

## Your Website: 20 Things to Know About Conductor

Rev. 11.1.11

### 1. Be consistent

See item No. 2.

### 2. Be consistent

Keep the same formatting throughout the site and all its subpages. Coordinate consistent style choices—such as header 4 versus header 3—with others who add or modify content.

### 3. Don't Eat the Paste

When pasting in text, make sure it's "plain" or "simple" text. If you copy and paste directly from other websites or MSWord, as they attach extra formatting to your text—which is hard to remove and may be a headache down the road.

We suggest after you've done your edits in Word, copy your text into the program called Notepad for PCs (on MACs this program is called TextEdit), select all text, and then paste into Conductor. NOTE: If you are saving the text for your pages in Word before you upload, you do not need to format the text in Word, as you'll want to do all the formatting in Conductor.

The other option when copying and pasting text is to paste all of your text into Conductor, then select all of the text, and then hit the "remove format" button, which looks like an eraser.

### 4. Who's Got Style

Use the custom styles for the formatting of headers and subheads (Heading 2 through Heading 6) that were made just for your site. They are located in the "Styles" drop-down menu when editing pages, news, or events.

### 5. Photo Sizing

Photos need to be sized in advance. Use consistent sizes/standards throughout the site, and do not make photos too large or too small.

Size photos in Photoshop or another image editing software if possible. If you do not have these programs, go to [www.picnik.com](http://www.picnik.com) and resize your photos. See <http://conductor.nd.edu/documentation-and-resources/video-tutorials/> for a video demonstration on how to use picnik.

When saving photos, a few quick tips:

- DPI – Resolution or dots per inch. Most photos for print are saved at 200 or 300 dpi. For the web, save images at 72 dpi.
- Photos for print may be in the color mode of CMYK, which won't display on the web. Save photos in the color mode RGB.
- Display size – always keep the same aspect ratio on images (do not distort/stretch).
- All of these ways of sizing photos will help you reduce the kb/mb of your photos, which will also help ensure your web pages load quickly.

Spending the extra time with your photos will save you time and headaches down the road.

## **6. Photo Insertion**

Our suggestion is to insert images on a blank line. (e.g. Rather than placing your cursor at the beginning of a sentence and inserting an image at that spot, hit return and then arrow your cursor up to the blank line, and insert images in that spot.)

## **7. What is an Asset?**

In Conductor, “assets” are photos (.jpg files), PDFs, and Word or Excel documents that are uploaded to the site. Once they have been uploaded, they can be inserted to display (photos only) or linked to (documents) by clicking on “Insert Asset” while editing a page, event, or news story.

If you no longer need an asset, please delete it.

## **8. What is the Excerpt tab?**

This tab exists on news and event pages, and it’s the text that will display under a news or event headline.

The excerpt tab should be completed so that you can control what displays on your website, below the news or event headline. It should be a 1-2 sentence summary of the story or event. We suggest to not have photos included in the excerpt, but if you want them, they need to be sized very small.

## **9. Repetition is OK**

To avoid pages that have minimal content, add an intro sentence or paragraph, and then add links to its subpages. It is OK to repeat some of the side navigation on landing pages.

On bio/people pages (sorted alphabetically or by field/rank), don’t just list the names of everyone. Adding titles or areas of study after the names will not only help people navigate, but is a great way to promote the expertise of your faculty....

## **10. Table for... Zero?**

Avoid using tables. The formatting in Conductor can be tricky and an unnecessary headache while trying to modify, and they don’t display correctly on mobile devices. Instead, break the content out as text, using some of the styling available (such as headers, bullet lists, indented text)

## **11. Stay to the Left**

In the alignment of text, flush left is best. This is key for mobile devices, which have a hard time displaying centered, flush right, or text that’s been aligned a particular way with added spaces put in front of it.

## **12. No Underlines**

Do not underline text. A user will assume this is a link. Plus, this is really annoying if it’s not a link.

## **13. How do I single-space text?**

Hit SHIFT + RETURN to accomplish single spacing. Warning-- when you do this, formatting may leak down to next graph and you may have to select and reformat the paragraph below...

#### **14. Email addresses**

Make these links in all instances, using the buttons/tools in Conductor.

#### **15. Don't show full web URL addresses**

Avoid the 40-character and super-lengthy URLs. Instead, highlight some appropriate text

Do this:

See [Xxxx's research project](#).

**NOT** this:

See the research project at:

<http://xxxxxx.nd.edu/graduate-students/research-projects/personA.html/>

#### **16. Don't Click Here**

Avoid the use of links that say, "Click here." Instead, highlight phrases or keywords, and attach a link around them. This will not only encourage people to link through but will help search engines find your content and "rate" it higher in search results.

#### **17. This Is Only a Test**

During the initial upload/development stage, remember you are working in a staging/temporary area. The web URL address for the frontend and the online admin will not be the same once the site goes live.

The word "conductor" will no longer be part of the web URL address once the site goes live.

So if you are linking to internal pages, use the "relative" web URL address and not the "absolute" web URL address.

(e.g. [/about/contact/](#) and not <http://xxxxxx.conductor.nd.edu/about/contact/>).

#### **18. Move It or Lose It**

You should assume that unless you have made a special request and gotten an exception, your website will go away after your new site launches. All of the content that lives there will disappear after the switch is flipped on the new site. If you want access to any of it, make sure all of the files and content have been copied – either to the new website or to a server – otherwise all of those files will be gone.

#### **19. There's a Manual?**

Visit [conductor.nd.edu](http://conductor.nd.edu) for video tutorials and a complete users guide.

#### **20. What the...?**

Sometimes, things may not work, or work as intended. If you can't find the answer to your question in the users guide, rather than devoting lots of time trying to fix the problem and pulling your hair out, contact the Communications Office. As long as you are in the development stage or just launch, we'd be happy to help. If you need assistance months after the launch of your new site, contact the OIT help desk.