

LANEY COLLEGE WEB EDITOR GUIDELINES

Thank you for taking on the role of being your department's or division's web editor! You play an important part on how the Laney website is presented to the world. Here is a list of guidelines that can make maintaining your site easier and help you stay organized with the different tasks.

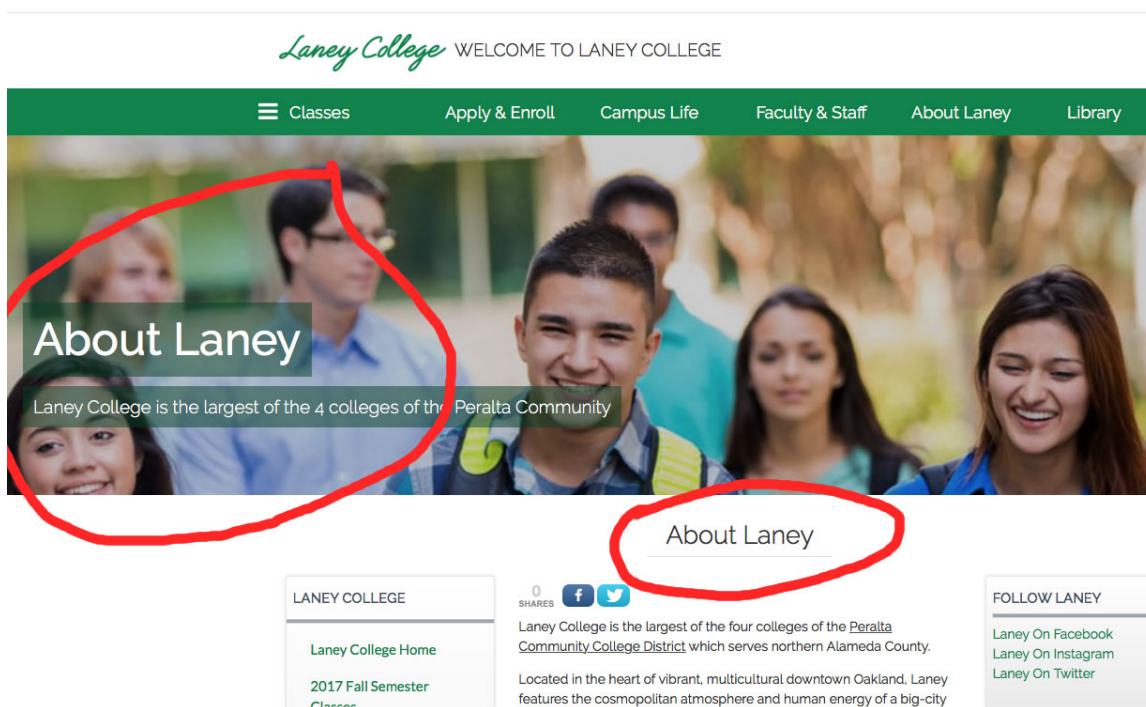
If you have any questions about any of the items on this document, please contact your PIO at LaneyPIO@peralta.edu.

Visit the website resource page for how-to guides and tutorial videos at Laney.edu/LaneyPIO

Let's get started!

Your Site's Look

1. Your website's front page or landing page should display the correct name!



The image above shows red circles that indicate where the page names are displayed. In this example, the page's title ("About Laney") is correct and shows up in two places. You can edit the page's name by editing your front page and changing the title.

Please do not title your page, "Welcome" or "Hello." This may seem confusing to your visitors because they won't know which page they're on.

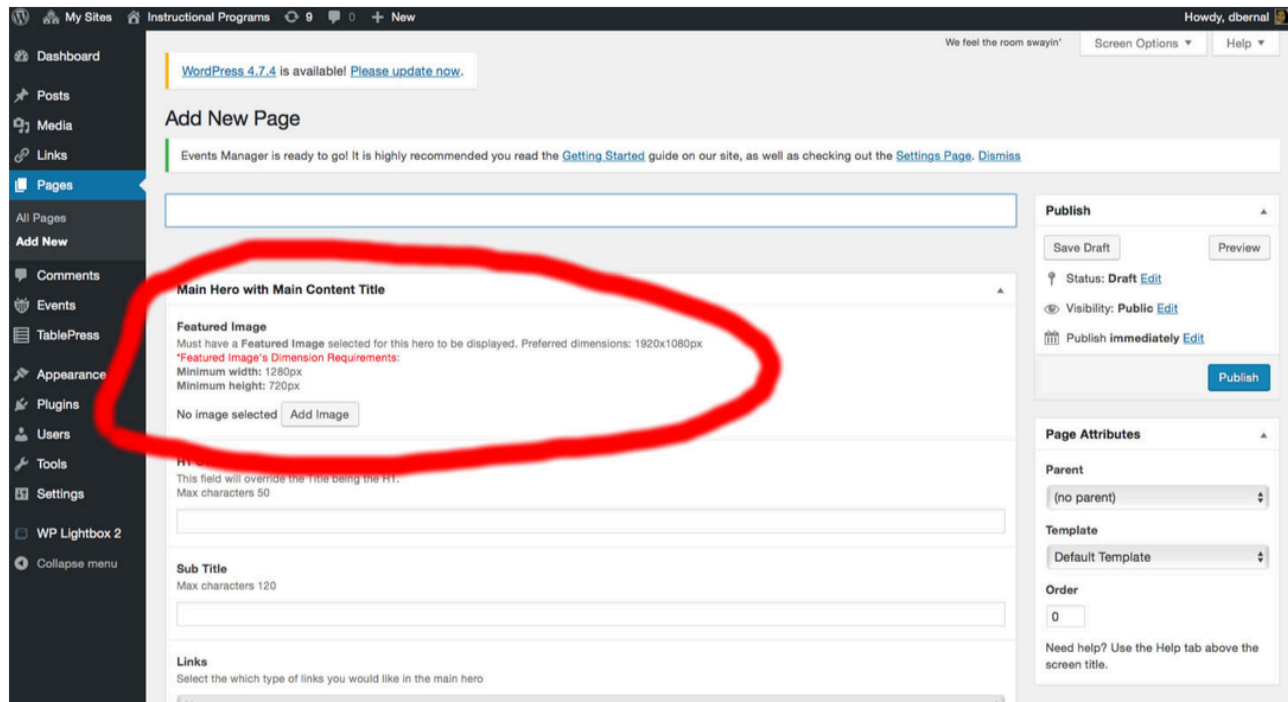
Also, content on the front page of your site should include a short description of your department or program. Below the description, you can add an image or two of something that is related to your department, or even a

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video! Please do not add too much content that visitors need to scroll down the page. If you want to add lots of content, simply create a separate page or post for that.

2. You can change the header's banner images on the front page and on any pages or posts that you create.

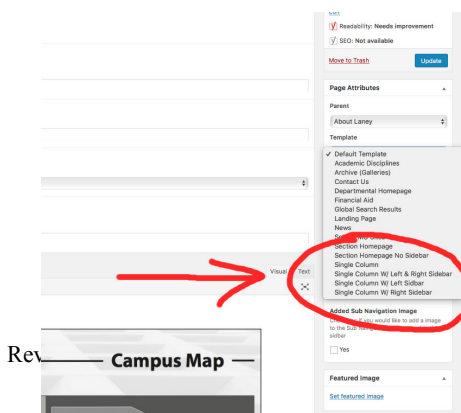
CHANGING THE BANNER IMAGE



You can change the banner image on your front page and on other pages or posts. Circled in red is the area where you would do that. Make sure you're meeting the exact image dimension requirements for best results - they're **1280px by 720px**.

When editing the image before upload, ensure you're cropping it just right or the image won't display correctly.

3. You can choose how many columns your pages can have.



The right and left sidebars on your pages are optional! You decide if you want to have only the right or left sidebar on your page or, if you don't want them at all.

If you choose to have only the Single Column template, then the content on that column will take up the entire width of the page.

See the figure below to know where to click to select which template to use.

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NOTE: This function isn't available for posts, only pages.

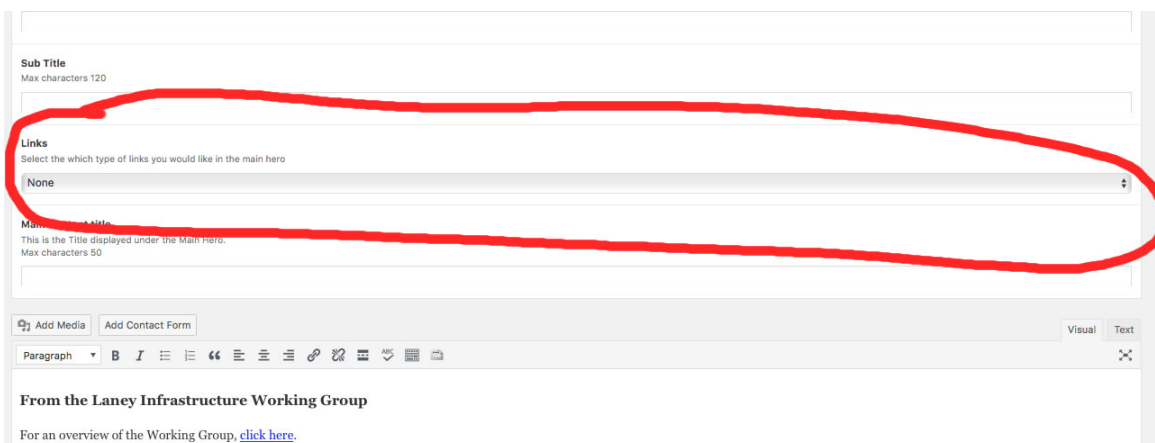
Please remember that your page's left sidebar is an important component of your website because that's how visitors can navigate it. The right sidebar is optional, but that's where you can display additional items using widgets. If you choose to only have the left sidebar display, then whatever you added to the right sidebar will not display.

4. You can add link navigation buttons on your banner!

Let's say that you don't want to have any sidebars, but you still want visitors to navigate your website – then you can add those links on the top banner. See image below.



To add those buttons, simply click the dropdown menu that says "Links" when you're creating or editing a page or post, then select "Multiple Centered Buttons." You'll see where you will add the link's name and also the URL/link to the content you want – make sure you include <http://> when you're adding links.



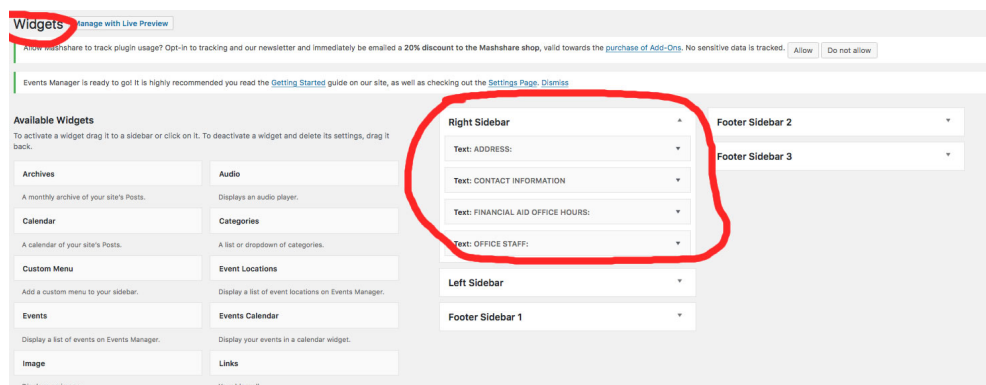
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5. Go ahead, use some widgets.

Widgets can make your page look more creative and attractive, but it all depends which you're using. To view the widgets you can utilize, go to your Dashboard and scroll down to "Appearance" then click "Widgets." Select which widget you want to use by dragging it to the column that it should display on – right sidebar, left sidebar, and footer! Once the widget where you want it to be, go ahead and program it or set it up.

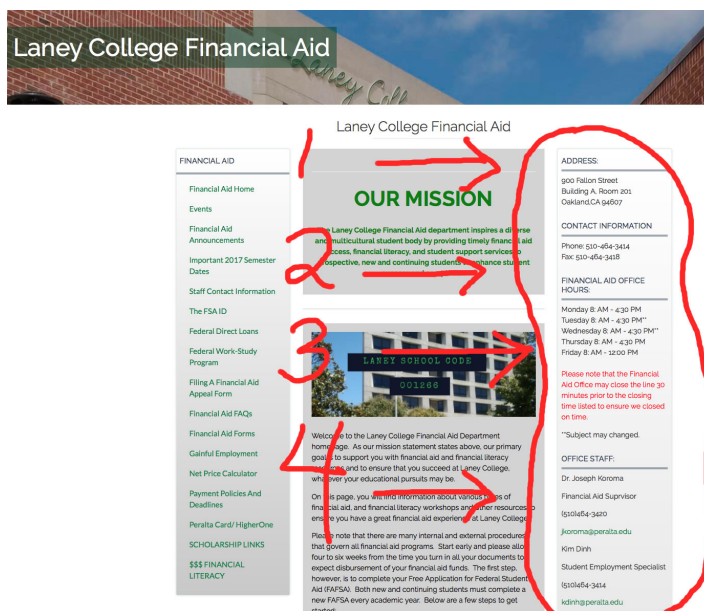
Here is a widget that's cool:

The "Text" widget: You can use this widget for various things, including displaying text, HTML, and also images. Many folks on campus are using this widget to add contact information (see images).



The image above shows how the folks at the Financial Aid office are using four text widgets to add their address, contact information, hours, and staff names!

The image below shows where the widgets are displayed and how.



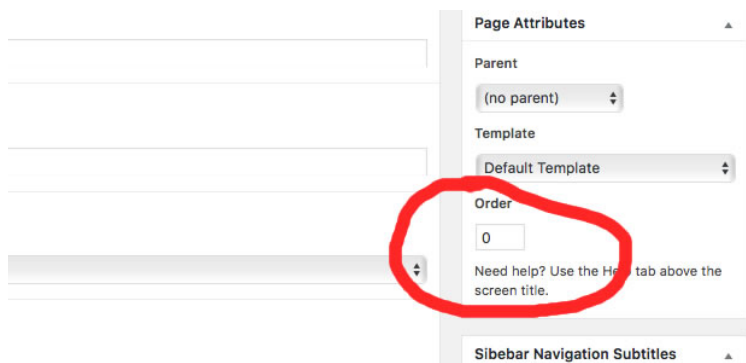
Good job Financial Aid!

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If you're interested in using widgets, there are many tutorials you can follow along on YouTube, like this one: <https://www.youtube.com/watch?v=A5LQLkzuoBI> Have fun with widgets!

6. Page order in left sidebar navigation.

The left sidebar navigation displays the titles of the pages you've created. If you want the pages to appear in a certain order, then you'll need to number each one of them. See the image below to see where you would number pages.



Your Website's Basic Content

1. Your website's right sidebar navigation should contain, at minimum, the following pages:

- A **“Contact”** page – add a contact name, office location, phone number, and email for your department.
- A **“Courses”** page – ideally that's where you would list all the courses that your department offers for your particular academic or CTE program.
- A **“Degree”** page – please list major requirements for the different degrees offered for your academic discipline. If CTE, add a “Certificate” page where that information would be listed.
- A **“Staff”** or **“Faculty List”** page – list faculty that teach in your department. If possible, add links to their faculty webpages too. You can also add bios.

If you'd like to take it up a notch, then also add the following pages:

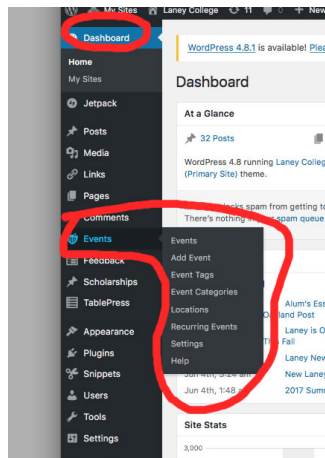
- A **“News”** page – here you would list cool news about your department such as any awards won, any competitions folks participated in, names of new faculty added to your department, and other newsy information.

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- A “**Multimedia**” page – ideally here is where you would add any videos or photo galleries from your department’s different academic and CTE programs. If you want to learn how to embed a YouTube video on a page, watch this short video:
<https://www.youtube.com/watch?v=Ir7J0eEuWgk>

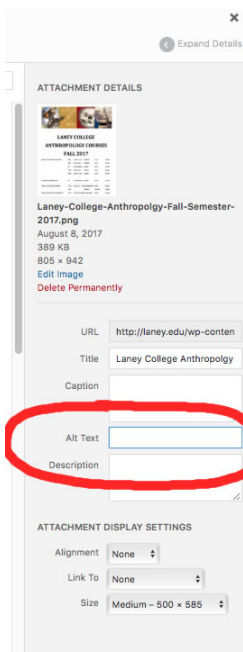
Adding Events

Built into your site’s template is an “Events” page where you can add event information happening in your department or division. Make sure you fill out all the fields so that events can display correctly and accurately. When you add an event on your website, it’ll automatically appear at the bottom of Laney.edu’s homepage! See the image below to know where to add events.



Uploading Media & 508 Accessibility

Uploading a photo a PDF or any other media item to your website is easy, but moving forward you’ll have to take one more step so that Laney’s website complies with Federal 508 Accessibility Laws. It’s important that websites are accessible to people with disabilities – this includes what colors, page titles, headings, and multimedia the website is using or has.



Your PIO is working to make sure the website is 508 compliant, but is asking that you fill out the “Alt Text” field every time to upload a file, including images.

Alt Text

For images, please ensure that you fill out the “Alternative Text” or “Alt Text” field when you upload any file. See image on the right to view where the Alt field is located.

Let’s go over what each of those fields you see on the right mean:

The **URL field** is the actual link to the file you uploaded.

The **Title field** is where the name of the file you upload is displayed.

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The **Caption field** is optional, but that's where you would add a description of what the file is.

The **Alt Text** field (*the one you must ensure it's filled out*) is where you tell visitors what the image/file is. For example, if the image shows an elephant, you then would type in the Alt Text box this: "Elephant in the wild."

Here is an example showing how the HTML code should look like when the Alt Text field is filled out.



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For more information on how to make sure your webpage is 508 Accessible, go to:

<https://accessibility.18f.gov/index.html>

As a rule, just make sure you're not ignoring each of the fields you see when you upload something to your website – they're there for a very important reason.

Maintenance Schedule

The new Laney website is the face of the college to the world. Prospective students, parents, high school counselors, public officials, and many others visit the website to learn about Laney. Visitors' first impressions are important therefore all webpages should be maintained regularly and look good.

Frequency

At the very minimum, your webpages should be updated once a semester. Give your front page a quick look – add or change dates, change your center column's photos and videos, delete events that have passed, etc. Ideally, your sub-site will look great if you're dedicating a little more time to it – once a week should be enough. Below are some ideas of what updates you can be making on a regular basis.

- Add a page that features a photo gallery with images of your students, projects, trips, campus activities, etc. You can also create a video page.
- Add a widget of your department's Facebook, Twitter, or Instagram feed.
- Create events using the "Events" feature on the Dashboard.
- Add links to newspaper or magazine articles about your program.
- Feature the great work of your students or colleagues.

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- Add your department's faculty or staff bios. Be sure to include a photo of them and keep the bios to no more than a few paragraphs.

Do's and Don'ts

Do take the time to write good content – more complete program descriptions, for example.

Do keep your front page nice and clean. Add a welcome message at the top of the page and tell the world why your program is the best in the world!

Don't just add lists of photos or videos on your front page. Take the time to provide context to what their seeing and why is important.

Don't delete your front page! If you don't like it, just edit its contents. Deleting it causes all kinds of problems to the website's index.

Do ensure your website's banner looks good – pay close attention to the size specifications.

Your Password

If you forget your password, please email the PIO. At this time our Wordpress website is not sending password reset emails. We're working on solving this problem.

Solicit a new password by sending an email or calling Dolores M. Bernal at laneypio@peralta.edu, 510-986-6922.

Please keep your Wordpress credentials handy – either save the email in a separate folder or print the page.

Help

For help with Laney website related issues, please contact the PIO at LaneyPIO@peralta.edu. Do not contact the Laney or Peralta Helpdesks.