Working on the Web

Training for people
who publish to CABQ.gov

Welcome. We're glad you're here.

- CABQ.gov: The Big Picture
  - An introduction by Lesley Molecke, Web Team Lead
    - Your power to reach thousands
    - Your new responsibility
    - The people who will support you

What we're going to do today

1. Learn what people do on CABQ.gov (especially on YOUR pages)
2. Feel very important when we learn how many people use CABQ.gov
3. Learn some tips for communicating online
4. View some pretty graphs and images
5. Get our hands dirty in Plone (the publishing system for CABQ.gov)
6. Create a yearly plan for your content

What do people do at CABQ.gov?

People visit cabq.gov to get something done.

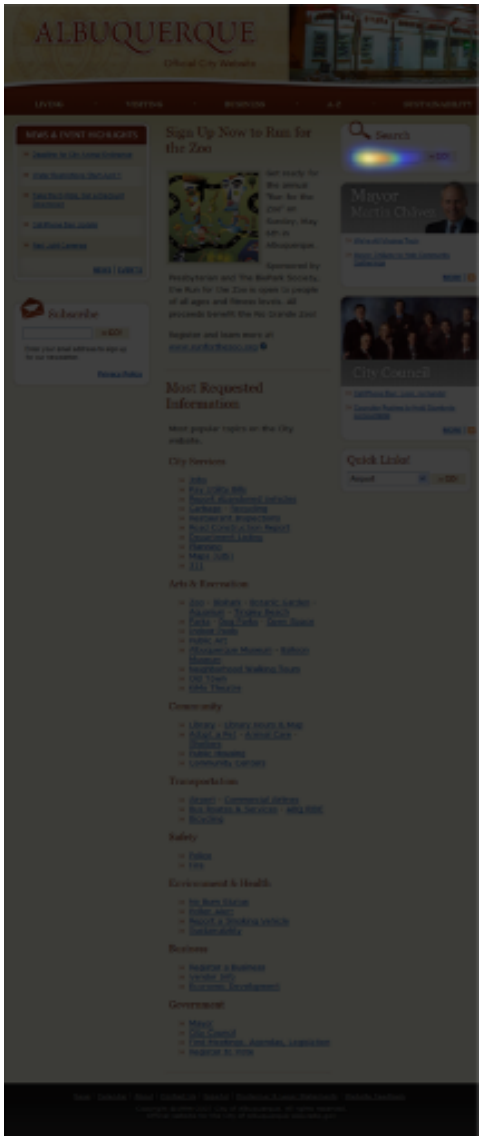
Here are the top tasks they want to accomplish:

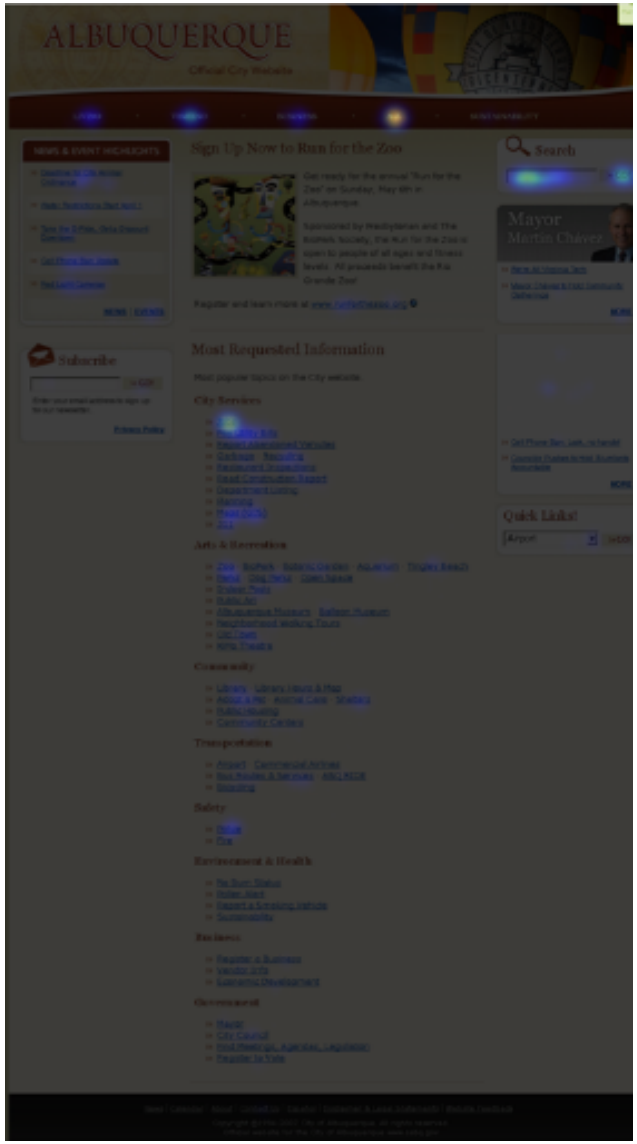
- Find a bus route
- Apply for a job
- Check out a library book
- Find out when the zoo opens
- Adopt a pet
- Search for parks, pools
- etc.

What are they doing on your pages?

How they behave

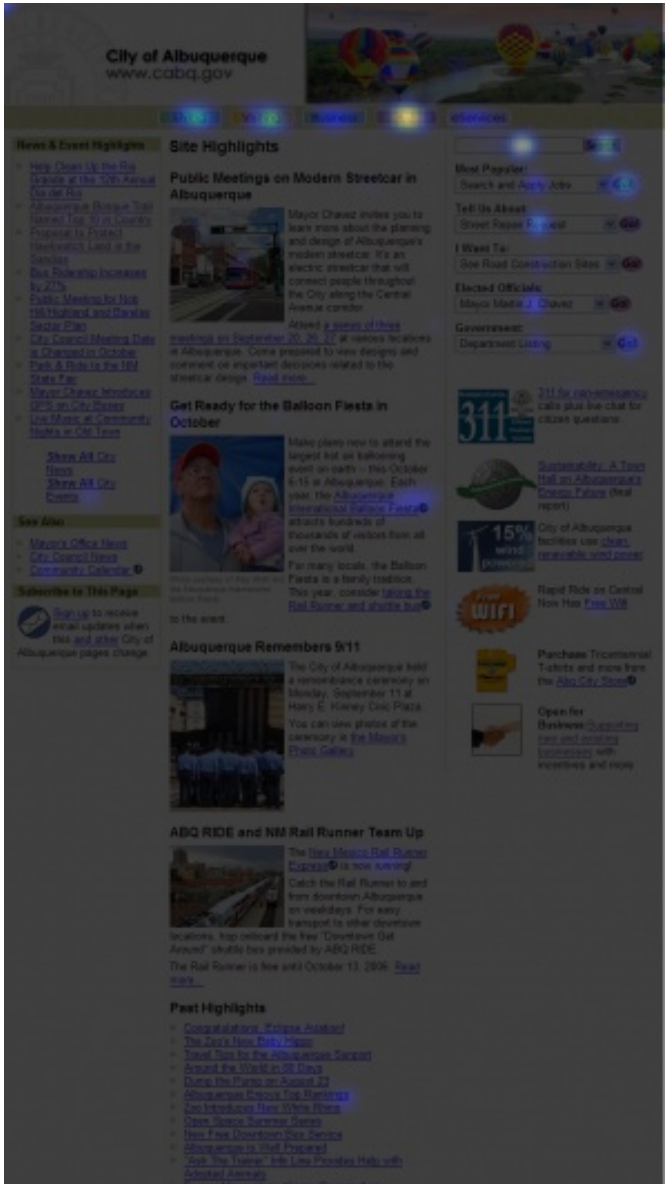
Click analysis of various users of cabq.gov illustrating differences in behavior by citizens, city employees, and 311 call takers.





How they behave

Click analysis of cabq.gov with the old design and again with the new web design illustrates optimizing content for human behavior.



What do they do on your site?

What do you think are your top 5 pages?

Cross-departmental challenge:

1. Pair up with someone not in your dept
2. Can your partner guess your top pages?
3. Write down their guesses.
4. Switch and do the same for their dept

Behind door #1:

- I'll hand out stats for your department pages
- Are you surprised?

Who visits CABQ.gov?

Is anyone reading?

# of pages viewed at cabq.gov:

- per minute
- per day
- **Nearly 2 million** page views a month
- 14 million pages views so far this year

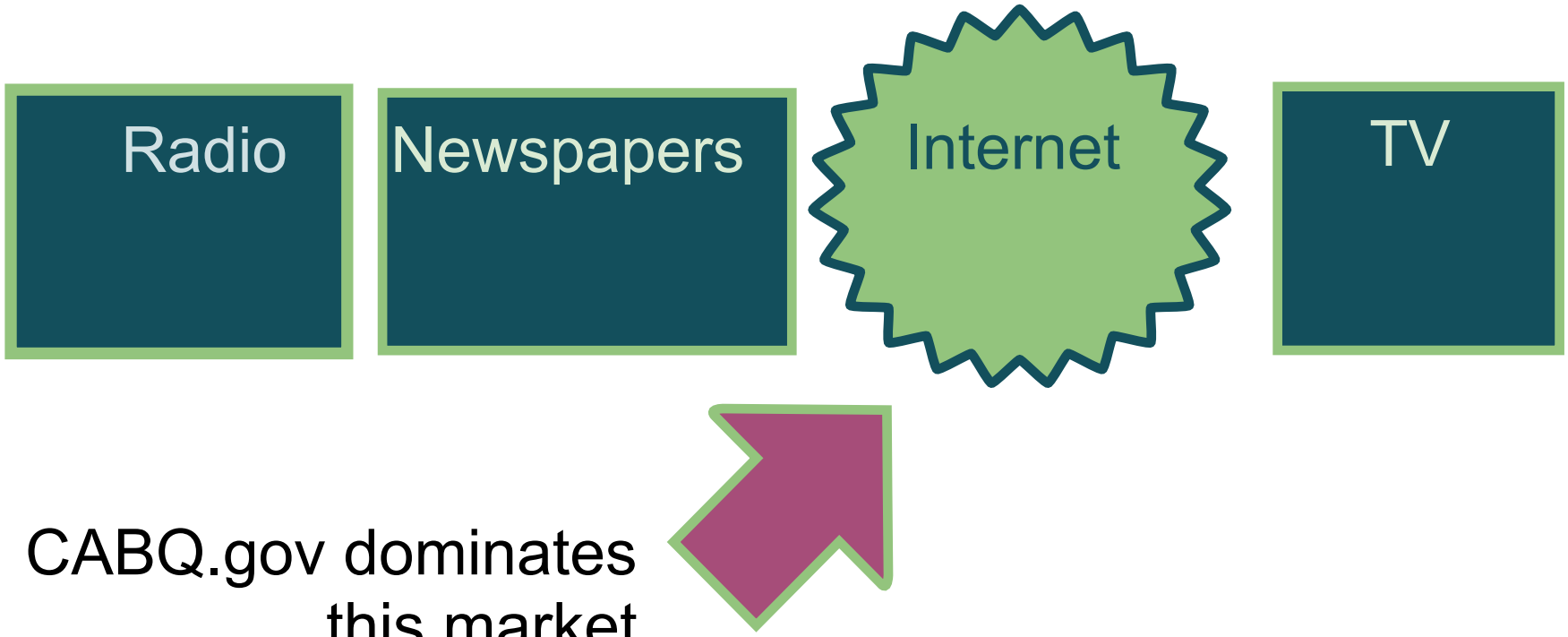
That's 12-20x more traffic than 311 call center.
Which reminds me...

Who visits CABQ.gov?

311 call takers do!

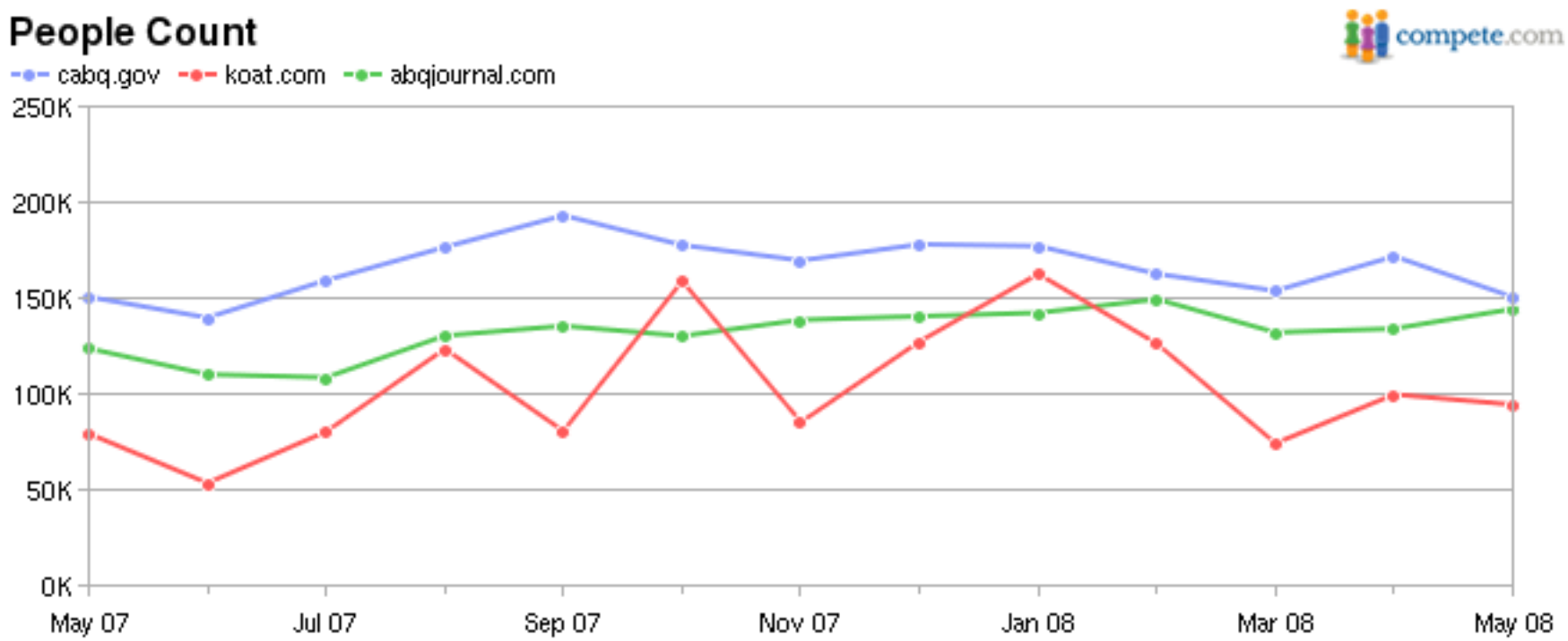
- CABQ.gov is the main source of information for the 311 Call Center.
- If you don't publish information to CABQ.gov, 311 can't find it.

One of these things is not like the other...



CABQ.gov dominates this market.

CABQ.gov, the biggest game in town



Because of this market dominance...

CABQ.gov becomes an **opportunity** or a **liability**.

The choice is up to you.

How should we ensure quality?

- Bigger budgets
- More web training
- More ISD ;-)

What is realistic?

We can ensure quality content by:

- Publishing content relevant to citizens
- Be accurate and clear
- Update content regularly
- Writing for the web (not print)
- Adding images that convey meaning

Let's talk about each of these briefly...

Publish the content people want

Dept-centric:

- About the director
- Photos of director and staff
- Our mission
- Our advertising campaign

People-centric:

- Location, map
- Cost, hours
- List of services
- Changes in Service
- Upcoming events
- Photos of people enjoying your facility, service, event
- Latest news (especially if it's about to be covered by local news media!)

Make sure it's accurate & updated

Case study:

- Local elections

In the format that works on the web

The web is not like print.

- People are using computer screens or cell phones
- They scan rather than read

In the next couple of slides, we'll talk about:

1. Information layout
2. Hyperlinking
3. Using images to help your reader
4. How Google Search indexes your content

How to hyperlink

Click here for a map to the zoo

vs.

View a map to the zoo

(HINT: The latter example is better for Google Search and for people using screen-readers.)

Use images to inform, not dominate

When does an image convey useful information?

Which one adds something **useful** to the page?

A good rule of thumb

If it's in print, publish it on the web.

But... in a format that's friendly for the web.

Writing for the web is different

Findings:

- 79% of readers online **scan**, don't read
- Reading online is 25% **slower**
- Web content should have 50% **less text**

Recommendations:

- Get to the point
- Use internal sub headings
- Use bullets
- Show, don't tell

Writing for the web is different

Print:

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Praesent quam ante, tempor ut, venenatis quis, egestas a, urna. Sed fermentum libero quis purus. Nulla tempus risus posuere quam. Suspendisse potenti. Suspendisse nec sapien a mi commodo gravida. Nulla facilisi. Sed pede elit, tempus eget, consectetuer eu, aliquet vitae, purus. Cras nec lorem quis nunc adipiscing molestie. Nulla sed odio. Integer sit amet nisi ac ante rutrum blandit.

Web:

Lorem ipsum dolor sit amet, consectetuer adipiscing elit:

- Praesent quam ante
- Tempor ut
- Venenatis quis
- Egestas a, urna.

Sed fermentum libero quis purus.

Nulla tempus risus posuere quam. Suspendisse potenti. Suspendisse nec sapien a mi commodo gravida.

Take a break

See you in 10 minutes...

Next up... What is Plone?

Welcome to Plone

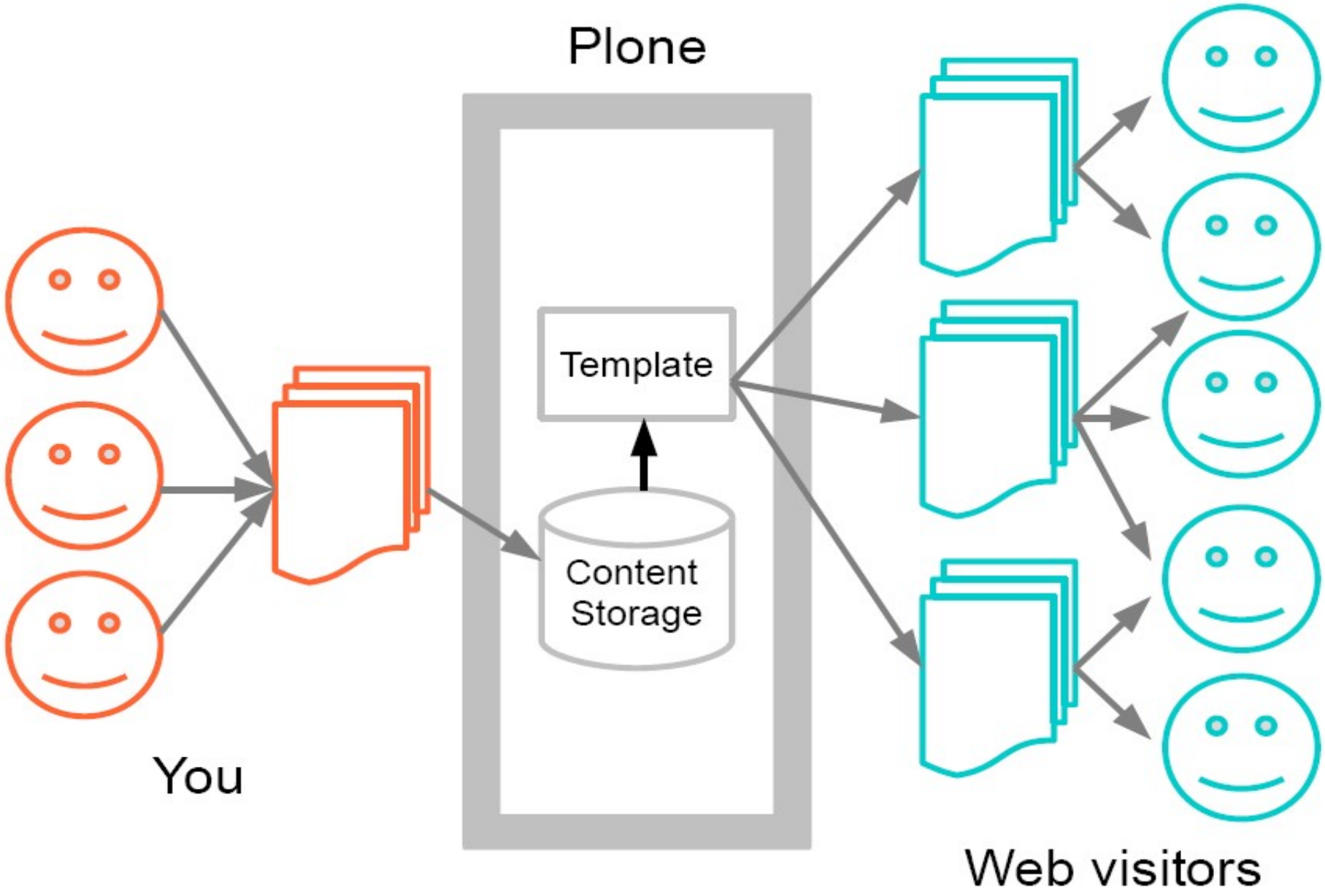
Plone is like an airport

- It stores planes
- It's used to launch planes
- It runs air traffic control

Plone is a content management system

- It stores content
- It's used to publish content
- It organizes publishing privileges

Welcome to Plone



Welcome to Plone

Logged out of Plone

Logged into Plone

So let's log in!

Logging in

How to login:

1. Open a web browser
2. Go to: **http://www.cabq.gov/*yourfolder*/login_form**

Psst... don't forget to make this location a **Favorite** in your browser.

Let's get our hands dirty

There are 3 types of work you'll do in Plone:

1. **Publishing pages** for your department
    1. Editing pages
    2. Getting supervisor approval for pages
    3. Approving pages if you're a supervisor
    4. Creating new pages
2. **Creating news**
    1. Archives
    2. Getting supervisor approval
3. **Creating events**
    1. Expiration
    2. Getting supervisor approval

Editing a page

Because Plone is web-based, editing is easy.

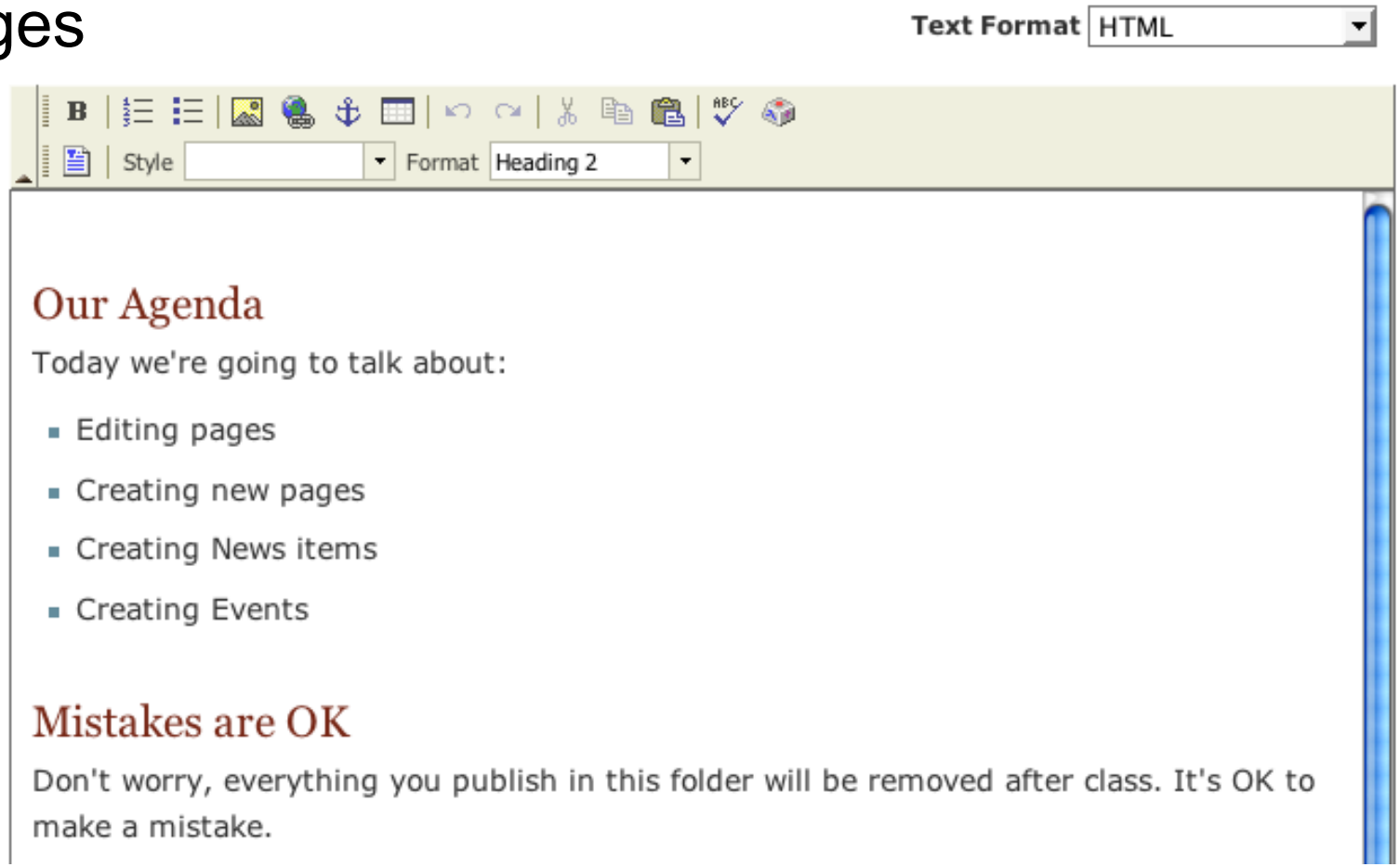
Here's how:

1. Make sure you're logged in
2. Navigate to **/training** and click on the page in your folder (HINT: It's got your name on it.)
3. Click the **Edit** tab

Editing a page

Use the **Edit Area** on this page to:

1. Edit or add text
2. Replace images
3. Update links



Editing text

Words are the most important thing on your page.

Let's spend some time:

- Making text bold
- Adding bullets
- Adding headers
- Copying & pasting text

Links

Let's practice adding links to your page.

1. To another page **within** cabq.gov
2. To a page **outside** of cabq.gov
3. To an **email** address.

HINT: To create a link, there must be something for you to link to!

Linking to a PDF

How to upload a PDF:

1. Add a link to your page
2. Browse server to /documents folder
3. Upload your PDF
4. Link to it

Be sure to add the PDF to Documents folder!

When to use a PDF:

- For an application or form
- For legally-restricted documents
- If the document should be printed

Images

It's good to use images when relevant. In your page, let's work on:

1. Adding an image
2. Replacing an image
3. Moving an image
4. Adjusting styles for an image

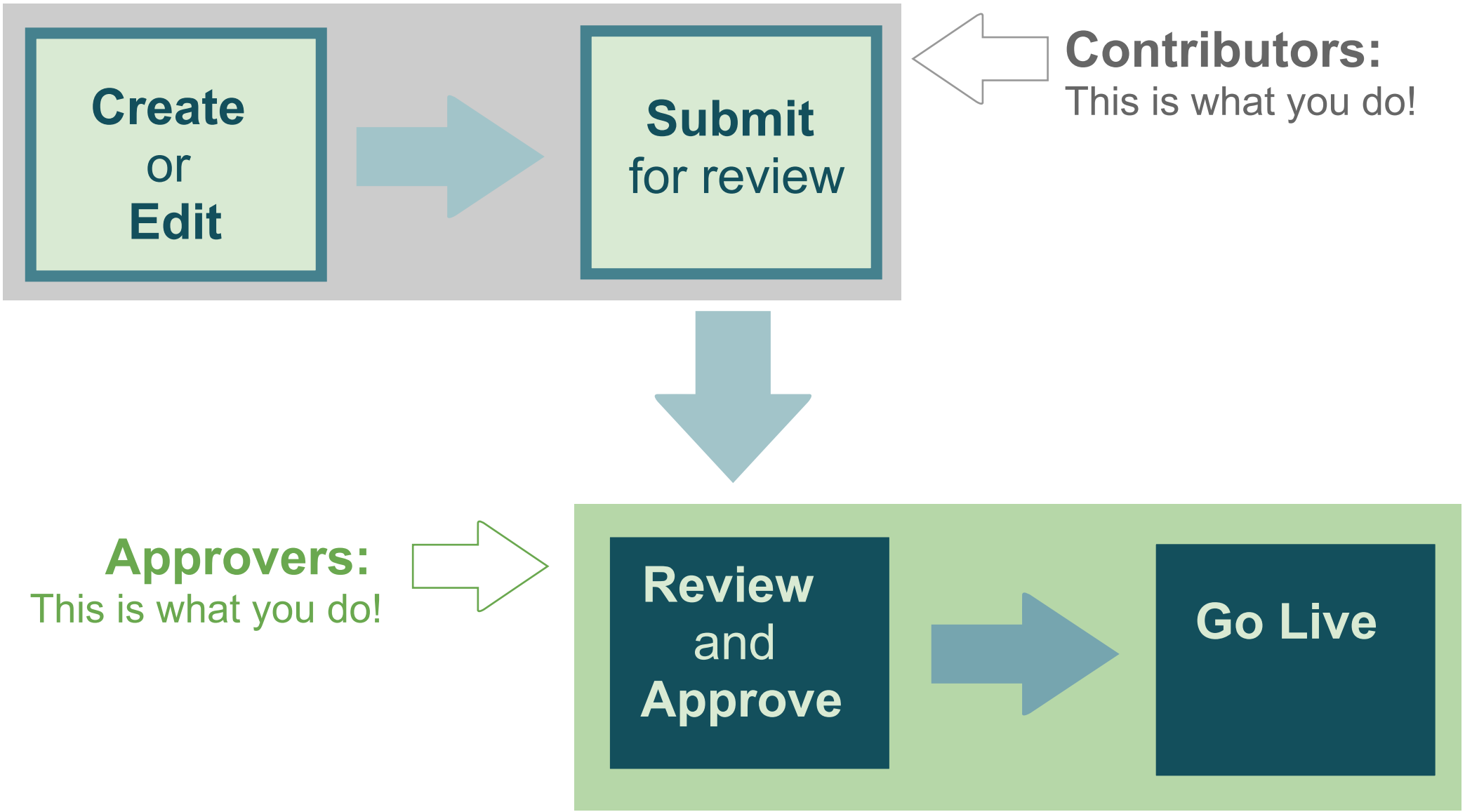
HINT: You can use the cheatsheet you have at your desk.

Contact Info

Every page in your folder has a contact for citizens. Occasionally, you may need to edit this information.

1. Click **Contact Information** or **Contact Information**
2. Click the **Edit** tab

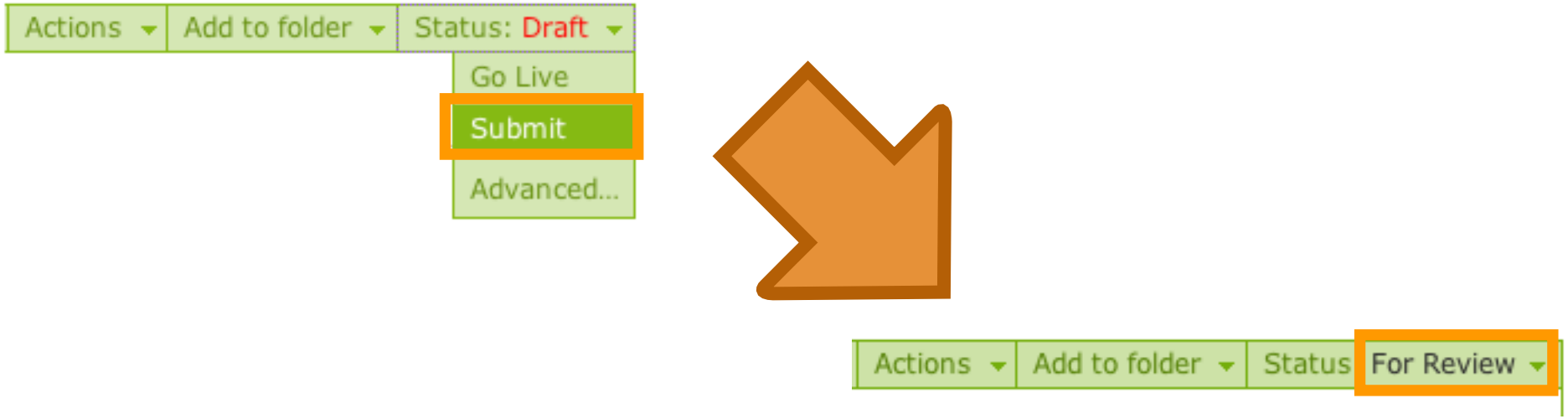
Workflow (or how things get published)



Submit for Approval

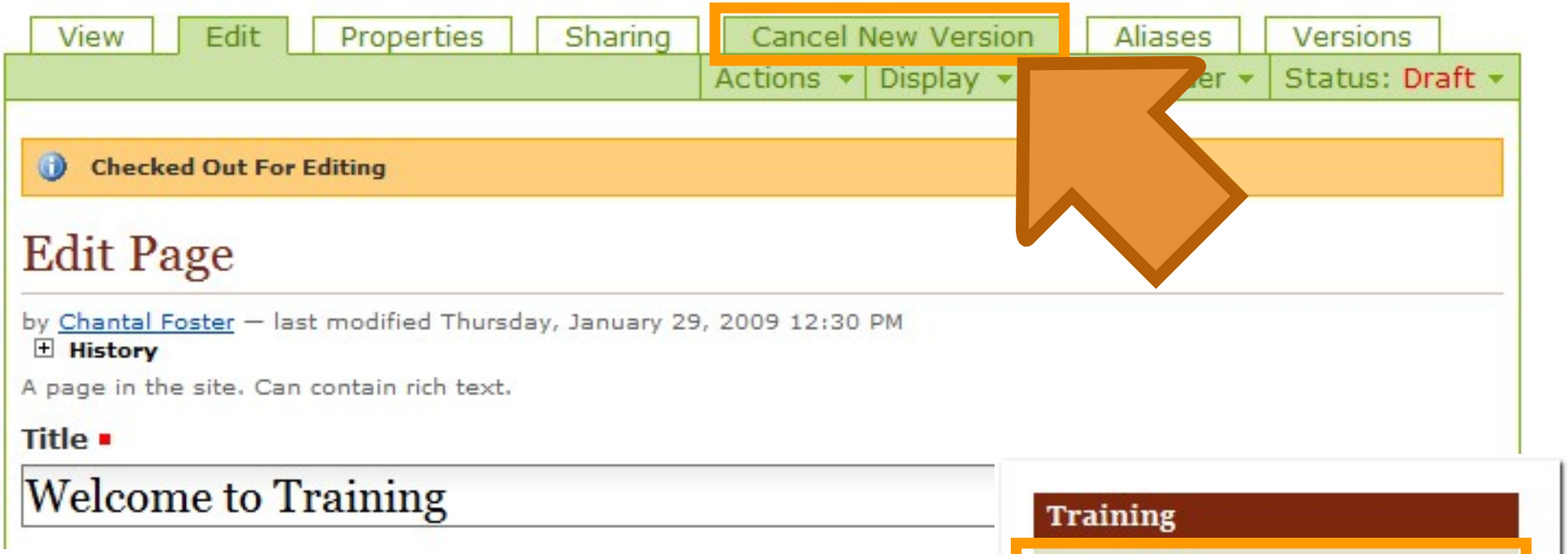
When you're done making changes, use the **Status** drop-down menu to send for review.

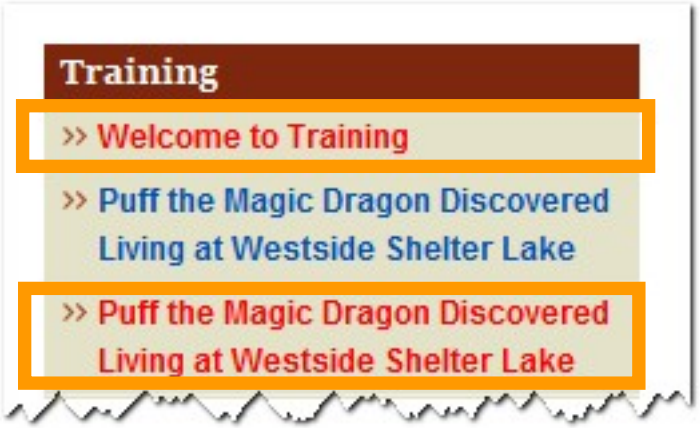
1. Click **Submit** to send to your approver for review.



Submit for Approval

HINT: Be sure to Cancel New Version if you abandon your draft.





Or else, you'll leave a mess behind.

If you're an Approver

If you're an approver for your department, you'll receive an email when something is ready for your approval.

1. Click the link at the bottom of the email.
2. When you log in, you'll see a list of items awaiting your approval.

Here's what that looks like...

If you're an Approver

Page City Dogs has been submitted for review by chantal1

Details

City Dogs

Body Text:

Poetry Signing at City Dogs

Hot dog stand

Join us on August 1, 2008 for a poetry signing with local author V.B. Price.

Learn more

Where:

City Dogs is located at 1210 Montano at the corner of 12th & Montano.

Cost:

Hot dogs are nutritious and delicious. City hotdogs are even better.

- Grass-fed beef hotdogs: $3
- Turkey dogs: $2
- Tofu dogs: $4

Prices may be changed without notice.

Hours:

We're open for lunch every day of the week.

- M-F: 10:30 a.m. to 1 p.m.
- Sat: Closed
- Sun: Closed

http://www.cabq.gov/training/city-run-hot-dog-stand
Comments:

You are here: Home

Review List

Test for approval
July 24, 2008

FULL REVIEW LIST...

Your Recent Items

No items changed yet.

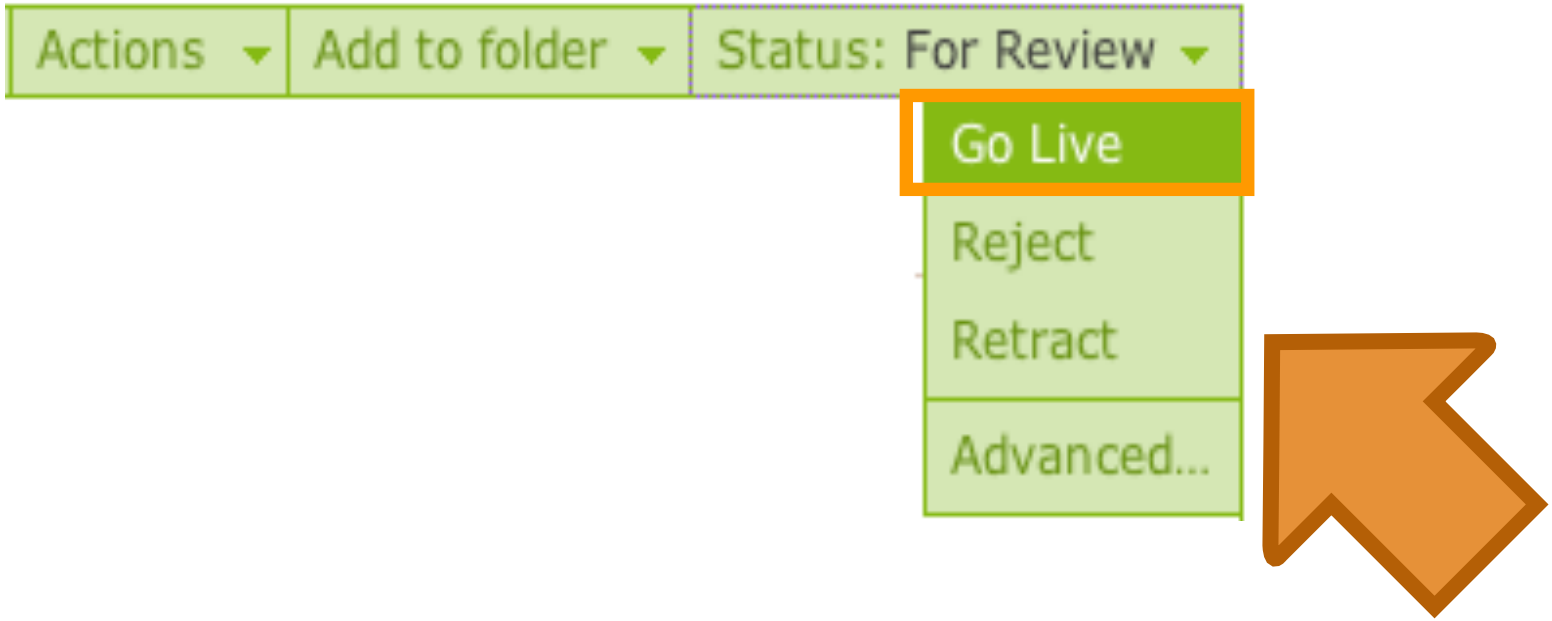
ALL YOUR RECENT ITEMS...

You are now logged in

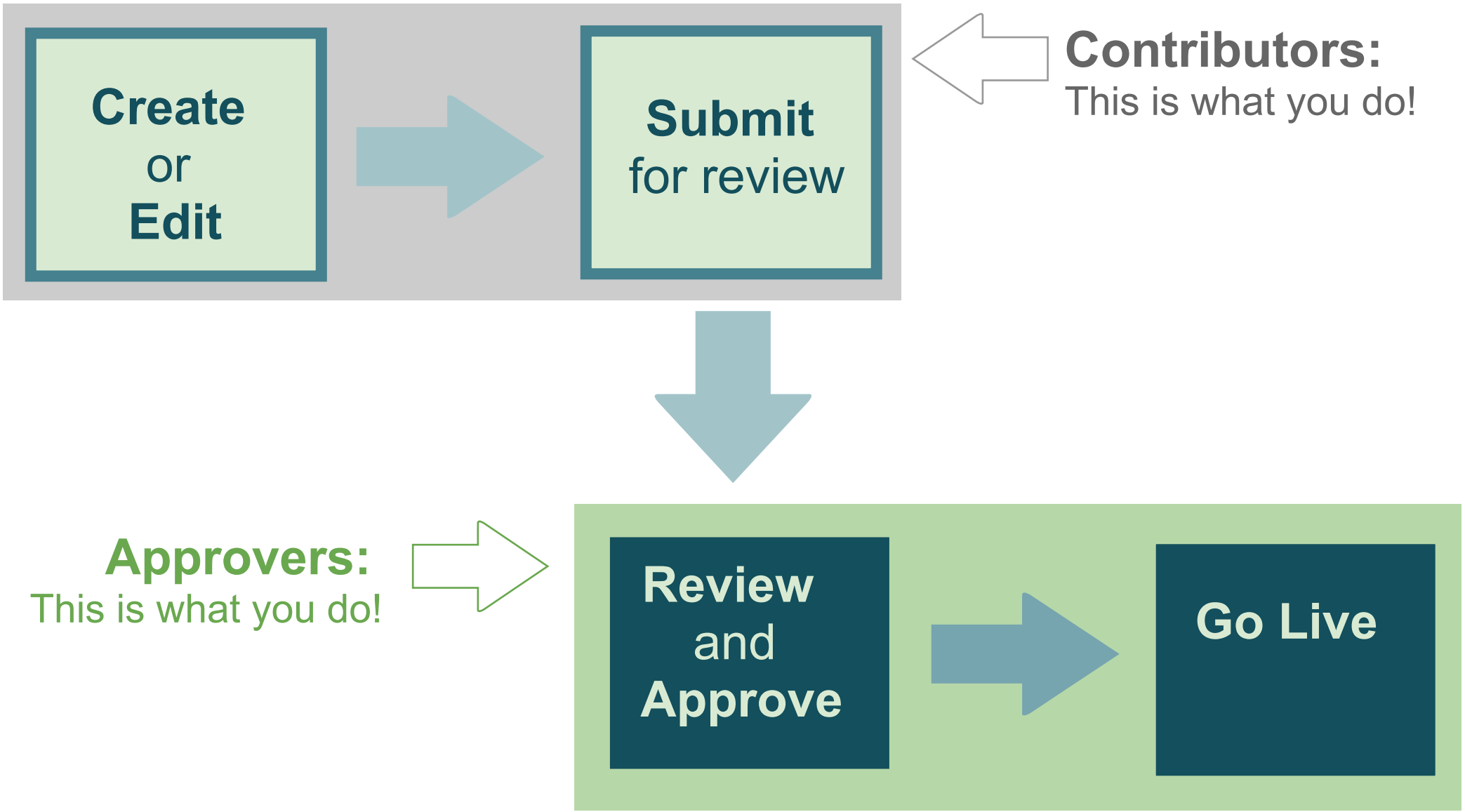
Continue to the City of Albuquerque

If you're an Approver

1. If everything looks ok on the web page, select **Go Live** from the Status menu.
2. If not, click Edit and make changes. Then, select **Go Live**.



Workflow (let's review)



Creating a new page

Now that you've edited a page...

Let's create a new one.

Creating a new page

Before you create a new page, ask yourself:

1. Is this an event?
2. Is this news?
3. Does a page on this topic already exist?

Circumstances that merit a new page:

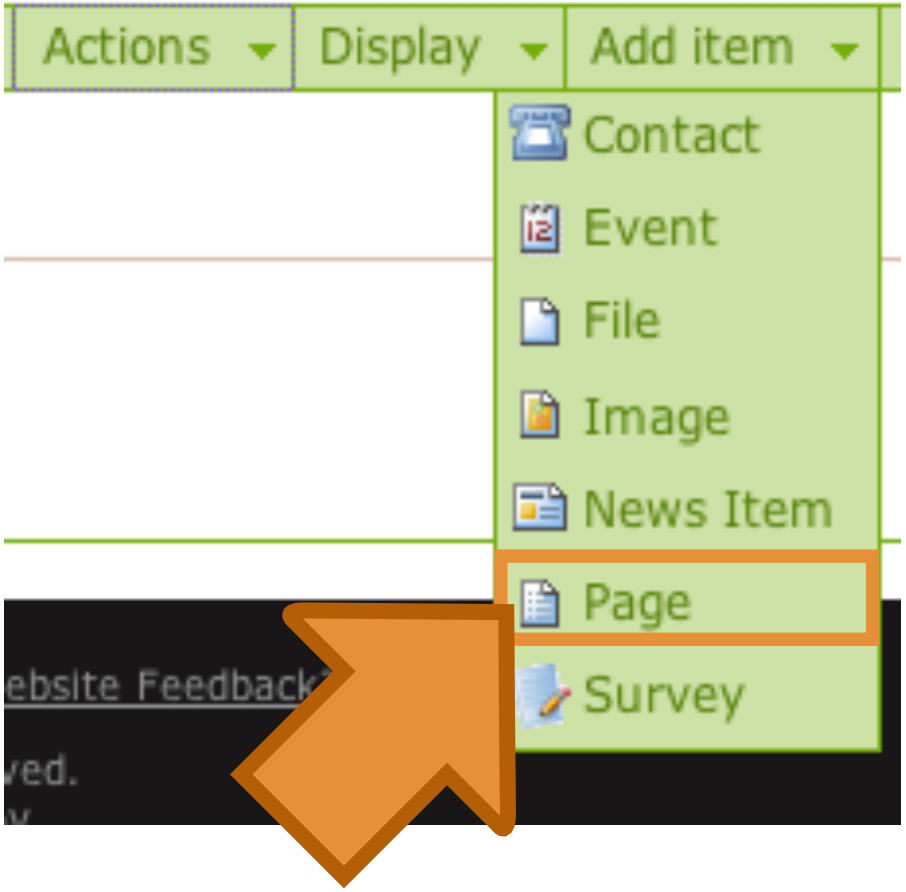
- A new facility opens
- A new bus line is created
- A new ongoing program is launched

In some cases, you may create both types of pages.

Creating a new page

To add a new page:

1. Make sure you're logged in
2. Go to your folder
3. Select **Page** from the Add Item menu.

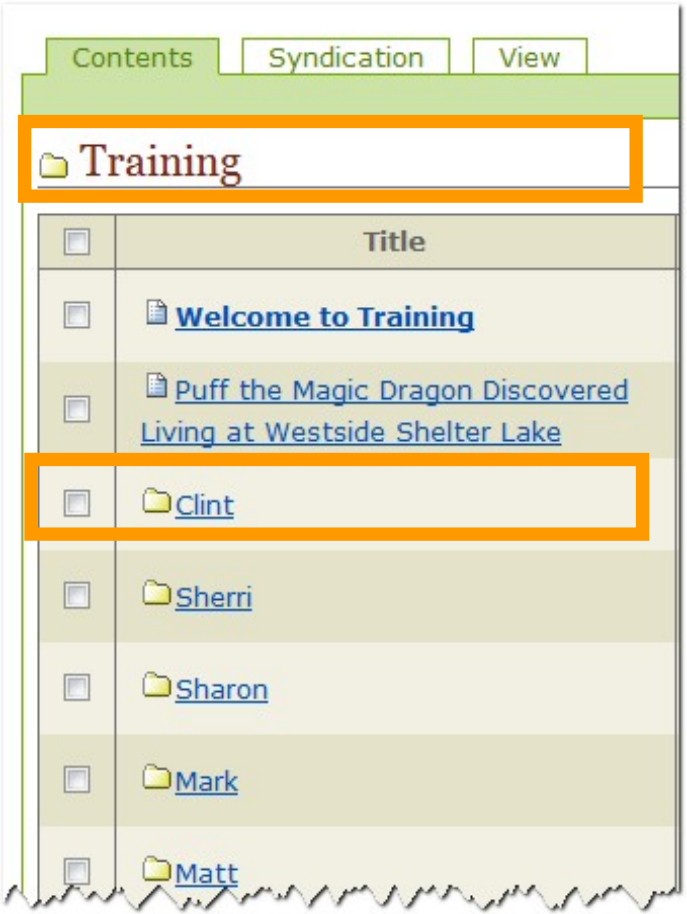


Let's try it at:

http://www.cabq.gov/training

Creating a new page

Folders vs. Pages



= a folder

Creating a new page

View | Edit | Versions

Edit Page

by Chantal Foster — last modified Sunday, July 20, 2008 1:26 PM

A page in the site. Can contain rich text.

Title ■

Description

A short summary of the content

Body Text ■

Style | Format

Have fun!

Creating a new page

How does navigation get generated?

Let's get our hands dirty

There are 3 types of work you'll do in Plone:

1. **Publishing pages** for your department
    1. Editing pages
    2. Getting supervisor approval for pages
    3. Approving pages if you're a supervisor
    4. Creating new pages
2. **Creating news**
    1. Archives
    2. Getting supervisor approval
3. **Creating events**
    1. Expiration
    2. Getting supervisor approval

Adding News

Here's how:

1. Navigate to the News section
2. Then, add a news item

Adding News

View | Edit | Versions

Edit News Item

by Chantal Foster — last modified Sunday, July 20, 2008 2:47 PM

An announcement that will show up on the news portlet and in the news listing.

Title ■

City opens new solar-powered hot dog stand

Description

A short summary of the content

This Thursday, the City of Albuquerque opens a new hot dog stand at 12th and Mountain.

Body Text

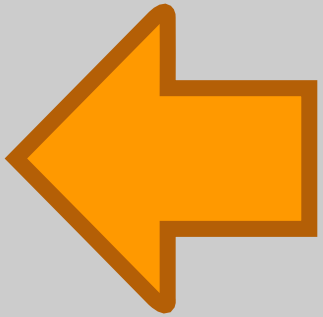
Text Format HTML

Style | Format

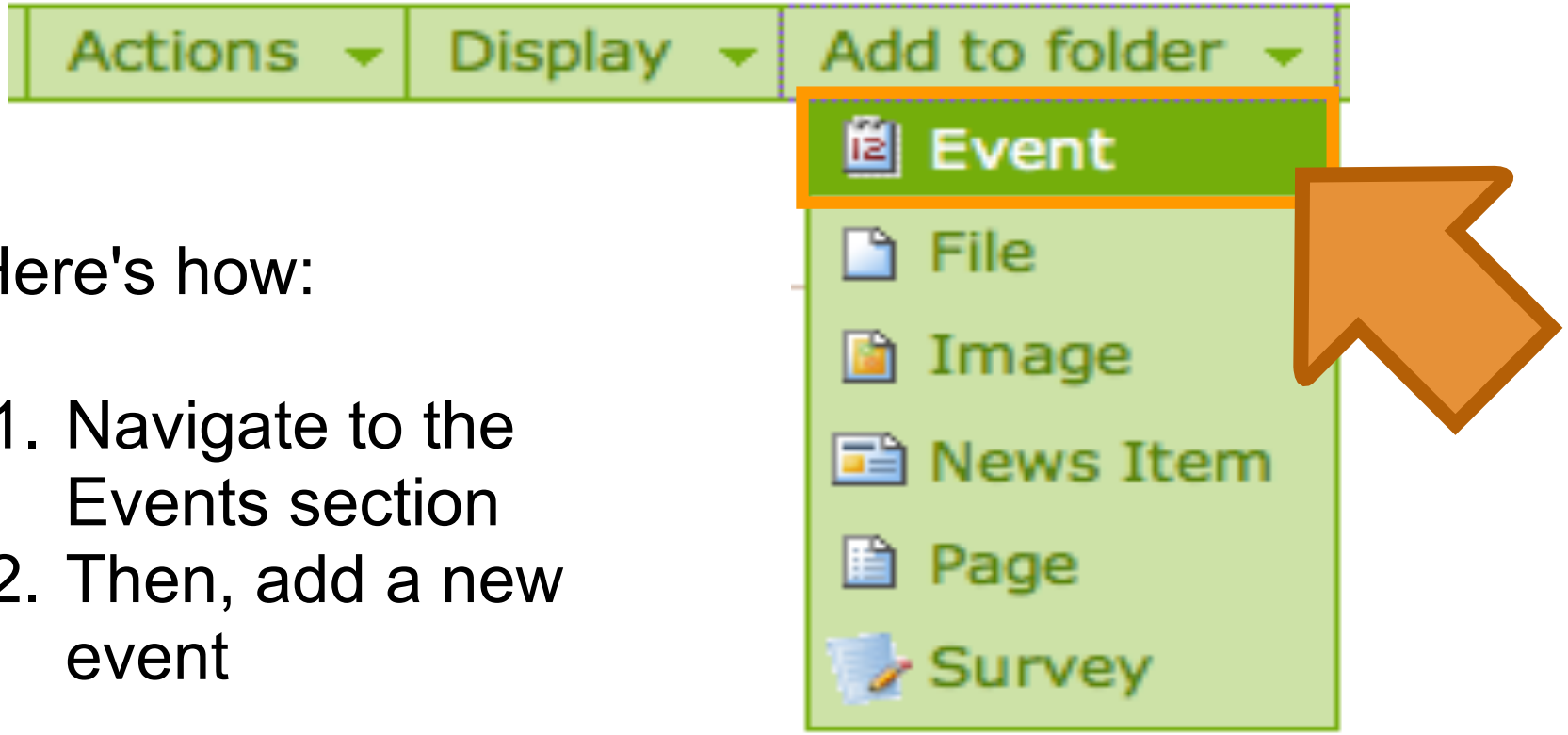
Let's get our hands dirty

There are 3 types of work you'll do in Plone:

1. **Publishing pages** for your department
    1. Editing pages
    2. Getting supervisor approval for pages
    3. Approving pages if you're a supervisor
    4. Creating new pages
2. **Creating news**
    1. Archives
    2. Getting supervisor approval
3. **Creating events**
    1. Expiration
    2. Getting supervisor approval



Adding an Event



Here's how:

1. Navigate to the Events section
2. Then, add a new event

Adding an Event

View | Edit | Versions

Edit Event

by Chantal Foster — last modified Sunday, July 20, 2008 2:29 PM

Information about an upcoming event, which can be displayed in the calendar.

Title ■

Poetry Signing

Description

A short summary of the content

Acclaimed local author V.B. Price will be signing his latest collection of poems.

Event Starts ■

2008 / August / 1 12 : 30 PM

Event Ends ■

2008 / August / 1 01 : 00 PM

Approving News & Events

Your supervisor approves News & Events just like they do with regular web pages.

Integrating the web into your work

1. Planning ahead using the system
    1. Annual events
    2. Planning seasonally

Planning seasonally

What do people in Albuquerque look for:

- At Easter
- In summer
- In July
- In October
- At Christmas
- When it snows
- When it rains
- When it's time to vote

How can you support their questions online?

Planning seasonally

Ask the Web Team for monthly search term reports.

Takeaways

You're going home with:

- Plone cheatsheet
- News & Events cheatsheet
- PDF cheatsheet
- Your web traffic

Getting Help

Open a ticket by emailing or calling the help desk. CC: Lesley on the email.

ISD Help Desk:

- helpdesk@cabq.gov
- 768-2930

Lesley Molecke:

- lmolecke@cabq.gov
- 768-3224

Remember: System errors are not your fault! Let the Web Team know if you think something is wrong in Plone.

Hint: Try clearing your cache if you're having problems.