Working with the Ektron Content Management System

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Ektron does a good job at providing users with an easy-to-learn interface and a series of tools to create simple or complex websites. Instead of pointing out what Ektron can and cannot do, I will recreating the College of Medicine’s Urology website and document all my steps, as the tutorial progresses my steps will become more and more complicated. By doing this I hope to give you the best explanation and application of Ektron’s many functions.

Creating folders

Folders are a great way to organize your website and keep track of all your content. Most of the department folders have already been created and within them are two sub folders: “content” and “pages.” Content folders house all of your text and images while page folders contain all of your page layouts. It’s a good idea to have the same sub-folders in your content and pages folders; this helps keep track of what content goes to which page. If you need to create a folder, it’s quite easy, just follow these steps:

1. Start by choosing what folder you want your subfolder to go in. For example, if I wanted to add a “News” folder to the “Content” folder, I would select the “Content” folder.
2. Once selected, click “NEW” on the “View Contents” pane of Ektron, then click “Folder”.
3. Enter in the folder name and click “ADD FOLDER,” entering a description, style sheet, or otherwise messing with the presets is not necessary.

Your new folder should now appear in your desired location. If your folder appears in the wrong location, don’t worry, you can easily delete your folder by selecting it on the left-hand menu, selecting “DELETE” on the view contents pane of Ektron, and clicking “This Folder.”

For our example I have created an “Ektron Example” department folder and will be mimicking Urology’s webpage. To do this we begin by creating folders for our content and pages, so we would create a “Content” and “Pages” folder. Then, under the both the “Content” and the “Pages” folders we must create subfolders for the main topics, or the topics that appear on the department’s banner, they go as follows: Education, Research, Patient Care, People, About Us, and News & Events.

Once completed, our folder should look something like the image to the right.
Once the main topics have folders, we can then move on to the smaller sub-topics. We’ll start with Education; within education there are four smaller topics, all of which will get their own folder. We will want to do the same for the other main topics (Research, Patient Care, Patient Care, About Us, and News & Events), only creating folders for webpages that are internal to your department. Our folder now looks like the image to the left.

**Note:** It’s **not** a requirement to use my same subfolders (the About Us, Departments, Education, etc.); you can make these whatever you’d like. We do, however, require you make a Pages and Content folder.

### Creating Content

Once you have the folders you need, you can then start adding content. As mentioned before, content is the text and pictures within the website. It is beneficial to keep the content under the folder that relates to the webpage you are building. So, if you wanted to create content for a “News” page, you should keep that content under a “News” folder.

**Creating Content:**

1. Begin by clicking the folder you wish to store your content in. In this example, our location will be the “Patient Care” folder.
2. Over on the “View Contents” pane of Ektron you want to select “NEW” and click “HTML Content”
3. After entering a title you are ready to start populating the content field.

**Entering text:**

1. If you are copying and pasting text from Microsoft Word you will want to **right click** and select “Paste from Word,” to which you will paste your text in the pop-up box and press “OK.”
2. If you are copying and pasting text from a source other than Microsoft Word you will want to **right click** and select “Paste Plain Text.” You’ll then paste your content into the pop up box and press “OK.”
3. If you are not copying and pasting text, you can simply type in the content field.

To reduce redundancy, I’m only going to create pages that have something to offer. That is, if the page contains material I’ve already covered, I’m not going to create it. I will be creating the following pages:

- Page One
- Page Two
- Page Three

I’ll start by creating the “Fellowship Training” page under Urology’s “Education” tab. This one’s pretty simple since it only contains text and bullets. So, what I’ll do first is select the “Fellowship Training” folder and create a new
HTML Content. I’m putting it in this folder because my content relates to their Fellowship Training program. Once created, we can add text; our end result will look like the image to the upper left.

As you can tell, this page is quite plain, so I’m going to add bullets and headings to make it a bit more bearable.

**Adding Headings:** *(Visual Representation)*

1. If you pasted in plain text you are going to want to single out your heading line. This is kind-of confusing, but it makes sure only your heading line will converted to header text and not all your content. You do this by going to the beginning of the next line after your header, hitting backspace until the end of your header line, and then hitting enter.
2. Bring your cursor to the beginning of your header and select the proper heading style from the paragraph style dropdown box.

*Note: You’re going to want to single out all of paragraphs, not only is it helpful when trying to format text, but it also fixes the HTML code, and here’s how: if you pasted in plain text, click on the code icon at the bottom of your Workarea. You will see these break tags ( `<br />` ); this is Ektron telling us it recognizes that we have a break between text, but not new paragraphs. Singling out your text changes these break tags into paragraph tags ( `<p>` ), now we are on the same page as Ektron; it recognizes that we want paragraphs instead of breaks. This is especially useful when you are working with a lot of formatting.*

These steps apply for all the paragraph style options. Here are some things you should know about the different paragraph styles:

- Heading 1 is rarely used. You should use Heading 2 for a “main” header; this style will place a line under your header and make the font substantially larger. Much like the “The Roy J. and Lucille A. Carver College of Medicine” header at the top of the About Us page on CCOMs website.
- The further you go down the list, the smaller your font gets. I find that anything after Heading 3 is too small.

**Creating Bullets:** *(Visual Representation)*

1. Single out the text you want bulleted. Again, do this by going to the beginning of your bulleted text, hit backspace until it reaches the end of the line above your bulleted text, and hit enter.
2. Make sure your cursor is at the beginning of your bulleted text and click the bullet icon at the top left.
3. Go to the beginning of your next bulleted line, hit backspace, and then enter. Do this until you reach the end of your bulleted list.
4. If any unwanted text is indented, put your cursor at the beginning of it, hit backspace until it is at the end of your last bullet’s text, hit enter (will create a bullet) and then backspace again.

The same applies for numbers.
Note: The reason why I didn’t just hit enter (instead of step 3) is because hitting enter leaves excess space between that bullet and the last, doing it this way ensures that the bulleted list looks like one fluid paragraph.

Now that we have completed this content block (to the right), we can go ahead and click “PUBLISH.”

To introduce hyperlinks and horizontal rules, I’ll build the “Support the Department” page on the Urology’s About Us.

This page will not match Urology’s page exactly, I am modifying it for this tutorial.

The first thing I’ll do is go to the “Support the Department” folder and create a new HTML Content and name it “Support the Department”. From here I can populate my content field by pasting everything in plain text and create all my headings.

There are two types of webpages: internal and external. Internal webpages are anything that falls under you’re the medicine domain, so, www.medicine.uiowa.edu/urology/aboutus is internal to Urology as is the webpage www.medicine.uiowa.edu/familymedicine/aboutus/. www.uihealthcare.org/urology is not an internal website since it comes from the uihealthcare domain. They are both easy to create, here’s how:

**External Hyperlinks and E-Mail Addresses:** *(Visual Representation)*

1. Highlight the text you want hyperlinked
2. Select the hyperlink icon (🔗) in the banner at the top
3. Paste your hyperlink into the URL section of the Link Manager popup

*Note: If you want to hyperlink an e-mail you follow the same instructions, but instead of entering the e-mail address in the URL section, you will want to click the e-mail tab and enter your link there.*

**Internal Hyperlinks:** *(Visual Representation)*

1. Highlight the text you want hyperlinked
2. Select the library icon (🔍) in the banner at the top
3. Go to the “Images” drop down box and select “Quicklinks”
4. Navigate the folder list on the left to find the page layout that corresponds to your desired webpage

It looks like each of the hyperlinks are their own heading, so I’m going to go ahead and make the all Heading 3.
Horizontal rules are useful for separating sections, and they are easy to use too. Here are the steps:

**Horizontal Rules: [Visual Representation]**

1. Put your cursor at the end of the line where you want the horizontal rule to be under
2. Click the horizontal rule button ( ≈ )
3. Delete any unwanted lines
4. If you are having issues with formatting try singling out your text.

As I mentioned, I’m not exactly following the layout of this page, I have entered horizontal rules above “J. Jayden Fry Center for Prostate Research Fund,” “Richard D. Williams, MD, Faculty Fellowship,” and “General Funds.” When we are finished we can go ahead and hit publish.

**Adding Photos**

Let’s move on to adding photos; I’ll be recreating the “Flocks Urological Society” page for this demonstration. There are two ways you can add photos, one is easier than the other but I’ll cover both of them. I’ll start out with the easiest. The first thing you’ll want to do is populate the content field, once that is done follow these steps:

**Adding Photos and Files Directly to Content: [Visual Representation]**

1. If you are pulling the image from another website (as I am) you will want to save it somewhere on your computer. I’ll put mine on my desktop.
2. Place your cursor where you want your image and hit the library button ( ) in the ribbon at the top.
3. Click “ADD LIBRARY”
4. Create a title (this will show up when you hover your mouse over the picture, keep that in mind)
5. Find your image under the “browse” button
6. Click “ADD LIBRARY”

*Note: You can attach PDFs, .docs, .xlsx, and other file formats the same way. Except, instead of putting your cursor in a blank space you’ll want to highlight the text you want the attachment to be linked to. For example, if I wanted “History” to link to a PDF I would highlight the text “History”, click the library button, and upload my PDF file*

The second way is a little more complicated and tedious.

**Adding Photos and Files Directly to the Library: [Visual Representation]**

1. Navigate to the “Library” tab at the top of Ektron’s work area
2. Select your folder (mine would be “About Us”)
3. Click “ADD”
4. Create a title and find your file under browse
5. Click “SAVE”
6. Navigate back to the content section on Ektron’s work area and chose the content block you want to picture to go in
7. Place your cursor where you want your image to be and click the library button
8. Double click your image, it should appear in the popups first window; if not, find it on the folder pane to the left.

The photo I demonstrated is modified to span the length of the webpage. Depending on the webpage template you use, the dimensions for the photo will change.

Adjusting the Size of Photos: [Visual Representation]

1. Click your photo. You should see modifiable fields at the bottom.
2. The width for a photo in a two column template is 724 (a three column template is 370), type this into the “Width” field at the bottom. The height will adjust accordingly.

If you don’t want the photo to span the width of a column, but have it be aligned left or right you can do the following:

Aligning Photos: [Visual Representation]

1. Click your photo
2. Select .imgRight or .imgLeft on the Apply Styles dropdown box.
3. You can also use the paragraph alignment buttons.

Once you have your image the way you want it, you can go ahead and hit publish.

There is also a way to add photos directly onto webpages; instead of covering this in a later topic, I’ll do it here.

Images without Content (Directly onto Webpages): [Visual Representation]

1. Open up your webpage in edit mode
2. Find the “Image” widget in the widget selector
3. Drag and drop the widget to the appropriate field
4. Click on the pencil and find your photo
5. Click “Save”

Note: You will have to follow the steps 1-5 in the “Adding Photos to the Library” tutorial for this to work.

Now that we have created all of our content we can move on to creating our webpages. There are two main components of a webpage, content and menus. The content is easy to place in webpages but the menus are a little trickier, here’s how you do it:
Creating Menus: (Visual Representation)

1) Navigate to the “Content” tab of Ektron and in the left-hand menu select “Menus,” it should be at the bottom left of your screen.

2) Look for your department in the list of items, if it is not there you will have to create it

3) Select your parent menu (the menu you want your submenus to fall under), if you had to create your department’s menu your parent menu will be “Menus”

4) Click “ADD” or “ADD ITEMS”

5) Select from one of the following:
   (a) Content Item: if you are linking to an internal webpage and this is not a parent menu
   (b) Library Asset: if you are linking to a .doc or PDF file
   (c) External Hyperlink: if you are linking to an external webpage
   (d) Sub Menu: if you are creating a parent menu

6) Enter a title for your menu (be aware that this title shows up on your webpage)

7) Populate the appropriate fields. For a Content Item you will have to find the desired webpage in the list of folders. For Library Asset you will have to find your document in the Browse button. For External Hyperlink you will have to create a title and paste your URL. And for Sub Menu you will have to enter the URL file paths. For example, if you wanted to create a menu for Family Medicines “News” page you would enter “famlymedicine/news/” since this is the file path of www.medicine.uiowa.edu/famlymedicine/news/

8) Click “Save”

The Menus are set up in a way to which they follow the format of an outline tree. To solidify this let’s take a look at Urology’s Flocks Urological Society webpage.

There are three menus on this page: one at the top (the banner), one to the left, and one two the right. The left menu is a submenu of the “About Us” menu, and the right menu is a submenu of the “Flocks Urological Society” menu.

That is, “History,” “Mission and Vision,” “Support the Department,” and “Flocks Urological Society” are all submenus of “About Us.” And, “About the Society,” “Links and CME Sites,” “Membership Directory,” “Past Meetings,” and “Contact the Society” are all submenus of the “Flocks Urological Society” menu. Once these are all created our menus should look like the image to the right.
Creating webpages is one of the simplest things you can do on Ektron, here are the steps:

**Creating Webpages:**  
([Visual Representation]

1. Navigate to the “Folder” section of the “Content” tab and select the subfolder under “Pages” you wish to create a page for  
2. Select “NEW” then “Page Layout”  
3. Select the layout for your page. You will have a choice between two column and three column web pages; three column pages are best when you need a right hand menu, otherwise two column pages are ideal.  
4. Click “Next”  
5. Enter your page’s title. Notice how your Alias matches your page title – this will have to be adjusted.  
6. Enter an alias that a) is a URL extension of your webpage and b) is the same as the URL in the corresponding menu.  
7. Change the .aspx to “/” by navigating the dropdown menu  
8. Click “Next”  
9. Click “Finish”  
10. You can either view your webpage for editing by clicking “OK” or return to your Ektron Work area by clicking “Cancel”

For the Flock’s Urological Society webpage I am going to select a Three Column template since it has both a left and right menu, this page’s alias is “urology/flocks”. Now that our webpage is created we can begin to fill it with content and menus.

**Adding Content to Web Pages**

There are two main components of a webpage, the content and the menus. Depending on your choice of layouts you will have two menus (two column page layout) or three menus (three column page layout). The first menu is located under the CCOM banner (Education, Research, Patient Care, etc.). The second menu is on the left hand side (on Urology’s Flocks Urological Society webpage they are: About Us, History, Mission and Vision, etc.). The third menu, if applicable, is on the right hand side (About the Society, Links and CME Sites, etc.).

The steps to adding the content are simple:

**Adding content to webpages:**  
([Visual Representation]

1. If you aren’t already in Edit mode you will have to select “FILE” and click “Edit.” Note: you may have to click the grey rectangular (-semibold-open-button) box with two arrows to view these options. If you click the thumbback (-half-open-button) once maximized, it will stay at its expanded state.  
2. Click the black drop down tab (open-button) under the middle of this task bar  
3. Drag and Drop the “ContentBlock” icon to the appropriate empty box
4. Click the pencil icon. Note: you want the pencil icon on your newly created content block, not the original block.

5. Find your content by maximizing and navigating through the list of folders (this is where your organization comes in handy).

6. Double click on the content block under “View Results”

7. If you are completed, select “FILE” and then click “Publish”

So, to continue or example of creating a webpage for the Flocks Urological Society, the first thing I’ll do is add content by dragging and dropping the content block into the middle column, click the pencil and navigate two Departments -> Ektron Example -> Content -> About Us -> Flocks Urological Society and then double clicking the “Flocks Society” content block.

Now, all that’s left is our menus. The first menu is already created; all we have to do is create the left and right hand menus. These steps may make it sound pretty complicated, but it’s actually quite easy. Here’s how we do it:

Adding menus to webpages: [Visual Representation]

Note: You cannot make a menu from anything other than a sub menu (ie. content item, library asset, or external hyperlink)

1. As with your content block, maximize your task bar by clicking the black tab with the up and down arrows.

2. Drag and drop “FlexMenu” to the left and right columns. Note: after dragging and dropping once, the FlexMenu icon moves to the end of the widget task bar.

3. Click the pencil

4. Under “Default Menu List:” select your department

5. Navigate to the “Menu” section of Ektron’s Workarea

6. Click on the parent menu of your submenu

7. Look for your submenu and remember the three digit ID number

8. Enter this number into the “Start Menu” field

9. Add an Optional Title if needed (this will put text above your menu)

10. If this is a left-hand menu select “Left Column” in “Display XLST List,” otherwise chose “Right Column”

11. Click “Save”

12. If you are completed, select “FILE” and click “Publish”

Note: You may not see your menu update automatically, depending on how fast the server is running it may take up to a few minutes.
On the Flock’s Urological Society webpage the process of creating menus goes as follows:

I’ll start off by opening the webpage and going into edit mode. Afterwards I’ll place a FlexMenu widget in both the left and right hand columns; starting with the left-hand menu my Default Menu List will be “Ektron Example,” my Start Menu will be the ID number “567” which can be found under the “Ektron Example” menu in my menu list on the Ektron Workarea menu list (this correlates with the “About Us” menu and houses all of this webpages submenus). Lastly, my display XLST List will be Left Column.

For the right hand side, my Default Menu List will be the same, “Ektron Example,” and my Start Menu will be the ID number “573,” which can be found under the “About Us” menu in the “Ektron Example” menu on the Ektron Workarea menu list (this correlates with the “Flocks Urological Society” menu and houses all of these webpages submenus). And this time, my display XLST List will be Right Column.
Headings and Bullets

1. View of a folder in a web interface.
2. Options available in the content section.
3. Fellowship Training details with bullet points.
External Links

Support the Department

The UI Foundation is the preferred channel for private gifts to the Department of Urology. Cash gifts whether currency, personal check, credit card authorization, money order or bank drafts should be payable to the University of Iowa Foundation and mailed to the Leicht Center for University Advancement, One West Park Road, P.O. Box 4550, Iowa City, Iowa 52244-4550.

The department currently has three funds in support of its missions:

J. Hayden Fry Center for Prostate Research Fund

Together with the Holden Comprehensive Cancer Center, the center provides public prevention education.

Richard D. Williams, MD, Faculty Fellowship

This fund provides protected time and necessary supplies and travel to accomplish this mission.

General Funds

This fund helps support the Department of Urology in areas of current academic conferences.

Return to Homepage
Internal Links
Horizontal Rules

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General Funds

This fund helps support the Department of Urology in areas of curriculum and teaching support; student financial aid; guest lecturers; faculty recruitment and development; and student travel.
Adding Images to Content
Adding Photos to Library
Photo Alignment
Adding Photos to Webpages

1. Click on the 'Image' tool.
2. Click on the 'Select File' button.
3. Choose the photo you want to upload.
Creating Menus
Creating Web Pages
Adding Content to Webpages

1. Select the block to add content.
2. Use the editing widget to add content.
3. Preview the content on the webpage.
Adding Menus to Webpages

1. Select the menu element.
2. Customize the menu options.