

realContent: Navigation

NAVIGATION OVERVIEW

In this section, you'll find information on how to add a page, add content and sub-pages to the page, how to edit content/subpages, how to delete a page, and how to optimize your page to achieve the best web visibility possible. Additionally, you'll be able to set user permissions for the pages you create and the regions

WHAT YOU'LL SEE

Available Pages List: Under this list, you'll find the every page of your site.

Navigation Module Menu: From this menu, you'll be able to add and delete pages and set permissions for pages as well as the regions on those pages

Add New Page: To add a new page, click on this button to clear the fields under the **Page Details** tab.

Delete Page: To remove a page entirely, select the page from the **Available Pages** list and click here.

Navigation Sub-Menus: Under these tabs, you'll find the specific options to create pages and set permissions for those pages and their regions.

Close Screen: To close the module screen without saving, click either of these buttons.

Normal View: This button will return the module screen to its normal size.

Full Screen: Clicking this button will expand the module screen to fill the browser's screen.

Regions for this Page: In this listing, you'll find all the regions for the page

Save: Click save each time before moving onto a new page or operation. That way, you won't lose any changes you've made.

Save and Close: Clicking this button will save your most recent changes and close the module's screen.

The screenshot shows the 'NAVIGATION' module interface. It includes a top navigation bar with tabs for 'Page Details', 'SEO Details', 'Admin Privileges', and 'Password Protection'. Below this is a list of 'Available pages' under the category 'WebSite: Real Content Demo 2', with 'Menu: RTS Demo 2' selected. To the right, the 'Page Details' form contains fields for 'Page Name' and 'Page URL', and checkboxes for 'Active URL', 'Visible on menu', and 'Open in a New Window'. Below the form is the 'Page Setup' section with radio buttons for 'Select Page Layout', 'External Link', 'Internal Link', 'Link to a File', and 'Link to an Email'. At the bottom, there are buttons for 'NORMAL', 'FULL SCREEN', 'SAVE', 'SAVE & CLOSE', and 'CLOSE'. A 'Regions for this page:' section is visible on the left side of the main content area.

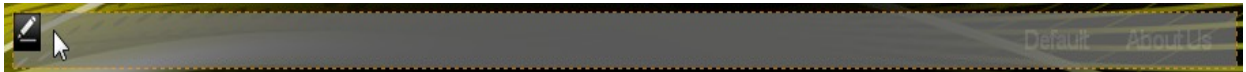


HOW IT'S DONE

- Once you have logged in, you will be directed to the homepage of your website. Please note that you will be able to navigate throughout your entire site and make necessary changes as you go.
- You will notice that there are orange dotted boxes around the content. These regions indicate the areas where you can upload and modify content through our Content Management System's Module's.

Add a page

- To add a page, you will need to go to the header of your website, hover over your menu, and click on the "Edit Component" button, indicated by a pencil symbol.
 - You will know which region contains the Navigation module because there is only the "Edit Component" available for this region. All other regions will offer the options to "Replace" and "Remove" the component.



- The Navigation Control Panel screen will appear. To create a new page, click to expand the Webpage Tree under Available Page then select which Menu Bar you'd like the page to appear under. Once you've selected a Menu Bar, click on the Page Details tab along the top the module screen. Next, you'll need to specify some information about the page before clicking Save to create it.
 - If your site is a portal for other sites, the website trees for each of these sites will appear as a globe icon which you can expand to access the pages in each of these sites.



The screenshot shows the 'NAVIGATION' window with the following elements:

- Buttons:** 'ADD NEW PAGE' and 'DELETE PAGE'.
- Available pages:** A tree view showing 'WebSite: Real Content Demo 2' with three sub-items, all labeled 'Menu: RTS Demo 2'.
- Page Details:** Fields for 'Page Name' and 'Page URL'. Below these are checkboxes for 'Active URL' (checked), 'Visible on menu' (checked), and 'Open in a New Window' (unchecked).
- Page Setup:** Radio buttons for 'Select Page Layout' (selected), 'External Link', 'Internal Link', 'Link to a File', and 'Link to an Email'. A dropdown menu is next to the 'Select Page Layout' option.
- Regions for this page:** A section with several empty rectangular boxes.
- Footer:** 'NORMAL' and 'FULL SCREEN' indicators, and 'SAVE', 'SAVE & CLOSE', and 'CLOSE' buttons.

- **Page Name:** This will be the name of the page you are adding as well as the URL for the page.
 - **Ex.:** A page named “New Page,” would be, www.domain.com/New_Page.aspx.
 - **NOTE:** You can rename any page but, the URL will remain the same. If you want the page to have a different URL, please create a new page.
- **Page URL:** The URL for the page will appear here once it is saved. The full URL will be the domain name followed by a forward slash (“/”) then whatever appear in this field.
 - **Active URL:** If the Active URL box is selected, the page will be accessible if the page’s fill URL is entered into your browser’s Address or Search Bar. If you do not want this page to be accessible at all, make sure the Active URL box is not selected.
 - **Visible on menu:** If this box is checked, the page will be visible on the Menu bar you’ve selected previous to creating this page. This option is grayed out if the Active URL box is unselected.
 - **Open in a New Window:** Checking this box will allow this page to open in a new Tab or Window when it is clicked on from the Menu Bar. If unselected, the page will open in the same Tab or Window.
- **Page Setup:** In this area, you’ll specify what kind of webpage you’ll be creating.
 - **Select a Page Layout:** Your site will contain one or more page layouts which you may select from the drop down menu box to create a new page. Once you select a layout for a page, you cannot change it, so be sure you pick the correct layout in this step.
 - **External Link:** To link this page to an external site, you will enter the web address of the external site in the space provided. The web address is located in the address bar and usually begins with “http://”.
 - **Internal Link:** To link this page to an existing page on your website, you will select the page from the website tree (which will appear when you select this option). A list of all the pages within your website will appear and you will be able to select one.
 - **Link to a File:** To link this page to a file, click the bullet to the left of the text and then click ‘Select a File.’ Choose the file to which you wish to link the page from the Browse



- window that appears when this option is selected. When the 'File Upload' window opens, select 'Upload.'
- **Link Page to Email:** To link this page to an email account, indicate a 'mail to' address; this will be linked to the email account and direct the users to the indicated address.
- Once you have specified all the required information for your new webpage, click on either Save or Save and Close to create your page.

Editing a Page

- To edit a page, you'll need to first select the page by expanding the appropriate Menu Bar. Once the page is selected, the page's details will appear on the right side of the screen similar to when the page was first created. Please see above for details on editing a page's information.
 - Again, please note that, while you will be able to rename the page, the URL will remain the same. If you want a page with a different URL, please create a new page.

Adding a Sub-page to a Page

- To add a sub-page to an existing page, you'll need to first select the page to which you like to add the sub-page from the website tree under Available Pages on the left of the Navigation Module screen.
- Once you've specified under which page you'd like to create a sub-page, click the Add Sub Page button immediately above the Available Pages list, and follow the previous steps to create the kind of page you need.

Moving a Page

- To change the location of a page within the Navigation or to re-order the pages as they appear on the menu, you'll need to open the Navigation Module.
- Once the Module is open, simply drag and drop the page to its new location by clicking on it and holding down the mouse button.
 - You can move the page above or below (indicated by a black line above or below a page) another and also drop it in another page as a sub-page (indicated by a red arrow on the page name itself.)

Deleting a Page

- To delete a page, first select the page you'd like to delete from the Available Pages list.
- Next, click the Delete Page button located directly above the Available Pages list.
 - Please Note: If you delete a page, the content on that page will also be deleted. Please be aware of this when attempting to delete a page.

SEARCH ENGINE OPTIMIZATION

Search Engine Optimization (SEO) is an ever-changing field; search engines like Google and Yahoo are constantly changing their algorithms to better determine rankings of sites. realSites have received very high scores from SEO evaluators because they are built in such a way that they are easy for search engine crawlers to index. If you are interested in learning more about SEO, or want to pursue a more



aggressive approach to improving your rankings on search engines, we can refer you to SEO specialists. Be aware, however, that SEO specialists often come with a high price tag.

Some of the most important things you can do for your site to boost SEO rankings are things you can do yourself using RealContent:

- Make sure your site has good, descriptive content – this is of utmost importance!
- Enter descriptive metadata specific to each page of the site (especially titles and descriptions).

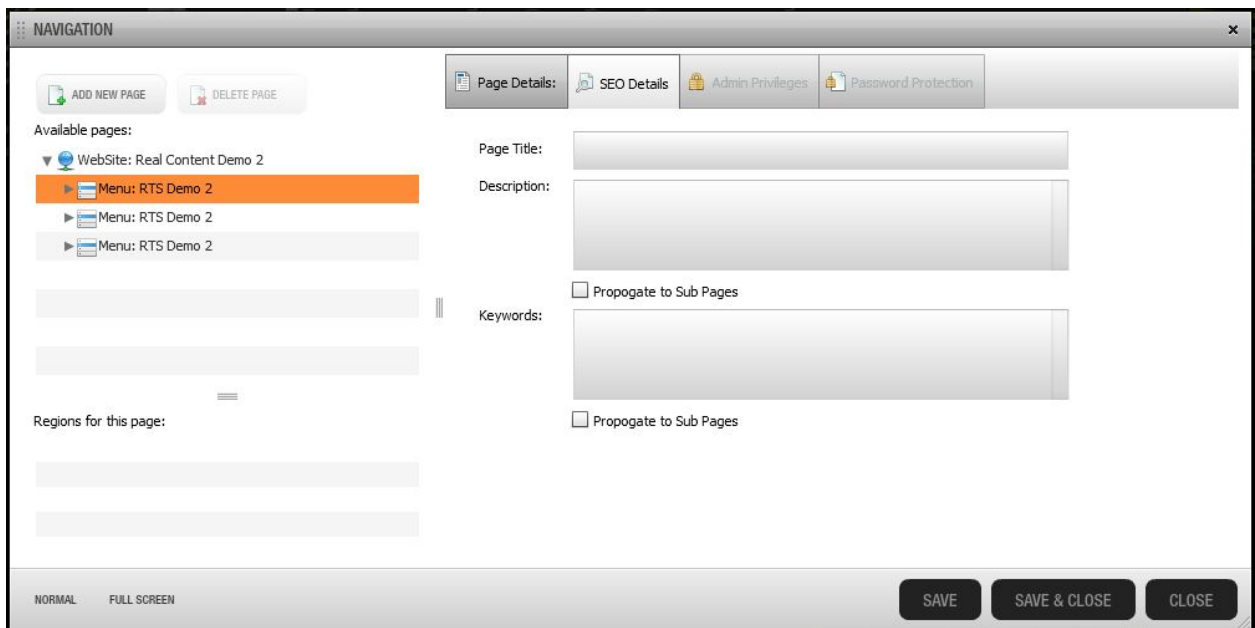
RealContent allows you to edit the metadata of your website—this includes a title, a description, and keywords for each page. Metadata does not display on your website, but because it is embedded in the code of your website, search engines like Google and Yahoo will index this information for your site and it will help people find your website faster.

Add/Edit Metadata for a Page

- To begin, login to the admin area of your website. To add metadata to your site, you will need to go to the header of your website, hover over your menu, and click on the “Edit Module” button, indicated by a pencil symbol.



- The Navigation Control Panel screen will appear. Select a page by clicking its title in the Available Pages list and



- **Page Title:** The title you enter here will appear at the top of your Internet browser’s screen or tab. If nothing is in this field, it will display the page name. For the Homepage, it will say ‘Default.’ To change this, enter the title of your site into this field for your homepage.



- **Description:** In this text field, you'll be able to add a description for the page you're editing or creating.
 - **Propagate to Sub-Pages:** Checking this box will allow the description you've entered here to propagate to all its sub-pages.
- **Keywords:** While Keywords are no longer used by many search engines (such as Google), they can still help boost your rankings on other search engines.
 - **Propagate to Sub-Pages:** Checking this box will allow the Keywords you've entered here to propagate to all its sub-pages.

SETTING ADMIN PRIVILEGES

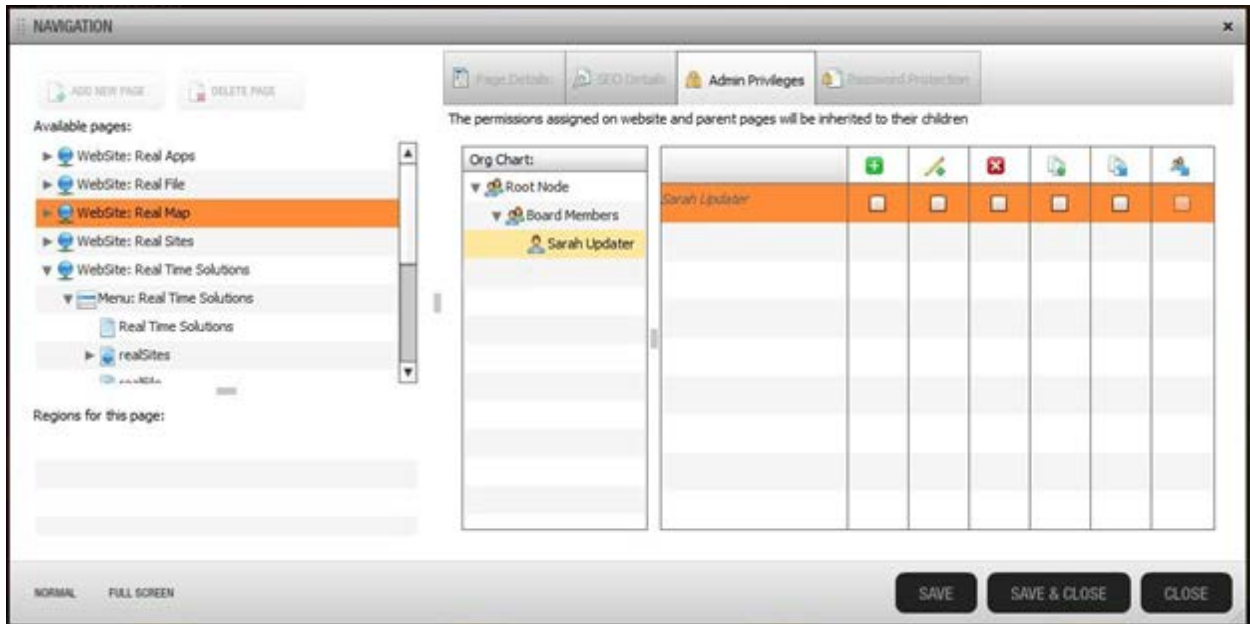
Setting administrative privileges to a page or to a certain region or regions on a page is a great way to ensure the consistency of your site across pages because it allows you to limit access to these pages and regions.

- To begin adding user privileges to a page or a region on a page, you'll need to select the page for which you'll be adding privileges from the Available Pages list on the left side of the screen.
- When the page is selected, the regions can be chosen from the **Regions for this Page** list in the lower left corner of the screen. If a region is specified, the privileges assigned will be for that region instead of the entire page.

The screenshot displays the 'Admin Privileges' configuration window. On the left, the 'Available pages' list includes 'WebSite: RTSdemo', 'Menu: RTSdemo', 'HOME', 'New Blog Page', 'new page' (highlighted), and another 'Menu: RTSdemo'. Below it, 'Regions for this page' includes 'Content001', 'Side Navigation', 'Content Side002', and 'Title Region'. The main area features a tabbed interface with 'Admin Privileges' selected. A note states: 'The permissions assigned on website and parent pages will be inherited to their children'. An 'Org Chart' shows a tree structure with 'rtsdemo4.brasilia.sks.c' and 'Apps' expanded. To the right is a table with columns for user/group selection and permission levels (indicated by icons like a plus sign, pencil, and red X). At the bottom, there are 'NORMAL' and 'FULL SCREEN' options, and 'SAVE', 'SAVE & CLOSE', and 'CLOSE' buttons.

- Once you have selected a page or a region to which you'd like to assign privileges, you'll need to expand either the **Root Node** or the **Apps** groups under the **Org Chart**. From these areas you'll select the individual users or groups to whom you'll be giving the permissions and drag them to the column immediately next the **Org Chart**.





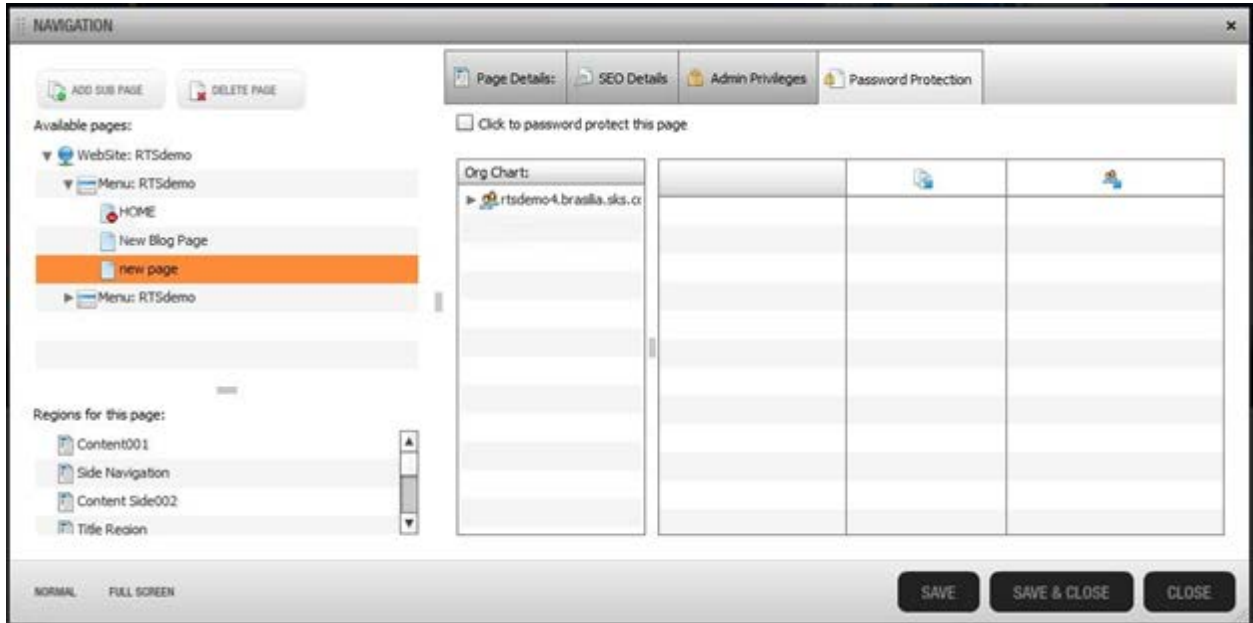
- Once the user or group in this column, checkboxes will appear underneath the Privileges' Columns, which are detailed below in Left to Right order;
- **Add Modules:** Checking this box will give the selected user the ability to add modules to the page/region.
- **Edit Modules:** This box controls whether the user can access and modify the content of the modules for this page or region.
- **Remove Modules:** The user can remove modules from the page/region if this box is checked.
- **Add/Delete Pages:** If this box is selected for the user, they can add and delete pages.
- **Extend Privileges to Sub-Pages:** If you intend to give the user or group privileges to all the Sub-Pages of the page you've selected from the Available Pages list, check this box.
- **Extend Privileges to Sub-Group:** Selecting this box for a group will, extend the permissions set to all users within that group.
- When all the appropriate permissions have been given to the correct users/groups for the intended page/region, click **Save** each time before going onto the next page or region.

PASSWORD PROTECTING PAGES/REGIONS

Adding Password Protection to a page is a great way to secure sensitive information that you'd like to make available to a select number of users.

- To begin, select a page as you did previously to set **Admin Privileges**. Once the page or region is selected, click on the **Password Protection** tab along the top of the menu screen.





- **Click to Password Protect Page:** If this box is selected, this page will be accessible only to users who have been added as users and added to a group in the **Administer User Accounts** menu. For more information on how to add user and set up groups of users, please see our **Security Module** training manual. A given user's password will be set to the same password they would use to access the admin side of the website.
- **Org Chart:** In this column, as much as when you added Admin Privileges to a page or region, you'll find the groups and users available to receive permission to log in to view the contents of the protected page.
 - **Root Node:** Under this category, you'll find the groups and users which have been set up in the **Administer User Accounts** menu.
- **Extend Privileges to Sub-Pages:** Checking this box for the selected user or group will extend their access to all Sub-Pages of the current page.
- **Extend Privileges to Sub-Group:** To extend access to all members of a group when only one user is specified, check the box under this heading.
- When you've added all the users and groups access to the password protected page, click **Save** for each page before going on to protect another.

REMOVING USER PERMISSIONS

If you need to remove the privileges you have given to a certain user or even a group, simply select the target page and click on either the **Admin Privileges** or **Password Protection** tab. Next, right-click on the user or group you wish to remove and select **Delete Privileges** or **Delete Password Protection** as the case may be.



SITE ANALYTICS

Our new **Site Analytics** menu is a great way to track the activity of visitors to your site. You can see what pages are visited the most, the average length of time spent on a certain page, and many more incredibly helpful bits tracking information.

- To begin, you'll need to access the **Site Analytics** menu, located in the upper left corner of your browser's window, above the **Navigation Module's** menu screen.
- Once the screen has opened, follow the instructions and soon you'll be able to track your site's activity and make adjustments accordingly.
 - However, we would recommend you use Google Analytics in addition to allowing us to assist you in setting up this functionality for you to achieve the best possible results.

```
<script type="text/javascript">

var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-24887384-1']);
_gaq.push(['_trackPageview']);

(function() {
```

DISPLAY OPTIONS

The **Display Options** menu offer some controls over how the menus and navigation buttons appear on your site. **Please Note:** the 'Menu Options' screen is intended for designers and includes options that could significantly alter your page's look. Please know that the information that follows is for meant as a cursory introduction and is by no means a comprehensive layout of these options.



The screenshot shows a dialog box titled "DISPLAY OPTIONS" with a close button (X) in the top right corner. The dialog is divided into sections for configuration. The "Menu Options:" section includes a checked checkbox for "Show Pop-Out Menus", radio buttons for "Menu Orientation" (Horizontal is selected) and "Vertical", and radio buttons for "Menu Version" (Version 2 is selected). Below these are a "Skin:" dropdown menu set to "Default", and two rows for "Open Animation" and "Close Animation", each with a "Linear" dropdown and a "Duration:" text box set to "400". At the bottom right are "SAVE" and "CANCEL" buttons.

- **Show Popout Menus:** This option turns the drop down menus on or off.
- **Menu Orientation:** This will determine whether your menus will orient themselves vertically or horizontally along the page.
- **Menu Version:**
- **Skin:**
- **Open/Close Animation:** In this menu, you may choose different animations for how your menu displays its contents upon hovering over it.
- **Open/Close Animation Duration:** The smaller the number in this field, the quicker the opening/closing animation will be in displaying the contents of the menu over which you hover.

