



Microsoft SharePoint 2016 Content Management System

Website Hands-on Training

- SharePoint 2016: New user interface, easy to use options, browser compatibility and more space
- Website redesign project and timeline
- Departmental role in revamping content and modifying structure

- Faculty and department websites will be migrated over the year of 2018

- Contacts:

Jennifer Muller for content and structure

Ali Zaiter and Maher Hammoud for technical issues

Najib Attieh and Nour Machaka for visuals

Nidal Mawas for coordination between all of the above and ClearTag

- Appoint a web coordinator for the faculty/unit to lead the refresh.
- Refer to Google Analytics to analyze the behavior of users on your website.
- What pages were most accessed and why?
- How much time did users spend on a page and why?
- What should be done to build on such numbers?

- Study your [website](#) and decide what pages and subsites need to be deleted. Ideally you need to delete more than 50% of your pages and decrease the click through to two only.
- Choose a strategy:
- Option 1: delete all and create a new website from scratch. (recommended)
- Option 2: delete old documents, revamp structure, revisit content and migrate specific pages to a free layout.

- Design your new site structure (right navigation) according to the new template. Submit the new site structure to the Office of Communications for review (should be 5 items only).
- Choose pictures for your home page. Send the pictures you have chosen for the home page to the Office of Communications for approval.

- Gather all your home page text in a Word document and send to the Office of Communications for copy editing.
- Once the site structure, images, and text has been reviewed and returned by the Office of Communications, start loading content.
- The Office of Communications must review all pages before they go live and will work with IT on a launch timetable once all is approved.

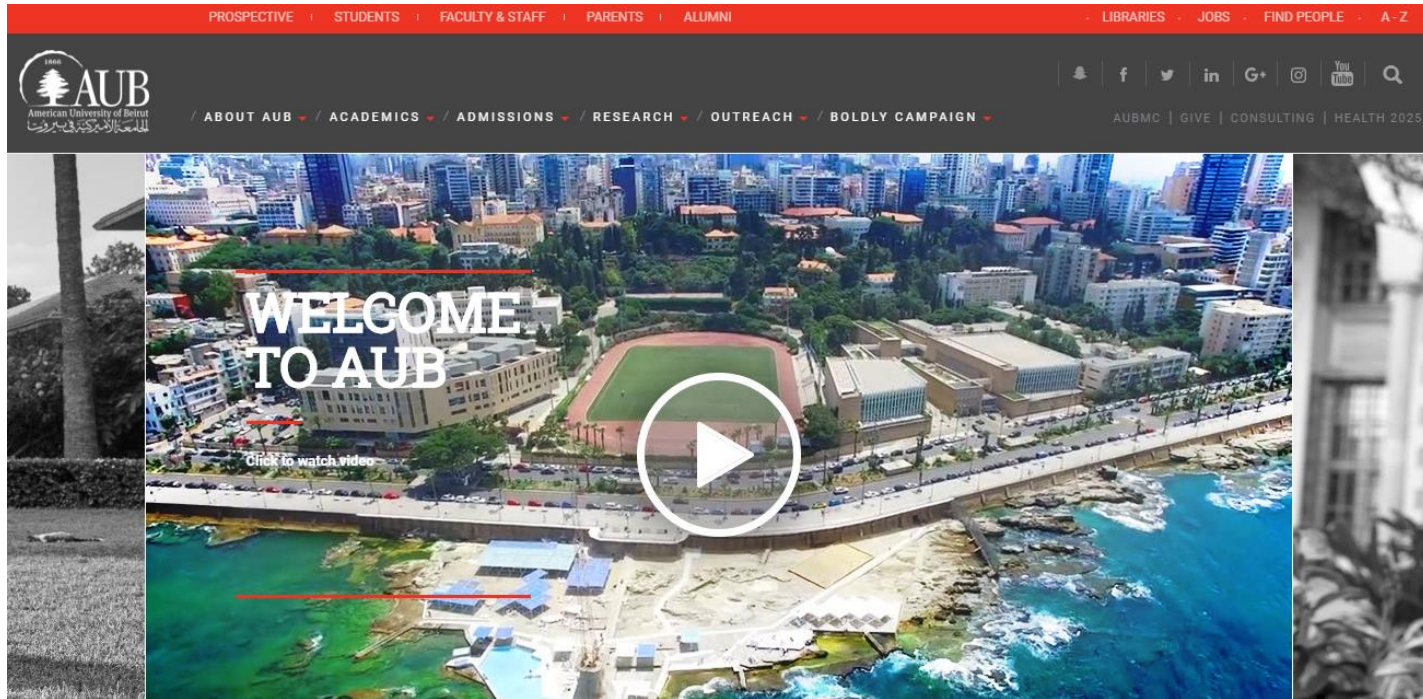
- Delete all old pages and only migrate/create what you absolutely need and can realistically keep up to date in the future.
- Keep the same names of pages (that show in the URL) when creating new pages that correspond to existing old pages.
- Limit text as much as possible, especially on home pages. Use headings and pictures that link to interior pages with detailed information if necessary.

- Pictures should convey a message relevant to AUB brand and adhere to:
- Action-oriented (no panels, people holding up certificates/awards, speakers at a podium; avoid posed group shots)
- Student-oriented (or students and faculty)
- Puts campus in a good light (no dreary buildings or rooms)
- Timeless: Not related to a specific event or news story.

Please do not hesitate to contact us should you need any assistance.

- Maher Hammoud, Web Editor, Office of Communications, mh279@aub.edu.lb
- Ali Zaiter, Software Engineer and Analyst, IT az39@aub.edu.lb
- Nidal Mawas, Digital Media Director, Office of Communications nm74@aub.edu.lb

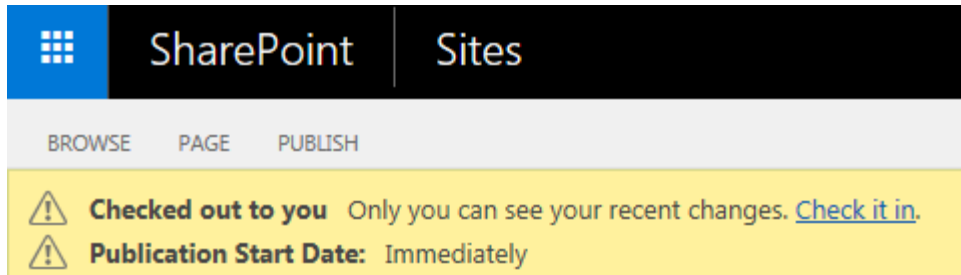
- You can access <http://www.aub.edu.lb/templates> to check the new templates' options for main and inner pages along with various web parts

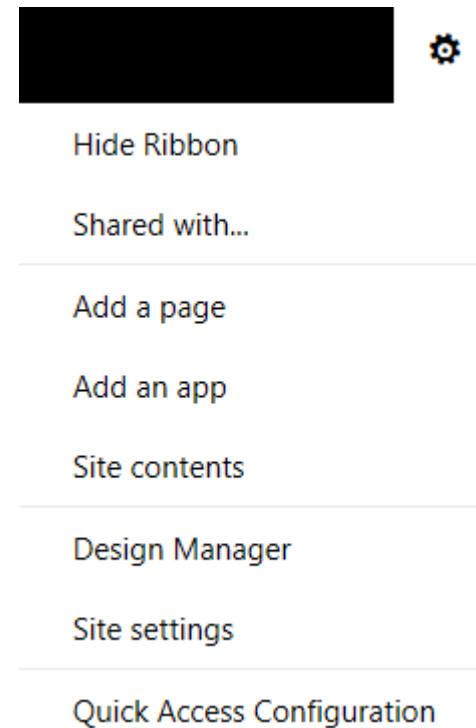


- Do not publish pictures on the homepage of a website on your own. Contact us for picture and design requests.
- Use proper English and keep the content short and easy to read. Make sure to follow AUB's Style Sheet.
- Links to documents should open in a new window.
- Links to websites within AUB should open in the same window.
- Links to websites outside AUB should open in a new window.





















- To preserve the CSS style of the default web templates do not copy and paste from Microsoft Word or any other similar source. Always copy and paste using Notepad.
- URL's of pages, documents and pictures should be lower caps without spaces (use – or _)
- Website (home 2, 6) 765x256px in the center
- Website (home 3, 4, 5) 547x240px in the center
- Website (inner 2, 3) 214x214px on the right

- Maintain fresh, up to date and brief content on your website
- Ask external credible and related websites to link to your website
- Link to credible websites from your own website (quality rather than quantity)
- When using links, use the full name of the link instead of “Click here”
- Use meaningful keywords and cluster your web pages to have specific keywords
- Add a description to each page and to each image and document you upload
- Add the word “image” or “picture” in the image ALT tag
- URL should be search friendly with keywords in the URL itself
- Consider using blogs and social media, as well a social component on the website
- Have a sitemap for the website










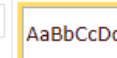


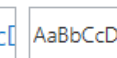




A screenshot of the SharePoint ribbon interface. The top bar is black with a blue square containing a white grid icon on the left, and the text "SharePoint" and "Sites" in white. Below this is a light gray bar with the words "BROWSE", "PAGE", and "PUBLISH" in black. A yellow warning banner contains two messages: "Checked out to you Only you can see your recent changes. [Check it in.](#)" and "Publication Start Date: Immediately".A screenshot of the SharePoint action bar. The top part is black with a gear icon, a question mark icon, and a dropdown arrow. The bottom part is light gray with icons and text for "SHARE", "FOLLOW", "SAVE", and a print icon.

- 
- A vertical list of settings options. At the top is a black rectangular button with a white gear icon to its right. Below the button are several text options: "Hide Ribbon", "Shared with...", "Add a page", "Add an app", "Site contents", "Design Manager", "Site settings", and "Quick Access Configuration".











BROWSE PAGE PUBLISH **FORMAT TEXT** INSERT

 Save  New  Check In Edit	 Edit Properties  Page URLs  Page History  Page Permissions  Delete Page Manage	 E-mail a Link  Alert Me  Popularity Trends Share & Track	 Preview  Page Layout  Make Homepage  Incoming Links  Draft Check Page Actions	 Library Settings  Library Permissions  View All Pages Page Library	 Tags & Notes Tags and Notes
---	--	--	---	--	---








BROWSE PAGE PUBLISH **FORMAT TEXT** INSERT

 Paste  Cut  Copy  Undo Clipboard	Verdana 12px  B <i>I</i> <u>U</u> abc x ₂ x ² Font	    Paragraph	 AaBbCcDd Paragraph  AaBb Heading 1  AaBbCc Heading 2  AaBbCcDd Heading 3  AaBbCcDdEe Heading 4 Styles	 ABC Spelling  Edit Source  Markup Spelling
---	---	---	--	--

BROWSE PAGE PUBLISH **FORMAT TEXT** INSERT

 Table Tables	 Picture  Video and Audio Media	 Link  Upload File Links	 Reusable Content  App Part  Web Part Content	 Embed Code Parts	 Embed Code Embed
---	--	---	--	--	--

BROWSE PAGE PUBLISH **FORMAT TEXT** INSERT

 Submit  Schedule  Approve  Reject Publishing	 Start a Workflow  Status  View Tasks Workflows
---	--

- The administrator of the website will have the role of:
 - **Contributor**
Can view, add, update, and delete pages, list items and documents
 - **Hierarchy Manager**
Can create sites and edit pages, list items, and documents
 - **Approver**
Can edit and approve pages, list items, and documents

▶ Settings → Site Content

• Documents

- Used to upload any document used in the site
- Use PDF, classed in folders and sub-folders
- Use small names, lower case and no spaces
- Use small size files (< 4 MB)

• Pages

- Where all the pages of this site reside

▶ Images

- Picture resizing to the appropriate display size
- Used to upload any image used in the site
- Use folders and sub-folders
- Use small names, lower case and no spaces
- Use small size pictures (< 1 MB)

▶ Subsites

- Where you can find the sub-sites you create

- Settings → Add Page or Page → New
- **Give it a name (URL name):** use short names, lower case, no spaces, if needed link by “-” or “_”
- Edit → Edit Properties
- **Content Type:** choose home or inner templates
- **Title:** appears in breadcrumbs and left navigation
- **Description:** choose keywords describing the site (useful for search engines, also go to edit SEO properties)

Add a page



Give it a name

Find it at <http://eureka/communications/pages>

Create

Cancel

Content Type

AUB Dept Page ▼

Name *

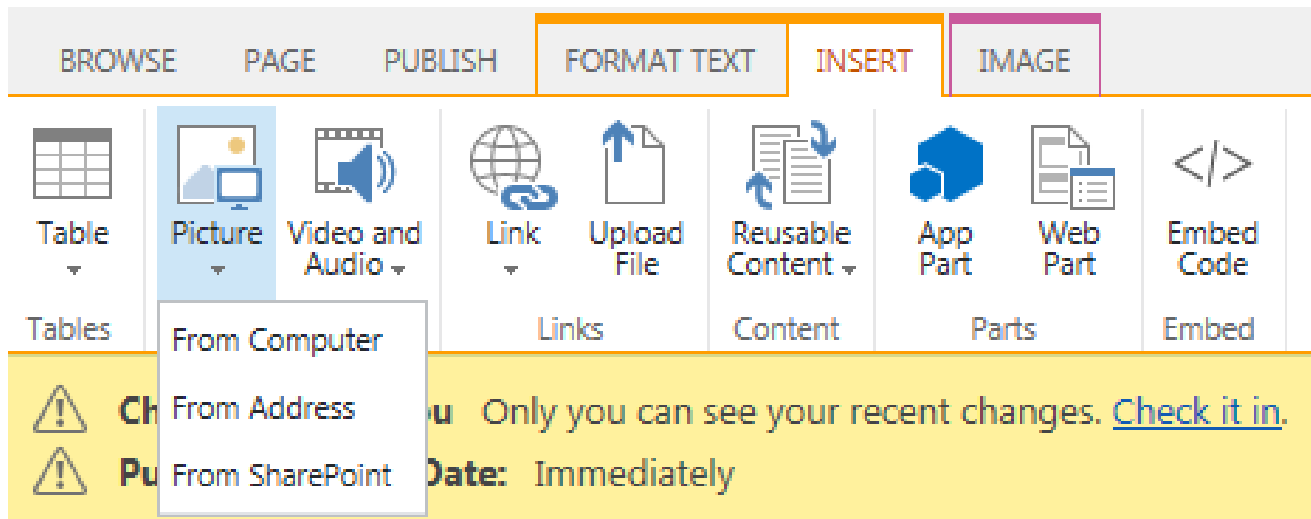
test.aspx

Title

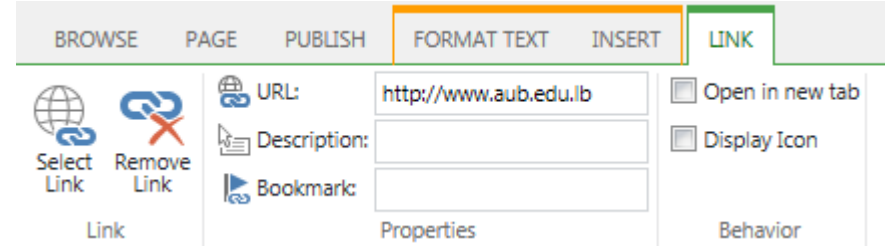
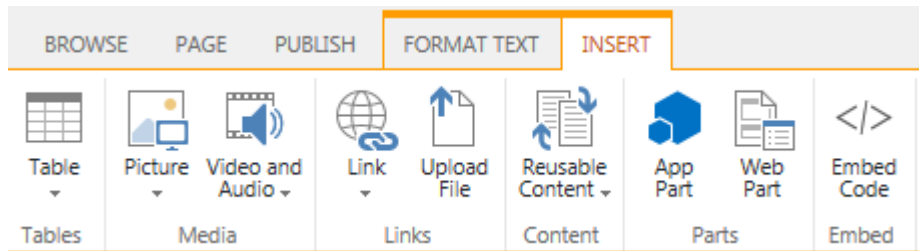
test

Description

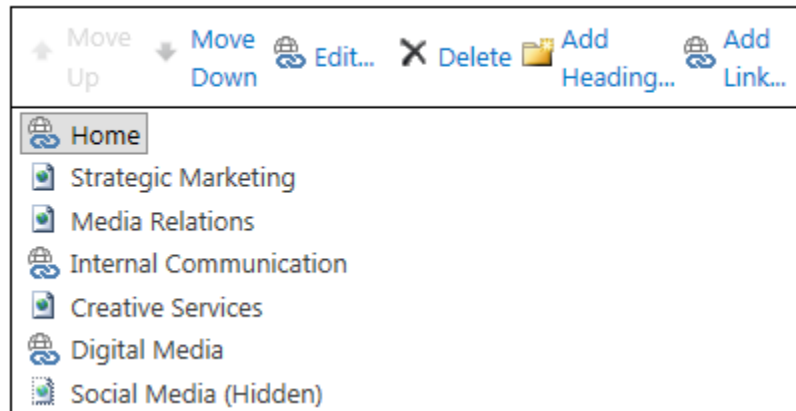
- Go to Settings → Site Content → Images to upload and publish image
- Go to the page, click Edit, then Insert, then Picture from SharePoint
- Browse picture and select



- Go to Settings → Site Content → Documents to upload and publish document
- Go to the page, click Edit, select the sentence that you need to link to your file
- Click the Insert tab from the toolbar and then browse document
- If you need to link to an external file or website just paste its URL using the Link icon
- After choosing the file, you can tick the **open in a new tab** checkbox under the Link tab



- Settings → Site Settings → Look and Feel → Navigation



- You can Show Hide pages when necessary, and change their order in menu.
- You can create Headings and add links below them.

- Instructions: <http://www.aub.edu.lb/Templates/Pages/ImagesRotator.aspx>
 - IMAGES ROTATOR
 - WIDE IMAGES ROTATOR
 - COLLAPSIBLE SECTIONS
 - TILES
 - CARDS
 - SCROLL CARDS
 - RESOURCE LINKS
 - FACULTY MEMBERS
 - FACULTY MEMBERS BY DEPARTMENT
 - TOP BOXES
 - PHOTO ALBUMS



Thank you!

