LONDON METROPOLITAN UNIVERSITY

Terminal Four Site Manager at London Metropolitan University

User guide

Detailed written instructions on the use of Terminal Four (T4), the website Content Management System (CMS) used by staff at London Metropolitan University.

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Getting started in Terminal Four

Introduction: how to use this guide

This guide serves as a manual for users of Terminal Four.

You can find out more about the system and available training below.

New users of Terminal Four will wish to read (in stages) this guide in its entirety. There are separate documents available that act as step by step guidelines for using different content types in the public facing and student facing websites. It's intended that users will refer to these, in combination with this guide, as they undertake work in Terminal Four.

What is Terminal Four?

Terminal Four Site Manager (T4) is London Metropolitan University's Content Management System (CMS). It is a web-based software that allows University staff to publish and structure information on the website.

At London Met we use T4 to manage content in three key places:

- The public facing website, which contains information for prospective students, their teachers and parents, alumni, prospective employees, current or prospective partners, the general public and, in some cases, current or prospective suppliers. You can recognise pages on this website because their URL always begins with "www": pages on this website are found at www.londonmet.ac.uk
- The student facing website (the Student Zone), which contains information for current students. You can recognise pages on this website because their URL always begins with "student": pages on this website are found at student.londonmet.ac.uk
- The staff facing website (the Staff Zone), which contains information for current staff. You can recognise pages on this website because their URL always begins with "staff": pages on this website are found at staff.londonmet.ac.uk

In order to enable the University to better support publishers of web content, and the users of our online services, all new web content must be created within T4. The setting up of websites outside of the Terminal Four website is prohibited.

Maintaining our website: your responsibilities

If you have been asked to look after content on our website you are joining a team of over 100 T4 users across the University.

Maintaining our website is a significant responsibility. Over two million users visit our public facing website each year, it's got thousands of pages and tens of thousands of units of content.

As a T4 user you must take responsibility for ensuring that information published on our website:

- is accurate
- doesn't double up on or contradict information elsewhere on the website
- is easy to find and understand
- is constantly reviewed to make sure it stays in date

The content we publish on the website informs what people think about London Met and everything should be given careful consideration prior to publication.

Consider publishing to the website in the same way you would consider producing a printed flyer or booklet. Even flyers that contain only a couple of hundred words generally require input from a number of team members and sign off from a line manager. Publishing to the website is no different: most pages will be viewed many more times than any flyer the University produces and once information is published (even if it is only published briefly) it exists permanently in online archives, caches, the memory of website visitors and in print outs or screen shots.

Although all sections of the T4 website have an approval process in place, the departments checking content won't know the details of the work of your particular area. For example, though a broken link or a misspelling may be caught at the approval stage (though it is still your responsibility to ensure these things don't happen), an incorrect date or contact number won't be. As a T4 user **you** own information that you put onto the website, and **you** are responsible for maintaining it.

Getting a T4 account

To request a T4 account you need to complete an online form found on the Staff Zone at: staff.londonmet.ac.uk/web-users

The form will ask you to specify whether you are planning to edit the public facing website, the student facing website or the staff facing website, or a combination of these, and which sections you will need access to.

Your request for access will be taken into consideration by the journey owner for that site (public facing, student or staff) bearing in mind how many others from your school or department already have access.

The previous website had lots of editors and this resulted in a high quantity of inconsistent information. The idea with the T4 website is that there will be one or two editors per department: the smaller the number of T4 users, the easier it is to implement support and training to enable them to generate high quality web content.

Training

Training is mandatory for all website contributors at London Metropolitan University.

There are two levels of training:

- Introductory T4 training – essential for all users
- Advanced T4 training – essential for most users

For users who have completed their training and wish to undertake some work in T4 whilst someone with experience is there to support them, the Marketing team also runs website workshops.

To find out more and book any of these sessions please visit the publishing to the web area of the Staff Zone: staff.londonmet.ac.uk/web-users

Here you'll also find a number of other important resources for Terminal Four users.

Who edits what in T4?

The different levels of T4 access are as follows:

Action	Contributor	Moderator	Journey owner	ITS
Add / modify / delete content	Yes	Yes	Yes	Yes
Add content to Media Library	Yes	Yes	Yes	Yes
Create site structure (folders)		Yes	Yes	Yes
Approve content			Yes	Yes
Create users				Yes
Undertake web development				Yes

Currently all users are moderators because our set up of T4 requires all users to be able to create new folders in the site structure.

The journey owner for the public facing website is the Deputy Head of Marketing in Engagement, the journey owner for the Student Zone is the Senior Information Manager (Academic Information) in Student Journey and the journey owner for the staff facing content is the Internal Communications Manager in Engagement.

A note about course pages: The content on undergraduate and postgraduate course pages is managed via a database (the Course Offer Database, or COD for short) which populates the website with information that Academic Services and Marketing provide. Short course pages work slightly differently again: these are set up by Marketing in a database called the SRMC database, with copy and other information added by a school editor in T4. Additional resources are available about populating course page copy. If you require these, please see the "Marketing services" page on the Staff Zone.

Logging in

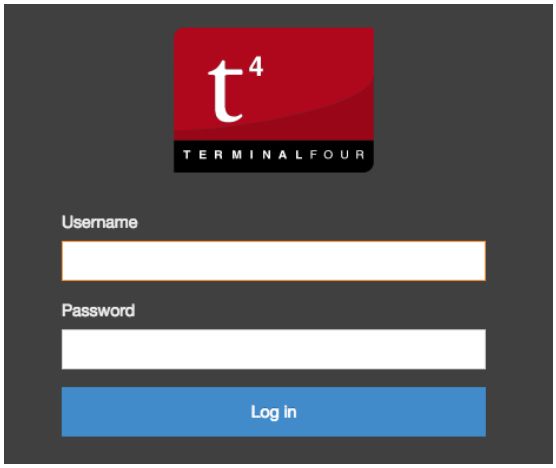
Selecting the right browser

Google Chrome is recommended for users of Terminal Four at London Metropolitan University. If you use other web browsers there are some actions described in this user guide you will be unable to complete.

Accessing your account

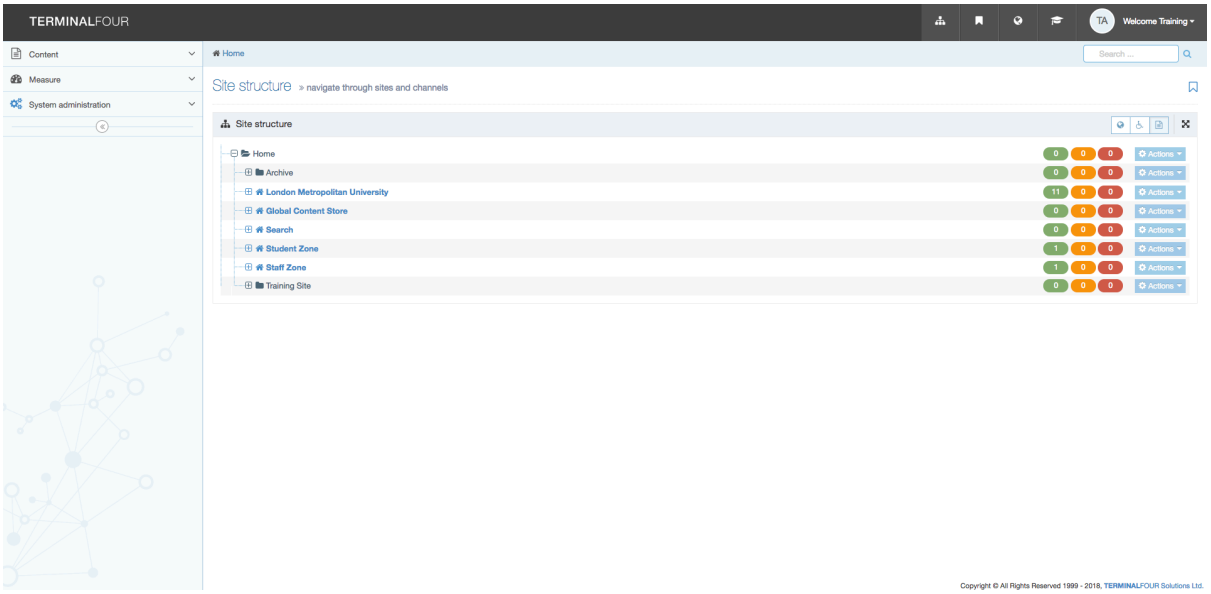
To log in to Terminal Four, type the following into the address bar in Google Chrome: **t4.londonmet.ac.uk**

Sign in using your London Met network username and password.



Navigating T4

Once you are in, you will see a screen that looks like this:



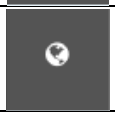
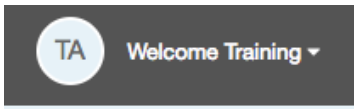
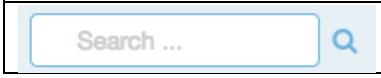
All users see the entire site structure upon logging in. Though you see all websites and sections, you will only have access to edit particular sections.

Upper menu bar

The menu bar (the grey bar) at the top of the page is always shown and has a number of features to note:

You can always navigate back to the site structure menu (your T4 home page) by clicking the Terminal Four logo on the left-hand side of the grey bar.

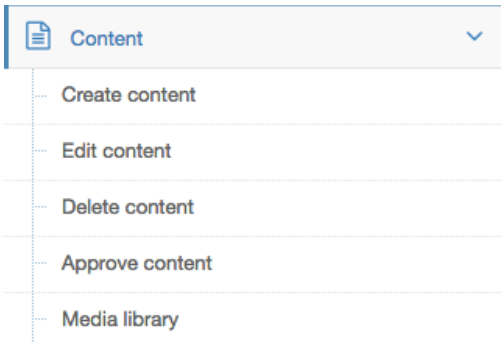
Descriptions of useful individual buttons on the upper menu bar:

Image	Description
	Navigate back to the site structure menu (your T4 home page). This is the same as clicking on the Terminal Four logo on the left-hand side.
	Access your bookmarked sections.
	Access your site's language. We only publish our website in English.
	Access the T4 community. Here you'll find resources for T4 users around the world, which you may find useful, but please note that the University's T4 resources (available at staff.londonmet.ac.uk/web-users) are more tailored to the way we use T4 and therefore these should be prioritised over T4's resources.
	Here you can access details of your profile. This is also where you log out. It is important that you **always** log out of T4 or lock your work station when leaving your computer unattended.
	Search for sections or content.

Left-hand menu

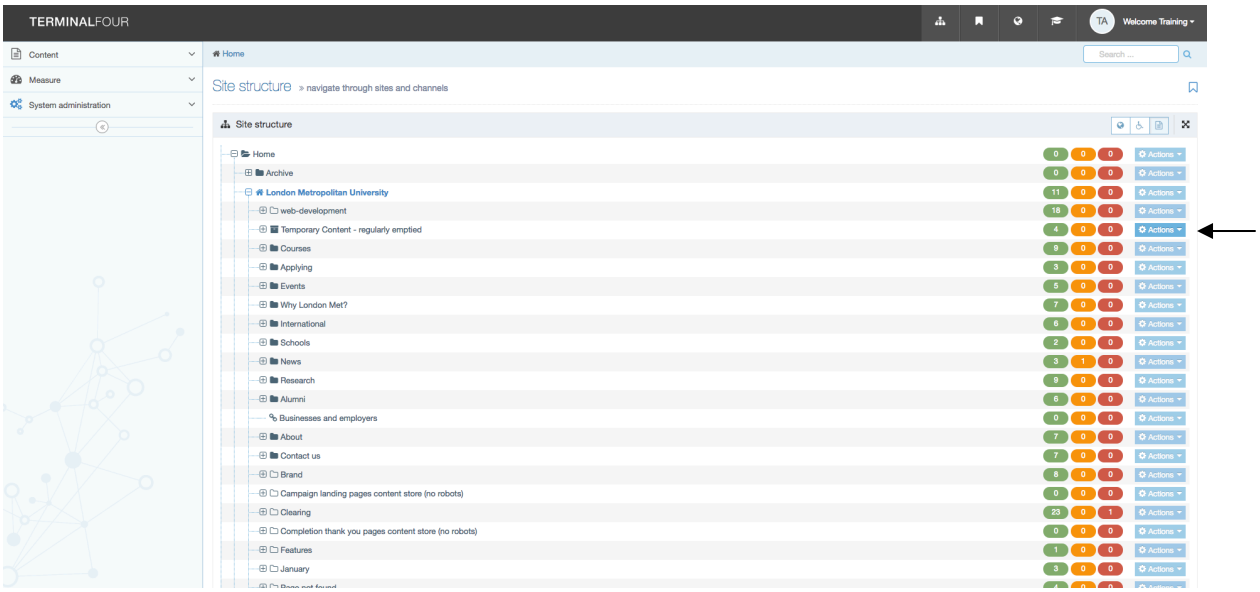
On the left-hand side of the screen you will see a content menu (see image below). From here you have the following options:
Create content: Once you've clicked "Create content" a pop-up box of the site structure will appear. You can then select the section in which you want to create the content.
Edit content: Once you've clicked "Edit content" a pop-up box of the site structure will appear. You can then select the section in which you want to edit content.
Delete content: Once you've clicked "Delete content" a pop-up box of the site structure will appear. You can then select the section in which you want to delete

content. Please note, it is not acceptable to delete content that has already been published to the website (we have to keep a record of this). Please see “Setting content to expire, publish, and setting a review date” on page xx for the correct way to remove content from the website.
Approve content: You will see this option if ever you have access to approve content. Most T4 users cannot approve content but on occasion there may be items you can self-approve, eg listings pulling in existing content.
Media library: Here you can access the media library and upload images and documents. You can also access the media library anytime you’re given the option to add an image or document when creating or editing content.



Site structure menu

The pages (sections) you have authority to edit will have an actions menu in darker blue to the right of them, indicating that there are changes you have authority to make (pages you don’t have access to edit will be faded out):

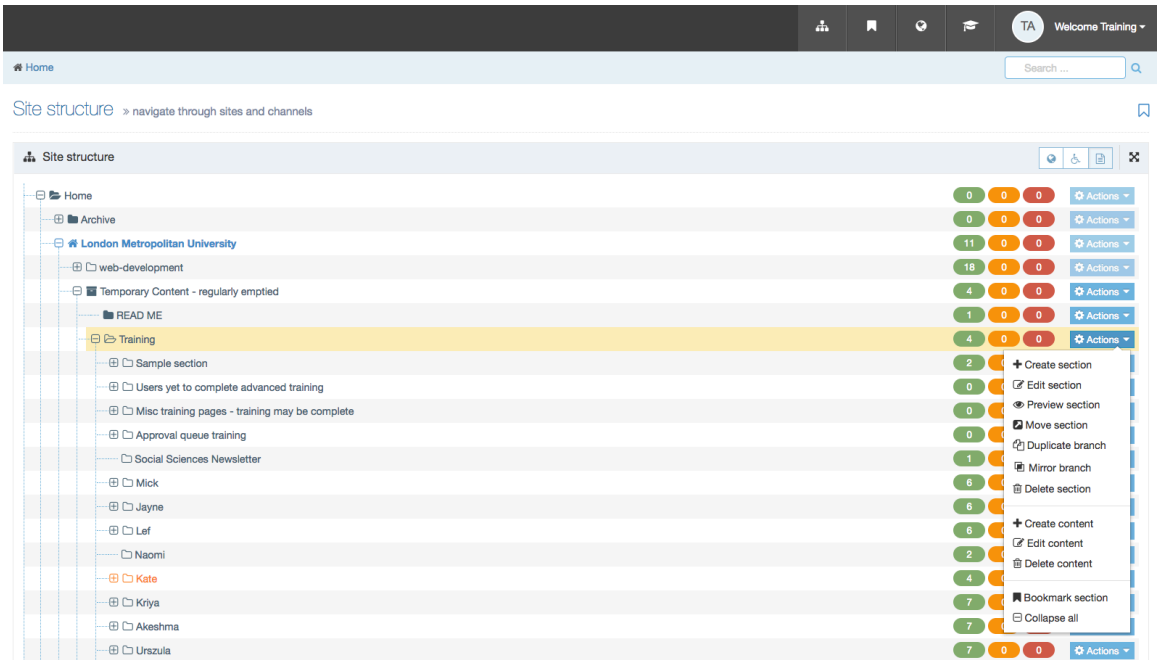


In T4, pages are called **sections** and these are represented by folder icons in the site structure. Sections represent (for the most part) published pages on the website. Sections can contain other sections (subsections) and house **content**.

Descriptions of important features of the site structure menu:

Image	Description
	Solid, filled in folders are sections that are set to “Show in navigation”. This means that, where applicable, they will show up in the navigation bars on the website. Folders that have just an outline are sections that are set not to “Show in navigation”. They still contain active content, but the page itself does not show on the navigation. Please note, this function is no longer used on the public-facing website – the navigation for this is now created manually and controlled by Marketing.
	This plus icon alongside a section (folder) icon means the section contains subsections. You can click on the plus icon to open out the section and view these.
	Toggle content statistics: Clicking this icon brings up a serious of traffic lights. These traffic lights provide a quick reference to the status of content within the corresponding section (not including subsections): • Green: Content is approved • Amber: Content is pending approval or draft • Red: Content is deleted and waiting to be purged
	Toggle accessibility statistics: Please note, this function is currently switched off but clicking this icon brings up another set of icons that will give you a red to green indication of how accessible the content within your section is. To ensure you’re adhering to website accessibility requirements, read the accessibility guidelines on page 57.
	Toggle Search Engine Optimisation (SEO) score: Also currently switched off for the whole website, when activated this feature will compare terms that you say are important to the section with its content and provide a red to green indicator of the section’s success. For example, if you say an important term is “Human Resource Management” but only ever refer to “HRM” on the page, the indicator will be red.
	Click on this actions menu to access options relating to the section that the icon is presented alongside (see below).

To edit or add to a section or content within a section you can click on the corresponding actions menu:



Descriptions of important features of the yellow section menu:

Image	Description
✚ Create section	Adds a new section beneath this section (ie adds a new subsection/page).
Edit section	Allows you to edit the details of this section.
Preview section	Preview this section as it will look on the live website.
Move section	Move the section to another part of the site structure that you have access to. You can also drag and drop sections but this is not recommended as it can lead to error.
Duplicate branch	**Advanced action:** see “Duplicating sections or content” on page 45. (Very rarely used and to be used with caution – please contact a journey over before undertaking.)
Mirror branch	**Advanced action:** see “Mirroring sections or content” on page 43. (Very rarely used and to be used with caution – please contact a journey over before undertaking.)
Delete section	Marks the section for deletion. **Advanced action:** see “Deleting sections or content” on page 39 before undertaking.
✚ Create content	Add content into this section (goes straight to the content list without showing you the content that is already there).
Edit content	Edit content in this section (also shows you the content currently in this section).
Delete content	Lists the content in this section and allows you to delete it. **Advanced action:** see “Deleting sections or

	content” on page 39 before undertaking.
Bookmark section	Bookmark this section (it will then show in the “Bookmarks” widget).
Expand all	Opens out the subsections within the section.
Collapse all	Closes up subsections within the section.

Sections and content

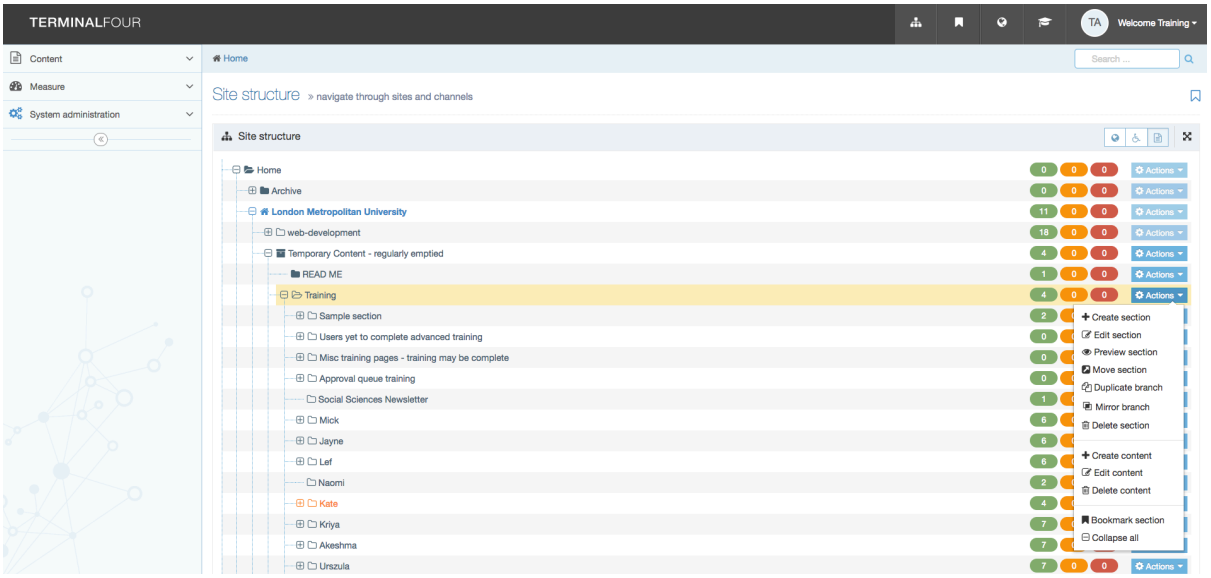
Adding a new section (page) to the website

Terminal Four refers to pages as sections. In the T4 navigation these are represented by folder icons.

There are several ways you can add a new section (also known as a page or folder) in T4.

Method one for creating a new section:

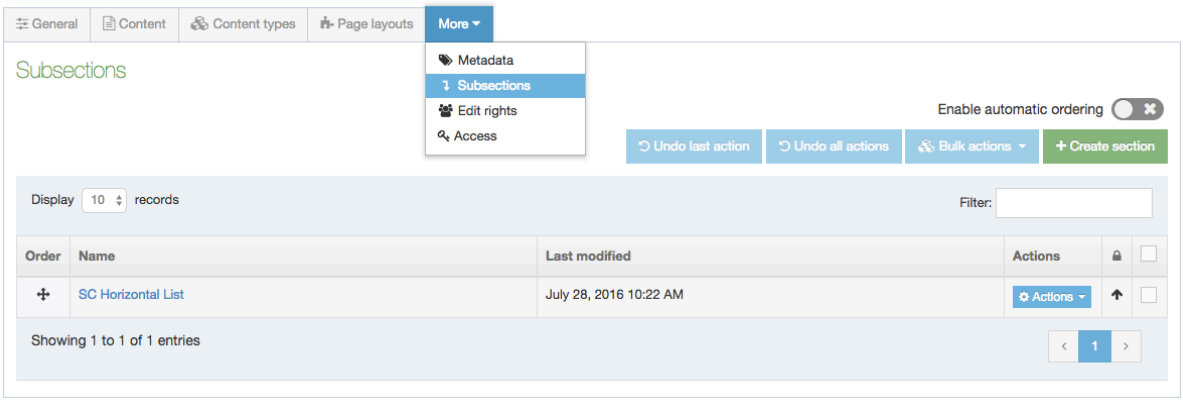
1. Whilst in the site structure view of T4 (below), click on the blue actions menu alongside the section inside which you wish to create a child section:



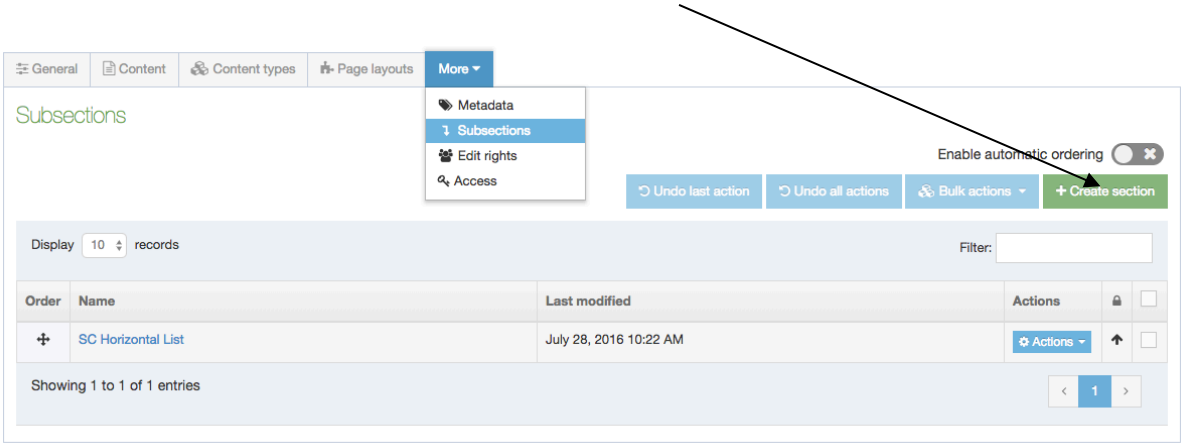
2. Select “Create section” from the top of the drop-down list.

Method two for creating a new section:

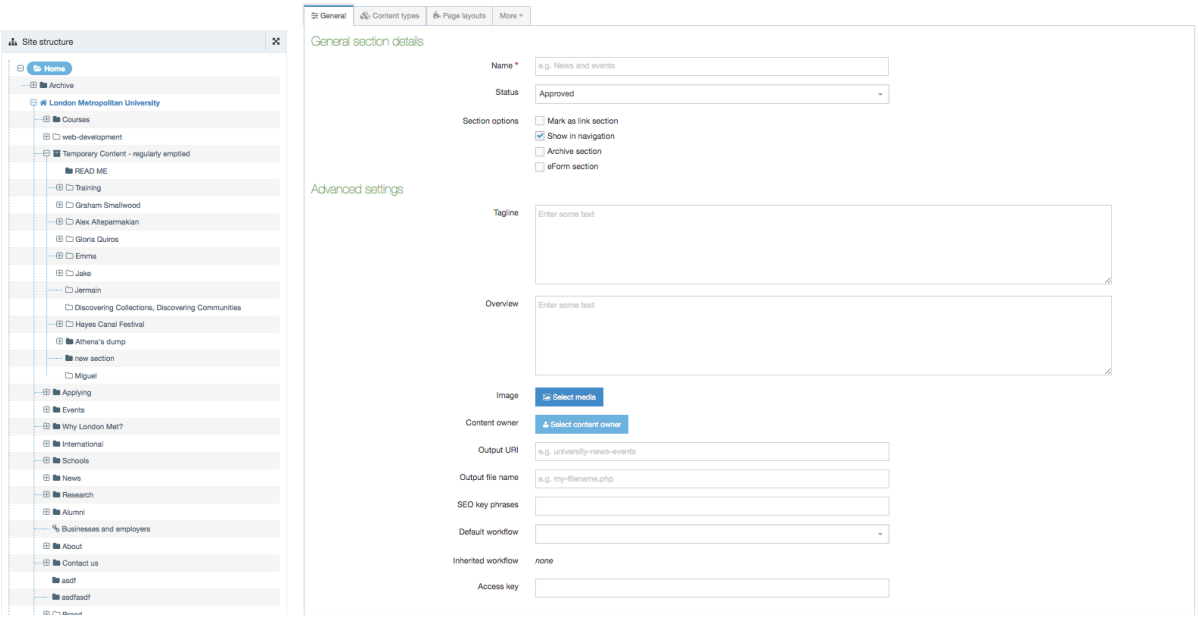
1. When editing an existing section, click on the “More” tab and select “Subsections”.



2. Click on the “Create subsection” button:



Following either of these two methods will take you to a screen where you can add details about the section you are creating:



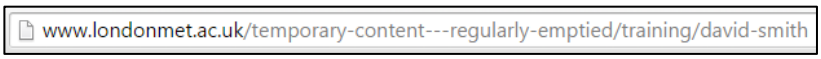
The site structure menu on the left-hand side can be made to take up more or less of the screen by clicking the arrows button on at the top right-hand side of it:

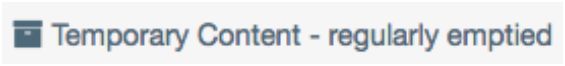
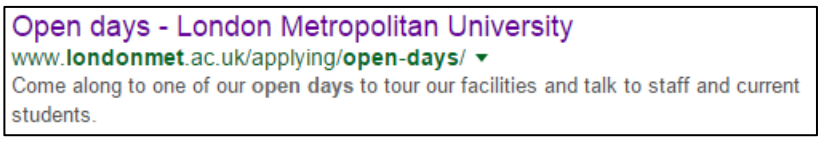
To successfully create a new section you need to complete key fields and then click the “Save changes” button at the bottom of the screen.

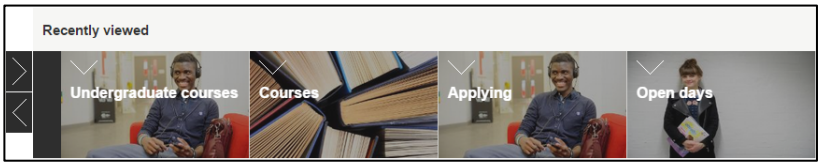
All fields marked with an asterisk and highlighted in the table below must be considered each time you create a new section, unless the section is a functional section with a name beginning “SC” (more details about this from page 49 onwards).

Descriptions of the fields that can be populated on the section details screen:

Field	Description

Name*	Give the page a name in ordinary language with spaces between the words. This will form part of the URL when the page is published. For example, if you name your section “David Smith”, when it publishes to the website the words “David” and “Smith” will appear in the URL, with all letters changed to lowercase letters and dashes in the place of spaces automatically added:  The name you give your new section should be unique to the subsection you are creating it in (it’s impossible to have two pages on a website with the same URL). Try not to repeat words in the URL and make your section names as concise as possible. For example, the undergraduate courses section is found at londonmet.ac.uk/courses/undergraduate, not at londonmet.ac.uk/courses/undergraduate-courses. You should also name your subsections consistently to aid advanced internet users who might change parts of the URL to find sections they are looking for. For example, if you name subsections “Route 1”, “Route 2” and “Route three”, users will be frustrated when they try to access the “Route three” section by substituting the number in the “Route 1” or “Route 2” URL. If you create a page that is deep within the structure of the website but require a redirect from a shortened version of the URL to be printed on promotional material (eg londonmet.ac.uk/teachertraining to point to http://www.londonmet.ac.uk/applying/postgraduate/teacher-training-ite/), these can be requested from Marketing. Once checked and approved, Marketing will forward the request onto the ITS service desk.
Status	Changed infrequently. Options are: • Approved: Section, and approved content and subsections contained within it, will be available on the website. • Pending: Section and all content and subsections contained within it will no longer be available on the website, until such time as this status is changed. (Indicated by sections/folders that are coloured orange.) • Inactive: Marks the section and all content and subsections contained within for deletion (indicated by sections/folders that are coloured

	red). **Advanced action:** see “Deleting sections or content” on page 39 before undertaking.
Show in navigation?*	Sections that are set to “Show in navigation” will, where applicable, show up in the navigation bars on the website (Staff and Student Zones only). In the site structure navigation these are indicated as solid folders (checked, shown in navigation) or outlined folders (unchecked, not shown in navigation): The vast majority of pages now created on our website do not need to be shown in the navigation. For example, your “News” landing page will be set to show in the navigation, but your individual news stories will not. Links to these pages will be presented in a listing on the “News” landing page. The majority of the time you will therefore need to uncheck this box so that your section does not appear in the navigation.
Archive section	Used infrequently. Archive sections remain on the website, but updates to them are not published to reduce the overall publish time of the website. These are indicated in the site structure navigation with a filing cabinet icon and italic text:  If you wish to remove content from the website see “Deleting sections or content” on page 39 and “Setting content to expire, publish and setting a review date” on page 40.
eForm section?	This field should not be edited.
Tagline	Optional brief (five word) description of the page (begin with a capital letter but no need to end with a full stop). Not currently displayed anywhere.
Overview*	Written in full sentences, the overview should be an accurate description of what information is on the page and who it is for. It should not exceed 150 characters. It is sometimes picked up by website search engines for display instead of the copy found at the top of the page: 

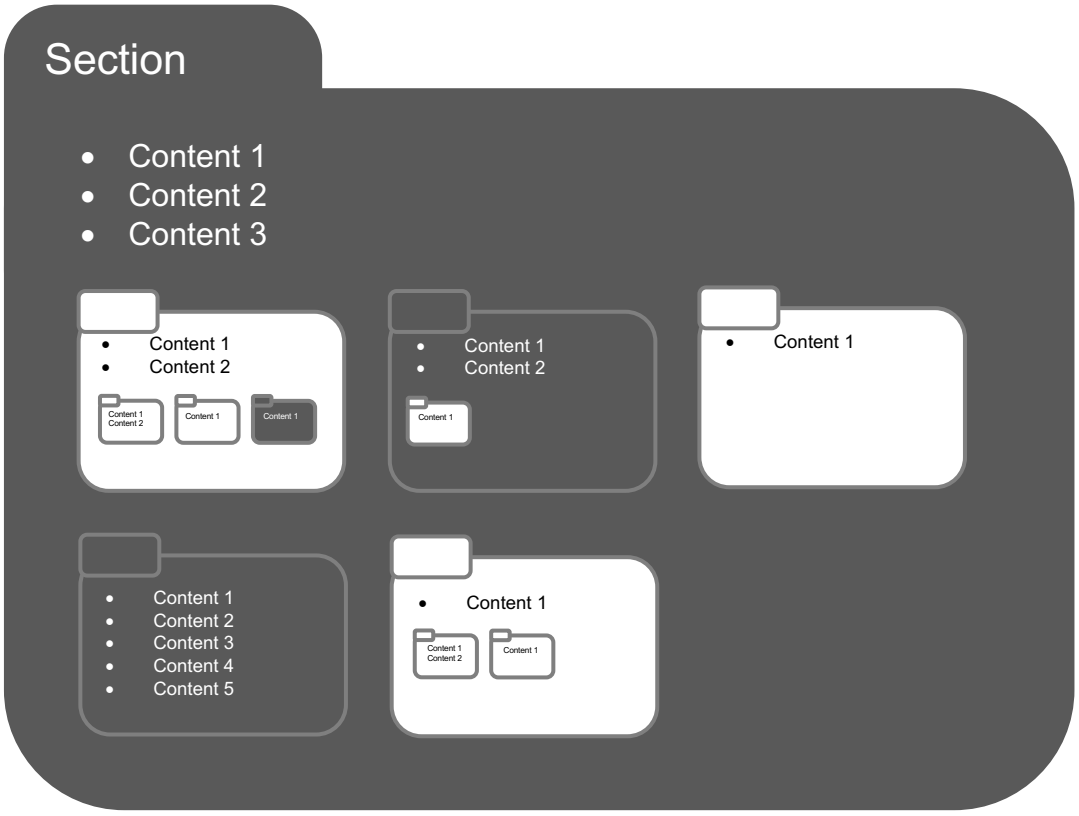
	It is important to be able to manipulate this as it helps internet users decide whether or not to visit our website.
Image*	All sections created on the public facing website must have an image associated with them, as this is displayed on the “Recently viewed” bar that appears when a user has visited a couple of pages:  Sections without an image will show up as an untidy grey box. If the page you are creating will also have an image on it it’s a good idea to make this the same image. Sections that contain “page” content types will display the main image associated with this content if no section image is added. As such, sections containing “page” content types (such as “Page: News”) don’t strictly need an image, although please note that if the content of the section changes at a later date and the “page” content type is removed, the untidy grey box will show on the recently viewed pages bar.
Content owner	This field should not be edited.
Output URI	This field should not be edited.
Output file name	This field should not be edited.
SEO key phrase(s)*	SEO stands for Search Engine Optimisation. In this box you should enter up to five keywords or short phrases users might use to search for this page in Google or on the website search, separated by a comma and with spaces in between words. For example, if you were creating a staff profile page you might enter “John Raftery, Vice-Chancellor, staff profile, biography, about”. The words you populate here are compared to the words you use in the content on the page itself and a red to green indication is given alongside the section name in the site structure menu. For more information about the site structure menu see page 9.
Default workflow	This field should not be edited. Doing so may mean content contained within the section does not go live.
Access key	This field should not be edited.

Adding content to a section

The difference between sections and content

Sections are folders and represent pages on the website. They can contain subsections, but in order for anything to be displayed on a page, content must be added into each section. Sections can contain multiple pieces of content, which stack to create the page layout.

In the diagram below, sections are represented by folders and content within sections by bullet points:

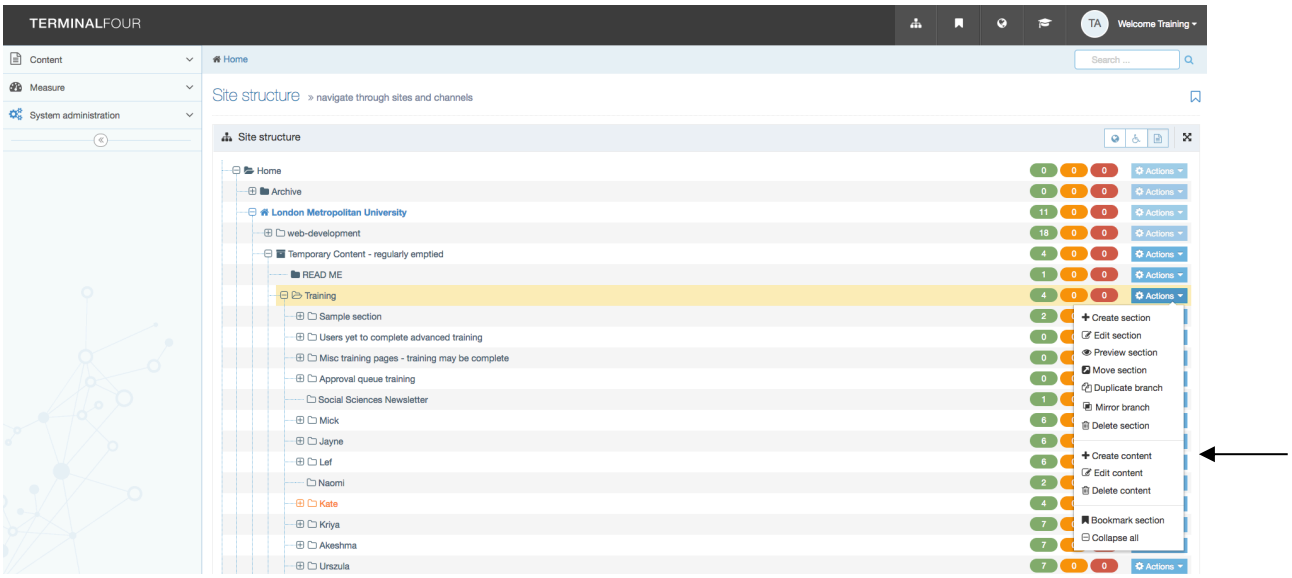


Methods for creating content

There are several ways you can add a new piece of content in T4.

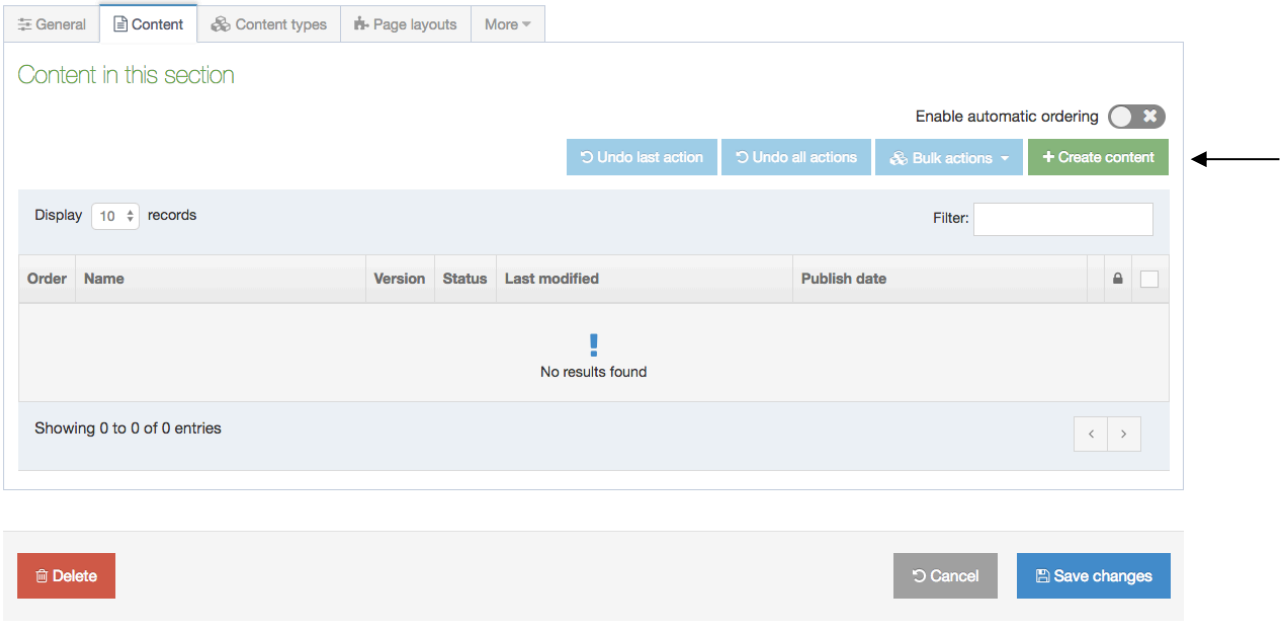
Method one for adding a new piece of content:

1. Whilst in the site structure view of T4, click on the blue actions menu alongside the section inside which you wish to add content:
2. Select “Create content” from the drop-down list:



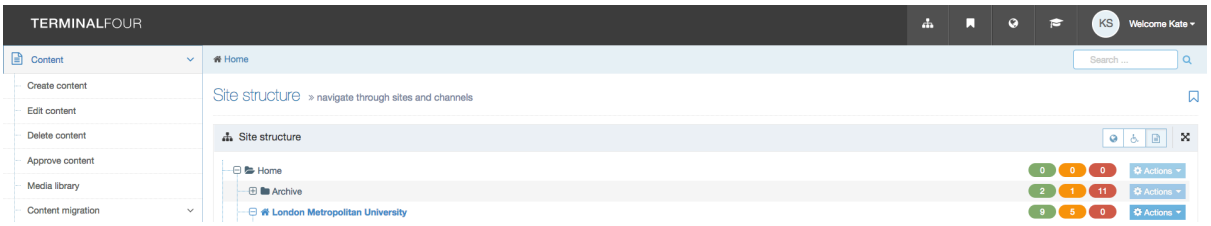
Method two for adding a new piece of content:

1. When modifying an existing section, click on the “Content” tab
2. Click on the “Create content” button:



Method three for adding a new piece of content:

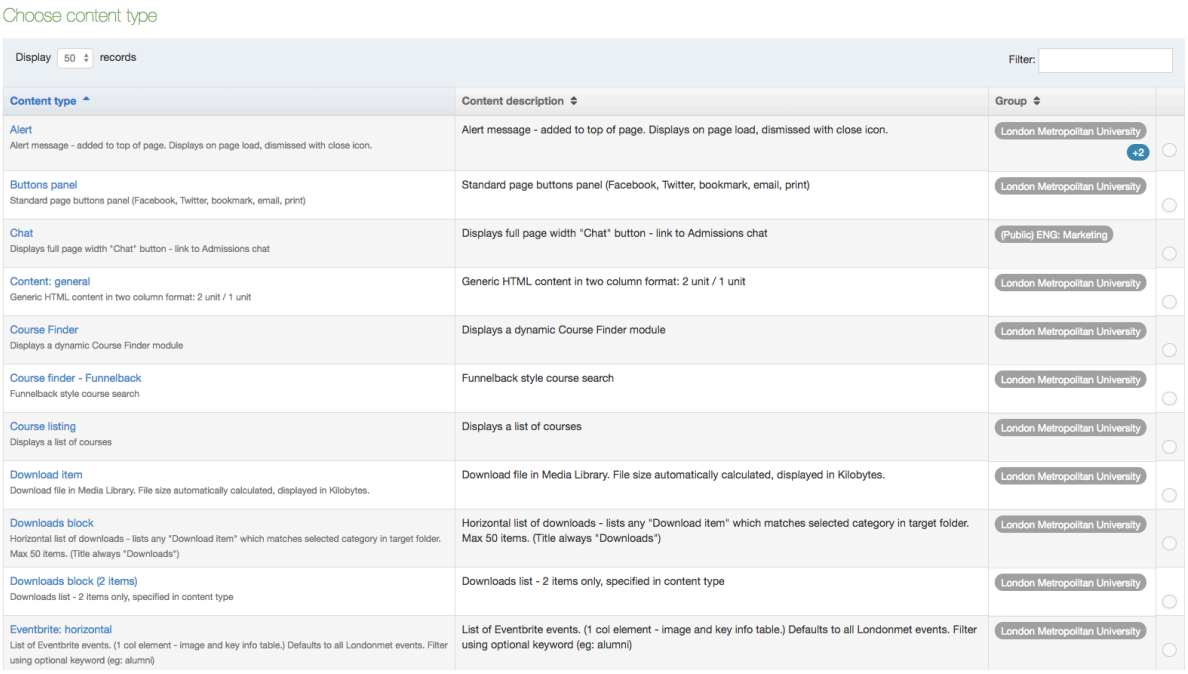
1. Whilst in the site structure view of T4, click on the “Content” menu on the left-hand side.
2. Click on the “Create content” button:



Selecting content from the content list

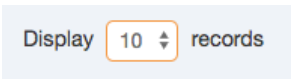
The list of content available to add into a section may look different depending on what level of access you have, where you are in the site structure, and whether you are in the public, student or staff facing website.

Here is an example of the content list seen frequently in the public facing website. Note the description next to each piece of content, as this often provides important information about how it works:



Note, this image shows just the top of the content list. It is much longer.

You can also tell T4 how many content types you'd like it to show using the "Display records" drop-down at the top:

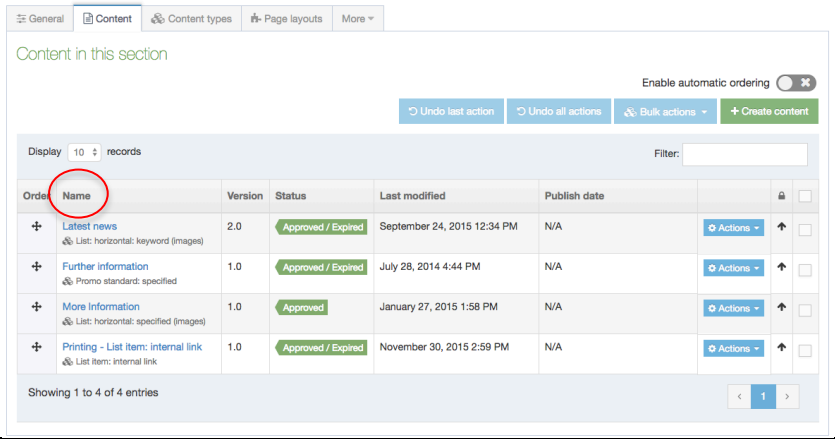


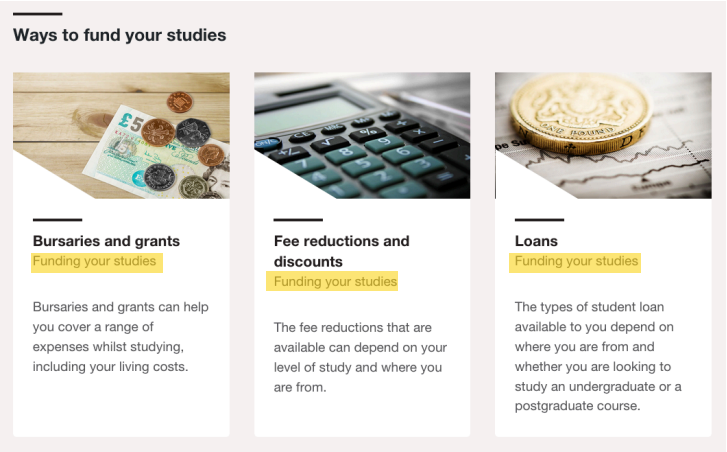
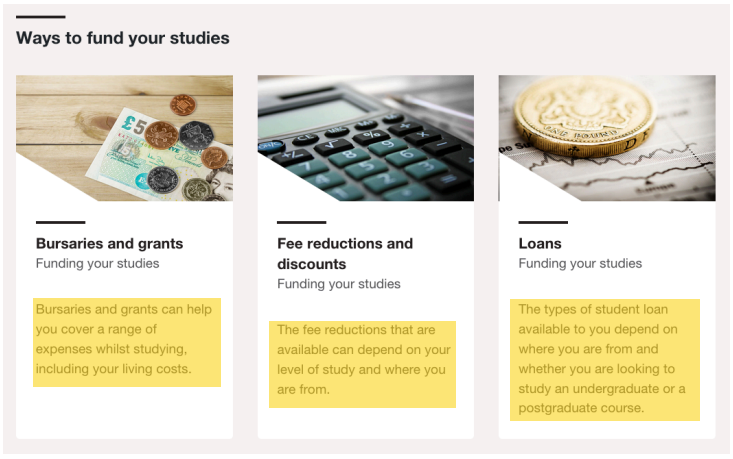
To find out what content to use, see the individual step-by-step content guides for the public facing and student and staff facing websites.

Common content types and explanations of frequently seen fields

In the public facing website the “page” content types (particularly “Page: General” and “Page: News” are the most frequently used). In the student and staff facing websites the general content type is called “Detail content”.

Explanations of common features of many content types:

Field	Description
*	Asterisk indicates an essential field.
The title of the content and the Page	You can hover over the field box to display information about the field.
Name	As a T4 user you give all pieces of content a name. This is for reference within T4 only and not displayed publicly (not to be confused with the section name, which **is** displayed publicly and forms part of the page’s URL): 
Title	This is the title shown publicly on the piece of content. It may or may not be the same as the “Name” you give the piece of content.
Display title	For the title to display on the page “Yes” should always be selected.
Pre-title text	This is shown in smaller text just above the title.
Tagline	The tagline is not always displayed on the content itself but should be a tantalising description of a few words that reinforces the title. It is displayed when the content you have created it pulled in elsewhere using tagging:

	 Note that other users can pull in your content using tagging so you should **always** include a tagline. Even if you don't intend to use it, someone else might.
Overview	The overview is not always displayed on the content itself but should be a description written in a full sentence that states what information the piece of content contains and give a clear idea of who it is for. It is displayed when the content you have created is pulled in elsewhere using tagging:  Note that other users can pull in your content using tagging so you should **always** include an overview. Even if you don't intend to use it, someone else might.
Media image	Allows you to access the T4 media library to select an image to be displayed on the piece of content.
Image alt text	If you've added a media image you must add image alternative text. This is an accurate description of what is happening in the image, and is used by visually impaired website users browsing our website using screen reader applications. It is also displayed when your browser doesn't load images. For example, when viewing websites on a mobile phone, some users set their device not to load images in order to save their data.

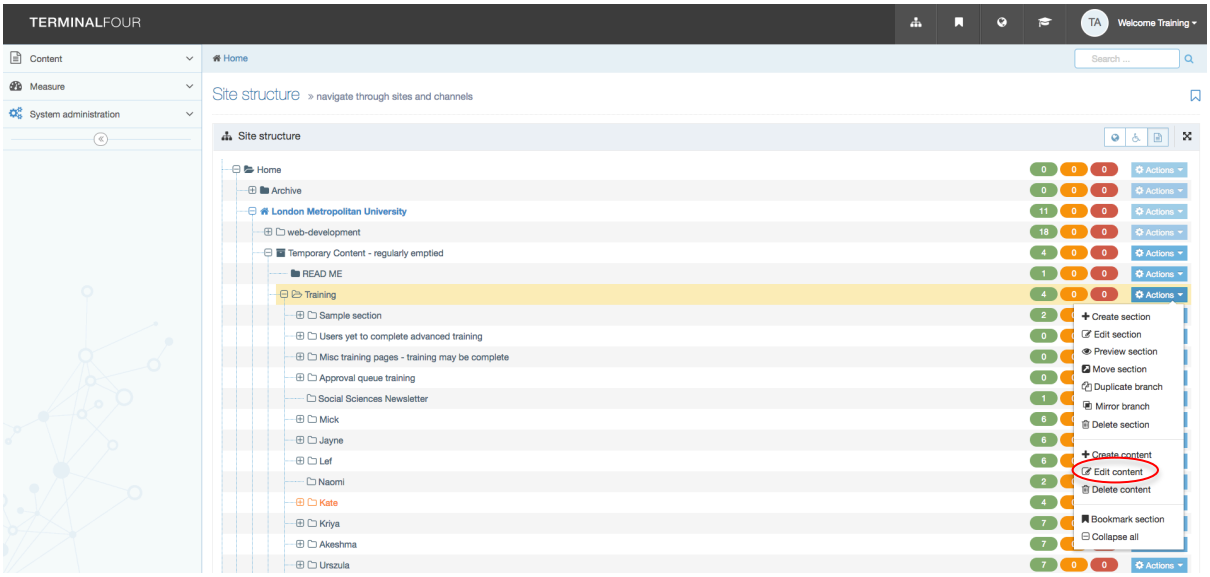
Main body text	See “Formatting text using the text editor” on page 24 for a description of the different functionality available when editing text in T4.

Two methods for editing existing content

There are several methods of accessing the relevant screen to edit existing content.

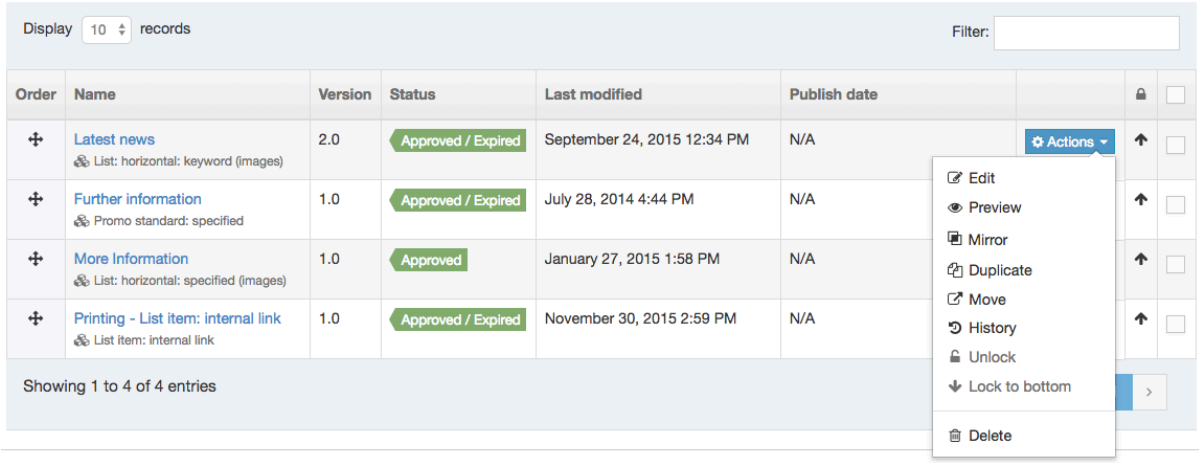
Method one for editing an existing piece of content:

1. Navigate to the section (page) that houses the content you wish to edit in the site structure view of T4 and click the blue actions menu:



2. Select “Edit content” from the drop-down list.

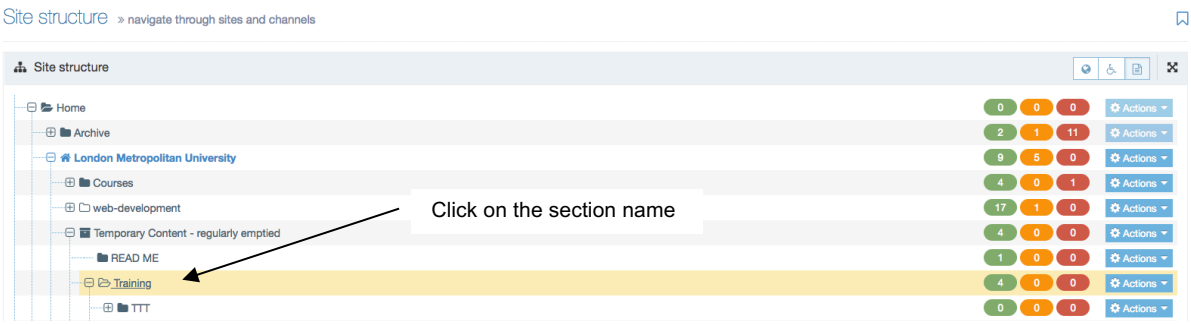
3. You can now see all of the content in that section. Underneath the name of the content you can see the name of the content type being used. Click on the actions menu alongside the piece of content you want to edit and select “Edit”:



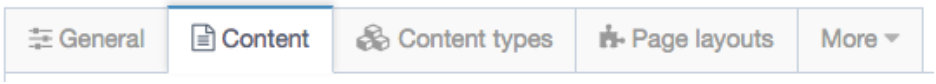
4. You will now be inside the piece of content you wish to edit and can amend fields as necessary.

Method two for editing an existing piece of content:

1. Navigate to the section (page) that houses the content you wish to edit in the site structure view of T4 and click on the name of the section:



2. From the section that contains the content you wish to edit, navigate to the content tab:

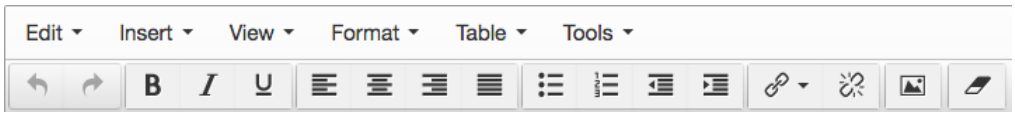


3. Follow steps three and four from method one, above.

Formatting text using the text editor

To create a new paragraph in the text editor, hit the Enter key. To move on to the next line without creating a new paragraph (ie to move onto the line directly below the one you are on) use Shift + Enter.

When editing body text in T4 you will have access to the following tools:

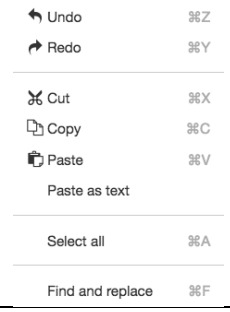
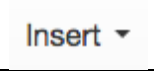
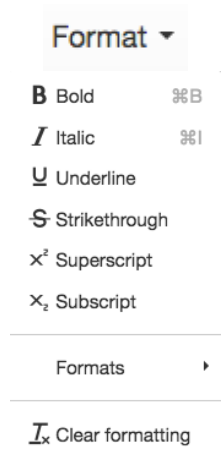
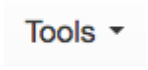


Hover over an icon to display a description of what it does.

These features are used as follows:

Image	Description
	Undo
	Redo
B	Bold text. We use this sparingly to emphasise key words or

	phrases. Do not make whole paragraphs or sentences bold.
	Italicise text. Only use for Latin / foreign language text or for printed publication titles. Our style guide uses bold text for emphasis, not italics.
	Underline text. We do not use this. Underlined text gives users the impression of a broken hyperlink.
	Left align text. We use this for all text on our website.
	Centralise text. We do not centralise text on our website.
	Right align text. We do not right align text on our website.
	Justify text. We do not justify text on our website.
	Insert bulleted list using the standardised bullet format for our website.
	Insert numbered list using the standardised number format for our website.
	Decrease text indent. Very rarely used on our website.
	Increase text indent. Very rarely used on our website.
	Add a link to text. There are several options for you to choose from here: Insert section link: Used for creating a text link to another section/page in T4 (see “Adding hyperlinks” on page 26 for more information). Insert content link: Used for creating a text link to a specific piece of content in T4 (see “Adding hyperlinks” on page 26 for more information) Insert/edit external link: Used for creating a text link to an external website (See “Adding hyperlinks” on page 26). You can also go here to edit a text link, whether it’s a section, content or external link. Insert anchor. Rarely used on our website (see “Adding and linking to anchors in the text” on page 29 for more information).
	Remove hyperlink(s) from selected text.
	Insert media link. Used for inserting a text link to a PDF in the media library. See “Adding a link to a document mentioned in your copy” on page 29 for more information. Note that this feature can also be used to insert images into body text, but we **do not do this** on our website as it breaks the responsive design on some screens.
	Remove all formatting. Used to remove all formatting, eg header formats, bold, etc from text.
	Edit menu: This has a number of options similar to those found in other programs. In addition to undo and redo (covered above), you can cut, copy and paste text (Paste as text will strip out all formatting, eg bold, italics). You can also select all text using “Select all” and find and replace words using the “Find and replace” option.

	
	Insert offers the same options as the insert link icon (see above).
	Format menu: This offers a number of options, many of which are covered above. In addition, it allows you to strikethrough text (rarely used on our website) add superscript (eg 7^2 (seven to the power of two) and add subscript (eg H_2O). Formats: The most important option in the formats menu is “Headings”, which allows you to put your text in a heading format (1 is the biggest, 6 is the smallest). These are used to standardise the look and feel of paragraph text and headings on our website. Always use a heading format rather than bold text to indicate a subtitle. The screen reader applications used by visually impaired users will not correctly identify the content. Google also looks at headings when deciding whether or not a page warrants return for a particular search query. You add this formatting in the same way as adding bold etc, by highlighting the text and selecting your heading format. The other options under the formats menu are rarely used on our website.
	Styles drop down. Used to perform some functions in the Student Zone and Staff Zone websites (see step by step content guides on page 4 of the student and staff facing website booklet)
	Table menu: This allows you to insert and format a table. See “ Creating and formatting tables” on page 30.
	Tools menu: This allows you to access the source code, which allows you to edit the HTML (Only use if you know what you’re doing).

Adding hyperlinks

Links should **always** be embedded in the text of a page. This keeps the look of all our pages standardised. It is very uncommon for websites to paste in URLs in place of embedded links.

The text used as the hyperlink should always be an accurate description of the content being linked to, not just text like “click here” or “this link”. This is because visually impaired readers using screen reader applications are read a list of links on a page. If all of these are “click here” this isn’t very helpful. Additionally, hyperlinks

act as a natural highlight on the page, so sighted users can easily scan the copy to find what they are looking for:

Correct links	Incorrect links
The library opening hours have recently changed.	The library opening hours have recently changed. To find out more, click here.
The University has published detailed information about the funding available to international students.	The University has published detailed information about the funding available to international students. It is available at this link.
Apply via UCAS	Apply via UCAS: www.ucas.com

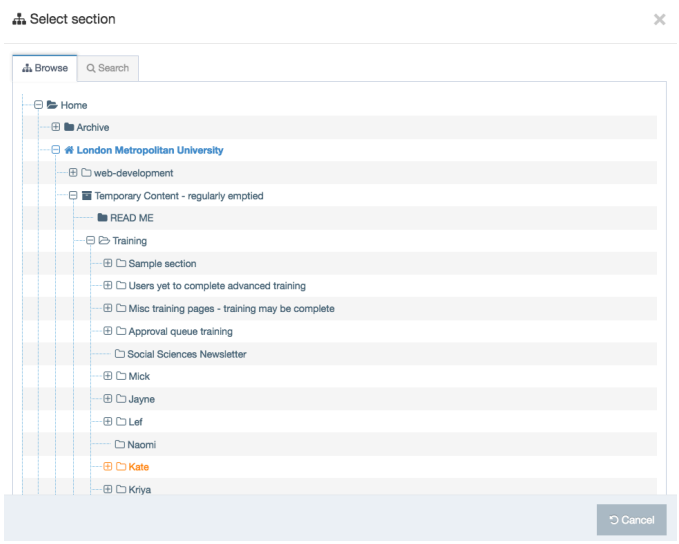
Internal links: When adding a text link to another page on the T4-based website infrastructure, you should use the “Insert section link” feature in the text editor.

Using this feature means that if the page is subsequently moved or renamed by another website editor, in most cases the hyperlink will not break. Note that if the section is removed to an unpublished location, set to pending or deleted and replaced (even with a section of exactly the same name), the hyperlink will break.

To insert a section link:

1. Select the text you wish to make into a hyperlink.
2. Click the insert section link button:

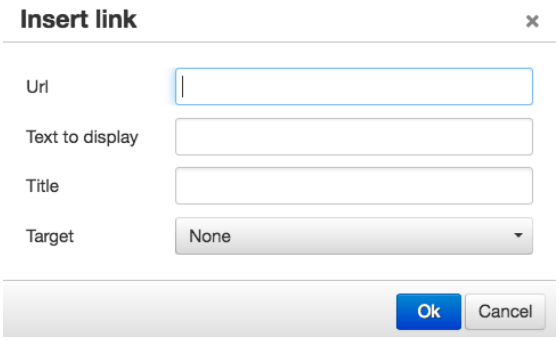
3. A pop-up box will open. Select the page in the site structure you wish to link to. Note that you can see the entire site tree in this view, not just the sections you have access to edit. To navigate to the section you wish to link to you will need to use the plus (+) icons alongside the relevant sections (“London Metropolitan University” is the public facing website). Please note, this feature currently only works for the public facing website. Links to the Student and Staff Zones should be made as external links:



External links: Links to other websites, including the Staff and Student Zones, should be created using the “Insert/edit external link” feature:

1. Select the text you wish to make into a hyperlink.
2. Click the insert/edit link button:

3. A pop-up box will open:
4.



5. URL: Paste in the URL of the website you wish to link to (eg http://www.ucas.com/). Always paste the url rather than typing it out because to ensure the link doesn’t break.
6. Text to display: This will be the text that you have highlighted.
7. Title: This does not need to be completed.
8. Target: All external links should be set to open in a new window. This ensures the user does not get navigated away from our website without meaning to. In most modern browsers the page they are linking to will open in a new tab, and they will be able to refer back to our website whilst, for example, completing their UCAS application.
9. Click “Ok”.

Adding a link to a document mentioned in your copy

You can link to a document in our media library in the text of your webpage.

If a document in the media library is not linked to anywhere on our website using the "Insert from media" feature in text or from a downloads block then T4 will not make it available at its URL. If a document is published (for example at: londonmet.ac.uk/media/london-metropolitan-university/london-met-documents/professional-service-departments/vice-chancellors-office/London-Metropolitan-University---Strategic-plan-2015-2020.pdf) but subsequently all links to it on our website are removed, it will not continue to be publicly available at this URL.

To insert a link to a document in text:

1. Click in your text where you wish the link to appear. Important: do not select text you wish to make into a link, this will be deleted. Documents are published with links that match the document names as they are presented in the media library.
2. Click the insert from media button:

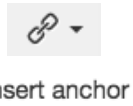
3. Search or navigate around the media library to find a document. Note that documents are stored in departmental folders inside: London Metropolitan University > London Met documents. For more information about using the media library see page 53.
4. When you have found the document you wish to link to, click on its name.
5. The link will now be inserted into the text. Important: Do not change the link text. When the piece of content is saved and published this will revert to the document title. The only way to change how a document is referred to in your text is to change the name of the document in the media library.

Adding and linking to anchors in the text

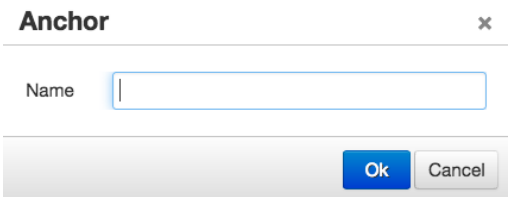
Anchor links are now rarely used, in favour of accordion layouts instead. Anchors allow you to create a link to a specific point on a page. To create such a link you'll first need to insert an anchor, and then insert a link to the anchor elsewhere on the page.

To insert an anchor:

1. Click in the text where you wish to place your anchor. Ordinarily this is just before a subheading.
2. Click the insert/edit anchor button:



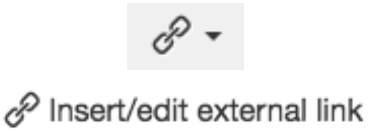
3. A pop-up box will open:



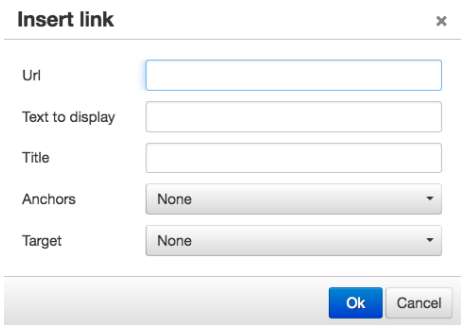
4. Give your anchor a name. This cannot include spaces or be made up of only numbers.

To link to an anchor:

1. Select the text you wish to make into a link to your anchor.
2. Click the insert/edit external link button:



3. A pop-up box will open:



4. Select the name of the anchor you have created from the “Anchors” drop down.
5. Click “Ok”.

If you want to link to an anchor on a different page, it will exist at the full URL with “AnchorName on the end.

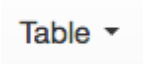
Creating and formatting tables

Please note that it is not acceptable to paste in a table: tables always need to be created from scratch in T4 as pasting them in always brings over unwanted code.

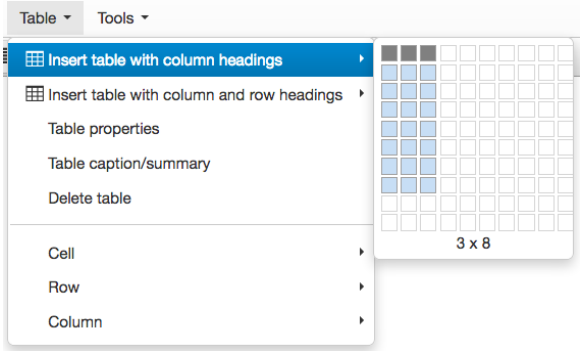
Tables should never be a fixed width (eg 500 pixels) but should be presented as a percentage of the available space (eg 100%). Creating your table in T4 ensures this is the case, but you can also check it in the HTML by going to Tools > Source code.

Think carefully before inserting a table. Would the information you wish to present be better suited to bullet points?

To insert a table you’ll need to go to the table menu:



You will then get the insert a table with column headings or with column and row headings. Whichever you choose you can then select how many rows and columns you want using the following grid:

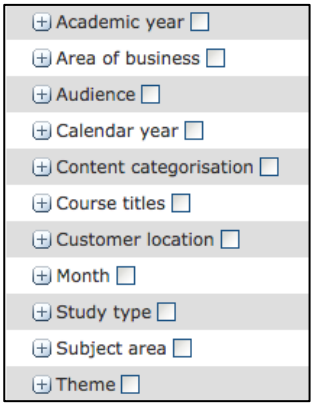


You can then populate the rows and columns of your table.

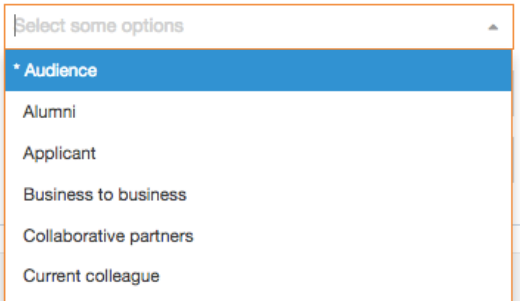
Tagging content

Tagged content can automatically be pulled into listings elsewhere on the website. Even if you don't intend to use tags to list the piece of content you are creating elsewhere, other users might, now or in the future.

The list of tags on a typical piece of content on the public facing website is divided into the following categories:



Within these sections are the specific tags, eg schools and professional service departments are in "Areas of business", undergraduate and postgraduate are in "Study type". At the moment the tags are displayed in a drop-down (see below) so it's the easiest way to find relevant tags is by beginning to type relevant keywords.



When given the option you should **always** tag your content with a few relevant tags relating to the type of content and its audience. Only choose specific tags that are relevant to your content (ie although the system will technically let you tag the word “Audience” this is not a specific tag, open out the menu and tag specific audiences).

Note that other users can pull in your content using tagging so you should **always** include an overview. Even if you don’t intend to use it, someone else might.

If you can’t find any relevant tags for your content, consider whether it needs to exist at all.

The list of tags is very extensive and it is periodically updated, as such the definitive list of tags is the one you find on a piece of web content. Please contact the journey owner for the public facing website if there is a tag you believe is missing.

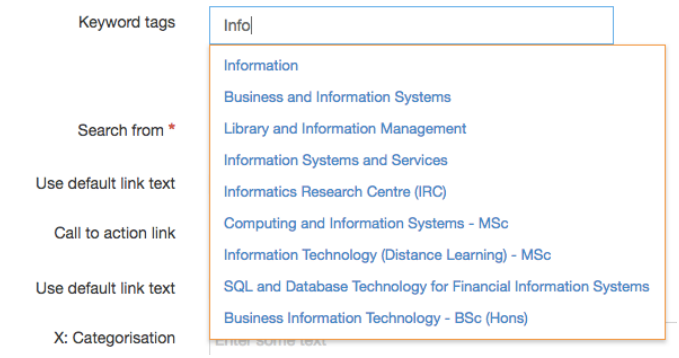
Drawing tagged content into a listing

Keyword driven listings can list relevantly tagged instances of the following content types: Page: Building, Page: Facility, Page: General, Page: News and Page: Service.

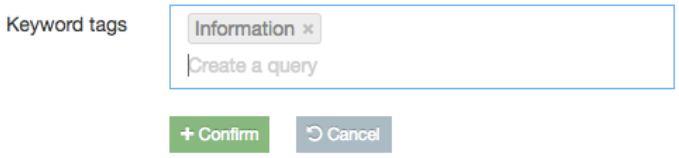
When using a piece of content that draws on tags you will see the following keyword tags field:

The keyword tags field is used to select the keywords you wish to draw in content based on. You then tell the piece of content where in the site tree it should look for content.

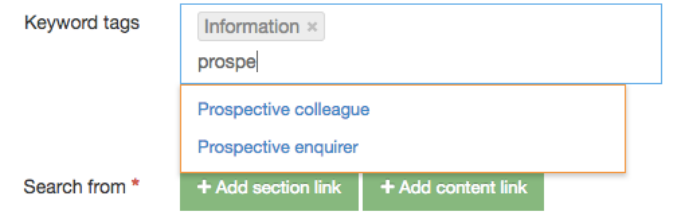
1. Click the “Append to query” plus (+) icon.
2. Begin typing a keyword into the box that appears. You may wish to refer to a piece of content with categorisation tags to survey those available. When you start typing a drop-down list of available tags will appear, and when you see the one you want you will be able to click on it:

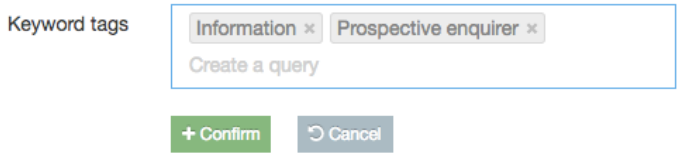


3. Clicking on the keyword in the drop down will select it:

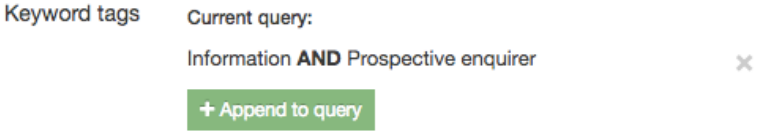


4. To draw in content based on this keyword **and** another, you can begin typing a second (and third, fourth and so on) keyword and then click on it:

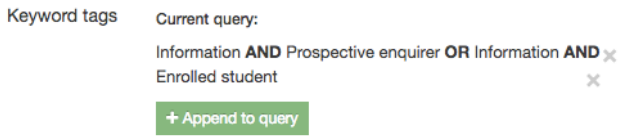




5. Once you have completed your string of keywords, you must click the “Confirm” tick button. This will turn the keywords you have selected into a string separated by the word “AND”. This piece of content is going to pull in content tagged as “Information” and “Prospective Enquirer”:



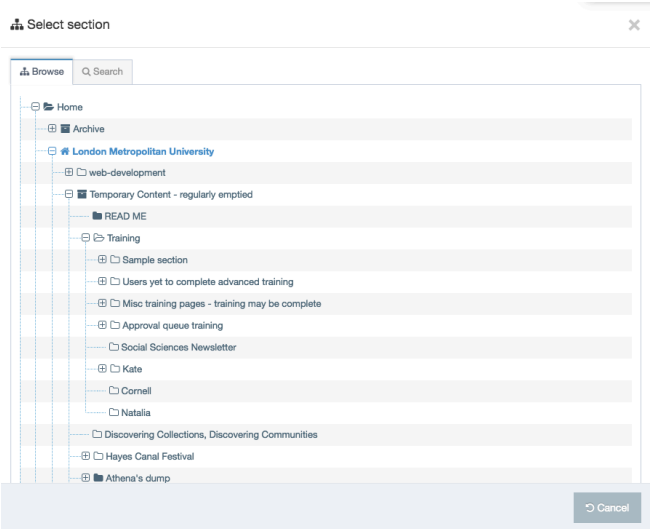
6. Clicking “Append to query” allows you to add “OR” queries to the keywords to be drawn upon. Repeat the process above and append your second keyword or string of queries to your search term and it will be displayed as follows:



This piece of content is now going to pull in content that is tagged with “Enrolled student” and “Information”, or “Prospective Enquirer” and “Information”.

7. You now need to tell the piece of content where in the site tree it should look for content. Click the “Add section link” button alongside “Search from”:

8. A pop-up box will appear. If you select “London Metropolitan University” the piece of content will list content from all over the website. It is more likely you want to draw in content from a specific section and its subsections (eg content for prospective enquirers from the International Office section). Select the part of the tree you wish to display content from:

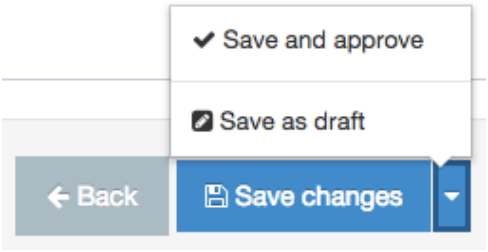


For more information about specific content types that can list content based on tags, see page 49 onwards.

“Categorisation” and “Categorisation keyword selector” are legacy fields dating from when keywords were handled differently. It no longer needs completing.

Saving content

There are several options available to you when you have finished creating or editing content. At the bottom of the page you will see a button with the words “Save changes” on it. Clicking on the arrow shows additional options:



- Save changes: Submits the piece of content to the approval queue. Content submitted to the approval queue will go live when the website next publishes after it has been approved by a journey owner. See page 621 for the approval checklist.
- Save and approve: Wherever you see this option it means that the piece of content (eg listings pulling in existing content) can be self-approved. The piece of content or your changes will go live when the website next published.
- Save as draft: Does not submit the piece of content to the approval publish the piece of content or your changes to it but saves it as draft, so that you can return to work on it later.

If you accidently submit content to the approval queue you should go back into it and save it as draft, as otherwise it wastes time in the office of the journey owner.

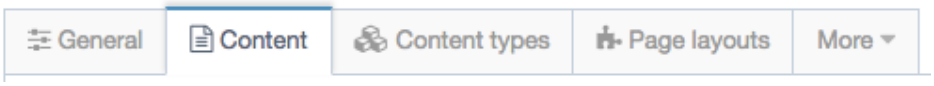
Previewing sections or content

There are three methods for previewing content or sections.

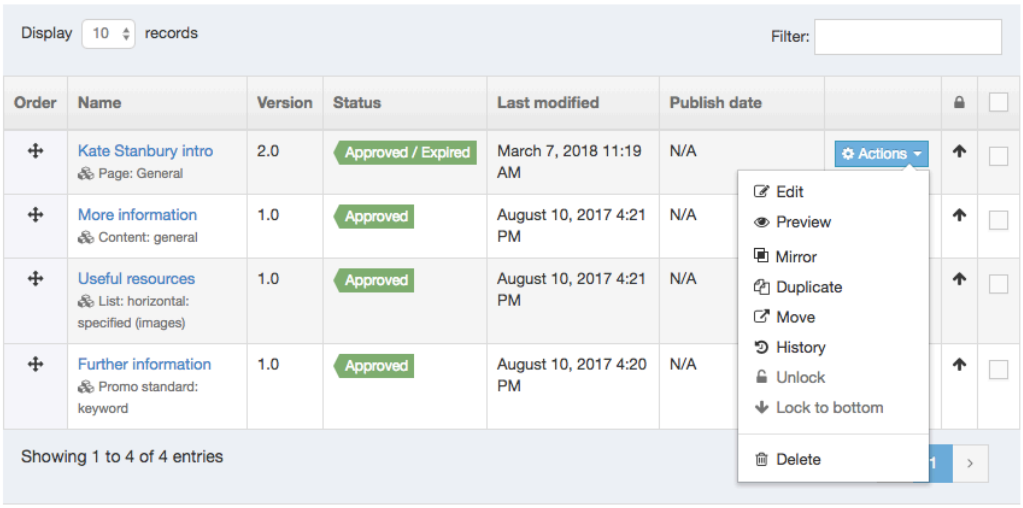
No matter how you preview your content, the whole section will always be shown (including all other content within it). T4 never previews content out of context.

Method one for previewing:

1. From within the section you wish to preview, navigate to the content tab:

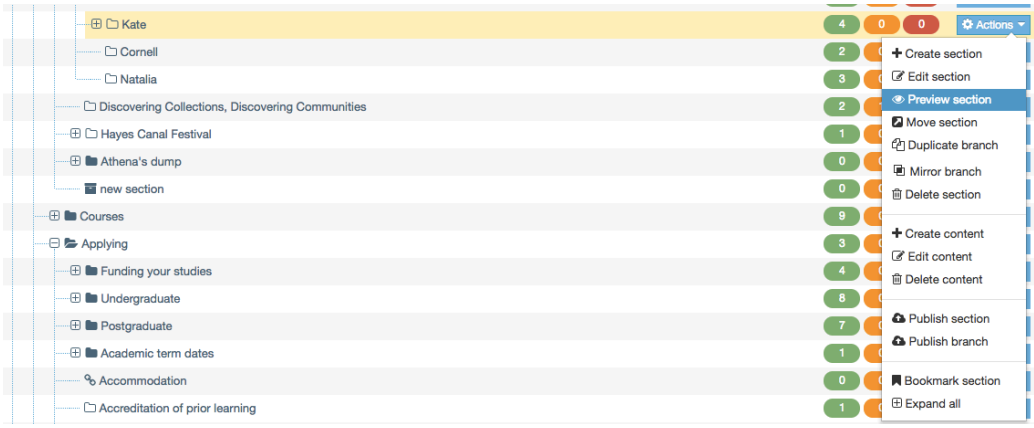


2. Click on the blue actions menu next to any piece of content and select “Preview”:



Method two for previewing:

1. From the site structure view hover over the yellow arrow next to the section you wish to preview:



2. Select “Preview section”.

Method three for previewing:

1. When editing a piece of content that had previously been submitted to the approval queue at least once, click the green “Preview” button that appears at both the top and bottom of the page. But please note, you need to save changes to your content before any changes can appear in the preview:

Reasons your content may not be previewing:

- Content previews in a new tab or a new window depending on your browser settings. If you have pop-ups blocked for t4.londonmet.ac.uk, as they often will be by default, you won’t see a preview. In Chrome, to “always allow”

popups from T4 click the browser window icon ( ) that appears to the right of your browser bar and select the relevant option.

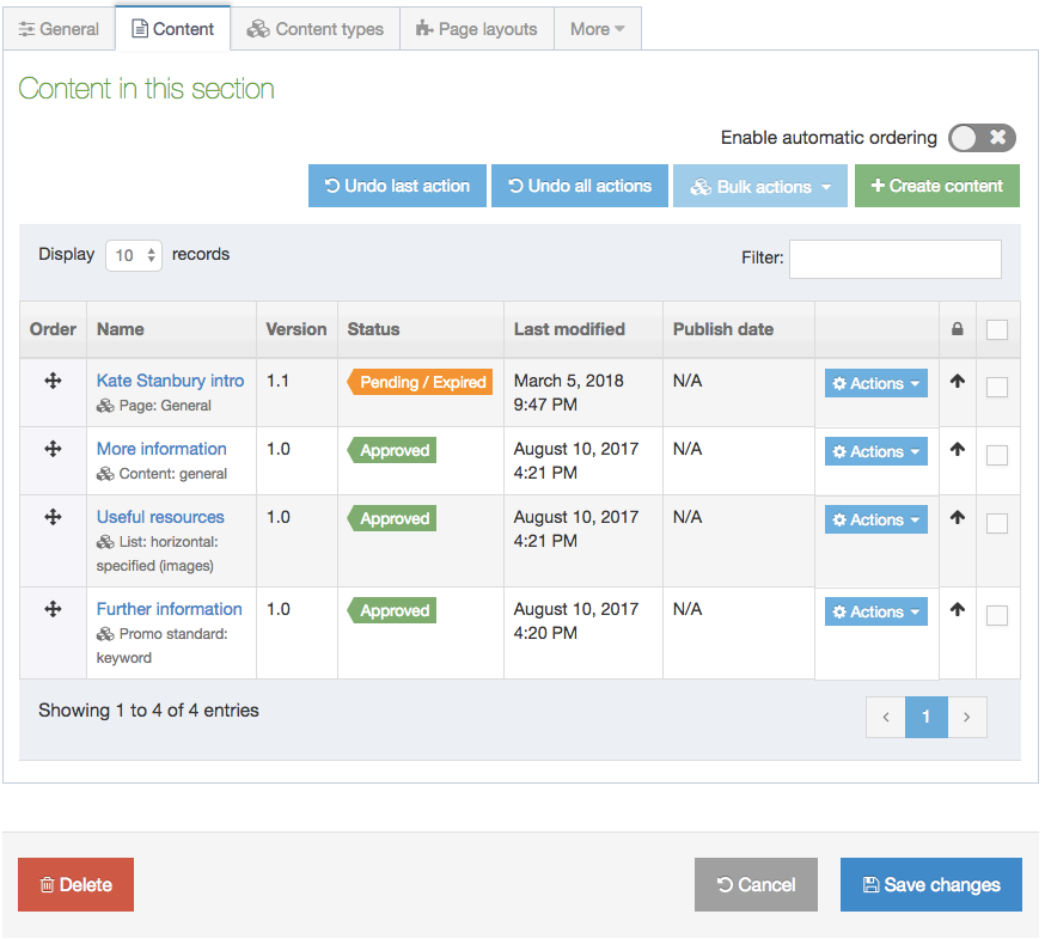
- In order to preview content it first needs to have been submitted to the approval queue at least once. If you try to preview a piece of content that hasn't and is saved as draft, the action will fail.
- If the section you are trying to preview content in is set to pending, or sits somewhere inside a section that is set to pending, it will not preview.
- If content is expired it will not preview, as it will not publish.
- If content is set to go live at a particular date it will not publish on the live website (this includes when you make updates to an existing piece of content).
- If elements of your page do not preview (eg videos) but the rest looks normal, it's probably because the browser is blocking unsafe scripts. In Chrome, click the shield icon that appears to the right of your browser bar and select "Load unsafe script" (this isn't an issue when the content is live):

Advanced actions relating to sections and content

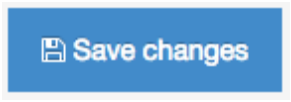
Reordering content on a page

To reorder the content on a page, navigate to the content tab of the section you are editing.

Use the arrow buttons on the left to reorder the blocks of content – you can drag and drop each piece of content to where you want it to be using the following icon:

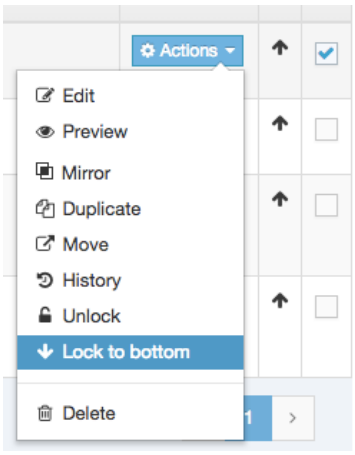


Once you've dragged and dropped the content into the relevant place, you will need to click the "Save changes" button:



You can "Enable automatic ordering" by checking the right hand side of the below box and selecting the type of ordering you would like to use:

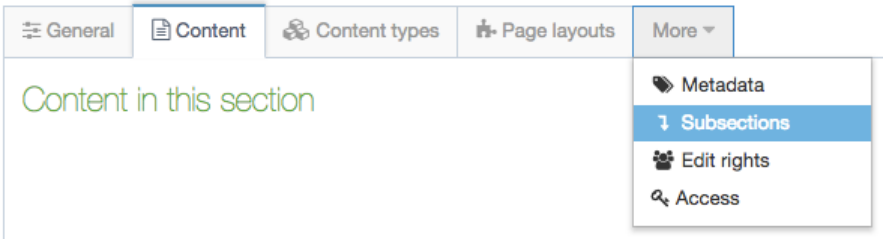
"Locked" items are exceptions to automatic ordering. Items of content are locked by default, so for automatic ordering to kick in you will need to unlock all pieces of content:



Reordering subsections within a section

Similar to reordering content within a section, the names of subsections can be reordered in the site structure view of T4.

To do this, navigate to the “More” tab and click on “Subsections” when editing the parent section:



Then use the functionality described under “Reordering content on a page” on page 37.

Deleting sections or content

Please note: For the purposes of record keeping and auditing, **it is important to not delete any content that has been published to the live website**. Instead, set the content to expire. If you wish, you can set expired content to automatically move to an archive location. (See page 40.)

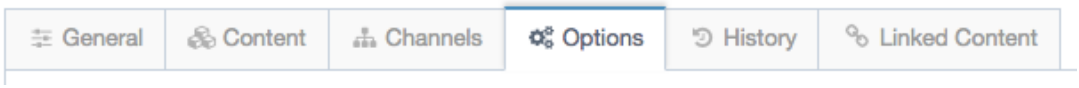
Deleting a section or content marks it as inactive. In T4, the word “inactive” means the same as deleted. When you delete a section, all content and subsections contained within it is marked for deletion and this will be permanently purged by the web team. This is indicated by sections that are coloured red. For a short time their status can be changed again and they can be restored to “Approved” or “Pending” by modifying the section and changing its status.

Once purged, inactive sections and content are permanently deleted and cannot be restored.

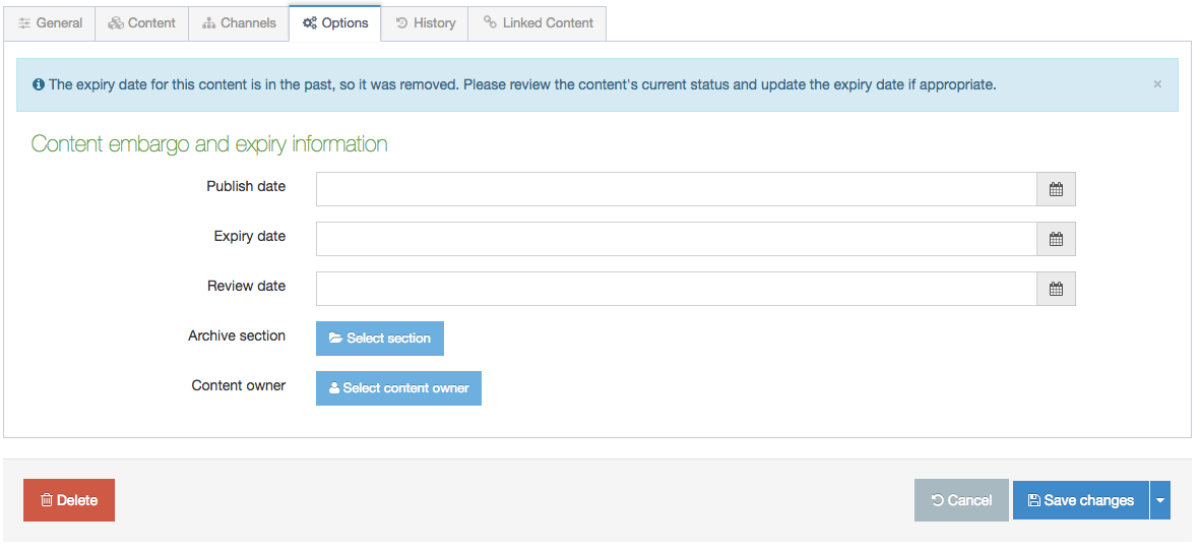
Sections you do not wish to publish any more should be set to inactive, moved to an archive section (see page 16) and then set to pending. Please do not rename or remove an entire section or expire all content in a section without first contacting the 38marketing team. Doing any of these things will result in a 404 page not found error (a broken link) and a redirect must be set up via the IT portal before this happens. You may also want to move content to an archive section if you have a lot of unwanted content set to expired that is cluttering up your section of the website.

Setting content to expire, publish and setting a review date

To expire content, set it to go live on a particular date, or set a review date, you must first navigate to it and edit it (see page 233). When you are inside a piece of content, select the “Options” tab:



You can then change the expiry, publish and / or review date for the piece of content:

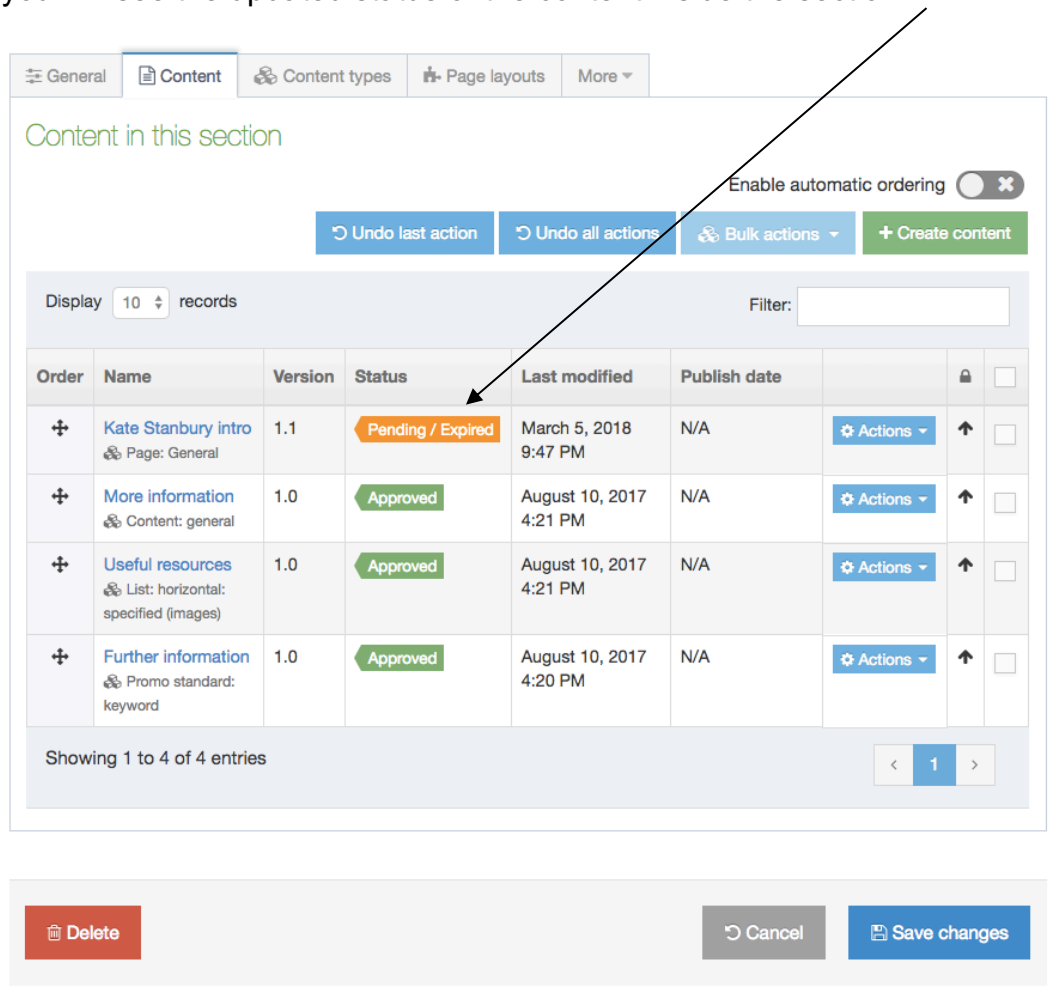


When you have made your change, be sure to click the red “Update” button.

- Expiry date and time: Preferable to deleting content, expiring content removes it from the live website but does not permanently delete it. Selecting an immediate time will cause the content to expire at the next publish cycle.
- Publish date and time: Setting a publish date removes the piece of content from the website until the publish date arrives. (That is to say, if you set a publish date on an existing piece of content it will no longer be live on the website until its publish time arrives.)
- Review date and time: It is important to set review dates on content so that you can be notified by email when content needs to be edited again to ensure it is kept current.
- Archive section: This allows you to specify a section for the content to go to once it has expired. If you are expiring lots of content or you have a section

which has become cluttered with expired content, it may be a good idea to create an archive section to store it in. Click “Select” to select a section to which the content should automatically move when it expires. Before proceeding with this step you will need to create an archive section (see page 40. Archive sections can be added at any level of the site structure, and should most often be added at the level closest to where the content is located. For example, to expire content that is in the section: “Student Zone » Your studies » Study resources » Weblearn”, create an archive section at “Student Zone » Your studies » Study resources » Weblearn » Archive – Weblearn”. This will allow you to track all archived content in this section.

Once you have set an expiry or publish date and your change has been approved, you will see the updated status of the content inside the section:

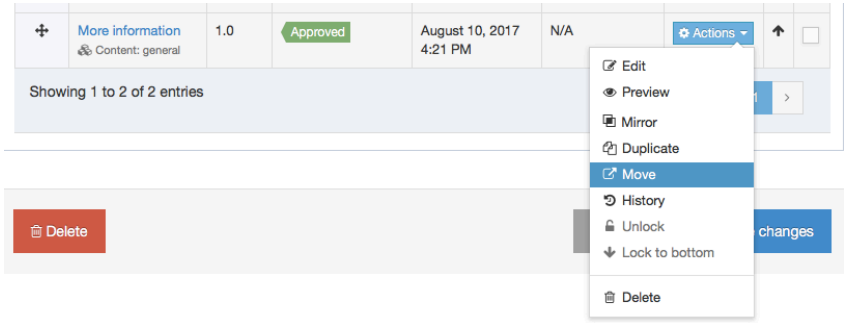


Moving sections or content

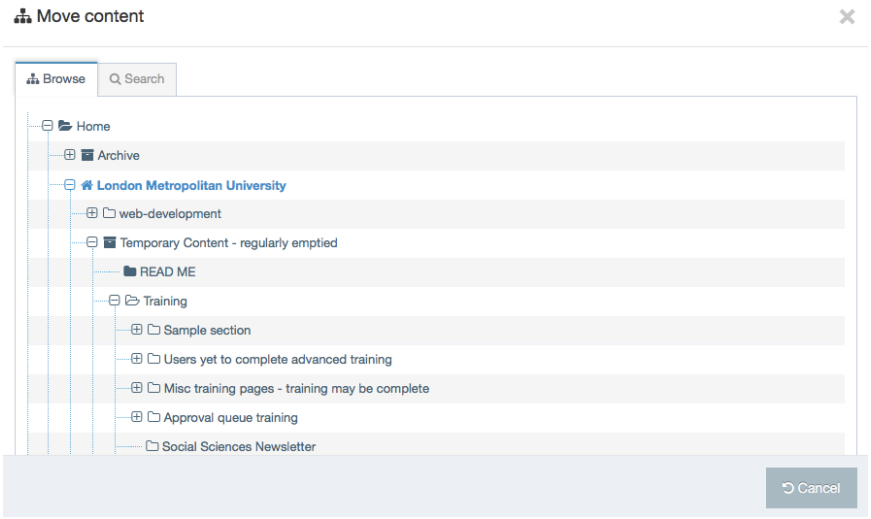
To move a piece of content or a section from one part of the website to another, first click the blue actions menu alongside it.

To move content:

1. Click the blue actions menu alongside the piece of content you wish to move and select “Move”:



2. A pop-up box of the site structure will appear – at the top it tells you that you’re moving content. The next section you click on will be the section the piece of content is moved to:

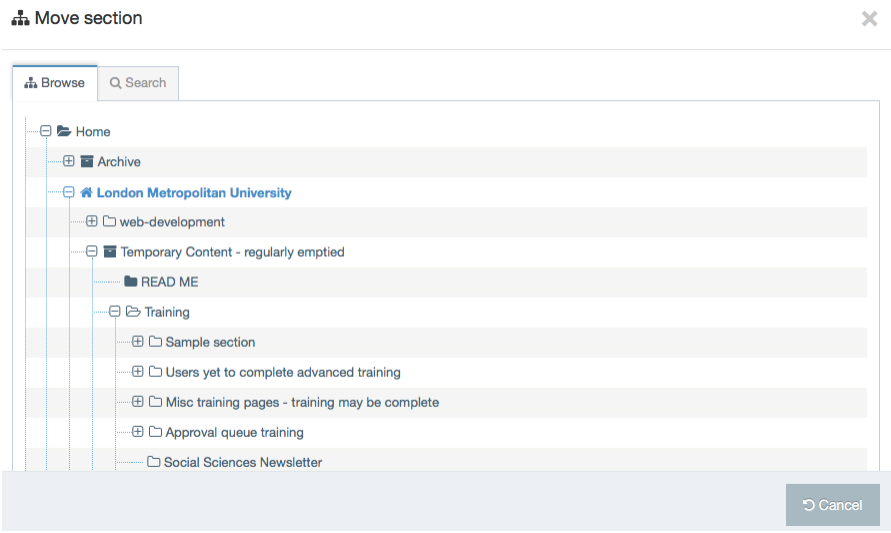


3. You will be navigated back to your original view (ie the section you moved the content **from**, not the section you moved it **to**).

To move a section:

1. Click on the blue actions menu alongside the section you wish to move and select “Move section”. Bear in mind that if you are moving a section you are also moving all subsections within the section:

2. Again a pop-up box of the site structure will appear – at the top it tells you that you're moving content. Select the section you wish to move the section into:



Mirroring sections or content

A mirrored piece of content or section exists in two places on the website simultaneously. In the case of mirrored content, the same piece of content can be maintained in multiple locations. In the case of mirrored sections, the section is maintained in its original location and the changes reflected in the mirrored version(s).

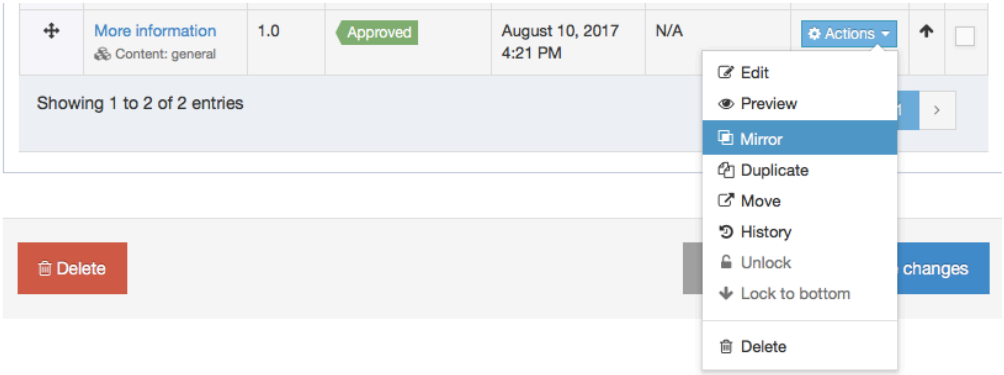
Mirroring **should be used with caution**. Although the website will allow it, it is not acceptable to mirror whole sections or text-based content types, especially the "page" content types in the public facing section and the "content detail" content types in the Student Zone and Staff Zone. Google rates unique content much more highly than duplicate content: mirroring extensive content types lowers the search engine (and website internal search) ranking of the content / section.

Ideal candidates for mirroring are the "List item: internal link" and "List item: external link" content types, keyword driven lists and the blocks into which specified content

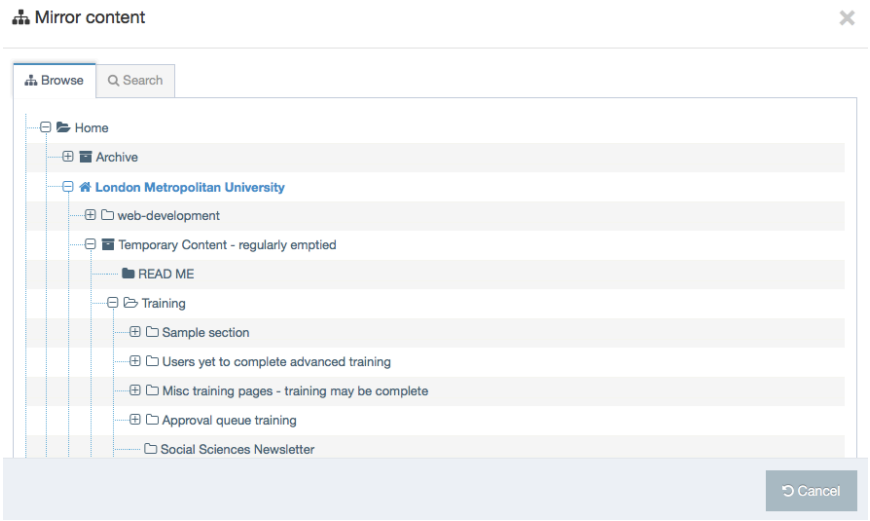
fits. This means, for example, that if you are asked to change wording such as “Meet the team” to “Our staff” on a series of landing pages, you only need to change it once in one place.

To mirror content:

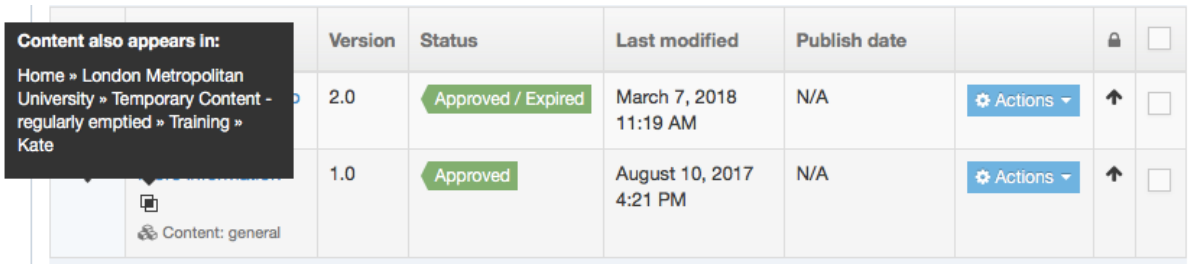
1. Click on the blue actions menu alongside the piece of content you wish to mirror and select “Mirror”:



2. A pop-up box of the site structure will appear – at the top it tells you that you’re mirroring content. The next section you click on will be the section the piece of content is mirrored to:



3. You will be navigated back to your original view (ie the section you mirrored the content **from**, not the section you mirrored the content **to** as you might expect). The mirrored content is indicated by a red star next to its name. Hover over the overlapping squares to see where else that same piece of content appears:



To mirror a section:

1. Consult with the journey owner before mirroring a section. This action is not normally undertaken and will more often be undertaken by a journey owner on behalf of a website contributor.

Duplicating sections or content

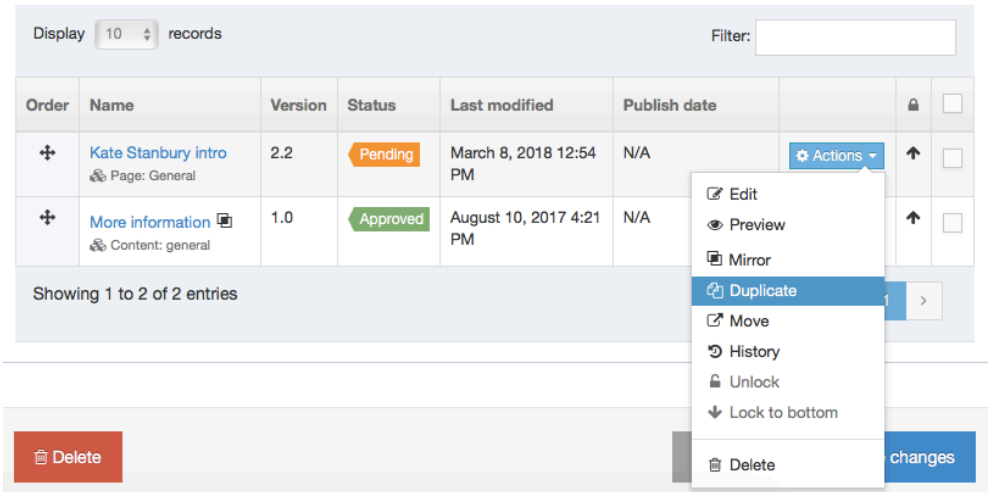
Duplicating content or a section creates a copy of it. In the case of duplicated content the link to the original piece of content is broken and both are edited independently of each other. Duplicated sections (and their subsections) may contain either no content, mirrored content or duplicated content.

Duplication **should be used with caution**. Duplicated content should **always** be amended once it is copied, otherwise it should be mirrored (see previous section). Google rates unique content much more highly than duplicate content: creating copies of extensive content types lowers the search engine (and website internal search) ranking of the content / section.

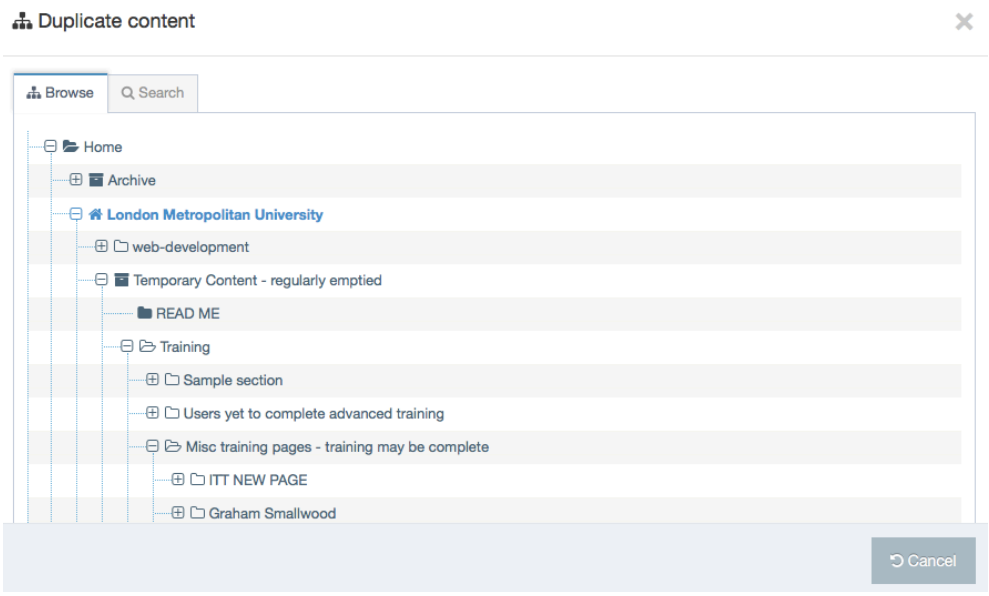
Ideal candidates for duplication are complex pieces of content with detailed settings or tagging you wish to use as a basis for similar content / sections. You can create a copy of the piece of content or section and then amend it to make it unique.

To duplicate content:

1. Click on the blue actions menu alongside the piece of content you wish to duplicate and select “Duplicate”:



1. A pop-up box of the site structure will appear – at the top it tells you that you're duplicating content. The next section you click on will be the section the piece of content is duplicated to:



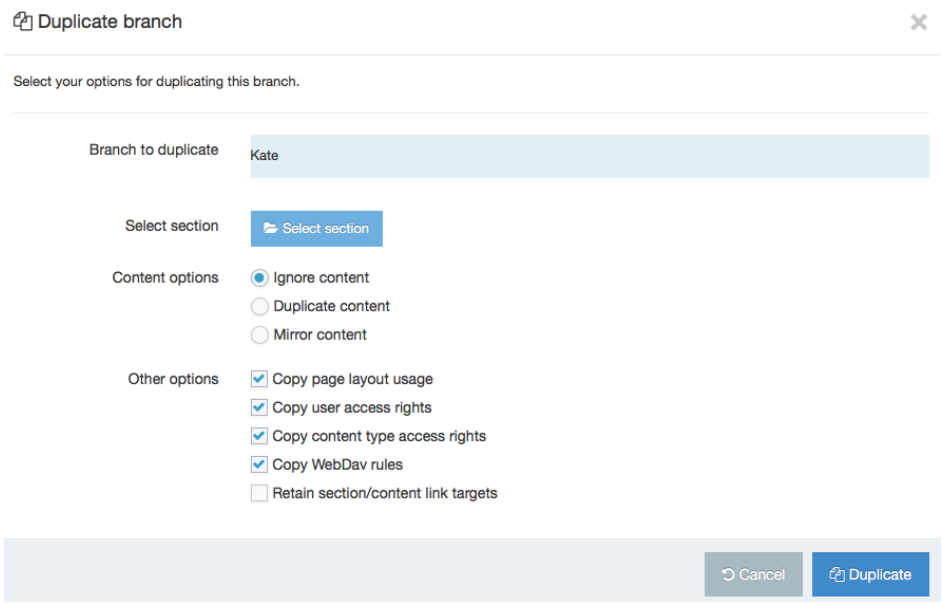
2. You will be navigated back to your original view (ie the section you duplicated the content **from**, not the section you duplicated the content **to** as you might expect). There is nothing to indicate that the piece of content has been copied and the link between the two pieces of content is permanently broken.

3. Navigate to the section you duplicated the content into. You will see that its status is "Pending". This means it has automatically been sent for approval. You need to **immediately** make changes to the piece of content and resubmit it to the queue or save it as draft to be worked on later (thus removing it from the approval queue). Note that if you duplicate multiple pieces of content or a section containing multiple pieces of content you need to go into each individual piece of content to do this – otherwise you will cause unnecessary work for the content approver.

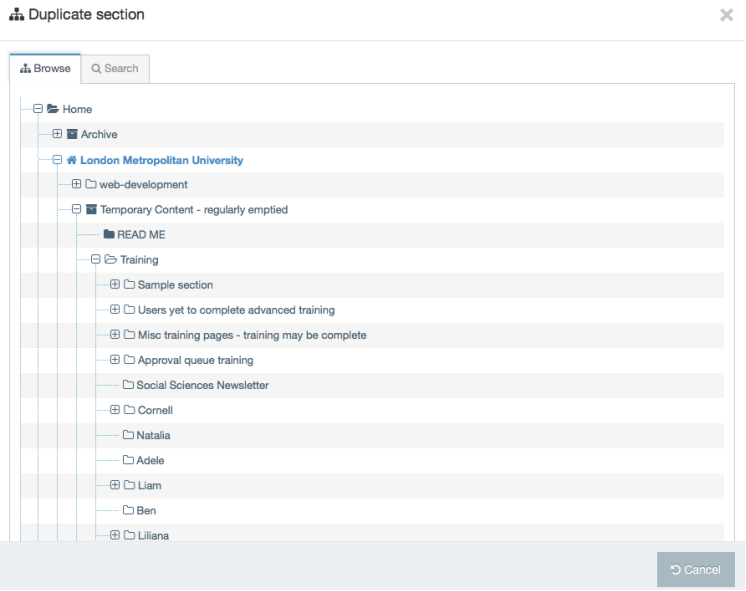
To duplicate a section:

1. Click the blue actions menu alongside the section you wish to copy and select "Duplicate branch". Bear in mind that this action will also duplicate all subsections within the section:

2. You will now need to complete a form specifying how and where you would like the section to duplicate. These actions are covered in steps 3 to 5. The form looks like this:



3. “Section to copy into”: Click the select button and you will see a site tree structure in a pop-up window. Navigate to the section you wish to duplicate the section into:



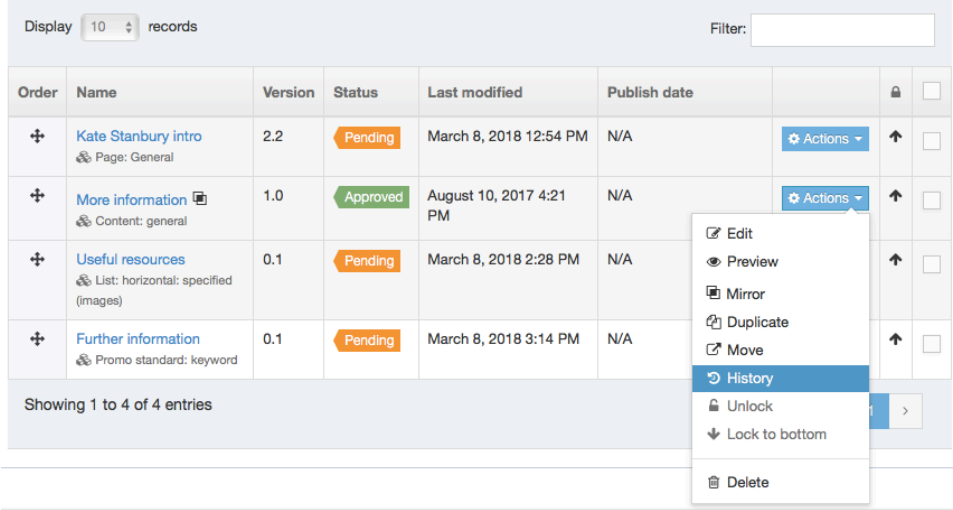
4. “Content options”: Select from the dropdown. If you chose to “Ignore content” only the folder structure itself will be copied. If you “Duplicate content” copies of the content will be created. If you “Mirror content” mirrored versions of the content will be created – for reasons covered in “Mirroring sections or content” on page 43 this is highly undesirable and an unusual action that shouldn’t be untaken without support from a journey owner. You may want to end up with a duplicate branch with a mixture of duplicated and mirrored content, in which case it is preferable to mirror all of the content at this stage, then remove the mirrored content from the duplicated section you wish to be duplicated and then manually duplicate it at the content level.

5. The other options on this page do not need to be altered. You can now click “Duplicate”. You have now successfully copied the section.

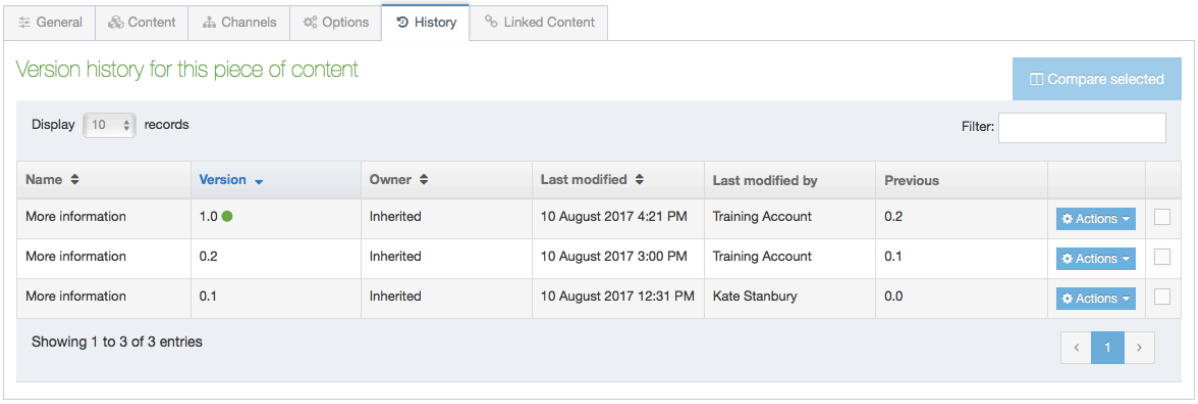
Seeing the history of a piece of content

To see the history of a piece of content, republish previous iterations or to compare different versions:

1. Click on the blue actions menu alongside the piece of content you wish to inspect and select “History”:



2. You will see a list of all versions of that piece of content:



An explanation of key features of the content history display:

- **Version:** Content beginning 0. (eg 0.1 or 0.2) has never been approved and published. A number before the decimal place (eg 1.0) indicates content approval to go live. For example, version 2.2 would have been approved twice (the first number 2) and then two further changes have been submitted to the approval queue (the .2). A version number with three decimal places indicates a draft (eg 0.0.1 is a new piece of content saved as draft – indicated by the first 0).

Under the blue actions menu, you have the following additional options:

- **Preview:** Preview of that version of the piece of content.
- **Make current:** Set a previous version of the piece of content live.
- **Compare selected:** Tick boxes in the right-hand column and then use the "Compare selected" button to compare two versions of the same piece of content.

Using specified content types (public facing website only)

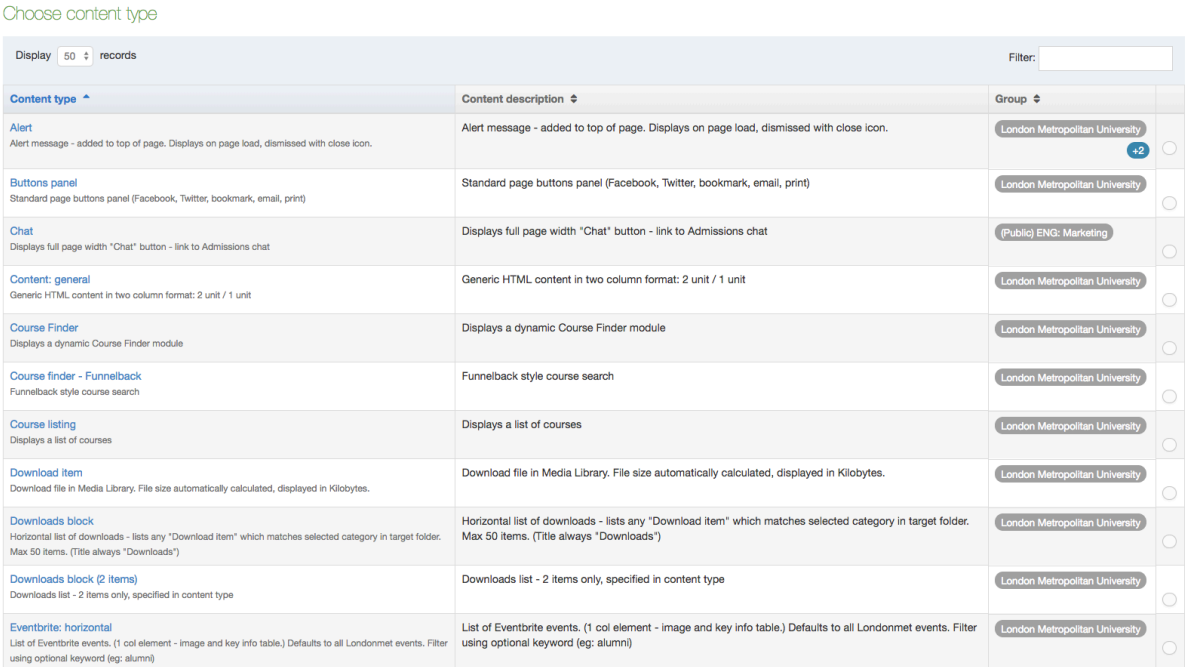
Specified content types are used frequently to create navigation or listings in the

public facing website. Many of the keyword driven content types have specified versions. Though setting up a specified content type is more time consuming it often means you have more control over what shows on a particular listing.

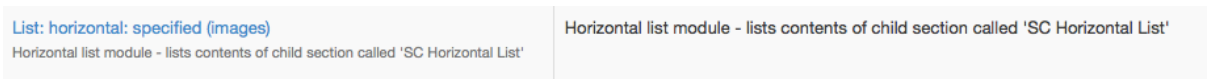
For more information about drawing in content based on keywords see page 32.

Specified content works as follows:

1. In the section you wish the listing to appear, create content. On the content list, scroll to the relevant content type. This will have “specified” in its name:

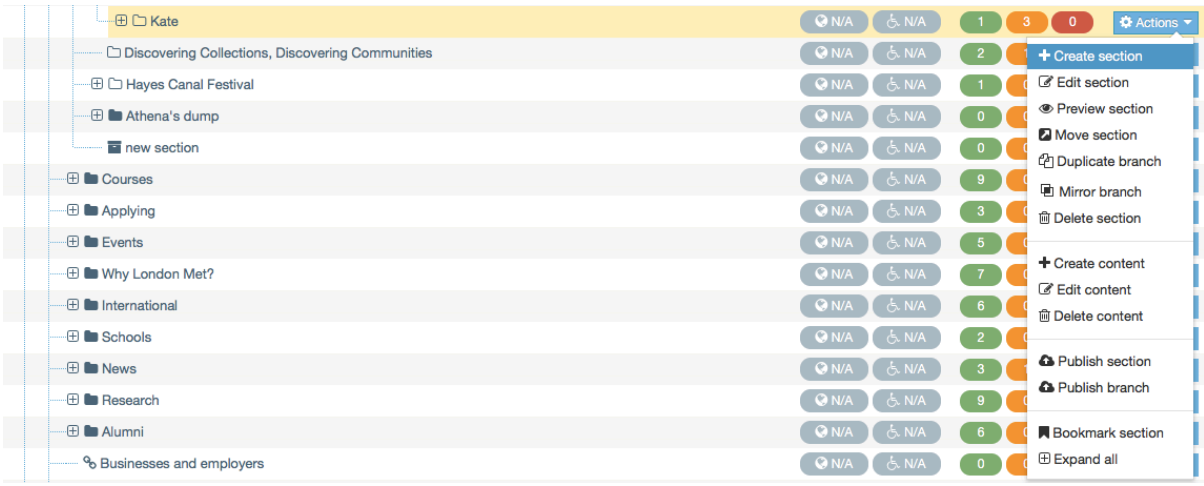


2. Note the description of the piece of content in the right column. You will need to copy the name of the child section (subsection) needed in order to use it later (in the example below this is “SC Horizontal List”):

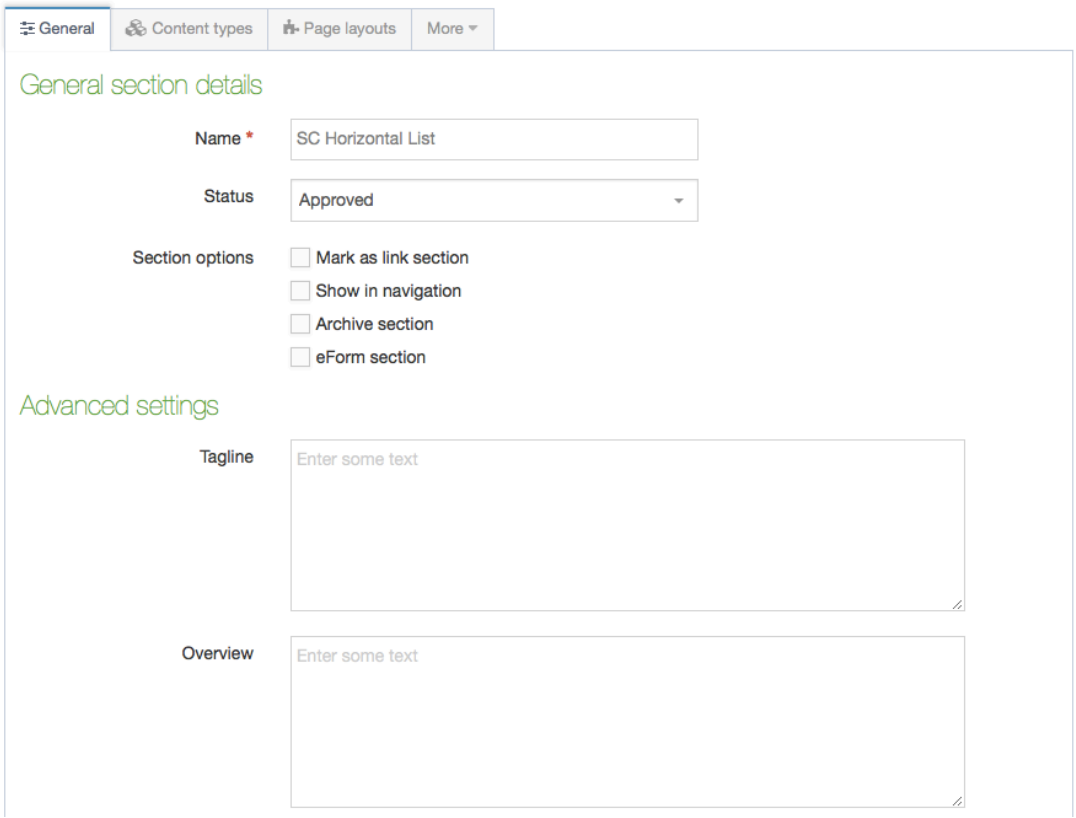


3. Populate the fields required for the list module. Often these will be basic – perhaps just name (a staff facing reference name, seen only in T4) and title (public facing). Save and approve the piece of content.

4. Now you need to navigate to the site structure view to add the relevant child section (subsection) in which to store the links:



5. When populating the information for the subsection you need to give it the name exactly as specified in the content description (eg “SC Horizontal List”) – be careful not to include any extra spaces at the end as this will stop it from working. You don’t need to populate the other fields but you do need to uncheck “Show in navigation”:



6. Click save changes. At this stage you have only created the container in which the list items should be stored.

7. Now you can create content in this child section (subsection). Content types suitable for this type of listing include:
    - List item: internal link
    - List item: external link

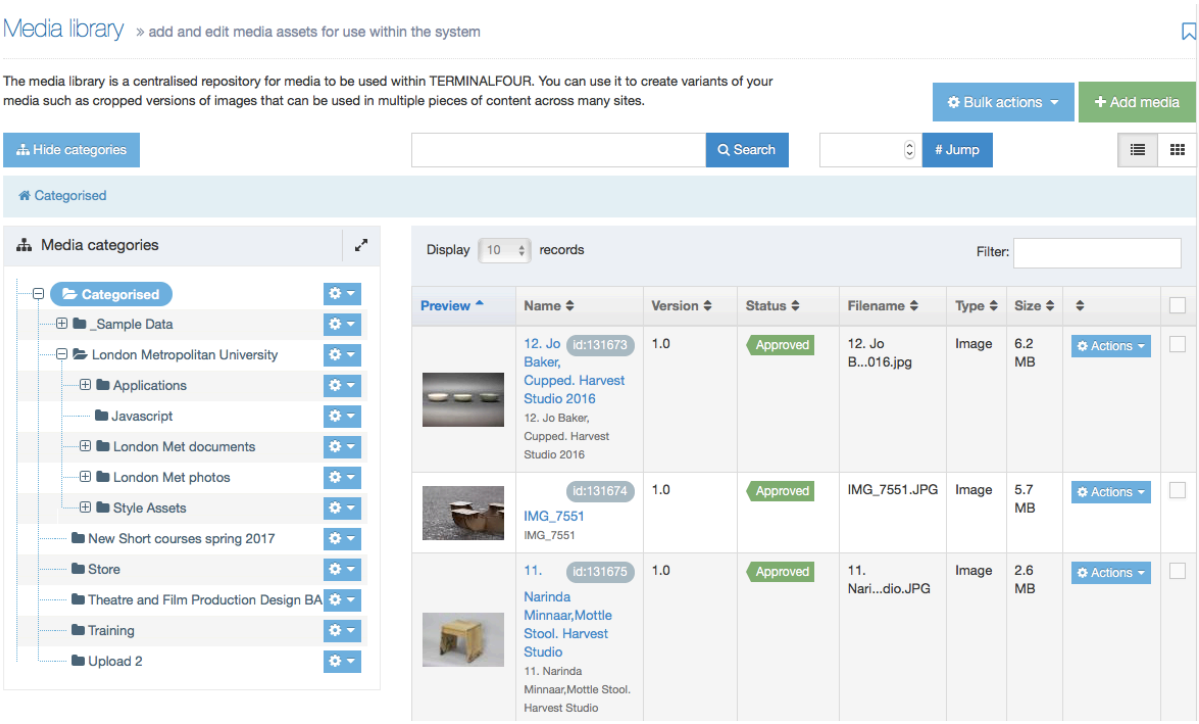
- Slideshow item

Specified content listings are the most complicated thing about our set up of T4. To use them successfully you must be extremely clear on the differences between sections and content (page 17). You can find step by step content guides in the Public facing website booklet.

Uploading to and using the photo and document library

Navigating the media library

The inside of the media library looks like this:

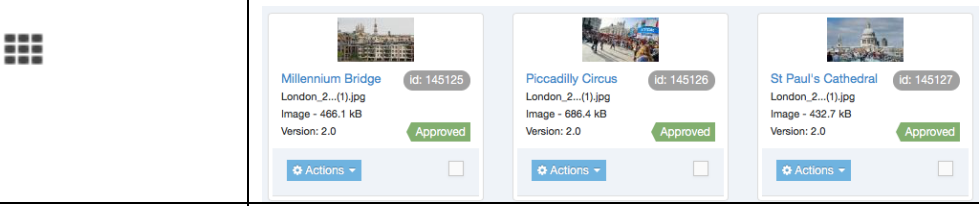
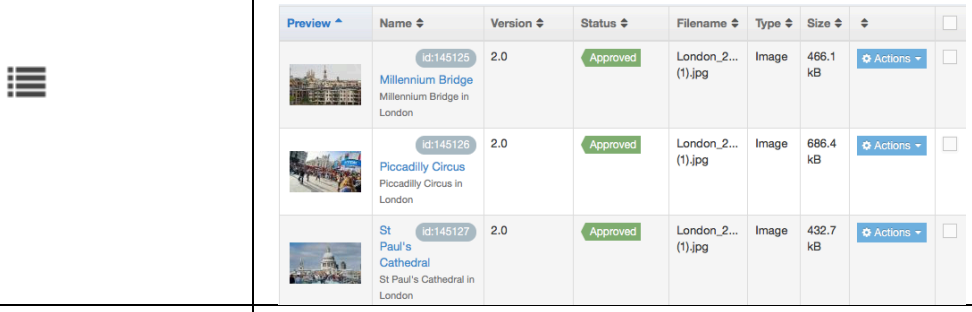
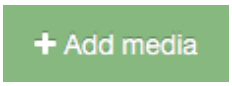


On the left-hand side you can see that the media library is, like the public facing website, split into folders. In the media library these folders are known as categories. There are two key folders inside which all other folders are stored (you may need to open out the “Categorised” folder in order to see these):

- London Met documents: This contains folders that store documents for all schools / departments, and teams within these where necessary.
- London Met photos: This contains folders that store images for all schools / departments, and teams within these where necessary.

Descriptions of useful individual buttons and features in the media library:

Image	Description
	The folder icon indicates a category in the media library.
	This plus icon alongside a category (folder) icon means that the category contains sub-categories. You can click on the plus icon to open out the category to view these.
	Use these icons to open out the left-hand navigation view to be able to see the full names of the folders.

	Type a word or term in the box to search for an item in the media library.
	View preview images of your returned results in the following format:
	View detailed text-based information about returned results in the following format (this view also allows you to sort by name, size etc):
	Where you have permission, you see this icon which allows you to move or delete folders within the media library.
	Where you have permission to (ie in folders owned by your school or department), you see this icon that allows you to add media to the media library.

Rules of the media library

There are several key things to keep in mind when adding images or documents to the media library:

- Images must be uploaded at the following size: **900 pixels wide by 524 pixels high**. Doing otherwise can break the responsive design of the website and create inconsistencies in the look and feel of content. If you don't have software to resize images on your computer, eg Adobe Photoshop, then you can use this free web app: https://pixlr.com/editor/
- Images embedded into text fields are not permitted on our website as they can break its responsive design. You can only add an image where you see and image field in a T4 content type. Doing otherwise can break the responsive design of the website and create inconsistencies in the look and feel of content.
- You are only able to add images or documents into sections you have permission to add to (ie your own school or department folders).
- However, any T4 user will be able to access and reuse any image or document you upload.

Accessing the media library

There are two methods for accessing the media library to add media.

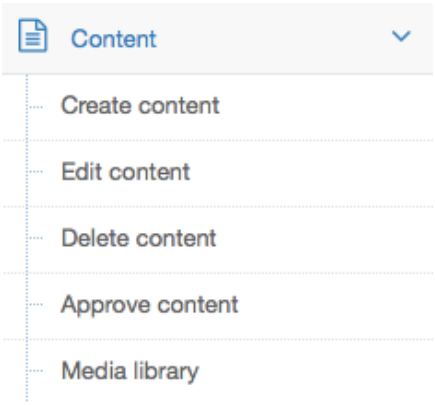
Method one for accessing the media library:

1. Whilst editing content or a section, you will come across an image field:

2. Click “Select media”.
3. You are now inside the media library. You can browse or search for pre-existing images or documents. When you are in a section you have permission to add to (ie your own school or department folders) you will be able to add your own.

Method two for accessing the media library:

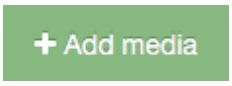
1. From any screen in T4, select the “Content” dropdown on the left-hand side of the page:



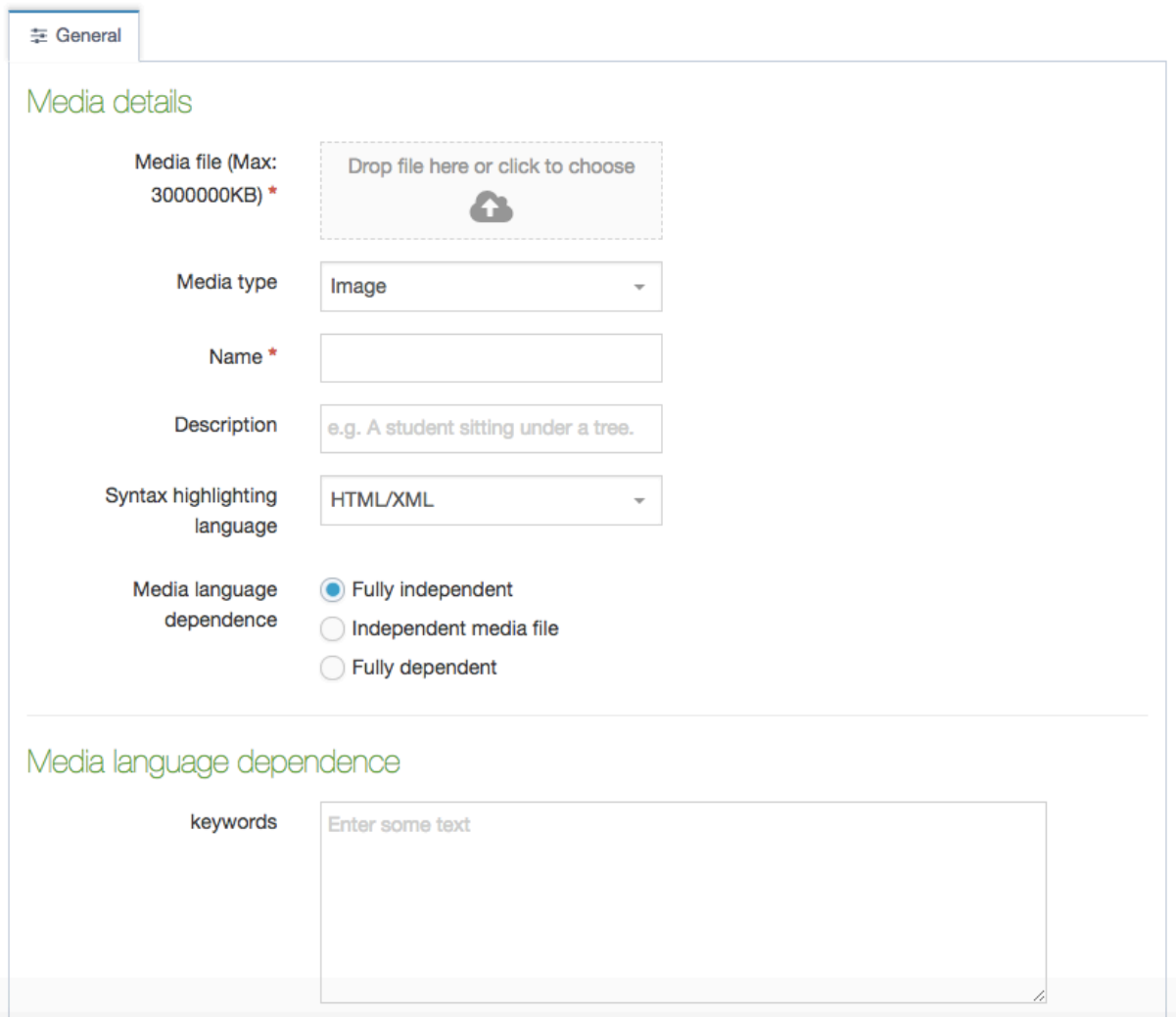
2. Select “Media library”.
3. You are now inside the media library. You can browse or search for pre-existing images or documents. When you are in a section you have permission to add to (ie your own school or department section) you will be able to add your own.

Adding an image or document to the media library

Within the media library, navigate to the folder (category) where you want to upload the media. When you are in a folder where you have permission to add media, the add media button will show:



When selected, you will see the fields you need to populate to add media to the media library:



The fields you need to populate are as follows:

- Media file: Click here to browse your computer for a suitable file. If you are adding an image be sure to resize it first.
- Media type: Here you need to select what your file is, eg a PDF or document, image etc.
- Name: A name for an image or PDF. In the case of a PDF this is the text that will always be used when the document is linked to in text. In the case of an image it should be an accurate description of what is happening in the image (eg “Female undergraduate student reading in the Learning Centre”).
- Description: A brief description of the image – one short sentence is suitable. This is used to help you find it again in the media library later. (Eg “Female undergraduate student reading in the Learning Centre.”)
- Keywords: Keywords related to the image separated by commas (eg “undergraduate, student, reading, book, Learning Centre, library”).

The rest of the fields have been pre-populated for you. When you have completed the fields above you can save changes to add your media.

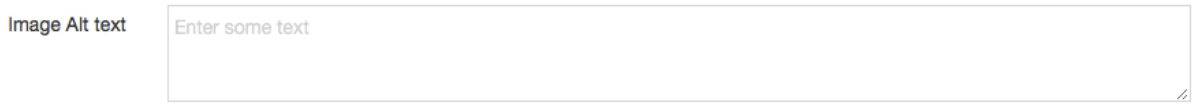
Selecting an image or document from the media library

In various T4 content types you will see a field to add an image:

Clicking “Select media” opens the media library. You can browse or search for the image you want to use (see “Navigating the media library” on page 53).

When you arrive at the image you wish to use, click on its name to select it.

When you add an image, the next field down is normally “Image alt text”. Be sure to add this text (an accurate description of what is happening in the image), which helps visually impaired users using screen reader applications and is used for search engines to identify image meaning. If you’ve added an image and there is an “Image alt text” field it is essential you complete it:



Organising folders and content in the media library

Each school, department or team has two areas of the media library: one where it can store images and one where it can store documents. You can add folders within your area’s folder and each team is responsible for keeping their own folders organised.

To create a new folder within one of your team’s folders or to move media around refer to the descriptions of the buttons shown in the table under the section titled “Navigating the media library” on page 53.

Website accessibility

There are many resources available about website accessibility online. If you are interested, you could watch a video on YouTube of a visually impaired website user demonstrating a screen reader app (ldnmet.ac/SZrjt).

The main points to keep in mind when editing our website are as follows. These are important not only to aid users with accessibility requirements – most also help us to ensure that all pages on our website look consistent:

- Use a Heading format, not just bold text.
- Avoid indicating by colour (eg “in the blue box”).
- Avoid “read more here” links, instead make the subject of the link into the link itself: “For more information, see our guide for international students.”
- Include alt text (alternative text) for images.
- Avoid using images as text.
- Include a written transcript of videos.
- Use the lists function when adding a list to text (bullet points, not stars or hyphens).

Writing for the web and search Engine Optimisation (SEO)

Writing for the web is not the same as writing for print. Even text on the highest resolution screens is harder to read than in print. Web content is scanned rather than read and people read more slowly from a screen. Website users tend to scan a web page in an 'F' shaped pattern as shown by these eye scanning screen maps:

As a result, sentences and paragraphs tend to be much shorter on the web than in print (under 20 words in a sentence and four sentences in a paragraph), and you need to ensure you include key information at the beginning of your copy. Avoid simply copying and pasting text used for a printed publication into a webpage: it should be reduced by about 50%.

Introduce only one idea per paragraph and consider using bullet points to make your text easier to scan. Remember that hyperlinks act as a natural highlight.

Ensure you consider what the user will do next once reading the text and make it easy for them to find the information they need. Link key words or phrases to related webpages on our website or an authoritative source of information (for example, if you mention the library, link to the library's landing page).

Adhere to the University's editorial style guide (londonmet.ac.uk/brand/guidelines/editorial-style-guide) at all times to ensure consistency with other departments.

Most website users land directly onto a page deep in our website, rather than coming to the homepage and navigating in a linear journey. As such, it's important that you use words on your pages that will help them to be returned by search engines. You can learn about Search Engine Optimisation (SEO) by watching this video from Google about how search works (ldnmet.ac/SZroR).

There are over 200 criteria that help determine the position of a page in search results and no magic formula. Common SEO mistakes include not including key words in the heading of a page or using acronyms without referring to the words they stand for. Even if an acronym is common in a particular industry (eg "HRM") you still want people to be able to find your page by searching the full phrase ("human resources management").

The most important thing is that you use words that people would search for to find the page you are creating, but don't compromise the quality of the piece of content you are writing to do this (eg by writing what is essentially the same sentence in three different ways to try and cover many key words). Google rates high integrity, unique content highly.

Glossary

Anchor	An invisible marker in the text that means a specific point on a webpage can be linked to. See “Adding and linking to anchors in text” on page 29.
Branch	A section and all of it subsections is called a branch.
Content	Content sits within a section, and when a section is populated with active content the content is what shows on the page on the live website. There are a wide variety of content types available to T4 users. You can have multiple pieces of content on a page.
Draft	Content that isn’t ready to be submitted to the approval queue can be saved as draft. Note that saving an already published piece of content doesn’t remove it from the website but saves a draft of a new version of the content.
Duplicate	When you duplicate content, a section or branch in T4 a copy is created and exists independently of the original.
Expired	Content that is set to expire removed from the live website but remains in T4.
Folder	See section.
Hyperlink	A link to another webpage. An internal link is a link to a page on a London Met website, and external link is a link to a webpage on another website.
Inactive	In T4, the word inactive means deleted. See “Deleting sections or content” on page 39.
Keyword	These are the tags used to categorise content. They allow you to create listings that allow you to pull in content relevant to a specific audience of related to a specific theme.
Link	See hyperlink.
Mirror	When you mirror content, a section or branch in T4 a linked copy is created. If any website editor goes on to edit the content or folder anywhere it exists, the changes will be applied wherever it is mirrored. Mirrored content is indicated by overlapping squares next to it and hovering over the overlapping squares will list the other places that the content exists.
Pending	Content that is awaiting approval is marked as pending. Sections can be set to pending to remove them from the live website though they will remain in T4.
Page	See section.
Specified content	Any content type with "specified" in its title, for example a Promo compact: specified pulls in list items from a subfolder of that page with a name beginning "SC" (e.g. "SC Promo Compact").
Redirect	When one URL is pointed to another URL.
Section	Also known as a page or folder. Sections in T4 are the containers (folders) inside which content sits. You must first create a section and then populate it with content.
SEO	Search Engine Optimisation. The practice of optimising web content to help search engines pick it up.
Tags / tagging	See keyword.
URI	Uniform Resource Indicator. A web address, for example: www.londonmet.ac.uk

URL Uniform Resource Locator. See URI.

Approval checklist

Content editors will receive an email notification when their changes are approved by the journey owner. The site will publish approved changes at intervals not exceeding one-and-a-half hours. If there is an issue with the content being approved, you will receive an email notification.

To help make sure your content is approved first time, check it against this list before submitting it. If you are working on something and plan to come back to it later, click “Save as draft” rather than submitting it to the approval queue.

Content integrity:

- The content has a reason to exist: it contains information that needs to be available online and will service the needs of a website visitor.
- The content includes adequate information for the user to respond (for example, a link to further information, dates and times of an event, or contact details for the relevant department).
- The piece of content is unique and belongs at this point in the user journey. (If you are duplicating or rewriting sections that already exist elsewhere, link to that instead.)
- The user owns the facts in the piece of content. (For example, only the library should be publishing information about the library opening hours.)
- A review or expiry date is set. If the piece of content refers to a date in the copy, the review date or expiry date is set so that out-of-date content will not remain online.
- The content doesn’t include extraneous HTML code copied from Word documents or elsewhere.
- Content is written specifically for the web, and the page doesn’t link to information in a download or PDF if it should exist on the page itself.
- A written transcript or article is included with videos if they are not audio described (otherwise video content is not accessible to the deaf or visually impaired).
- The page is not overly long, to the point that it will put off the user.
- If the piece of content is a page, course or download item it is appropriately tagged using the tick boxes available.

Style and language (refer to the editorial style guide in the brand guidelines):

- Words are spelled correctly.
- The piece is written in full sentences.
- Text, including headings, is not underlined (it makes it look like a hyperlink).
- All text, including headings, is left aligned.
- Headings use a Heading format (not just bold text).
- The first word of a heading has a capital letter, but not the others.
- The University isn’t referred to as LMU or LondonMet (all one word), and internal acronyms (FSSH, FLSC) are avoided.
- Acronyms are avoided or explained.
- You haven’t overused bold text or hyperlinks.
- Words or sections in uppercase are avoided.

- Biographies are written in the third person.
- The copy is written in an appropriate tone for its audience.
- Lists are indicated by bullet points (not just characters that look like bullet points).

Images:

- All images have alt tags (alternative text used by screen reader devices used by those with poor eyesight).
- Images are uploaded to the correct dimensions (landscape: 900px by 524px at 72dpi - use the “Save for web” tool in Photoshop to optimise your image for the website).
- There are no images in the body text (if you need to add a small logo, please liaise with marketing - images outside of dedicated slots break the responsive design of the website).
- Images do not include text (this cannot be read by screen readers used by people with poor eyesight).
- Sections (folders) have an image associated with them (this displays on the “Recently viewed pages” element towards the bottom of all pages).

Tables:

- Tables are not of a fixed width (create them in T4 itself rather than copying them in from elsewhere - fixed width tables interfere with the website’s responsive design).
- Ensure table headings are indicated (in the table settings – avoid just using bold text).
- Content within a table genuinely requires a table format (for example, it isn’t just a list that could use bullet points).

Links:

- Links work.
- Links refer the user to reputable content.
- External (non-London Met links) open in a new window.
- Links are embedded into copy. The user should be clicking on words that describe the page or document they link to, not a full URL, an image or the words “click here”.