- Website not web-site.

Telephone and Fax numbers

- Hyphen only after city STD codes eg 0141-000 0000.
- Local calls 01334 467171.

- Internal numbers and faxes (46)3022.
- International calls
 - When the text will be read abroad only: (e.g. +44 1334 463022).
 - When text will be read both in the UK and abroad (e.g. +44 (0)1334 463022).

University

Correct: University of St Andrews

Incorrect: St Andrews University
 St. Andrews University
 St Andrew's University
 University of St. Andrews
 University of St. Andrew's

Web Addresses

- Should always be 'st-andrews.ac.uk' in full not 'st-and.ac.uk'.
- Use 'web pages' rather than website where possible.
- Within the body of the text remove `http://` except where address does not have `www`, Examples:

`http://blog.garethjmsaunders.co.uk`
`www.google.com`

Browser issues

HTMLArea Keyboard shortcuts

You may find the following keyboard shortcuts useful while marking up content in HTMLArea. These have only been tested within

- **Windows XP**
Internet Explorer 6, Internet Explorer 7 and Mozilla Firefox
- **Windows 2000**
Internet Explorer 6, Mozilla Firefox.

I've not been able to get HTMLArea to work with Opera 9 under Windows XP, and I don't know whether they work with other browsers or operating systems (e.g. MacOS, Linux).

Heading 1	Ctrl + 1	Do not use
Heading 2	Ctrl + 2	Do not use
Heading 3	Ctrl + 3	
Heading 4	Ctrl + 4	
Heading 5	Ctrl + 5	
Heading 6	Ctrl + 6	
Bold	Ctrl + B	
Italic	Ctrl + I	
Strikethrough	Ctrl + S	

Copy, Cut and Paste problems in Mozilla Firefox

If you are using Mozilla Firefox and receiving an error message when trying to copy and paste within HTMLArea please see this page for details:

<http://www.mozilla.org/editor/midasdemo/securityprefs.html>

Opera 9 / Windows

It would appear that SiteManager is not compatible with Opera 9/Windows. At all.

Popup blockers

TerminalFour SiteManager uses a number of pop-up windows, for example when inserting links to content from the Media Library. Make sure that you have pop-up blockers within your browsers switched off for the SiteManager address (<http://138.251.66.169:8080/terminalfour/SiteManager>).