CMS MODULE

INSTRUCTION MANUAL

OTYS Recruiting Technology

CONTENT

1 | INTRODUCTION

1.1 ABOUT THE CMS MODULE

CMS is short for Content Management System and is designed to publish information and documents on the internet without requiring in-depth technical knowledge or actions. This information and documents are also referred to as the content of your website. One of the functionalities of a CMS is to convert texts without layout into attractive and full web pages. Simple changes to a website can be made without a web developer, making a CMS very attractive for both small and large organisations.

The CMS module in OTYS Go! allows you to make changes to your OTYS website(s). In this instruction manual we will tell you, step by step, about the possibilities of the CMS module and how it can help create the perfect website.

1.2 INSTRUCTION OBJECTIVE

These instructions are intended for OTYS clients, to enable them to configure and use the CMS module in OTYS Go!, so that users are able to make changes to a linked OTYS website in a simple way.

1.3 INSTRUCTION STRUCTURE

After this introduction we will explain the available functions and possible actions you can execute with the CMS module:

- Basic functions
- Create and manage (sub)pages;
- Configure global teasers;
- Apply URL rewrites on your site;
- Place modules on pages;
- Add SEO & Metatags for optimal findability;
- Manage the caching and deleted pages of your site.

2 | BASIC FUNCTIONS

2.1 STRUCTURE OF THE MODULE

If you open the OTYS Go! CMS module, you will go directly to the detail screen where you can edit all the data of your site. The categories are displayed on the left side of the screen. Each category is elaborated on by chapter. These are:

- Pages
- Global teasers
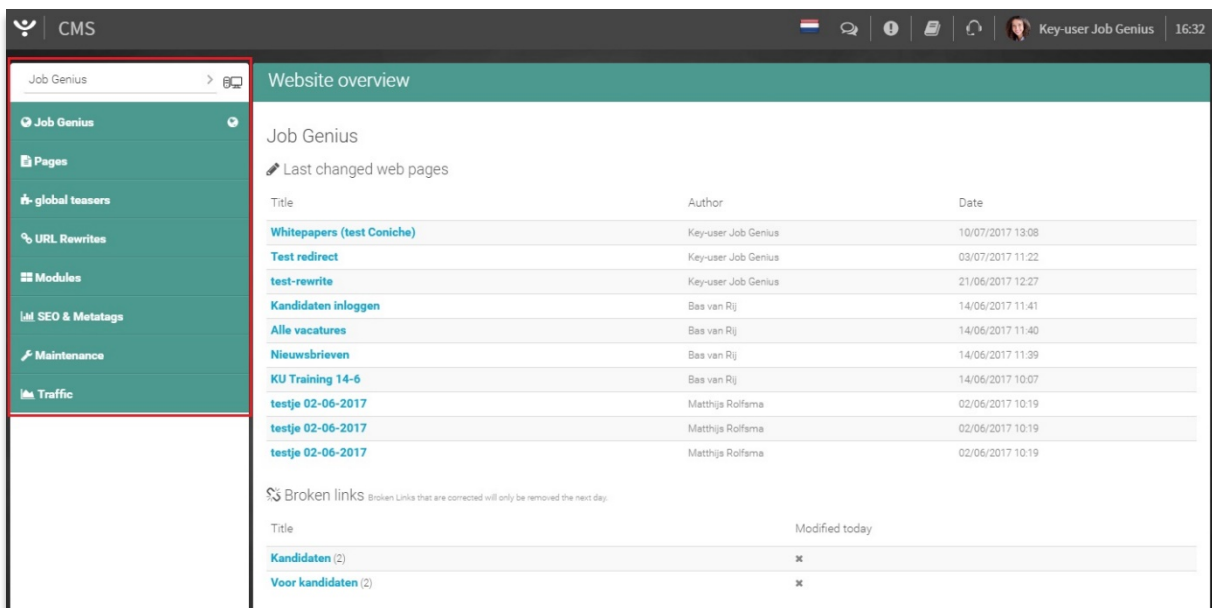- URL rewrites
- Modules
- SEO & Metatags
- Maintenance

Fig. 1 – Overview of the CMS module. The red square features the different categories for editing your site.

2.1.1 SWITCH BETWEEN DESKTOP AND MOBILE SITE

If you have multiple OTYS websites, select the site you want to edit located above the list of categories. Next to the name of the site you can choose whether you want to edit the desktop version or mobile version of your site. The site name is listed first in the list of categories, with a globe behind the name, so you can instantly see which site will change.
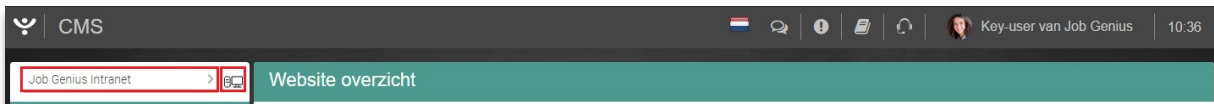
Fig. 2 – Switch between websites and between mobile and desktop version.

2.2 CHANGE LANGUAGE

The function 'Change language' is only applicable if you use multilingual websites. A multilingual website is a site that has exactly the same setup as your main site, but where the content is displayed in a different language. This action button should not be seen as a function that automatically translates the content of your site, for example into German. You will always need to enter the content in other languages.

This function can be used when a website switches languages. Suppose a foreign visitor to your website www.companyname.com wants to change the language to French, your site settings as set in the CMS for the French content will be applied.

Fig. 3 – Use this function to change to the setup of the site set in another language.

2.3 LAST MODIFIED PAGES

In the middle of the CMS module you will see which parts of the selected site were last modified, who did this, and when the changes were made. The pages that have been modified are clickable, so you can navigate directly to this section of the site.
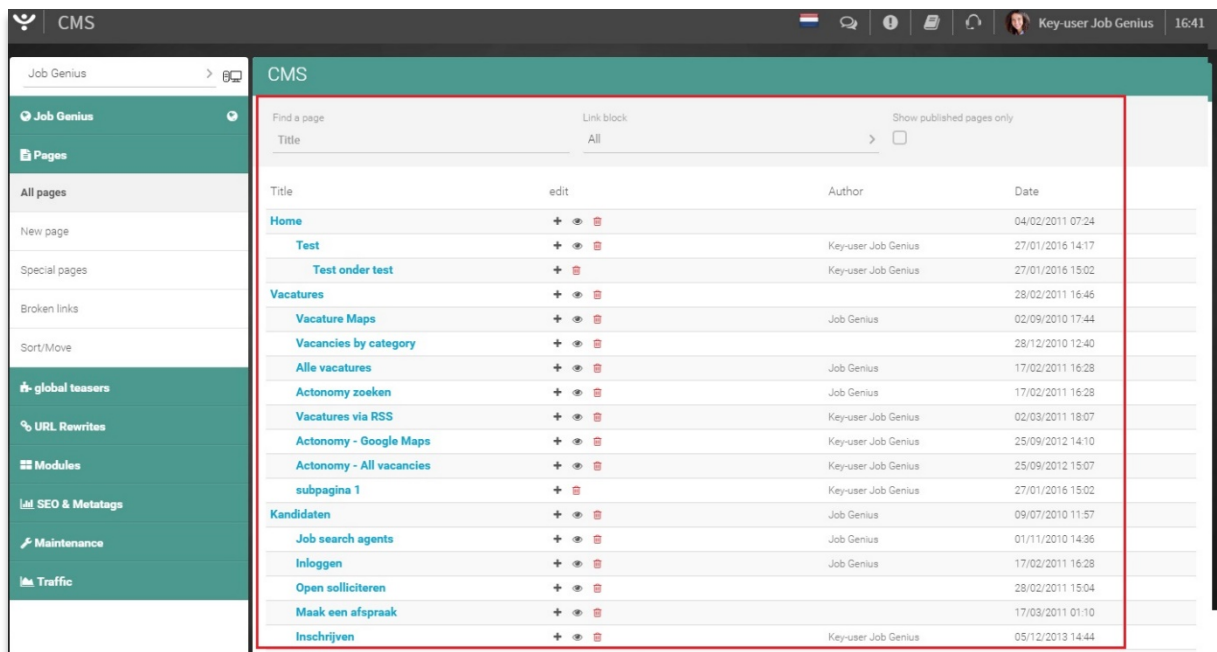
2.3.1 BROKEN LINKS

For optimum indexing of your website by the various search engines, it is important to refer all links to existing pages. These links are regularly checked by the OTYS system. If they no longer refer correctly, they are added as 'Broken links' to the website overview, under last modified pages. These links can also be found under the menu item 'Pages', where you can select 'Broken Links' from the sub-menu. Broken links that you have modified are removed from the list a day later.

3 | PAGES

A website consists of several pages. The CMS module allows you to create and edit main pages and underlying pages. Underlying pages are pages that people can click on from the home page, such as www.companyname.com/**careers**.

3.1 ALL PAGES

In 'All pages' you will have an overview of the structure of the website. From this screen, you can immediately make changes to a particular (underlying) page. Again, by clicking on the name of the page under 'Title', you navigate to the screen where you can make changes to this page. If your website consists of many pages, you can quickly locate a page by entering the title of the page in 'Search a page'.

Fig. 4 – Overview screen of all the pages of your website.

3.1.1 LINK BLOCK

The overview screen can be specified by filtering in 'Link block'. This defaults to 'All' so you can see all the pages on the screen. Do you want to change the contact information in the footer of your homepage? Select Link block to 'Footer' so that only the components of this part of the site will be displayed. This will prevent you from having to search the entire site.

3.1.2 SHOW ONLY PUBLISHED PAGES

Published pages are the pages that are visible on your website. Ticking this option prevents the pages that are not published on your website from being displayed in the overview screen.

3.1.3 EDIT PAGES

Under 'Edit' you can perform three actions, as summarised in the icons ✚ 👁 🗑 . With the plus sign, you can create a new subpage. The system will ask for confirmation before the action can be executed. More information on how to do this can be found further on in the manual. You cannot add a subpage if there is a module on the main page. You should always add subpages first and then the modules. More about modules can be found further on in the manual.

By clicking on the eye you will go directly to the (sub)page of your website so that you can quickly locate the changes you've made on this page. Only links that are published on your site will contain the eye.

Delete a page via the trash can. The system will ask for confirmation before the action can be executed.

3.2 NEW PAGE

Add pages to your site via 'New page'. A new window will open immediately if you click on this header. In this window you can enter the title of the page and check whether the website should also be visible on mobile devices. The function 'Add' adds the page immediately, the function 'Add and edit' allows you to further configure the page.
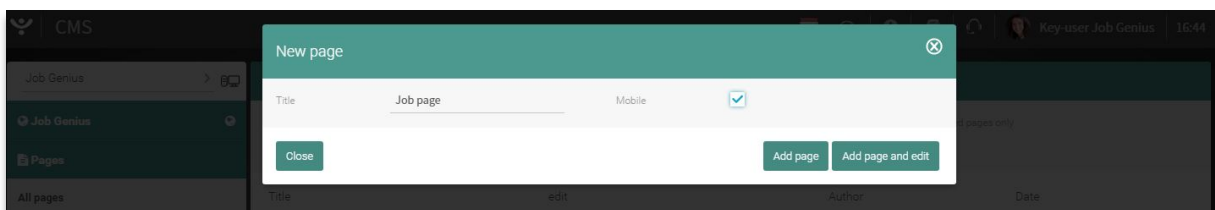

Fig. 5 – Add new page.

3.3 EDIT (SUB)PAGE

After clicking 'Add and edit' of a new page, or on '+' in the overview screen, a screen will open in which you can edit the page. Here you have the choice between six general input fields and the options 'SEO', 'Teasers', 'Delete' and 'Edit' next to the 'Publish' button.
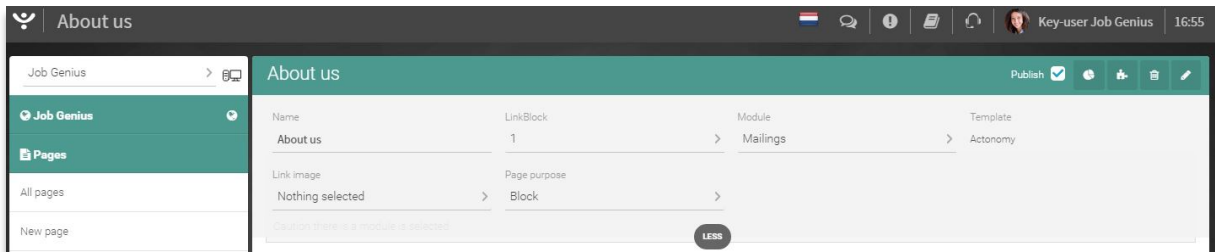
Fig. 6 – Edit a (sub)page.

3.3.1 GENERAL OPTIONS

The editing field has six general fields:

- <u>Name</u>

  Here you can specify or edit the name of the page.
- <u>Navigation</u>

  Specify the location of the page in the menu. For example, you specify the top of the menu with the number '1'.
- <u>Module</u>

  Specify whether you want to link a module to the page. More on modules can be read in Chapter 8.
- <u>Template</u>

  In the back office this template was known as the 'Inside template'. Each web page is included as standard in the template of your corporate identity. In this window, select the standard template to display the page.
- <u>Link image</u>

  Select which image is displayed as a link.
- <u>Page target</u>

  Specify whether the page should refer to a different target page. For example, you can set a page as the homepage or block a specific page.

3.3.2 SEO

With Search Engine Optimisation (SEO) you can improve the findability of your website in search engines. OTYS Go! offers a number of SEO settings that are discussed in detail further in this manual.

- <u>URL rewrite</u>

  By default, the title of the page is copied to the URL. The URL of the (sub)page can be edited as prefix, directory or page.
- <u>Custom title tag</u>

  This displays the edited URL as it will be seen live.
- <u>Include site name</u>

  Tick this box to add the name of the website.
- <u>Short description of page (META)</u>

The META description is the text of up to 20 words in the search results, giving a description of your website.

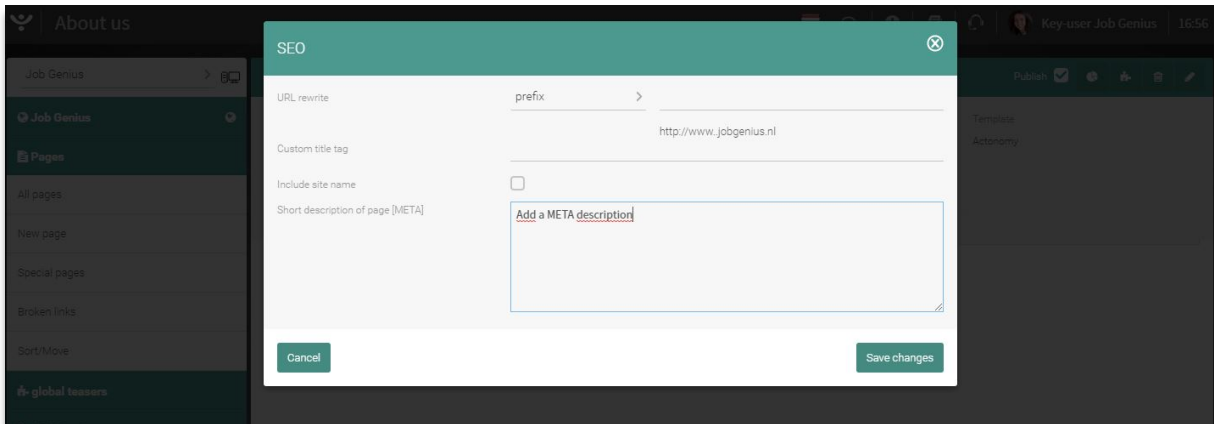Click on 'Save changes' to save the SEO settings for the page.

Fig. 7 – Setting the SEO settings of the new page.

3.3.3 TEASERS

You can configure page-specific teasers with ⊞ . By clicking this, you can load a teaser, that you set in advance, in the page. More about this can be read further in this manual.

3.3.4 DELETE ITEM

A (sub)page can be deleted by clicking the trash can icon in the top right corner of your screen. Before the action is executed, the system will ask for your confirmation.

3.3.5 EDIT PAGE

Next to the icon for deleting a page, you will find the pencil to edit a page. In this menu you can edit the name of the page, change the consultant and choose another template. Additionally, this menu provides two extra options namely 'Add intro' and 'New item'. This screen offers three action buttons that will appear in the top right corner of the screen when you click 'Edit page'. These are the buttons 'New intro', 'New item' and an action button to save the changes.

3.3.6 NEW INTRO

An intro is the introductory text of the page. It is at the top of the page and has no header. In the intro you can place text, links, references and possibly one image. You can use one intro per page. Add an intro by clicking on the icon with 'i'. The basic functions, such as adapt font size, will not be addressed.

Source code
The source code of a website is the readable text written in a programming language by the programmer. By clicking on the 'Source code' button the written text is converted into the programmed text.

Style
Give your text a specific style, such as an underlined or highlighted text.

Insert/edit link
Click on this function if you want to refer to an internal or external page. A part of a sentence can be turned into a clickable link with this option.

Image
An image can be inserted through an entered URL. Click on the icon to add an image and then insert the URL in the appropriate window. You can choose to add an alternative text and to align the photo. Via 'Link' you can link visitors to your site to another site via the image. At URL, enter the name of the site where the image is supposed to send the visitor. Then at 'Target window' specify how the link should be opened (new page, in the same browser, etc.).
The 'Advanced' tab is a tab that is displayed for each link type. Here you can configure advanced properties such as a long URL description and an advisory title.

Add reference
Clicking 'Add reference' will open a window. Here, in the top left corner, you will see an overview of available websites that you can edit. In addition, you can select whether you go straight there after clicking the link (self) or whether you open a new page or tab in your browser ('blank (new page/tab)').

Add HTML
Clicking on this icon will bring up a new screen. If you then enter the embed code in the appropriate field, the right field will immediately show the preview, so you will know whether the HTML works.

Embed YouTube video
If you click on the YouTube icon indicated, a new window will open, showing you the embed code or video URL that can be directly added so that the video will be played on your website. In the window that will open you can set the resolution of the video, or if you want to have the video scaled automatically, depending on the screen resolution of the device on which it is played, tick 'Responsive video'. If you do not want to suggest any other or related videos at the end of the video, untick this option. It is also possible to disable cookies by clicking on 'Privacy-enhanced mode'. Finally, you can also choose to have the video start automatically when opening the page, and there is the option to start it from a specific time (ss or mm:ss or hh:mm:ss), where 'ss' stands for seconds, 'mm' for minutes, 'hh' for hours.

Photo editor
The 'Image settings' button is in the top right corner of your screen. This button takes you to the Photo editor, where you can upload an image and manually drag it to a position on the page.
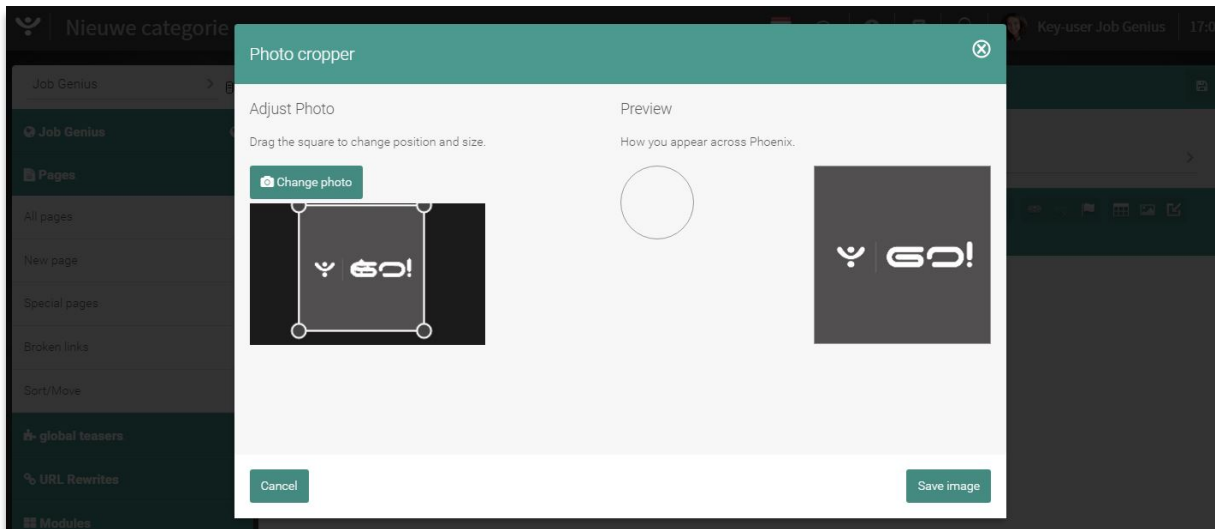
Fig. 8 – Adjust Photo editor at Intro.

Finally, click on the disk icon in the top right corner to save all changes.

3.3.7 NEW ITEM

When you divide a page into different items (sections), visitors have a better overview of the contents. If you do this using headers, this will have a positive impact on your indexing in Google.

Items have a header. You can set up multiple items per page. To do this, go to the page and click the Edit icon to edit the page. Then select the '+' icon to create a new item. If you have created multiple items, then click 'Move down' and 'Move up' to place the items in a specific order.

Now a new item will appear on the page. You can add multiple items in this way. If you then click 'Edit item', you can adjust the item.

3.3.8 PUBLISH PAGE

After you have completed all the settings for a web page, you can make the page live on your website. Tick the box 'Publish' to put the page online.

3.3.9 SPECIAL PAGES

Special pages are the 'unique' pages of your website. They are unique as a site has only one homepage and one cookie page, for example. Using this functionality you can navigate quickly to the unique pages. In addition, it prevents site visitors from clicking on a dead link. To do this you can set up a unique Global 404 or Vacancies 404 page. This is a page where visitors are brought when they, for instance, click on a vacancy that is already filled (Vacancy 404), or want to visit a page that no longer exists (Global 404).

3.4 BROKEN LINKS

Broken links can result in your site not being found in search engines. A broken link occurs when a page is deleted, a faulty URL is entered or when a URL is edited without it referring to a new page. A broken link will take the visitor and the Google spider to an unknown page, the famous Error 404. Since the Google spider indexes your website, a broken link will cause problems with SEO. It is therefore important to regularly check for broken links.

In OTYS Go!, broken links are shown in the left of the overview screen and in the screen 'Broken links' under 'Pages'. Clicking on 'Broken links' will take you to the detail screen, showing the following:

- Title
  The title of the page to which the URL is linked.
- Broken link
  The URL of the broken link.
- Found on
  The date on which the broken link was found.
- Reason
  The reason why the URL is characterised as a broken link.

You can restore or delete a broken link. All edited broken links will be deleted from the overview the next day.

3.5 ORDER/MOVE

In this window you can change the order of the pages. Left-click on the page that you want to move and drag it to the desired location.

4 | GLOBAL TEASERS

In the left menu you can configure teasers yourself or select one of the pre-formatted teasers. By default there is at least one teaser already designed for you. The teaser page is where you can change the name of the teaser, set the user for whom it will be available and select your teaser layout. You can then add, edit or delete items in the same way as you would adjust the layout of content pages. The order of the items can be changed by clicking on 'Move down' and 'Move up'.

When you click the 'Edit item' button, you will see the same editing window as when you edit a new page. After applying the changes, click the 'Save' icon to save them.

Note: You can use one standard teaser per teaser position. You can have it come back on different pages of your website. To manage this easily, it is best to create an unpublished page 'standard teasers' where these standard teasers are set up.

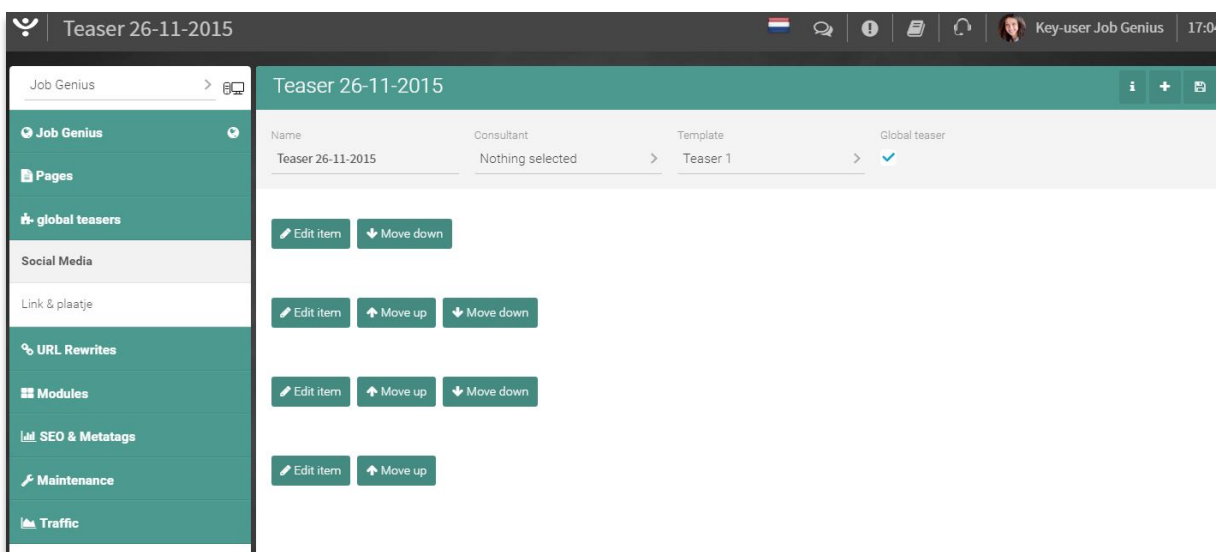In the upper right corner, you can add an intro and item to your teaser.

Fig. 9 – Overview page of the global teasers.

5 | URL REWRITES

An URL rewrite is, as the name suggests, a rewrite of the URL of a website. The idea behind an URL rewrite is to allow better indexing of websites by web crawlers/spiders, so that a web page ranks higher in search results. This is especially important if you frequently work with content, because it can happen that an URL changes, resulting in a page not being found anymore. An URL is taken from the title of your page by default.

In addition to the technical benefits of an URL rewrite, it also has an aesthetic function: a rewritten URL looks better and is easier to read. The link *www.otys.com/news.php?newsid=release&page=otysgo* could be converted with a rewrite into *www.otys.com/news-release-otys-go*.

5.1 EDIT URL REWRITE

If you want the URL to have a different title, you can change this in the URL rewrites in the CMS module. The overview screen displays all the pages with the name of the rewrite. If you click on the page you want to change, a new pop-up window will appear. This window offers several options which are explained further below.
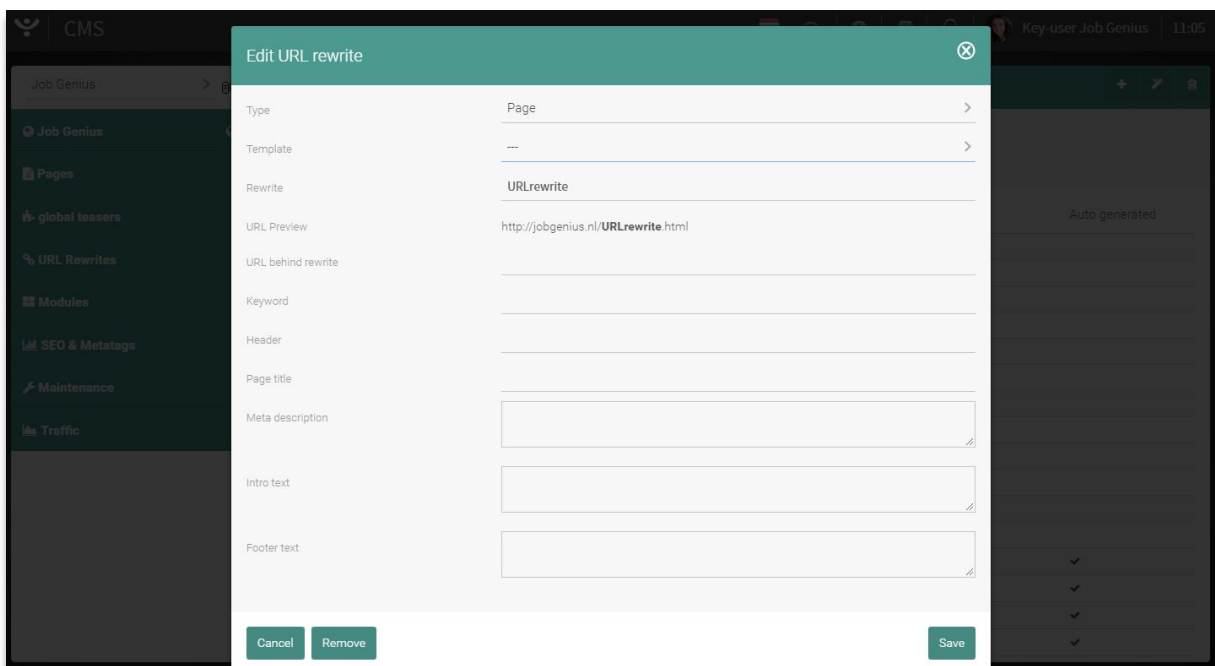

Fig. 10 – Edit URL rewrite in OTYS Go!

5.1.1 TYPE

To begin, select the type of rewrite that you want to alter. You have three choices:

- Prefix
  URL prefix allows the system to know exactly where the data is located in the system. A rewrite of the prefix makes it possible to give your pages a new location. An example of a rewrite is https://**our-staff**.carreersatotys.com. A link like this is very useful when it is not needed to have the page appear in the search engine results.
- Directory
  When a site is moved to another domain or to a new site with a different URL structure, the old URLs must refer to the new URLs. The advantage of a rewrite directory is that a large number of redirects can be implemented in bulk. A rewrite directory can look like this: http://carreersatotys.com/**our staff/**.
- Page
  The page rewrite ensures that the page will get a more readable URL.

5.1.2 TEMPLATE

The template is a fully designed website that is appropriate for the most part. If you are doing a rewrite for a page then you can adjust the template accordingly. This means that the rule set for the template when creating the web page is ignored when another template is used in the rewrite, provided that no module is enabled for that template.

5.1.3 REWRITE URL AND PREVIEW

Behind the 'Rewrite' field you can enter the new name of the URL. It will appear in the 'URL preview' field as it will be shown live.

5.1.4 URL BEHIND REWRITE

The URL behind rewrite is the original (long) URL. In almost all cases, this will be the comprehensive URL that is rewritten into a more readable URL.

5.1.5 KEYWORD

The keywords that you enter here end up in the META keyword tag in source code of your website. According to Google this META keyword tag is no longer being used for ranking purposes.

5.1.6 HEADER

A header indicates the title and sub-headers on a web page. Headers are important for search engine visibility and legibility of the text on your site. For optimal findability it is wise to combine headers with the search terms of the page.

5.1.7 PAGE TITLE

This is shown in the page source and is usually acquired by Google as a page title in the result display of the Google search results.

5.1.8 META DESCRIPTION

The meta description gives a brief description of the website. More information can be found further in this manual.

5.1.9 INTRO TEXT

The intro text is the introduction of your page. The intro text is intended to immediately make clear to the website visitor what the page is about.

5.1.10 FOOTER

The footer is the bottom part of the website. In this field you can enter the text you want to display in this section of the website.

6 | MODULES

Highlighting a section of your site as a module ensures that it is easily accessible to the visitor. Modules on a website determine the main function of a page, such as a search function or a login screen. Modules can be used only in the master template. The overview page shows the modules that are available and for what template they are suitable. You will see 'Force modules' at the top of the page. Using a module you can assign specific templates to a page on which a module is active. For example, you can assign a 'full width' template so that a module is displayed over the full width of the page.

If you want to place a particular module on a page, you can add it in the OTYS Go! CMS. All pages on which a module is active, have a standard setup in which a portion of the link is the same; for example www.yourcompanyname.com/index.php/page/>. The part after 'page' indicates which module is active on the page, for example page/applicants. In the part after the module in the URL, the command is given.
In the CMS, go to 'Modules' and then double-click on the module to be altered. Next, find the command that you want to change. The options you can change are the template, template when you are logged in, the mobile template and the secure page.

Note: You cannot add subpages when there is a module on the main page. Add the subpages first and then the modules. Also, you cannot manually adjust a template per page if you add a module, this is because the template and layout are forced from this module overview page.
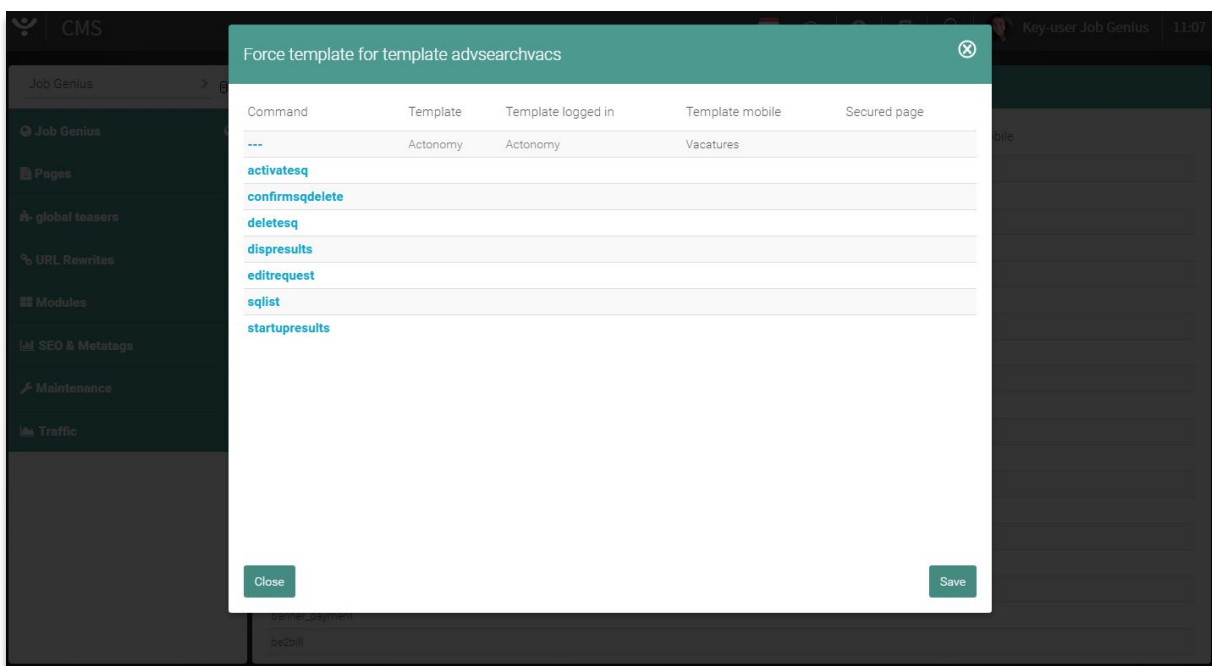

Fig. 11 – Force modules in the CMS system.

7 | SEO & METATAGS

You can improve the visibility of your website in search results with SEO settings and meta tags. They play an important role in the field of SEO. This chapter explains how to configure the SEO settings and meta tags.

7.1 SEO SETTINGS

As shown in Figure 12, the descriptions of the various functions in the SEO settings are included in OTYS Go! and will therefore not be explained in this instruction manual.
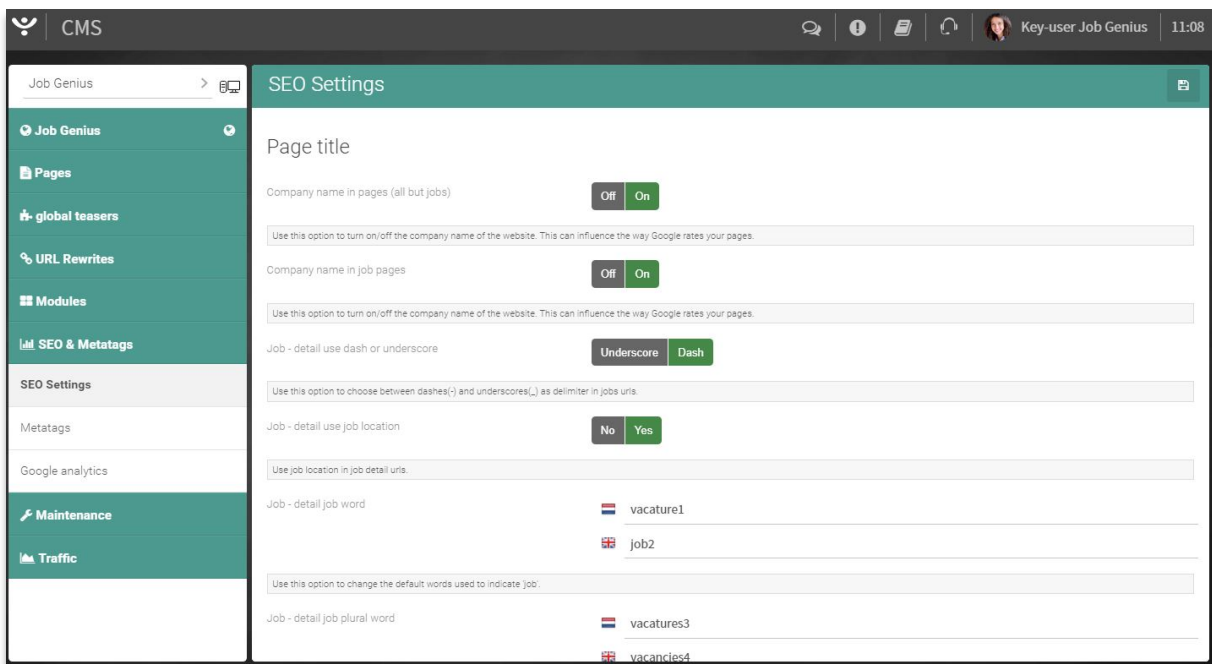

Fig. 12 – SEO settings in OTYS Go!

7.2 METATAGS

When you click on 'Meta tags' a window opens where you can fill in the available meta tags. The most important tag to use is the 'Description'. This is a brief description of your page of up to 20 words. Because the space for the description of the website is limited, it is important to immediately attract the attention of a visitor in the description.

The CMS in OTYS Go! offers four more settings for metatags:

- Keywords
- Revisit after
- Robots
- Abstract

The settings (the explanation of 'Keywords', 'Revisit after', 'Robots' and 'Abstract') and the recommended use of these functions are described in OTYS Go!. This instruction manual will therefore not discuss these topics any further.
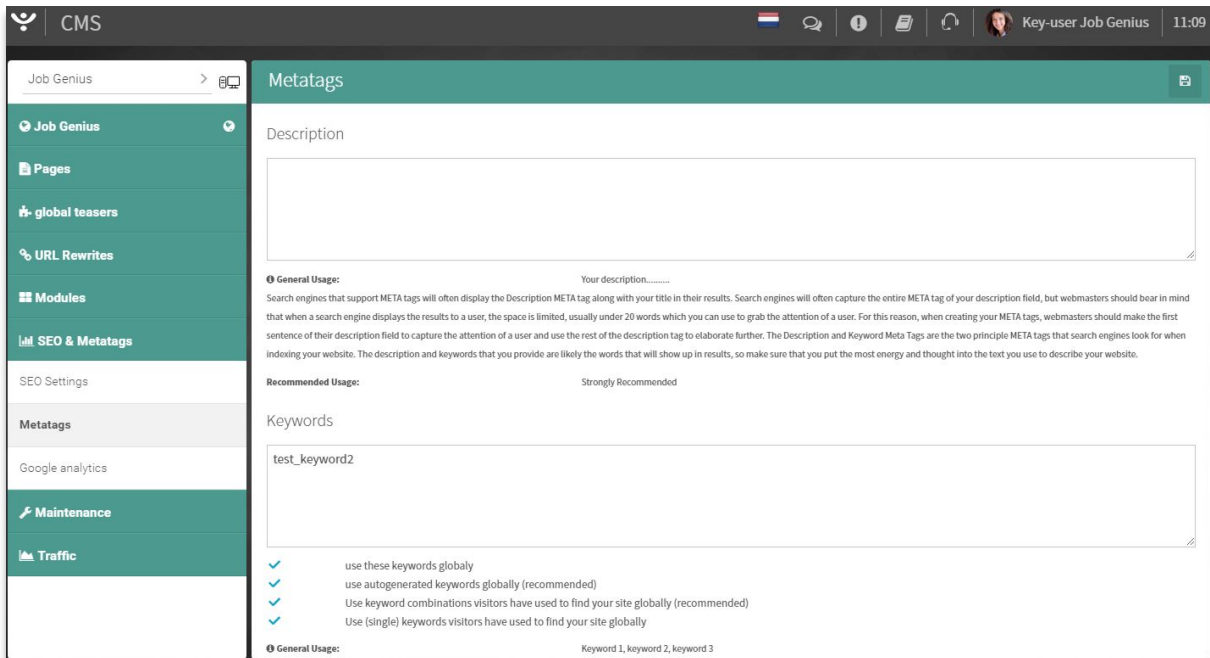

Fig. 13 – Option field for metatags and more details of the fields.

7.3 GOOGLE ANALYTICS

On the Google Analytics page, you can enter the code which allows you to analyse your website traffic using Google Analytics. If you do not have a system administrator and you want to enter this code yourself, you can sign up or create the required Google Analytics account at https://www.google.com/analytics/. The use and operation of Google Analytics is not part of this instruction manual. Please read the Google page https://support.google.com/analytics/answer/4553001?hl=nl.

8 | MAINTENANCE

8.1   DISABLE CACHING

The caching of a website is a kind of temporary storage and partly determines the loading time of your site. If you make changes to your site, then it may take a while before these changes are visible if the site is reloaded. In OTYS Go! caching can be disabled for a specified time so that changes are displayed instantly, and you can quickly assess whether these are implemented correctly.
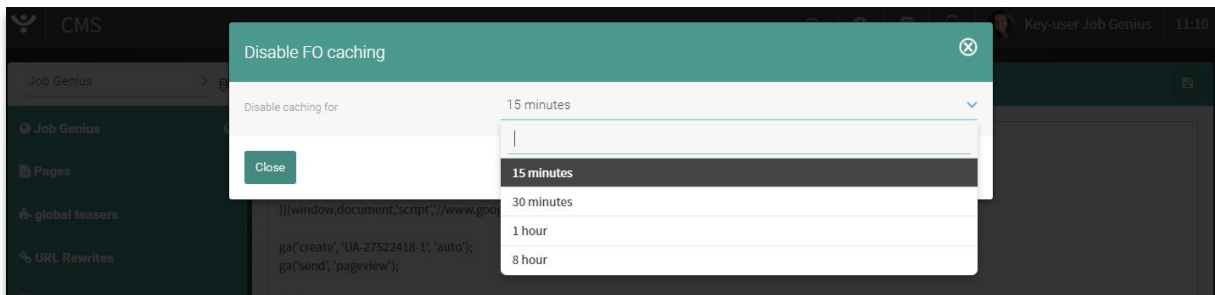

Fig. 14 – Disable caching for a period of time.

8.2   TRASH CAN

The trash can holds all the pages that are deleted from your website. These deletions are sorted by date of editing and a message indicates whether the page has previously been published. You can delete all pages by clicking on the X in the upper right corner.