

**Estrada<sup>®</sup> 3.5**  
**Author Manual**

© 2002 Gandalf Development, Inc.

All rights reserved. *Estrada*® Author Manual

This manual, as well as the software described in it, is furnished under license and may only be used or copied in accordance with the terms of such license. The information in the manual is furnished for informational use only, is subject to change without notice, and should not be construed as a commitment by Gandalf Development, Inc. Gandalf Development, Inc. assumes no responsibility or liability for any errors or inaccuracies that may appear in this book.

Except as permitted by such license, no part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, recording, or otherwise, without the prior written permission of Gandalf Development, Inc..

Gandalf Development, the Gandalf Development logo, and *Estrada*® are trademarks of Gandalf Development, Inc. All other products or name brands are trademarks of their respective holders.

Internet Explorer, Internet Information Server, Windows, and Word are registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. Netscape is a trademark of Netscape Communications Corporation, registered in the United States and other countries. Navigator is also a trademark of Netscape Communications Corporation and may be registered outside the U.S. Apple is a trademark of Apple Computer, Inc, registered in the United States and/or other countries.

Written and designed at Gandalf Development Incorporated, 3021 Lorna Square, Suite 100, Birmingham, AL 35216, USA [www.gandalfdev.com](http://www.gandalfdev.com)

Version: 1.1 (3.5.0035)

# Contents

<b>Chapter 1: Introduction</b> .....	<b>1</b>
About this manual .....	1
System requirements .....	1
<b>Chapter 2: Getting Started</b> .....	<b>3</b>
Basic Concepts .....	3
Users, Authors, and Administrators .....	3
User and Author Side Content Views .....	3
Template .....	3
Configuring your browser .....	5
Disabling page caching .....	5
<i>Disabling caching in Netscape Navigator 4.x:</i> .....	5
<i>Disabling caching in Internet Explorer 4.x</i> .....	5
Enabling cookies .....	5
Taking your first steps in Estrada .....	5
Authoring Entrance .....	6
<i>Secret Button Entrance</i> .....	6
<i>Authoring Entrance URL</i> .....	7
<i>Changing Your Password</i> .....	7
Navigation .....	8
<i>Orientation</i> .....	8
<i>Content View Tabs</i> .....	9
<i>Select the Page to Return to Menu</i> .....	9
<i>Navigation Icons</i> .....	10
<i>Avoiding Use of the Browser's BACK Button</i> .....	10
<i>Internet Explorer Keyboard Shortcuts</i> .....	11
<b>Chapter 3: Bricks</b> .....	<b>12</b>
What is a Brick? .....	12
Types of Bricks .....	12
Inserting a brick .....	13
Brick Attributes .....	13
General Attributes .....	13
<i>Adding images to your bricks</i> .....	14
<i>Brick notes</i> .....	15

<i>HTML Editor</i> .....	15
<i>Importing text and other content with formatting</i> .....	18
Advanced Attributes .....	19
Scheduling bricks .....	19
Page brick .....	20
Text brick .....	21
Inserting a text brick.....	22
<i>Text Truncation</i> .....	22
Separator brick .....	23
Inserting a separator brick .....	23
Link brick .....	24
Inserting a link brick.....	24
Image brick.....	24
Inserting an image brick.....	24
Search brick .....	25
Search type.....	25
<i>Page search</i> .....	25
<i>Full text search</i> .....	25
<i>Both searches</i> .....	26
Search scope .....	26
<i>Global search</i> .....	26
<i>Site search</i> .....	26
Inserting a search brick.....	26
Formatting Search “Not Found” Message .....	27
Resetting Search “Not Found” Message .....	28
Break brick .....	28
Inserting a break brick .....	28
Email feedback brick .....	29
Inserting an email feedback brick .....	29
Email to brick .....	30
Inserting an email to brick.....	30
HTML gateway brick.....	30
Inserting an HTML gateway brick.....	31
Media brick.....	31
Setting Up a Media Folder .....	32
Order list by date.....	32
Order list by file name .....	33
Inserting a media brick.....	33
Page menu brick.....	34

Inserting a page menu brick . . . . .	34
Quickfind and Keywords Bricks . . . . .	36
Keywords brick . . . . .	36
<i>Inserting a keywords brick</i> .....	36
Keyword find brick . . . . .	37
<i>Inserting a keyword find brick</i> .....	37
Mailform brick . . . . .	38
Inserting a mailform brick . . . . .	38
<i>Using Microsoft FrontPage to Generate Forms</i> .....	39
Taxonomy . . . . .	39
Creating category sets . . . . .	40
Subcategories: Limiting taxonomy within a site . . . . .	40
Editing category sets . . . . .	41
<i>Issues to Consider When Editing Categories</i> .....	41
Tagging content . . . . .	42
Displaying related items . . . . .	42
Document Search Brick . . . . .	43
Inserting a document search brick . . . . .	43
Formatting the Not Found message . . . . .	44
Resetting the “Not Found” message . . . . .	45
<b>Chapter 4: Brick Actions . . . . .</b>	<b>46</b>
Edit . . . . .	46
Undo . . . . .	47
Copy . . . . .	47
Origin bricks and Shortcuts . . . . .	47
Copying a Brick . . . . .	48
Cut . . . . .	48
Paste . . . . .	48
Delete . . . . .	49
Restore . . . . .	50
<b>Chapter 5: Managing the Image Library . . . . .</b>	<b>51</b>
Types of Image Libraries . . . . .	51
Managing Images . . . . .	51
Adding a new image . . . . .	51
Changing image properties . . . . .	52
Deleting an image . . . . .	53

<b>Appendix A: Working with HTML in Estrada</b> .....	<b>54</b>
Simple typeface changes .....	54
Bold .....	54
Italics .....	54
Combining Tags .....	54
Centering Text .....	55
Breaks .....	55
Block Quotes (Indented Text) .....	55
<b>Glossary</b> .....	<b>57</b>
<b>Index</b> .....	<b>63</b>

# Chapter 1: Introduction

Welcome to Estrada, an object-based Web development and content management environment. Estrada is designed to work with large amounts of data, providing absolute control yet great flexibility in managing Web content.

Estrada enables both novice and advanced computer users to build Web sites that are easy to maintain and organize. If you are not skilled with complex computer systems and HTML coding, Estrada takes on all the work, leaving you with a simple point-and-click interface for creating and maintaining Web sites. If you are more proficient at Web authoring, you will appreciate Estrada's powerful capabilities and flexibility.

## About this manual

This manual is designed to provide a detailed introduction to Estrada's authoring features. It also can be used as a tutorial, as well as an everyday working reference tool. We recommend that readers have a basic familiarity with computers and the World Wide Web before learning Estrada.

## System requirements

To use Estrada as an author, you need the following hardware and software:

- An Internet-enabled computer, capable of running Internet browsing software.
- Internet browsing software, with the support of JavaScript 1.0 or better. Most of today's browsers satisfy this requirement, and we recommend using either Microsoft Internet Explorer 5.5 or higher.
- An Internet connection of 28K or faster.

*Note: A few Estrada features, such as the HTML Editor, require the use of Internet Explorer 5.5 or higher.*



# Chapter 2: Getting Started

## Basic Concepts

To use Estrada effectively, it is helpful to understand some of the concepts and principles behind the application's operation. This chapter takes you through a brief overview of Estrada's terms and definitions as well as basic system operations.

## Users, Authors, and Administrators

There are three groups of people who use Estrada:

- *Users* are the visitors to the site — people who simply read the information on your Web pages. They have no ability to modify the content of the site.
- *Authors* are individuals who have the capability to add and edit content for designated Estrada sites.
- *Administrators* are also authors, but who have additional capabilities, including: changing the appearance of the site, giving authors permission to edit parts of the site, creating new sites, add navigation sidebars, and more.

## User and Author Side Content Views

Like other Web development tools, Estrada deals with Web pages. However, Estrada differs from the others by offering two distinct views of the same Web page: the *user side* and the *author side*.

(Figure 1 on page 4) Think of these as two sides of a shadow puppet theater screen: one (user side) is visible to the audience, and the other (author side) is visible only to Estrada authors and administrators.

Although they look different, these sides contain similar information. The primary difference between them is that an author can manipulate and change content from the author side as well as view it from the user side, but a user can only view the page in its final form from the user side.

The user side contains information organized in a user-friendly way that makes it easy for users to navigate and use the Web site. The author side contains the same information, organized in an author-friendly way that makes it easy for authors to enter and change Web content.

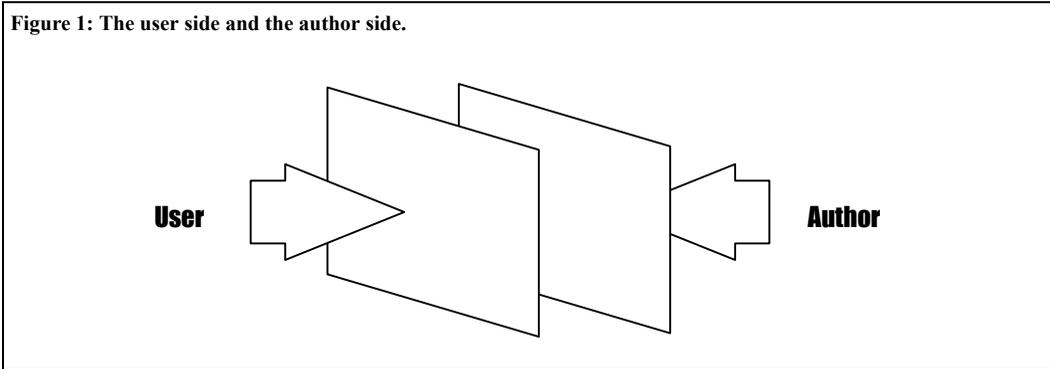
## Template

While authors can create and manage the content of the pages, certain elements of the page on the user side remain the same throughout the site. These elements form the overall graphic identity of the site, called the *template*, creating easy navigation and a consistent look and feel throughout the site. These elements also reinforce brand equity.

Sites can include one or more templates. The template is completely separate from the content and can be easily replaced with other templates.

The same content can be presented using different templates, depending on which one is chosen to wrap around the content in a particular situation.

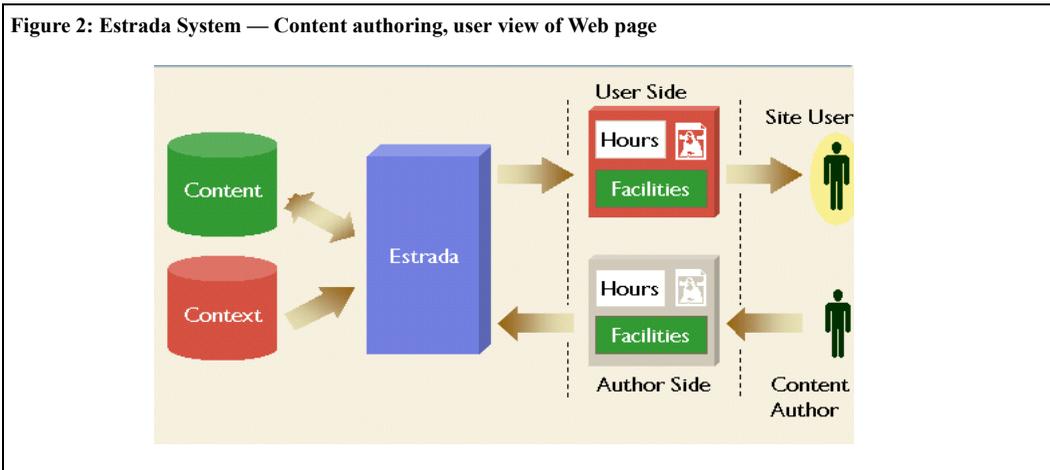
**Figure 1: The user side and the author side.**



As illustrated in Figure 2, the author updates the content using the author side. The Estrada system then wraps the template assigned to your site around the content and displays the end result (the

user side of your Web page) to the site visitor. The beauty is that the content and template are kept separate in Estrada, making it easy to change one without necessarily affecting the other.

**Figure 2: Estrada System — Content authoring, user view of Web page**



## Configuring your browser

In order to work with Estrada, you must make sure that your browser does not cache pages and that it accepts *cookies*. Disabling page caching will ensure your communication with Estrada is direct and accurate.

### Disabling page caching

Use the set of instructions below that corresponds to your browser to set its cache to zero. If the browser you are using is not among the listed choices, use your browser's online help to find out how to disable page caching.

*NOTE: It is not necessary to change these settings for Microsoft Internet Explorer 5.x or higher, as they use a caching mechanism that automatically enables proper operation of Estrada.*

### Disabling caching in Netscape Navigator

#### 4.x:

- 1 Open your Netscape Navigator browser.
- 2 Click the **Edit** drop-down menu in the toolbar.
- 3 Select **Preferences**.
- 4 Select and expand (click the + beside the item) **Advanced**.
- 5 Select **Cache** from the list of **Advanced** items.
- 6 Set the **Memory Cache** and the **Disk Cache** to zero by putting a 0 in the box next to each item.
- 7 Click the **Clear Memory Cache** button and on the **Clear Disk Cache** button.
- 8 Click the **OK** button to return to the browser.

### Disabling caching in Internet Explorer 4.x

- 1 Open your Internet Explorer browser.
- 2 Click the **View** drop-down menu in the toolbar.
- 3 Select **Internet Options**.
- 4 Click the **Settings** button.
- 5 Click the radio button next to **every visit to page**.
- 6 Click the **ok** button.
- 7 Click the **ok** button again to return to the browser.

### Enabling cookies

You will not be able to use Estrada if your browser does not accept *cookies* or you are using *cookie cutter* software, programs that block cookies from being set on your PC. To eliminate security concerns, Estrada uses only *soft cookies* that expire and are removed from your application as soon as you close the browser. By default, all browsers accept cookies, so you only have to make adjustments if you have previously set your browser to reject cookies. Please use your browser's online help to find out how to change this setting if you have manipulated it from the default.

## Taking your first steps in Estrada

In order to start working in Estrada, you will need to know the URL of the Web site that you will be authoring, the location of the secret button on your site's template or the authoring entrance

URL, your login name, and your password. Contact your Estrada site administrator or training supervisor for this information.

## Authoring Entrance

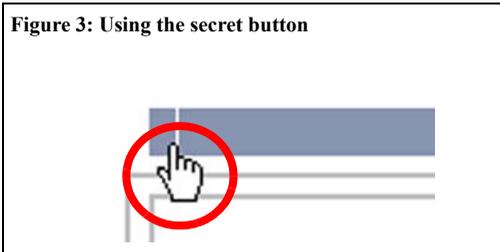
There are two types of authoring entrances (ways to log in to Estrada in order to move from the user side to the author side): 1) a *secret button*, a hidden link placed inconspicuously on the user side of your Web site, or 2) an authoring entrance URL, a Web address to log in to the author side. Consult your Estrada system administrator to determine which authoring entrance your installation uses.

*Note: If your Estrada installation uses NT authentication and you log on to your NT network before accessing Estrada, you will not need to log into Estrada, using the Estrada author entrance dialog box. Instead, you will be able to move between the user and author sides without even seeing the author entrance dialog box.*

## Secret Button Entrance

The secret button is normally very small so that visitors to your site are unlikely to notice it. This link serves as a convenient way to move between the user side to the author side.

Figure 3: Using the secret button

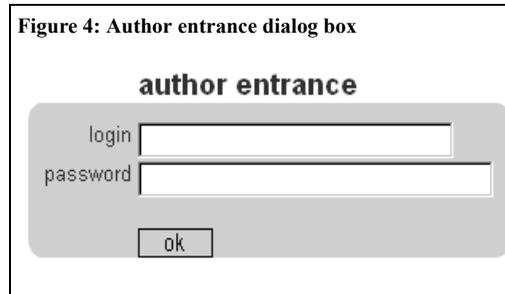


As you move your mouse over the secret button, your mouse pointer will change from a normal icon to a link icon, which is typically a hand icon, but depends on your browser settings (Figure 3).

If your Estrada installation uses a secret button as its authoring entrance, log in this manner:

- 1 Open your Internet browser. *Note: We recommend that you edit in Internet Explorer, but any browser should work.*
- 2 Enter the URL into the *Address* or *Location* line of the browser for the Web site that you will be authoring. Your browser will bring you to the user side of your home page.
- 3 Click the **secret button** (Figure 3).
- 4 The **author entrance** dialog box will appear.
- 5 Enter your login name into the **login name**.
- 6 Enter your password into the **password** box.
- 7 Click the **ok** button. The author side of the page where you logged in will open (Figure 4).

Figure 4: Author entrance dialog box



## Authoring Entrance URL

If your Estrada installation uses an authoring entrance URL, log in this manner:

- 1 Open your Internet browser. *Note: We recommend that you edit in Internet Explorer, but any browser should work.*
- 2 Enter the authoring entrance URL into the *Address* or *Location* line of the browser for the Web site that you will be authoring. The **author entrance** dialog box will appear (Figure 4 on page 6).
- 3 Enter your login name into the **login name**.
- 4 Enter your password into the **password** box.
- 5 Click the **ok** button. The author side of an Estrada page will open.

---

\* *Tip: Save the authoring entrance URL on your browser's Favorites list or toolbar.*

---

**CAUTION: Estrada features a 20-minute time-out feature to avoid unauthorized access to your site if you were to be away from your computer for an extended period. If you were to work on a brick for longer than 20 minutes without clicking ok to save your work, Estrada would time out and prompt you to log in again, and your work on that brick would be lost. To avoid this, get in the habit of saving your work frequently by clicking the ok button.**

## Changing Your Password

The first time that you log in to Estrada, you will use a default password given to you by your Web administrator. Once you reach the author side, the first thing you should do is change your password to something memorable to you. Every subsequent time you enter the author side of your Web site, enter the new password that you assigned to yourself.

---

\* *Tip: Do not choose your name, your spouse or children's names, or your pet's name as a password. You should also avoid using your street address or your Social Security number. These are usually the first passwords most users choose, and they are the first ones the hackers will try as well.*

*The ideal password is at least six characters long and includes both numbers and letters.*

*Combining a word of your choice with a number makes it much more difficult to guess your password. Spelling words backwards also helps increase security without forcing you to choose a random set of letters and numbers.*

*Remember that anyone who has your password will be able to alter your pages, so guard your password appropriately. Avoid writing down your password where it may be found.*

---

To change your password:

- 1 Click the **-manage-** drop-down menu next to the lock at the top of the page (Figure 5).

Figure 5: manage menu for authors



- 2 Select **login**.
- 3 The **manage login** dialog box will appear. (Figure 6)

Figure 6: Manage login dialog box

A screenshot of a 'manage login' dialog box. The title bar says 'manage login'. There are four input fields: 'name' with 'author', 'e-mail' with 'author@gandalfdev.com', 'login' with 'author', and 'enter new password:' with two sub-fields for 'new password' and 're-type to confirm'. At the bottom are 'ok' and 'cancel' buttons.

- 4 Click in the **new password** text box and enter your new password.
- 5 Re-enter your new password in the **re-type to confirm** text box.
- 6 Click the **ok** button.

Your new password will now be saved for future log ins.

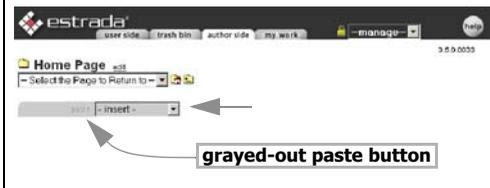
## Navigation

### Orientation

If the site you are working on is new, the only information that will appear on the user side is the template material (such as background colors, whether or not there is a sidebar, etc.) that defines your site graphically, and the title of your page.

On the author side, you will see the page title, a **paste** button and an **insert** drop-down menu. When you first begin, the **paste** button will be *grayed-out* (Figure 7). When a button or link in Estrada is grayed-out, its operation is either disabled or not available at the moment. Alternatively, you may not have authoring permissions in this area of the site.

Figure 7: Blank page upon first login to a new site, author side view

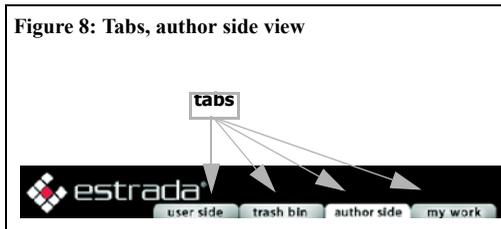


The **insert** drop-down menu is active, and when you click the arrow next to it, you will see a list of the selections that you can make (the bricks that you can choose) to begin building your Web site.

If the site you are working on is not new, you will see all of the above information, plus all of the bricks that have been placed there by the author or administrator who worked on the site before you.

## Content View Tabs

You will also see three or four tabs at the top of the author side of every page (Figure 8). These tabs



allow you to navigate among different views of the content on the page and to view the contents of the trash bin. The tab that is highlighted so that it appears to be in front of the other tabs indicates the view in which you are currently working. To move from one view to another, click the tab of the view where you wish to go.

- **user side** tab: moves you to the user side view (See "User and Author Side Content Views" on page 3.)
- **trash bin** tab: moves you to the trash bin for this page. The trash bin feature is explained later in this manual. (See "Restore" on page 50)
- **author side** tab: moves you to the author side view (See "User and Author Side Content Views" on page 3.)
- **my work** tab: moves you to the **my work** area for use with the Estrada Workflow feature. (See the Estrada Workflow Manual.)

*Note: If your Estrada installation does not have the Workflow feature installed, you will not see the My Work tab.*

Reminder: To return to the author side from the user side, click the secret button (See "Secret Button Entrance" on page 6), or if your site uses an authoring entrance URL, enter the authoring entrance URL into your browser address field.

## Select the Page to Return to Menu

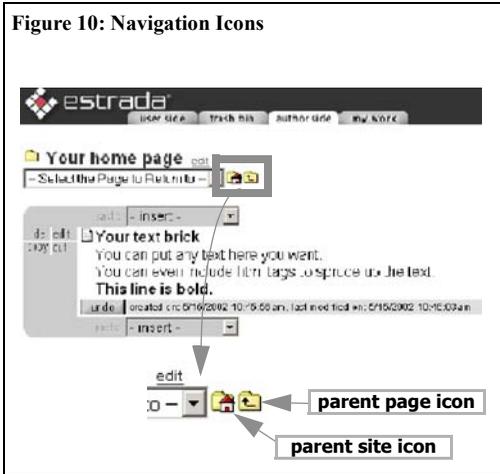
The **- Select the Page to Return to -** menu provides a list of Estrada pages that you have visited during your current Estrada session. Simply click to open the menu to open it and select the page to which you wish to return.



## Navigation Icons

To assist you in navigating through Estrada sites and pages, one or two navigation icons are available on all Estrada pages, located to the right of the - **Select the Page to Return to** - menu.

Figure 10: Navigation Icons



Clicking the **parent page icon** will move you to the parent page of the page that you are currently viewing. A *parent page* is a page that is one level higher than its lower-level *child* page and contains that child page.

Clicking the **parent site icon** will move you to the site to which the page that you are currently viewing belongs.

*Note: The parent site icon is only available when you are viewing on sub-pages within a site; it does not display on the highest-level page of a site.*

## Avoiding Use of the Browser's BACK Button

While working in Estrada, do not use your browser's BACK button for navigation. Instead, use Estrada's content view tabs and icons, which

are all discussed earlier in this chapter. The browser's BACK button can cause errors in the display of Estrada information.

If you inadvertently use your browser's BACK button and receive an Estrada error message, click the **cancel** button to exit the message or use your browser's Forward button to move to an Estrada page without an error message and use Estrada's content view tabs and navigation icons to move where you wish to go. If the system logs you out, simply log back in, then use Estrada's tabs or navigation icons.

## Internet Explorer Keyboard Shortcuts

You can use shortcut keys to view and explore Web pages, preview pages before printing, work with Favorites, and edit.

<b>Press this</b>	<b>To do this</b>
<b>F11</b>	Toggle between full-screen and regular screen views of the browser window
<b>TAB</b>	Move forward through items on the Web page, the Address bar, and the Links bar.
<b>SHIFT+TAB</b>	Move back through items on the Web page, the Address bar, and the Links bar
<b>UP ARROW</b>	Scroll toward the beginning of the document
<b>DOWN ARROW</b>	Scroll toward the end of the document
<b>PAGE UP</b>	Scroll toward the beginning of the document in larger increments
<b>PAGE DOWN</b>	Scroll toward the end of the document in larger increments
<b>HOME</b>	Move to the beginning of a document
<b>END</b>	Move to the end of a document
<b>CTRL+F</b>	Find on this page
<b>F5 or CTRL+R</b>	Refresh the current Web page
<b>CTRL+F5</b>	Refresh the current Web page, even if the Time Stamp for the Web version and your locally stored version are the same

*Keyboard Shortcuts © 1995-2001 Microsoft Corporation. All rights reserved)*

# Chapter 3: Bricks

## What is a Brick?

On the author side, Estrada keeps all the units of information in layers, called *bricks*. By creating bricks and stacking them together, authors create Web pages. Estrada makes it easy to move and manipulate the bricks that make up a Web page.

**Figure 11: Example of a single brick, viewed from the author side**



A brick is easy to identify when you are viewing a Web page on the author side. Bricks are encased between two long gray horizontal bars and have editing options listed to the far left (delete, edit, copy, cut). They also have pictures or icons listed on the immediate left to signify what type of brick they are. They are named according to the material that is listed in them; a text brick is a listing of text, a link brick provides a link to a Web site, a page brick lists a page to which the user could go, etc.

This chapter discusses how you can build your entire site, brick by brick, just as a bricklayer builds a house.

## Types of Bricks

There are several types of bricks. Depending on your needs, you may actually only use a small subset of them. The basic bricks provided with Estrada include:

**Figure 12: Brick Types and Icons**

<b>Page</b>	
<b>Site</b>	
<b>Text</b>	
<b>Link</b>	
<b>Separator *</b>	
<b>Image</b>	
<b>Search</b>	
<b>Break</b>	
<b>Staged brick</b>	
<b>Email feedback</b>	
<b>Email to</b>	
<b>HTML gateway *</b>	

**Figure 12: Brick Types and Icons**

\* These bricks currently use the default icon.

*Note: As an author, you cannot create site bricks, but you will certainly see them as you use Estrada to build your site. Site bricks are created by Estrada administrators.*

Each brick has attributes that you as the author set when you insert or edit the brick. Some of the attributes are common among all bricks, while other attributes are specific to the brick type. Some brick types have advanced attributes that manage the behavior of a brick to allow for more control over the content.

## Inserting a brick

Use the **insert** drop-down menu to add bricks to your page or site (Figure 13).

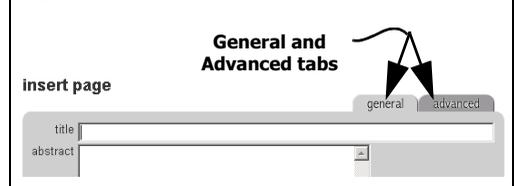
After you select the brick type that you want to insert, (for most bricks) a brick specific dialog will appear, allowing you to set required and optional attributes. You will see the **general** and **advanced** tabs on the top of the brick dialog box (Figure 14). The general tab contains all the

**Figure 13: Insert menu**

basic attributes needed for the brick to function properly. The advanced tab contains attributes that more precisely control the behavior of the bricks.

## Brick Attributes

Most bricks offer two tabs that allow you control aspects of the bricks: *general attributes* and *advanced attributes*. To access each set of attributes, click the respective tab (Figure 14).

**Figure 14: General tab, Advanced tab**

## General Attributes

Under the general tab you will find the brick-specific attributes, including those that are required and optional. These are the attributes

that distinguish the different brick types from one another. You will also find common attributes among all bricks on this tab. Figure 14 shows a insert page dialog. The top section of the dialog shows the brick-specific attributes of *title* and *abstract*. The bottom section contains common attributes that you will find on all bricks. Here you can associate an image with the brick from an image library and control its placement related to the brick.

### Adding images to your bricks

Adding images to your bricks is easy. Each brick can have an image associated with it.

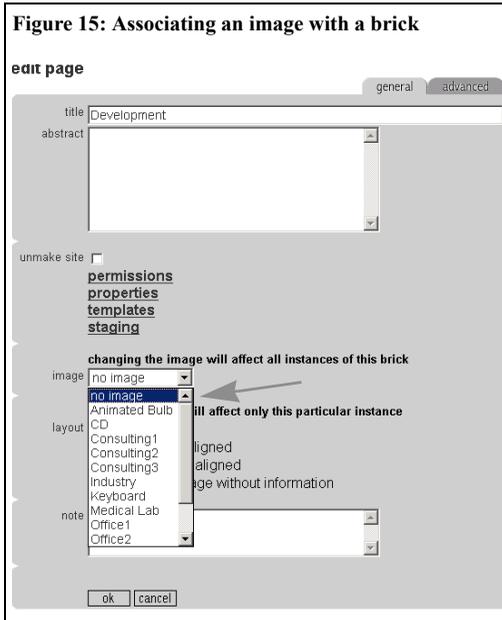


Figure 15: Associating an image with a brick

To associate an image with a brick:

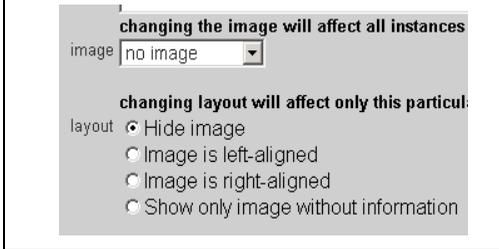
- 1 Insert or edit a brick.

2 Click the **image** drop-down menu to display the list of available images (Figure 15).

3 Select an image from the list.

4 Click a radio button to select a layout (Figure 16).

Figure 16: Selecting image layout option



- **Hide image** - do not display the image, but retain the association. You can use this option to temporarily remove the image from the user side.
- **Image is left-aligned** - place the image to the left of the brick.
- **Image is right-aligned** - place the image to the right of the brick.
- **Show only image without information** - show only image and hide brick's contents.

5 Click the **ok** button to associate the image with the brick

A typical Estrada installation has a large public library of images available for everyone's use. If you decide that you want to have images that can be displayed only to your site, ask your administrator to put them into your site's private image library and associate it with a site to which you have access. (See Appendix A, "Managing the Image Library.")

## Brick notes

The **note** field is for entering notes or other information that may help you or other authors with the management of the brick. The note field is displayed on the author side, not the user side, so visitors cannot see the notes. Authors and administrators can decide how they wish to use brick notes for each Estrada site or installation.

## HTML Editor

The HTML Editor enables you to format and apply other selected HTML tags to text within text fields in the page brick (abstract field), text brick (body field), and link brick (abstract). The HTML Editor also allows you to paste other forms of content such as images (as long as they are accessible by your browser), functional hyperlinks, tables, and other elements.

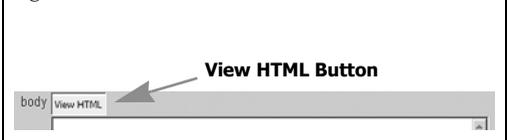
The HTML Editor is only available for use in selected Estrada bricks because it can interfere with the functionality of other bricks.

*Note: The HTML Editor feature is only available when editing in Microsoft Internet Explorer 5.5 or higher.*

To activate and deactivate the HTML Editor:

- 1 Click the **-insert-** drop-down menu.
- 2 Select a brick type from the menu.
- 3 The **insert** dialog box for the selected brick type will appear. Text fields that offer the HTML Editor available display a **View HTML** button to the right of the field name (Figure 17).

Figure 17: Text field with HTML Editor deactivated



- 4 Click the **View HTML** button, which activates the HTML Editor. HTML Editor toolbar will appear above the text field. (Figure 18)

Figure 18: Text field with HTML Editor activated



- 5 Either enter or paste text into the text field first and then use the HTML Editor, or use the HTML Editor Tools to format text as you manually enter it.

As you work with text fields that offer the HTML Editor, two views are available:

- **Formatted view:** a preview of how the changes made with the HTML Editor will appear to end users. To see this view, activate the HTML Editor (Step 4).
- **HTML View:** a view showing plain text with HTML tags. To see this view, deactivate the HTML editor by clicking the View HTML button so that the HTML Editor toolbar disappears.

You may switch between views at any time.

6 To save changes made to the text, click the **ok** button.

*Note: Remember to click the ok button for the brick dialog box in order to save changes made using the HTML Editor.*

**Line Breaks:** To insert a line break while using the HTML Editor, use the Shift+Enter key combination.

**Paragraph Breaks:** If you click the Enter key alone, the HTML Editor will insert a paragraph break as well as insert paragraph tags before the next text item and after the previous paragraph.

### CAUTIONS: HTML Tags and HTML Editor.

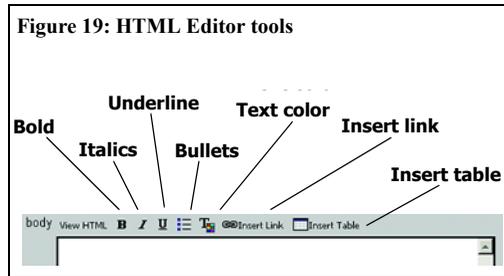
**Do not enter HTML tags into text fields when the HTML Editor is on.**

**Formatting text may interfere with Estrada's formatters, which automatically format content.**

**Also be aware that entering certain HTML coding and other formatting or functional elements in Estrada bricks may compromise how your template displays the user side of the page, may violate stylistic or other standards for your organization's Web site, or otherwise cause your Estrada site to malfunction. Introducing hypertext links inside bricks creates links that are untraceable by Estrada, potentially resulting in broken links. Consult your site or root administrator for additional information.**

### HTML Editor Tools

The HTML Editor provides tools for formatting or tagging text, which are visible when the HTML Editor is on as icons located above the text field (Figure 19).



To use any of the first five tools, select the text that you wish to format or tag, click on the tool icon that you wish to use (or vice versa), and enter the formatted text. If there is no existing text that you wish to modify, move your cursor to the location in the text field where you wish to enter text or other content, then click a tool icon.

Following are descriptions of and specific instructions for each tool:

**Bold** - Formats text as **bold**

**Italics** - *Italicizes* text

**Underline** - Adds a line under text

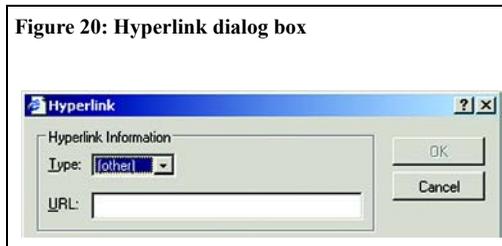
**Bullets** - Formats text as a bulleted list

**Text color** - Changes color of text

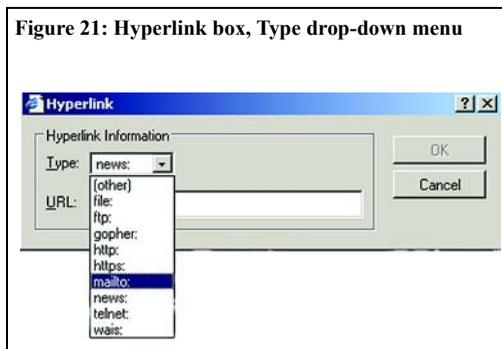
**Insert link** - Inserts or formats existing text as a hyperlink.

To use insert link:

- 1 Click the **Insert Link** tool (Figure 19 on page 16). The **Hyperlink** dialog box will open (Figure 20).



- 2 Select the type of link that you wish to add from the **Type** drop-down menu (Figure 21).



Types of links available include:

- **http:** Hypertext transfer protocol or a typical Web hyperlink (default)
- **file:** Link to a file located on the user's PC
- **ftp:** File transfer protocol, a way to send files over the Internet.
- **gopher:** A forerunner to the World Wide Web that uses hierarchical lists to organize and display files on the Internet.
- **https:** Secure Sockets Layer, a protocol for transmitting private documents through encrypted data over the Internet.
- **mailto:** Opens an email message using the Web visitor's default mail client, similar to the Estrada email to brick. (See "Inserting an email to brick" on page 30.)
- **news:** Newsgroup, an online discussion group. To use a newsgroup, the user's PC must have a news reader installed.
- **telnet:** Terminal emulation program allowing you to enter commands from your PC and execute them directly on a server console
- **wais:** Wide Area Information Server, a program for finding documents on the Internet

- 3 Enter the URL for the in the **URL** field. The correct protocol definition is automatically inserted in this field when you made your selection in the previous step.

- 4 Click the **ok** button.

**Insert Table** - Enables you to insert and format tables, and edit them.

To insert a table:

1 Click to select the **Insert Table** tool (Figure 19 on page 16). The Insert Table dialog box will open. (If editing an existing table, select the table before clicking **Insert Table** tool.)

2 Enter or edit the table attributes (optional):

**Layout :**

- **Rows** - Number of horizontal sets of cells
- **Cols** - Columns, number of vertical sets of cells
- **Cell padding** - Spacing between the boundary of the cell and the text inside the cell, measured in pixels
- **Cell spacing** - Area between cells, measured in pixels

**Borders:**

- **Width** - Enter width of border in pixels
- **Color** - Name of color for border

**Background:** Enter the background color color for the table (optional).

3 Select the **Insert** button to insert the table as specified, or click the **Cancel** button to not insert or update the table.

*Note: Always click the **ok** button at the bottom of the brick dialog box in order to save your work in the HTML Editor.*

## Importing text and other content with formatting

The HTML Editor also enables you to copy text and other content from the Web as well as from other applications (word processing, HTML publishing, desktop publishing, etc.) and paste it into Estrada, preserving the formatting.

1 Open the document in the original application in which it was created, or if you are copying from a Web page, open it in a new window of your Web browser.

2 Select and copy the material from the document or Web page that you wish to add to an Estrada brick's text field.

3 Return to the browser window where you are working in Estrada.

4 Insert or open the Estrada brick where you wish to paste the material.

5 Locate the text field where you wish to paste the material and click the **View HTML** button to activate the HTML Editor.

6 Paste the material into the text field.

7 Edit or make any other adjustments that you wish using the HTML Editor tools (optional).

8 Click the **ok** button.

It is also possible to save documents as HTML files and paste the source code into Estrada.

To import text from Microsoft Word into Estrada:

1 Open your document in Word.

2 Select the **File** drop-down menu.

3 Select **Save As HTML**.

4 Save HTML file in a separate folder.

- 5 Click the **View** drop-down menu and select **HTML Source**.
- 6 Select entire document.
- 7 Hit **Ctrl-C** to copy the selected text.
- 8 In Estrada, choose **text** from **-insert-** drop-down menu.
- 9 Click the empty text field of the **insert text** dialog box. Do *not* turn on the HTML Editor.
- 10 Hit **Ctrl-V** to paste the text into the text brick.
- 11 Click the **ok** button.

**CAUTION:** (See "CAUTIONS: HTML Tags and HTML Editor." on page 16)

## Advanced Attributes

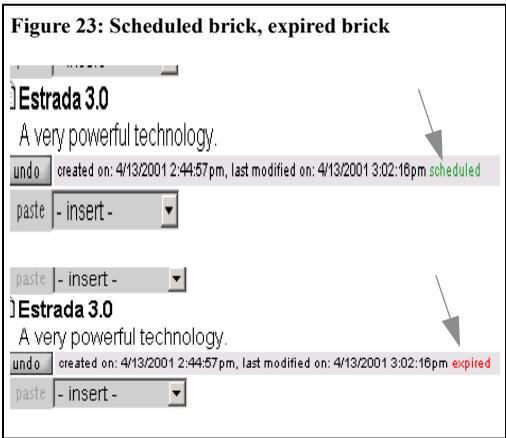
Each brick that supports the advanced attributes has an **advanced** tab (Figure 22). Clicking this tab gives you access to the *active content management* (ACM) attributes. ACM provides a way to exercise more control over the behavior of the brick. The more simple attributes involve setting the font and weight characteristics for the text of the brick. You can also set scheduling attributes that govern when the brick is available for viewing on the user side.

Figure 22: Advanced tab

## Scheduling bricks

Use the **active from** and **active until** settings to schedule a period of time during which the brick is active (viewable on the user side). The **active from** setting is the start date and time that the brick will be viewable. The **active until** setting is the date and time that the brick becomes inactive (not viewable on the user side). The **remind** setting is the number of days prior to the brick's inactive date when you will receive an email reminder. The **send notification to** setting allows you to either turn notification off or to send the reminder to yourself or to all administrators for the site.

When a brick is scheduled, a *scheduled* tag will appear in the brick status bar, the shaded area below a brick (Figure 23). Once the brick becomes active, the scheduled tag will disappear. If the brick is scheduled to expire, an *expired* tag will appear in the brick status bar after the brick expires.



Now that we have discussed bricks in general and their attributes, let's move on to specific brick types.

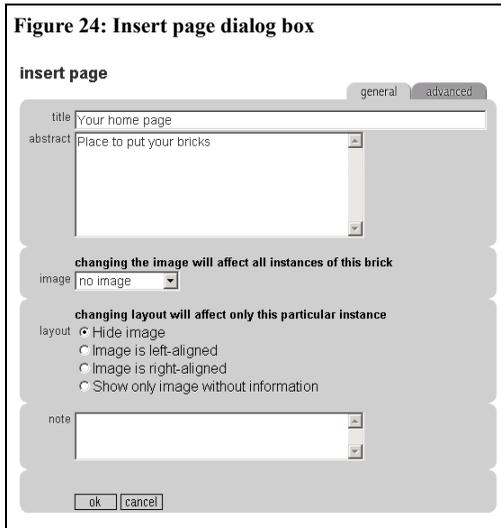
## Page brick

A site wouldn't be a site if it had only one page. Adding pages to your site is a key element to good site development. New pages mean new information pathways, new choices for the visitor, and new and interesting things to see.

Inserting a page brick

- 1 Click the **-insert-** drop-down menu.
- 2 Select **page** from the menu.

3 The **insert page** dialog box will appear (Figure 24).



4 Enter the **title** of the new page.

5 Enter the **abstract** of the new page (optional).

6 Click the **ok** button to insert the page brick.

Once you've inserted a page brick, it marks the start of a new lower-level page, which appears on the user side as a link from the current page. The title of the page also serves as the text of the link from the parent page. If you choose to use it, the abstract serves as a short description of the link.

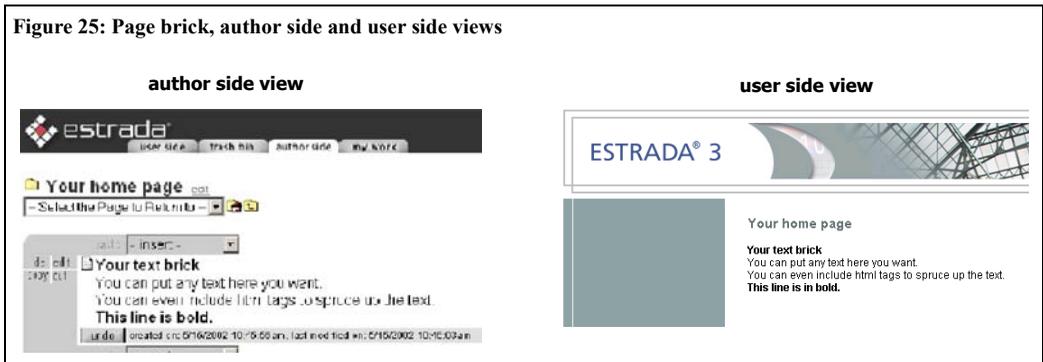
If you click the page link, you will arrive at the new Estrada page, ready for you to begin work. It behaves like your site's home page where you started. You can move between its user side and its author side (Figure 25 on page 21), insert new bricks, and even insert new pages.

Inserting new pages allows you to create a site structure of unlimited complexity, from just a few pages to hundreds of thousands of pages, with as

many levels as you like. Page bricks are truly the most powerful bricks in Estrada.

*Note: After you have inserted a page, an **edit** link will appear at the top of the author side of each page to the right of the page title, which allows the author to make changes to the page's title and abstract without having to return to the parent page.*

Figure 25: Page brick, author side and user side views



## Text brick

A text brick is exactly what it sounds like: a piece of text. It can be one letter, one word, one paragraph, a whole document. The size of the text brick is only limited by your need and your Estrada installation's settings.

*Note: Consult your Estrada system administrator to determine your Estrada installation's maximum text length.*

---

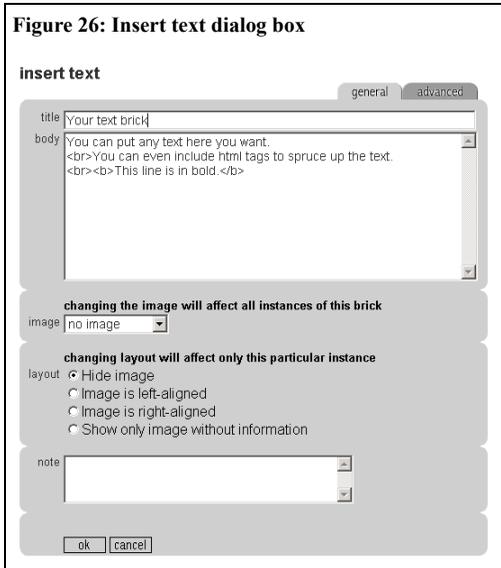
\* *Tip: Limit your text bricks small, manageable units. Try breaking up large pieces of text into separate bricks with each brick being a logically complete piece of text, such as a paragraph. In doing so, you will save consid-*

*erable time working with this information later on. A good rule of thumb is to use a new brick every time you would be entering a new paragraph if you were typing a document.*

---

## Inserting a text brick

- 1 Click the **-insert-** drop-down menu.
- 2 Select text from the menu.
- 3 The **insert text** dialog box will appear. (Figure 26).



- 4 Enter a title for the text brick in the **title** input field (optional). This text will be displayed in bold.
- 5 Enter the body of your text into the **abstract** input field.
- 6 Click the **ok** button to insert the text brick.

After you insert a text brick, two insert drop-down menu boxes appear: one at the top of the text brick and another at the bottom. These drop-down menus offer two choices for inserting your next brick, either above your first text brick or beneath it. As you add more bricks to your page, even more

choices will appear, allowing you to insert a new brick above, beneath, or between the existing bricks.

---

*\* After inserting a text brick, try moving to the user side to see the results of your work. You should see a newly inserted text brick on the page, exactly like your site's visitors would see it. If you are working on a staged site, you will not be able see your work on the user side, but can use an alternate feature to see your work. Moving back and forth between the user and author side views is a good practice during content development. It lets you see your work in progress and take immediate measures should something start looking out of place on the user side.*

---

## Text Truncation

In order to minimize scrolling when authors build or edit pages using large amounts of texts within a single text brick, Estrada displays only the beginning of very lengthy text that has been entered into the text field. The truncation displays only on the author side of a page. The complete text, however, is displayed on the user side.

Text truncation occurs automatically after an author clicks **ok** in order to save a new or edited text brick that contains lengthy text. An author needs to perform no special actions in order to

The last line of a text field indicates that text has been truncated if it ends with: **(truncated due to size...)** (Figure 25).



*Note: Activation and settings for text truncation are controlled by your Estrada system administrator, so text truncation's operation may differ from what is described in this manual. Contact your system administrator for additional information.*

## Separator brick

Depending on how the template for your site is designed, you may have several *placeholder* areas, designated areas within the template in which to place your content. A separator brick controls the placeholder in which your content will appear.

By inserting a separator brick, you are indicating that the bricks following the separator (up to the next separator) are to be placed in the next placeholder of the template. The location of the next placeholder is controlled by how the template is designed. Experiment to determine how many separators you must insert in order to display your

content in the desired placeholder, or contact your Estrada administrator or template designer.

*Note: A template is the graphical identity of your site, which controls how your site looks to the end user. (See "Template" on page 3.) An Estrada administrator is responsible for assigning a template to your site. A template developer is responsible for designing the template, therefore assigning the number of available placeholders for your content. Your site template will have at least a main column. It could also have additional placeholders. It is common to see templates with a main column and a left side bar and sometimes a right side bar. Again, the design of your site template is based on the needs of your site.*

*Note: If bricks that you inserted after a separator on the author side do not show up on the user side, then your site template does not support the number of columns that you are attempting to use. You must rethink your content placement—using fewer separators—or consult your site administrator about developing a new template or adjusting the existing one in order to support additional placeholders for content.*

## Inserting a separator brick

- 1 Click the **-insert-** drop-down menu.
- 2 Select **separator** from the menu.
- 3 The separator brick is inserted immediately without the need to click **ok** because it has no attributes to be set.

*Note: The edit, copy, and cut buttons to the right of the separator brick are grayed out. These operations do not apply to a separator brick because you can only delete a separator.*

## Link brick

The *link* brick allows you to link to sites other than your own. Links create a link to another site, which was not built in Estrada, or provides access to outside resources that are related to your site. Inserting an external link requires that you know the URL of the resource to which you wish to link.

---

*\* Tip: Before inserting a link, open another browser window to find the URL for the page or resource that you wish to link. Copy address from the Location or Address field of your browser, and then return to the window where you are working in Estrada.*

---

### Inserting a link brick

- 1 Click the **-insert-** drop-down menu.
- 2 Select **link** from the menu.
- 3 The **insert link** dialog box will appear (Figure 28).
- 4 Enter the **URL** of your resource that you wish to link.
- 5 Enter a **title** for the link.
- 6 Enter the **abstract** to describe the link (optional).
- 7 Click the **ok** button to insert the link.

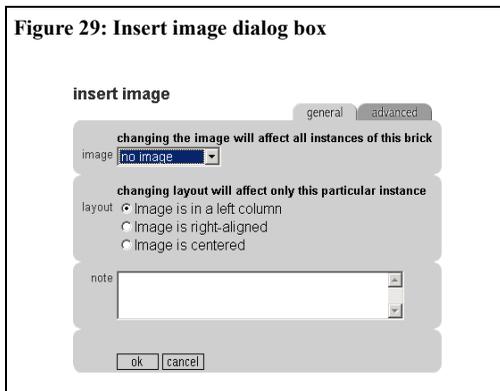
Figure 28: Insert link dialog box

## Image brick

What if you simply need to add an image to your page? The image brick is your solution. Pick the image that you want from the image library and select the layout. That's all there is to adding an image brick.

### Inserting an image brick

- 1 Click the **-insert-** drop-down menu.
- 2 Select **image** from the menu.
- 3 The **insert image** dialog box will appear. (Figure 29 on page 25)
- 4 Select the image using the **image** drop-down list.
- 5 Select the appropriate **layout** for your image.
- 6 Click the **ok** button to insert the image.

**Figure 29: Insert image dialog box**

You can experiment with the use of the break brick in controlling the placement of your images (as well as other bricks) on the user side. (See "Break brick" on page 28) With a bit of experimenting, you can more precisely control the layout of your page.

## Search brick

How do you provide the capability for your users to search your content? By adding a search brick, of course. The search brick offers multiple variables for you and your users to customize their searches: *page search*, *full text search*, *site search* and *global search*.

The search brick can be configured to search only page and link brick title or the complete text of your site. Additionally, you can set up searches that are limited to a site or that encompass your entire Estrada installation.

## Search type

### Page search

The **page search** provides the capability to search the title fields of all page and link bricks. Its advantage is that it provides an immediate, up-to-the-moment search, reflecting all additions of, or changes to, page and link bricks up to the very moment that the page search is conducted. The page search's limitation is that it searches only the *title fields* of *page* and *link* bricks only. Titles of any text bricks, for example, would not be covered by a page search.

### Full text search

The **full text search** provides a more extensive search capability than the page search does, but is less immediate. The advantage of the full text search is that it searches the complete brick content (not just the title). In addition, it performs the search quickly because it searches an *index*, a copy of the site content that is saved periodically, rather than the live content database. Site indexing must be scheduled periodically in order to record all changes made to the database content. The limitation of the full text search is that it can only find new content or content updates up to the time of most recent site indexing.

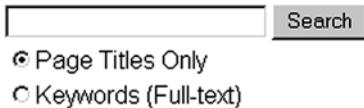
*Note: How often your Estrada installation is indexed is determined by your Estrada system administrator. Contact him or her with any questions regarding indexing and its scheduling.*

The full text search disregards noise words such as *a* and *the*, regardless of their context. For example, a full-text search on *Project A* would return any results that contain *Project*, but disregarding the *A*.

## Both searches

The **both searches** option allows visitors to your site to choose from the page search and full text search options. On the user side of the page where the search brick is placed, visitors will see radio buttons offering both options below the search field (Figure 30).

**Figure 30: User side view of search brick with both searches option selected**



## Search scope

### Global search

Selecting the **global search** option causes the search to encompass all content within your Estrada installation.

### Site search

The **site search** option limits the range of the search to the site in which the search brick is located (including any sub-sites within it). Limiting the scope of the search to a site can be useful, for example, if you post all of your product information in a single site and you wish to

provide Web visitors a way to be able to search for products only without having other types of information mixed up in their search results.

**CAUTION: Take care not to confuse global search with full text search.**

## Inserting a search brick

- 1 Click the **-insert-** drop-down menu.
- 2 Select **search** from the menu. The **insert search** dialog box will appear (Figure 31).
- 3 Enter a title in the **search title** input field.
- 4 ) Select **search type**:

- **page search** - will search only page and link brick titles
- **full text search** - will search full text of the site/installation that has been indexed
- **both searches** - will search both page and link brick titles and full text that has been indexed.

- 5 Select one of the **select search scope** buttons:

- **site search** - will limit the search to only the site in which the search brick is located (plus any sub-sites that the site may contain)
- **global search** - will search your entire Estrada installation.

- 6 Click **ok**.

Figure 31: Insert search dialog box

## Formatting Search “Not Found” Message

The **not found text** field is an optional feature for customizing the “Not Found” message, which is the message that is displayed if a user were to enter a search query that yielded no results. If you wish to modify the “Not Found” message, you can either change the text of the message or use HTML to modify the text, formatting, and/or other elements of the “Not Found” message.

**CAUTION:** The not found text field is an advanced user feature, which requires HTML programming knowledge. HTML code entered into the not found text field must have proper HTML syntax and tags, or the message will not display correctly on the user side and may cause other errors.

### To modify the text only of the “Not Found” Message:

- 1 Insert a new search brick or click the edit button to the left of an existing search brick. The **insert** or **edit** dialog box will open (Figures 31 or 32).
- 2 Enter the alternate message that you wish to be displayed into the **not found text** field.
- 3 Click **ok**.

### To modify the “Not Found” message, including formatting or other aspects using HTML:

- 1 Insert a new search brick or click the edit button to the left of an existing search brick. The **insert** or **edit** dialog box will open (Figures 31 or 32).
- 2 In a word processor application, begin with the standard HTML source code that Estrada uses to display the “not found” message:

```
<div class="efSearchError">Your
Query did not find any
documents.</div>
```

```
<div class="efSearchText">You may
want to <B>check the spelling of
all the words in your query</B>.
```

```
<P>If all the words are spelled
correctly, you might try <UL>
```

```
<LI>eliminating some words
```

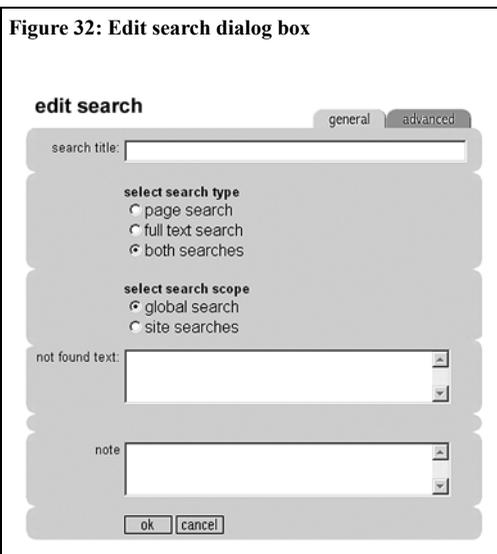
```
<LI>replacing words with synonyms
or more general terms </UL></div>
```

3 Modify the HTML code as desired.

- New Search: click the **-insert-** drop-down menu and select **search** from the menu. The **insert search** dialog box will appear (Figure 31).
- Existing Search: click the **edit** button next to the search brick. The **edit search** dialog box will appear (Figure 32 on page 28).

4 Copy the modified HTML code and paste it into the **not found text** field of the Estrada search brick (Figures 31 or 32 ).

5 Click **ok**.



## Resetting Search “Not Found” Message

If the “Not Found” message has been modified, you can restore it to the default message.

To reset a search to display the default “Not Found” message:

- 1 Click the **edit** button next to the search brick that you wish to reset to its default. The **edit search** dialog box will appear (Figure 32 on page 28).
- 2 If the search “not found” message has been modified, there may be HTML code in the **not found text** field. Delete the code.
- 3 Click **ok**.

## Break brick

The break brick can be inserted into locations where you wish to place a line break in order to more precisely control the layout of your pages. The break brick works like the HTML break tag `<br>`, causing the content following the break brick to be placed on the next line.

### Inserting a break brick

- 1 Click the **-insert-** drop-down menu.
- 2 Select **break** from the menu.
- 3 The break brick is inserted immediately without the need to click **ok** because it has no attributes to be set.

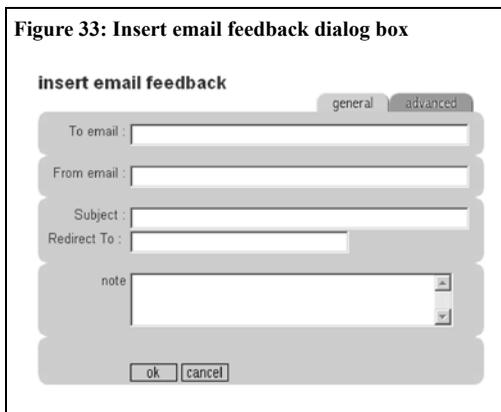
*Note: The edit, copy, and cut buttons to the right of the break brick are grayed out. These operations have no meaning to a break brick because you can only delete a break.*

## Email feedback brick

With the email feedback brick, you can provide a way for your users to send email to an email address that you specify. You also set the from email address as well as the subject for the email. The user side view of this brick is a form with input fields for **from**, **subject**, and **body** that Web visitors can fill in.

The email message sent via an email feedback brick to an author includes the URL of the Web page from which the email was sent. This feature assists authors in locating the page or area of a site about which the visitor may be asking a question or making a comment.

The advantage of the email feedback brick is that visitors to your site do not need to have a default email client (such as Outlook) installed on their PC to send mail. The disadvantage is that users may not include or mistype their from email address, making it almost impossible for you to reply.



## Inserting an email feedback brick

- 1 Click the **-insert-** drop-down menu.
- 2 Select **email feedback** from the menu.
- 3 The **insert email feedback** dialog box will appear (Figure 33).
- 4 Enter information into the input fields:
  - **To email:** Enter the email address to which all email sent via this brick will be sent. *Be sure that there are no spaces after the address.* The address entered in this field will not display on user side view.
  - **From email:** Enter a valid email address. *Be sure that there are no spaces after the address.* **From email** is a required field because some email servers will not accept email without valid email addresses from the sender as an anti-spam precaution. On the user side view, a visitor can edit the **From email** field to match her own email address.
  - **Subject:** Enter a default subject. Visitors can also edit this field on the user side.
  - **Redirect to** field (optional): This field allows you to send a user to a new Web page after they have submitted information through the email feedback brick. Enter the URL of the Web page to which you wish to direct the user. If nothing is entered into the **Redirect to** field, users will remain on the same page where the email feedback brick is located after they submit a message.
- 5 Click the **ok** button to insert the **email feedback** brick.

## Email to brick

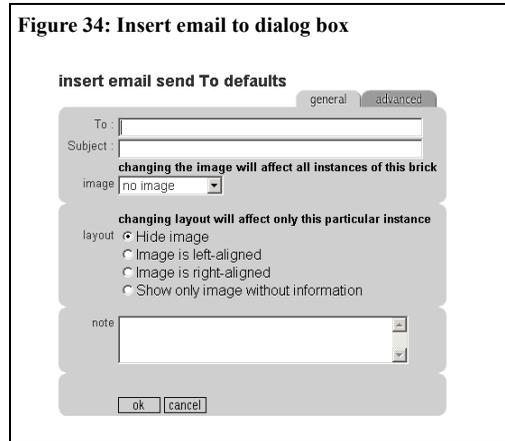
The email to brick allows your end users to use their default email client (such as Outlook Express) to send email. The user side view is simply a **Send Mail** link that, when clicked, opens the user's default email client.

The advantage of the **email to** brick is that it allows users to send email through their default email client and minimizes the chance that a user may mistype or not include an email address, which can make it nearly impossible for you to reply. The disadvantage is that users who do not have a default email client configured on their PCs may encounter an error message and be unable to send email to you.

### Inserting an email to brick

- 1 Click the **-insert-** drop-down menu.
- 2 Select **email to** from the menu.
- 3 The **insert email to** dialog box will appear (Figure 34).
- 4 Enter information into the input fields:
  - **To:** - Enter the email address that you wish to appear in the *To:* field on the user's email client.
  - **Subject:** - Enter a default subject. This will show up in the Subject field on the user's email client.
- 5 Click the **ok** button to insert the **email to** brick.

Figure 34: Insert email to dialog box



## HTML gateway brick

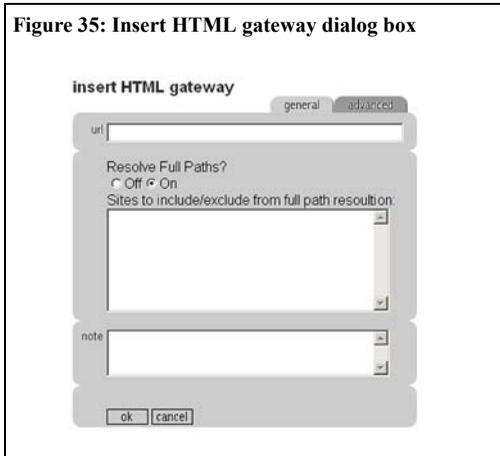
The HTML gateway brick provides the capability to display Web pages within your current Estrada page's template. You provide a URL of the page to be displayed, and the HTML gateway brick will pull this page in and wrap your current template around the external page. The external URL must be standard HTML. If it contains JavaScript or other programming, there is a possibility that links or other functionality may not work as desired. Instead, this brick is designed to work with external content that is simple content that needs to be displayed in your current template.

**CAUTION: The HTML gateway brick does not support the frame src HTML tag (this tag specifies source files for the frames). This means that generally you cannot use HTML gateway to display Web pages that use frames.**

## Inserting an HTML gateway brick

- 1 Click the **-insert-** drop-down menu.
- 2 Select **HTML gateway** from the menu.
- 3 The **insert HTML gateway** dialog box will appear (Figure 35).

Figure 35: Insert HTML gateway dialog box



- 4 Enter the URL of the external page that you wish to retrieve into the **URL** input field.
- 5 Select the desired **Resolve Full Paths?** radio button. This feature allows you to limit or extend how much of the external site's pages will be displayed through the HTML gateway.

- **Off** indicates that Full paths will *not* be handled by the HTML gateway brick, therefore *not* be displayed using the current Estrada template. (In other words, content in Web pages linked from the URL will appear as normal external links.)
- **On** indicates that full paths will be handled by the HTML gateway brick. In this case, the content of all linked pages will be displayed using the current Estrada site

template. If you choose the **On** option, you can also supply a list of exception URLs, which will not be displayed using the Estrada template, but instead as normal external links.

### 6 In the **Sites to include/exclude from full paths resolution** field

- If you selected **Off** in the preceding step, only those URLs that you enter in the **Sites to include/exclude from full paths resolution** field *will* be displayed within the current Estrada template.
- If you selected **On** in the preceding step, only those URLs that you include in the **Sites to include/exclude from full paths resolution** field *will not* be displayed within the current Estrada template.

### 7 Click the **ok** button to insert the **HTML gateway** brick.

*Note: When entering more than one URL into the **Sites to include/exclude** field, separate them by using a space, semicolon, or carriage return between each URL and the next. You can enter a maximum of 350 characters total into this field, which is approximately seven average-length URLs.*

## Media brick

Do you have a collection of Word documents or other files that you wish that you could simply add to your Web site as links? Are you constantly adding and removing documents to and from this collection? The media brick simplifies these tasks.

The media brick enables you to set up a target folder in which you place files, point to the folder with Estrada, and Estrada will then dynamically

manage the links to the media files by automatically adding, updating, or deleting the links to the media files. This way, you do not have to change your page every time you remove or add a media file.

The Estrada media brick provides access to your media files in a list format, displaying links to all files in a given folder that match a specified naming pattern. You can configure the list to be sorted either by date, which is specified in the file name and displayed next to the URL, or by alphabetic order.

The media brick works with any type of file, including Word documents, jpg images, mpeg files, and standard HTML pages.

The media brick also provides an *audit* feature that sends email notification to a specified person if any media files have incorrectly formatted file names. When audit is turned on, email notification will be sent every time a user opens the page containing the media brick.

## Setting Up a Media Folder

Before you insert a media brick, first create the media folder in which to store your media files. Contact your system administrator to set up your media folder because it must be accessible by IIS (Microsoft's Internet Information Server).

*Note: If the media folder is on a different server than your Estrada installation, use the full path for the address, such as \\netserver\foldername, when inserting the media brick in Estrada.*

Then, save each media file in the media folder, using a special naming convention (the pattern that you use to name files). The naming

convention that you choose depends on how you wish your files to be listed on the user side. There are two ways that you can name your media files:

- order list by date
- order list by file name.

*Note: Be sure to use the correct naming convention (for list by date or by file name) when saving your media files in order to avoid errors when displaying the media list.*

*If you plan to display the same files by date and by filename, the best practice is to use two media files, one for each type of display.*

## Order list by date

If you want your media files to be listed by date, then you must follow this naming convention for each file name:

**filter YYYYMMDD title.ext**

in which

**filter** is the filter string (the word that you include in the file name to tell Estrada that this file is part of a particular group of files to be displayed together using the media brick). The filter parameter allows you to select only certain files to be listed on your page.

**YYYYMMDD** is the date (4 digits for the year, 2 digits for the month, 2 digits for the date).

**title** is the title of the media file.

**.ext** is the extension that indicates what type of file this is (such as .doc, .jpg, .wav, .ppt).

(See "Example: Order list by date naming convention" on page 33.)

**Example: Order list by date naming convention**

A history lesson taught on May 18, 2001 saved as Powerpoint file for would be named:

**history 20010518 lesson.ppt**

*Note: In each filename, insert a space between the three fields: filter, date, and title.*

**Order list by file name**

If you want to list your files alphabetically by file name, use this naming convention:

**filter title.ext**

in which:

**filter** is the filter string (the word that you include in the file name to tell Estrada that this file is part of a particular group of files to be displayed together using the media brick).

**title** is the title of the file.

**.ext** is the extension that indicates what type of file this is (such as .doc, .jpg, .wav, .ppt).

**Example: Order list by file name naming convention**

A press release about a company's new product line might be named:

**press productline.doc**

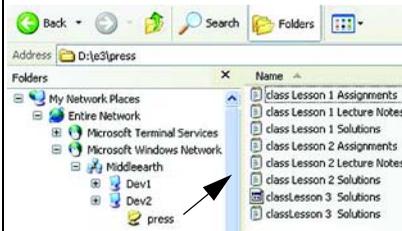
*Note: In each file name, insert a space between the filter and the title.*

**Caution: The folder that contains the files that you wish to display using the media brick must be accessible by IIS (Internet Information Server). Consult**

**your Estrada system administrator to ensure that your media folder is correctly configured to work with IIS.**

**Figure 36: Media folder and results**

**An example of a media folder, viewed in Windows Explorer**



**User side view of a page containing a list created by a media brick**

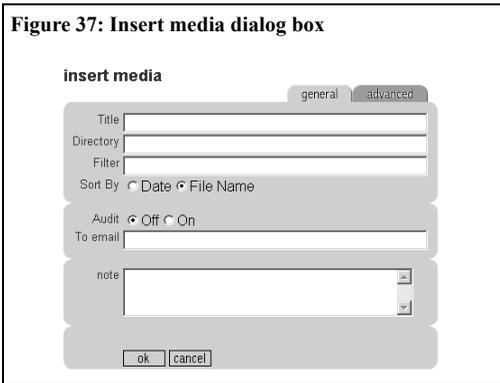


**Inserting a media brick**

- 1 Click the **-insert-** drop-down menu.
- 2 Select **media** from the menu.
- 3 The **insert media** dialog box will appear. (Figure 37 on page 34)
- 4 Enter the **title** for the media brick. (This will display on the user side above the list of media files.)

5 Enter the full path name for the folder where your media files are stored in the **directory** field.

**Figure 37: Insert media dialog box**



6 Enter the **filter** that will be used to select the media files from the directory. The filter parameter allows you to select only certain files to be listed on your page. To list all files in the folder, enter an asterisk or wildcard symbol: \*

7 Select the radio button to either sort the media files by **date** or by **file name**. If date is selected, the list of media files will be displayed according to the dates that you assigned when you named them. (See "Order list by date" on page 32) If file name is selected, the list of media files will be displayed alphabetically by title. (See "Order list by file name" on page 33)

8 To turn on the **audit** feature to receive notification of the incorrectly formatted files, select the **On** radio button.

9 If you wish to use the audit feature, enter the **To email** address where notification should be sent.

10 Click the **ok** button to insert the media brick.

*Note: When audit is turned on, email notification will be sent every time a user opens the page containing the media brick. To avoid receiving too many notifications, you may wish to turn audit on when you create the media brick, then go to the user side of the page containing the media brick just to check if there are any incorrectly named files, then turn off auditing. After that, only use auditing when you add new media files.*

## Page menu brick

The page menu brick enables you to provide a convenient scroll-down menu interface containing links to your pages or external URLs. Page menus are especially useful for displaying a large number of selected pages and links through a compact, easy-to-use index.

### Workflow Note

*When using the page menu brick on a workflow-activated site, the feeder page must first be published in order for the page menu brick to display the information from the feeder page. The reason is that the page menu brick cannot detect new or modified feeder pages or their contents until they have been reviewed and published through a workflow chain. Alternatively, you can build the feeder page on a site that is not workflow-activated so that its contents are immediately available without needing to be reviewed and published.*

## Inserting a page menu brick

1 Create a or select a page brick that will serve as a *feeder page*, the page that contains the pages and links that will appear on the page menu (Figure 39 on page 35).

2 On the feeder page, create page and/or link bricks. Each brick will become a line item on your page menu, so place them in the order that you wish them to appear on the menu. You may also use shortcuts of existing page and link bricks. (See "Origin bricks and Shortcuts" on page 47)

*Note: Only page and link bricks from a feeder page will display on a page menu; other brick types will not display.*

3 Determine the page identification (durki value) of the feeder page from either the author or user side:

- Author side: Move your cursor over a link to the feeder page and find the line containing **durki=** in the browser status bar (bottom of browser).

- User side: Look at the URL in the Location or Address field of your browser. The durki value is the numeral located directly after the = sign. Copy or write down the durki value.

4 Go to the location where you wish to place the page menu.

5 Click the **-insert-** drop-down menu.

6 Select **page menu** from the menu.

7 The **insert page menu** dialog box will appear (Figure 38). Enter the durki value of the feeder page (from step 2) into the **page** input field.

8 Enter the **size** desired for your insert page menu. *Size* is the maximum number of rows that you wish the page menu to display on the user side. If the number of pages and links listed on the feeder page exceeds the number that you enter in the size field, the page menu will contain a scroll bar.

Click the **ok** button to insert the **page menu** brick.

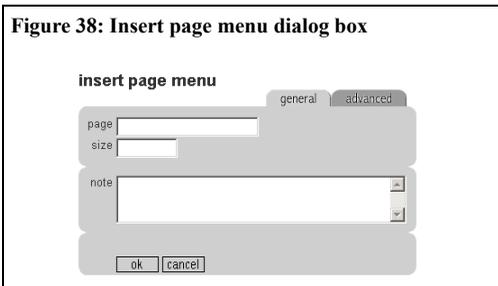


Figure 38: Insert page menu dialog box

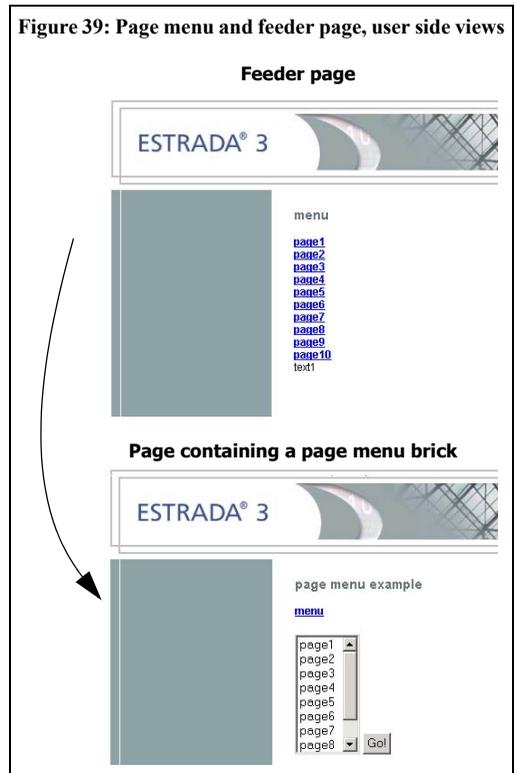


Figure 39: Page menu and feeder page, user side views

## Quickfind and Keywords Bricks

The quickfind feature provides a way for an author to direct a user to a specified page based on the search criteria entered by the user. For example, if a user entered *heart* into the search field of a hospital Web site and you wanted them to be re-directed to the home page of the Heart Center rather than to any page within the hospital site that happens to contain the word *heart*, quickfind enables you to do this.

There are two bricks involved in providing this feature: *keywords* and *keywords find*. To use quickfind, you will first use the *keywords* brick to add a list of words associated with each page the user might search for. You will then use a *keyword find* brick anywhere you want to offer your users a choice to search for the keywords. You can have as many keyword and keyword find bricks as you like.

### Workflow Note

*When using the Quickfind feature on a workflow-activated site, all keywords bricks must first be published before a keywords find brick can search them. The reason is that the keyword find brick cannot detect new or modified keywords until the keywords brick has been reviewed and published through a workflow chain. Alternatively, you can insert all keywords bricks on a site that is not workflow-activated so that the keywords are immediately available without needing to be reviewed and published.*

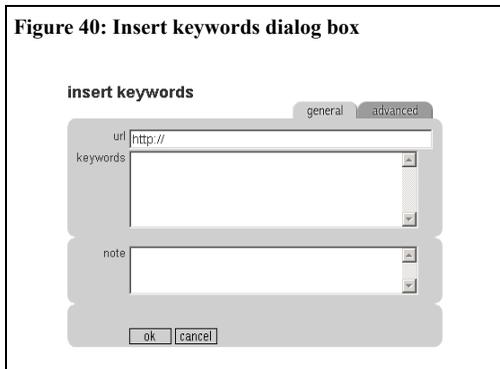
## Keywords brick

As part of Estrada's Quickfind feature, the keywords brick is where you define the keywords and link to your target page. This way, when the keyword find brick finds a match in the keywords brick, the user will be directed to the linked page. There is no limit to the number of keywords bricks that you can place on a page. These bricks are only visible on the author side, so your end users will not see the keywords bricks. Each keywords brick contains the full URL of the page to be found (either an Estrada page or an external page) and a list of keywords by which the users would search for the page.

### Inserting a keywords brick

1 Create a new page. Determine the page identification (durki value). You can do this from either the author or user sides:

- To do this from the author side, move your cursor over a link to the page containing the keywords brick(s) and find the line containing **durki=** in the browser status bar (bottom of browser).
  - From the user side, look at the URL in the Location or Address field of your browser. The durki value is the numeral located directly after the = sign. Copy or write down the durki value.
- 2 Click the **-insert-** pull-down menu.
  - 3 Select **keywords** from the menu.
  - 4 The **insert keywords** dialog box will appear (Figure 40).

**Figure 40: Insert keywords dialog box**

5 In the **url** input field, enter the URL to which you want to send the users if they search for the specified keywords.

6 Enter the keywords in the **keywords** input field. These words will be compared against the user's search parameter for a match. If a match is found, the user will be redirected to the specified URL.

7 Click the **ok** button to insert the brick.

8 Repeat steps above for each additional keywords brick. (optional)

## Keyword find brick

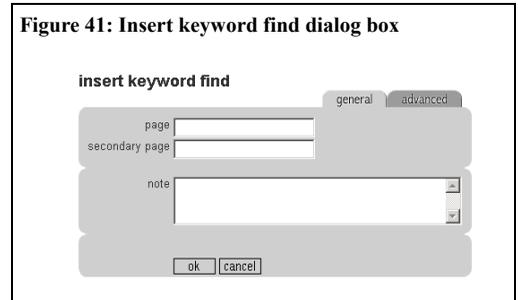
As part of Estrada's Quickfind feature, the keyword find brick is visible on the user side. It provides the user interface for searching your keywords bricks. To configure a keyword find brick, you must enter the page identification (durki value) for the page on which your keywords bricks exist. (See "Keywords brick" on page 36.) The page identification tells the keyword find brick to search all keywords bricks found on the specified page.

## Inserting a keyword find brick

1 Click the **-insert-** pull-down menu.

2 Select **keyword find** from the menu.

3 The **insert keyword find** dialog box will appear (Figure 41).

**Figure 41: Insert keyword find dialog box**

4 Enter the page identification (durki value) of the page that contains the keywords brick you want associated with this keyword find brick in the **page** input field. (See step 1 from "Inserting a keywords brick" on page 36.)

5 Enter a secondary page id value where a standard search brick has been set up (see note below) into the **secondary page** input field.

6 Click the **ok** button to insert the keyword find brick.

---

\* *Tip: Providing a value for a secondary page that contains a standard search brick is highly recommended so that, if the keyword find brick were to return no hits from the keywords bricks, the specified search brick on the secondary page would serve as a back-up. This increases the chance for the Quickfind user to obtain at least some relevant search results.*

---

## Mailform brick

With a mailform brick, you can enter code for an HTML form in Estrada and email the results to a designated email address. You can design your HTML form either by entering the HTML code directly into the **Message** input field or by designing the form in another application, then copying and pasting the form code into the **Message** input field.

1 Additionally, the mailform brick permits technical developers to add custom actions to the mailform, for example, using the form results to populate (add information to) a database in addition to, or instead of, sending the results via email. Many other custom actions can be added to the mailform brick. Consult your Estrada system administrator for information on scripting custom mailform actions.

### Inserting a mailform brick

- 1 Click the **-insert-** drop-down menu.
- 2 Select **mailform** from the menu.
- 3 The **insert mailform** dialog box will appear (Figure 42).

4 In the **From** input field, enter a valid email address. When the form is submitted via email, this address will appear in the **From** field of the email message.

*Note: Using a valid email address is necessary in order for some email servers to deliver the form results.*

- 5 Enter the email address to which the results should be emailed into the **To** input field.
- 6 Enter the subject for the email into the **Subject** input field.

Figure 42: Insert mailform dialog box

7 Enter the page identification (durki value) of the page to which you wish to direct the user upon completion of the form into the **Redirect To** input field.

8 **Custom Action (Optional):** This field can be used to direct the mailform results to a script location in order to perform a custom action. Consult your Estrada system administrator for information on scripting custom mailform actions.

**CAUTION: The custom action feature is for technical users only, as it requires scripting knowledge. Incorrect use may result in errors.**

9 Enter your HTML form code into the **Message** input field.

---

\* *Tip: If you wish to capture the email address of the person submitting the form, include a “Your email address” field in the body of the form code (**Message** field).*

---

10 Click the **ok** button to insert the mailform brick.

### Using Microsoft FrontPage to Generate Forms

You can use a Web authoring program to generate your form, then copy and paste the HTML code into the **Message** input field. (The following directions are for Microsoft FrontPage, but can be adapted for most other Web authoring programs.)

- 1 Open a browser window and log into the Estrada page where you wish to add the mailform.
- 1 Open Microsoft FrontPage and follow that application's instructions for building a form.
- 2 Click the HTML tab at the bottom of the window. The HTML code for your page will be displayed.
- 3 Copy all of the code between the `<body>` and `</body>` tags.
- 4 Move to the Estrada window.
- 5 Follow the steps on page 38 to insert a mailform brick WITH THE FOLLOWING CHANGE:
- 6 Paste the code that you copied from FrontPage into the **Message** input field.

Click the **ok** button to insert the mailform brick. Estrada will change the FrontPage form tags (`<form name=" . . . . ">` and `</form>`) into harmless HTML comments, so that the mailform code will function properly in Estrada.

## Taxonomy

The taxonomy feature enables you to classify your content and make connections among related content items. As you add new content, taxonomy helps with the maintenance of your site by forging new connections between new and existing content.

Taxonomy uses three types of bricks: **category set**, **tag**, and **related items**.

- The **category set** brick enables you to create groups of content types, which are related in some manner. This brick is not visible on the user side. Each category set contains categories, individual classes or types of content.
- The **tag** brick allows you to record to which category or categories individual pages belong. This brick is not visible on the user side.
- When placed on an individual page, the **related items** brick displays and organizes links to other pages within your site that have related content. The results of this brick's functionality are visible on the user side.

### Workflow Note

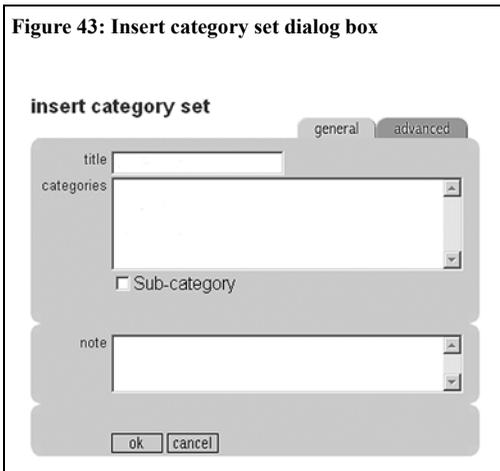
*When using the Taxonomy on a workflow-activated site, be sure to first publish all category set bricks so that they can be detected by tag bricks. The reason is that the tag brick can detect new or modified categories only after the category set brick has been reviewed and published through a workflow chain. Alternatively, you can insert all category set bricks on a site that is not workflow-activated so that the categories are immediately available for use in Taxonomy without needing to be reviewed and published.*

## Creating category sets

Estrada recommends that you create a new page, hidden from user side view, titled “Category Sets” or another name that you can easily recognize.

Although you can place category sets anywhere on the site in which you wish them to apply, creating a separate page for them helps prevent accidental deletion and other potential errors. (See “Workflow Note” on page 39.)

- 1 Click the **-insert-** drop-down menu.
- 2 Select **insert category set** from the menu. The insert category set dialog box will appear (Figure 43).



- 3 Enter the title for the category set in the **title** field. The title should describe the group of categories that will be grouped in this set. For example, Vegetables would be an appropriate title for a category set that would include types of vegetables.

- 4 Enter the categories that belong to this categories set in the **categories** field, separating each category name from the next with a comma or line break. Continuing the Vegetables example, example categories may include: Carrots, Corn, Rutabagas, and Squash.

- 5 Click **ok**.

*Note: If using commas to separate category names, avoid using spaces with the commas, which can cause unwanted spaces within the resulting names of categories.*

## Subcategories: Limiting taxonomy within a site

You can limit the range of taxonomy’s relationships within a specific site. In its default state, taxonomy encompasses the entire root site (and all sub-sites within the root site). No matter where you place the taxonomy bricks, they will interact with other taxonomy bricks and connect related content throughout the entire site.

However, using the *subcategory* feature, you can limit that category’s functionality to work only within the site in which the category set brick is located. (Any sub-sites contained within that site will also be included.)

- 1 Click the **-insert-** drop-down menu.
- 2 Select **insert category set** from the menu. The **insert category set** dialog box will appear. (Figure 43)

- 3 Enter categories into the **category** field. (See “Creating category sets” on page 40.)

- 4 Select the **Sub-category** checkbox located below the **categories** field.

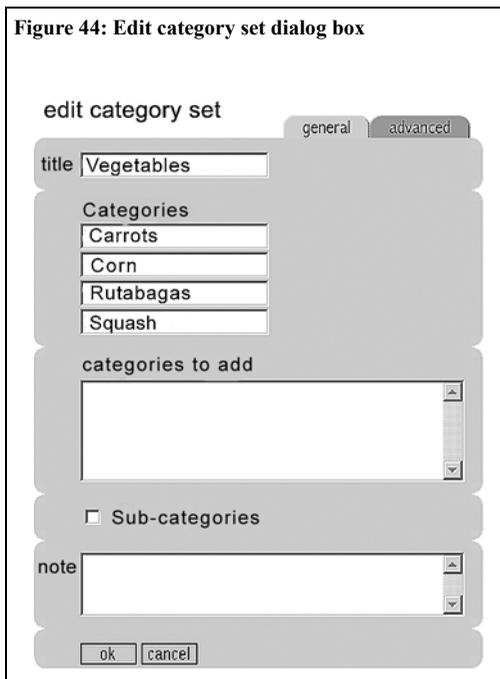
5 Click **ok**.

## Editing category sets

**CAUTION: Avoid renaming or exchanging category names after any pages have been tagged with those categories.** (See “Issues to Consider When Editing Categories” on page 41.)

To edit a category set:

1 Click on the name of the category set brick that you wish to change. The **edit category set** dialog box will open (Figure 44).



Category names that have already been added appear in individual fields under **Categories**, listed in the order that each was entered.

- To remove a category, select its name and delete from the field.
- To add a category or categories to the set, enter the category name(s) in the **categories to add** field, separating each category name from the next with a comma or line break.
- To edit an existing category name, revise the category name.

2 Click **ok**.

## Issues to Consider When Editing Categories

If you have previously tagged any pages in the site, exercise extreme caution if you choose to rename any category. Estrada strongly recommends that you do *not* rename or change the order of categories that have already been selected during tagging because this can cause errors and unexpected results when related items are displayed.

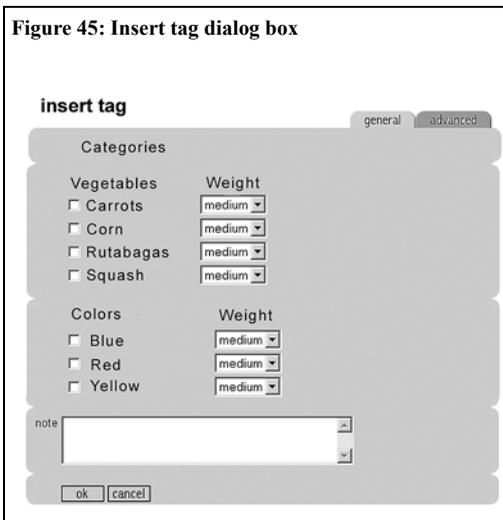
Previously tagged content continues to belong to the category to which it has been tagged *even if the category is subsequently renamed*. For example, consider if you were to select the category Rutabagas while tagging several pages in your site that contain information about rutabagas. Later, you decide that Rutabagas is not a useful category and rename the category Lettuce. After the category has been renamed, the pages that had been tagged as belonging to the category formerly known as Rutabagas will continue to be tagged to that category, regardless of its name. Thus, Web pages in your site with rutabaga-related content would suddenly be tagged as Lettuce.

Also note that a similar problem could occur if the names of existing categories were exchanged, for example, to rearrange the order in which categories appear within a set.

## Tagging content

- 1 Click the **-insert-** drop-down menu.
- 2 Select **tag** from the menu. The **insert tag** dialog box will appear, displaying categories that have been previously created for your site or Estrada installation (Figure 45).

Figure 45: Insert tag dialog box



- 3 To establish which content categories are more important or relevant to the content on this page, select the checkbox to the left of the category or categories that you wish to mark or tag. (Optional)
- 4 Set the importance/relevance for each category that you selected in the previous step, using the **weight** drop-down menu located to the right of

each category name that you selected in the previous step. Use **high** for categories that are very relevant or important to the content on this page, **medium** (the default setting) for somewhat important categories, and **low** for less important ones. (Optional)

- 5 Click **ok**.

*Note: The tag brick for a page may be left blank (by not checking any boxes or weights). If the tag brick is left blank; however the related items that display for the page containing a blank tag brick will include **all** pages that have been tagged with **any** category within the category set(s) that you select in the related items brick(s).*

*Additionally, pages tagged with a blank tag brick will not be displayed among the related items for any other pages.*

**CAUTION: You must place a tag brick on a page in order to display related items for that page.**

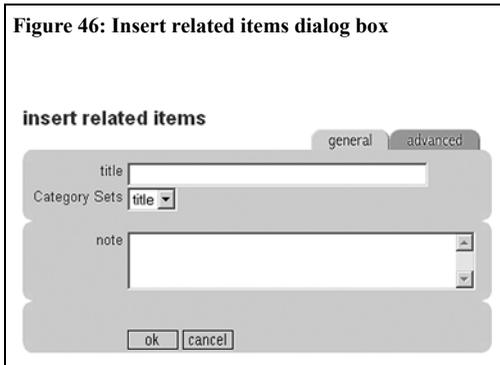
## Displaying related items

Show me the related items! The related items brick displays links to related content items on the user side. Related items are listed according to the weights that you assigned to various categories when you tagged the page using the tag brick.

To display related items:

- 1 Click the **-insert-** drop-down menu.
- 2 Select **related items** from the menu.

3 The **insert related items** dialog box will open (Figure 46).



- 4 Enter a title for the brick in the **title** field.
- 5 From the **category set** drop-down menu, select the category set that is most important or relevant to the content on the page.
- 6 (Optional) You can add multiple related items bricks to an individual page, which allows you to organize links to related content into multiple clusters. To do so, follow the steps for **insert related items** for each additional cluster that you wish to add. (See “Displaying related items” on page 42.)
- 7 Click **ok**.

*Note: If your Estrada site uses a Pandora External Template, the links to related content display on the user side, grouped together according to category set, and listed in order of relevance (highest to lowest), which is determined by a formula derived from tagging weights.*

*If your Estrada site uses an internal template or Estrada Template Library Template, the links to related content display on the user side listed in order of relevance (highest to lowest), which is*

*determined by a formula derived from tagging weights, but the related items are not grouped by category set.*

*Consult your Estrada administrator to find out what type of template your site employs and how it may affect taxonomy.*

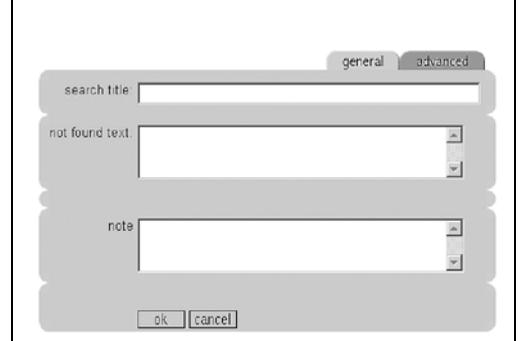
## Document Search Brick

The Document Search brick allows users to search for all types of Microsoft files, such as Word, Excel, HTML, plain text files, as well as Adobe PDF files.

### Inserting a document search brick

- 1 Click the **-insert-** drop-down menu.
- 2 Select **MS Search+** from the menu.
- 3 The **insert MS Search+** dialog box will open (Figure 47 on page 43).
- 4 Enter a title for the brick in the **title** field.
- 5 **Not found text** field: (See “Formatting the Not Found message” on page 44.)

**Figure 47: Insert MS Search+ dialog box**



- 6 Click **ok**.

## Formatting the Not Found message

The **not found text** field is an optional feature for customizing the “Not Found” message, which is the message that is displayed if a user were to enter a search query that yielded no results.

**CAUTION: The not found text field is an advanced user feature, which requires HTML programming knowledge. HTML code entered into the not found text field must have proper HTML syntax and tags, or the message will not display correctly on the user side and may cause other errors**

To modify the text only of the “Not Found” message:

- 1 Insert a new document search brick or click the edit button to the left of an existing document search brick. The **insert** or **edit** dialog box will open (Figures 47 or 48).
- 2 Enter the alternate message that you wish to be displayed into the **not found text** field.
- 3 Click **ok**.

To modify the “Not Found” message, including formatting or other aspects using HTML:

- 1 Insert a new document search brick or click the **edit** button to the left of an existing document search brick. The **insert** or **edit** dialog box will open (Figures 47 or 48).

2 Begin with the standard HTML code that Estrada uses to display the “Not Found” message:

```
<div class="efSearchError">Your Query did not find any documents.</div>
```

```
<div class="efSearchText">You may want to <B>check the spelling of all the words in your query</B>.
```

```
<P>If all the words are spelled correctly, you might try <UL>
```

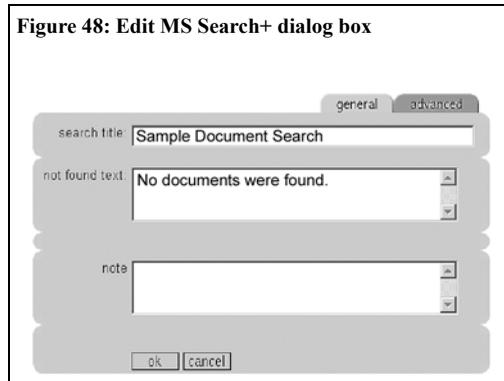
```
<LI>eliminating some words
```

```
<LI>replacing words with synonyms or more general terms </UL></div>
```

3 Modify the HTML code as desired.

- **New Search:** click the **-insert-** drop-down menu and select **MS+ search** from the menu. The **insert** dialog box will appear (Figure 47 on page 43).
- **Existing Search:** click the **edit** button next to the MS+search brick. The **edit** dialog box will appear (Figure 48).

Figure 48: Edit MS Search+ dialog box



4 Copy the modified HTML code and paste it into the **not found text** field.

5 Click **ok**.

## Resetting the “Not Found” message

If the “Not Found” message has been modified, you can restore the default message.

To reset a search to display the default **not found text** message:

1 Click the **edit** button next to the search brick that you wish to reset to its default. The **edit** dialog box will appear (Figure 48).

2 If the **not found text** message has been modified, there may be HTML code in the **not found text** field. Delete the code.

3 Click **ok**.

# Chapter 4: Brick Actions

Estrada provides an easy way to create Web site content, but its real power lies how it gives you the ability to manage this content efficiently. This chapter takes you through the content management functionalities of Estrada. By now, you should be comfortable with inserting and editing all kinds of bricks, as well as adding images to them.

The underlying mechanisms of content management in Estrada are very intuitive to anyone who ever used word processing software. Most text editors utilize cut, copy, and paste operations to move text around. In Estrada, you can move bricks in a similar fashion. On the author side, each brick has its own set of brick management buttons, and authors can use these buttons to manipulate the bricks.

Figure 49: Brick management buttons



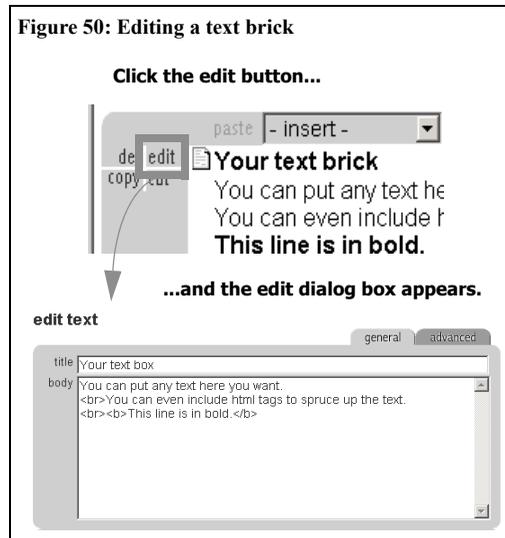
## Edit

Now that we have covered the available bricks and how to insert them, let's discuss how to manage your existing bricks. You can change any of the attributes of a brick after inserting it on your page. This is accomplished by clicking the **edit** button located to the left of each brick.

To edit a brick:

- 1 Click the **edit** button next to the brick (Figure 50).
- 2 The **edit dialog** box will appear (Figure 50).

Figure 50: Editing a text brick



3 Edit the contents of the brick, making desired changes.

4 Click the **ok** button to accept the changed version of the brick, or click **cancel** to disregard your changes.

## Undo

The undo feature allows you to restore a previous version of your brick. Each time you edit and save a brick, the version that was changed is saved within the Estrada system—like a snapshot of the brick. This fail-safe mechanism allows you to view recent changes that you made to a brick and restore them afterward.

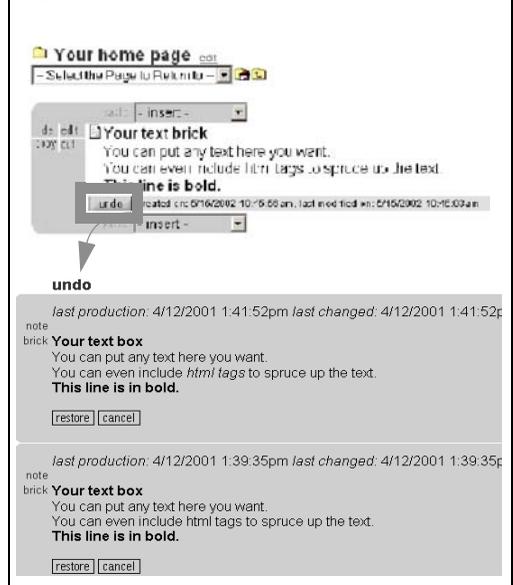
There is a limit to the number of brick versions that are saved within Estrada. Consult your Estrada administrator to find out the limit configured for your installation.

To undo an edit:

- 1 Click the **undo** button under the brick. (See Figure 51: Undo feature)
- 2 The undo buffer will appear, displaying each of your most recent versions (up to the limit configured for your system).
- 3 Click the **restore** button below the version of the brick that you wish to restore.

*Note:* Clicking **cancel** on any of the brick versions will cancel the operation, returning you to the author side view of the most recently saved version of your brick.

Figure 51: Undo feature



## Copy

When you perform a copy operation on a brick, Estrada creates a shortcut to this brick and holds it in its memory until you paste it or perform another operation.

## Origin bricks and Shortcuts

Because every brick can be copied and duplicated on other Web pages in your Web site, it is important for you to know whether you are looking at the origin brick or a *shortcut*. Shortcuts are copies or clones of origin bricks. Shortcuts are like clones with a direct update link to the original.

Shortcut bricks are indicated by a small arrow in the lower left corner of their icons (Figure 52).

Figure 52: Shortcut brick icon



When you make a shortcut, of a brick, it is very easy to update all of the others. Simply edit either the original brick or any one of its shortcuts (See "Taxonomy" on page 39), and all the shortcuts and the origins change automatically to match the brick that you have edited. This saves authors from the often complex and time-consuming task of searching for and editing all duplicate information. You will find that needing to edit one brick to update many is truly a shortcut!

## Copying a Brick

To copy a brick:

- 1 Click the **copy** button to the left of the brick (Figure 49 on page 46).
- 2 A brick shortcut is created and placed in your brick buffer.

You can create as many shortcuts to a brick as needed. (See "Paste" on page 48)

You can distinguish between an original brick and a shortcut brick by the icons that appear to the left of the brick. The shortcut bricks have an overlying miniature arrow (Figure 52).

**Caution: When copying a brick, what you have actually done is create a shortcut or link to the original brick. Any changes made to the original brick will**

**be reflected in all shortcuts to the brick. Likewise, when you edit a shortcut, your changes will affect the shortcut's original brick.**

---

\* *Tip: To find the original brick for a shortcut brick, click on the shortcut icon.*

---

## Cut

When you cut a brick, it disappears from its previous location and can then be pasted to a new location. To cut a brick:

- 1 Click the **cut** button to the left of the brick (Figure 49 on page 46).
- 2 The brick will be placed in the author's brick buffer.

The cut function works on both original and shortcut bricks.

**Caution: If you intend to paste a cut shortcut brick elsewhere, you must be careful not to cut or copy another brick without first pasting the currently cut brick, or else the first-cut brick can be overwritten by the more recently cut or copied brick.**

## Paste

Performing a paste operation after copy or cut operations allows you to place, respectively, either a copy or the original brick in a new location. If the paste button is grayed out, the brick buffer is empty, and there is nothing to paste.

Just as in the insert brick operation, the location of where the brick will be pasted is determined by the position of the paste button that you click. By clicking on the very first paste button of a page, you paste the brick on the very top of that page. Similarly, by clicking on the paste button between two bricks, you will paste the brick between those bricks.

To paste a brick:

- 1 After you have copied or cut a brick, click the **paste** button at the new location where you wish to place the brick (Figure 49 on page 46).
- 2 The brick will appear at the designated location.

*NOTE: After you paste an original brick, you can continue pasting, and all subsequent paste operations will produce shortcuts to the original brick.*

If your brick buffer contains a shortcut brick (either because you cut or copied a shortcut brick or because you just previously pasted an original brick), the paste operation will produce a new shortcut brick.

*NOTE: A special brick buffer is allocated for each author to hold the items that are copied or cut before being pasted. This brick buffer is like each author's personal storage space for bricks and keeps the bricks for an unlimited amount of time. For example, if you copied a brick today and no one else uses your account, you could still paste that brick two years from now.*

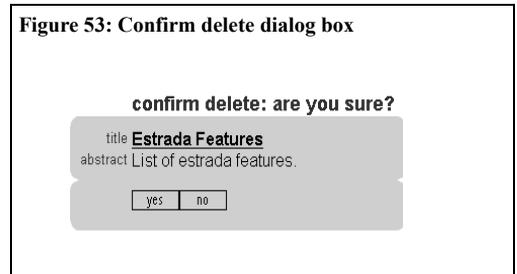
## Delete

When a brick has served its purpose and needs to be removed from the page, use the delete operation. Estrada will always ask for your confirmation before performing this operation.

To delete the brick:

- 1 Click the **del** button to the left of the brick (Figure 49 on page 46).
- 2 A **confirm delete** dialog box will appear (Figure 53).

Figure 53: Confirm delete dialog box



- 3 If you wish to remove the brick, click the **yes** button to confirm and delete the brick.

**CAUTION: If you delete an *original* brick, *all* of its shortcut bricks will also be deleted. However, if you delete a *shortcut* brick, no other shortcuts nor the original brick will be affected.**

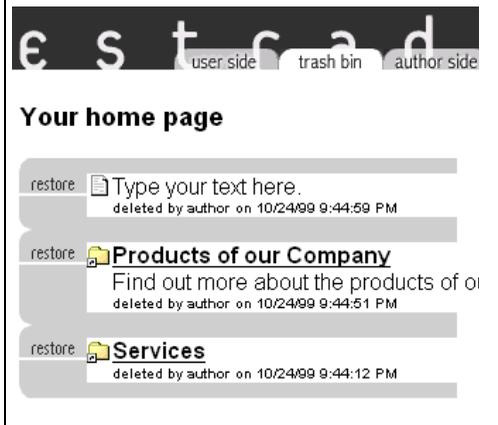
## Restore

After bricks are deleted, they are placed in the trash bin. The trash bin is a location where all bricks deleted from a particular page are stored. You can move the deleted bricks back to the author side by going to the trash bin and performing a restore operation.

To restore a deleted brick:

- 1 Go to the page where the brick that you wish to restore was deleted.
- 2 Click the **trash bin** tab located at the top of the author side of the page. (Figure 8 on page 9).
- 3 The trash bin contents for the page on which you are currently working will appear (Figure 54).

Figure 54: Contents of the trash bin



- 4 Click **restore** to the left of the brick that you wish to retrieve.

5 Estrada will move the brick to the location on the author side from which it was deleted.

6 Click the **author side** tab to return to the author side.

*Note: The trash bin may be set to periodically empty. Consult your Estrada system administrator to find out how long items in the trash bin will remain accessible for restoring.*

# Chapter 5: Managing the Image Library

When authors need to add an image to their bricks, they use images from the image library. Authors can manage the image libraries for sites to which they have access. Image library management involves adding new images to the library as well as changing the properties of existing images.

The image library can hold images of two types: *internal library images* and *external resource images*. Internal library images are located in a subdirectory on the Estrada server. External resource images can be located anywhere on the Internet. Estrada differentiates the two by looking at either the filename or URL. If the filename begins with `http://`, Estrada assumes that the image is an external resource. Otherwise, it is treated as an internal library image. Consult your Estrada system administrator for the location of the internal image library subdirectory.

## Types of Image Libraries

There are two types of image libraries: *global* and *site-specific*. When an image is added to the global library, the image is available throughout all sites within your Estrada installation (for example, throughout a company's entire Web site). If the image is site-specific, the image is available only to the specified site or its sub-sites (for example, only the Human Resources sub-site.)

## Managing Images

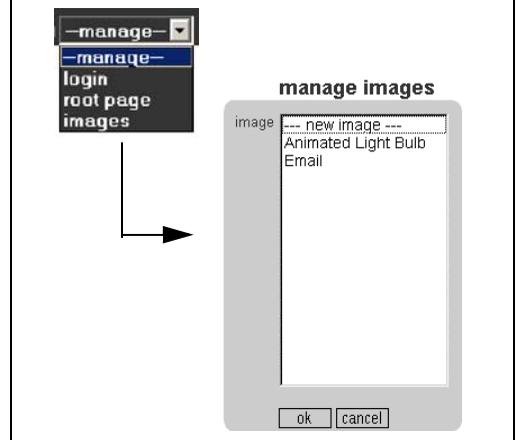
### Adding a new image

Each new image added can either belong to a *global image library* (making it available to all sites and authors), or be assigned to a specific site (available only to the authors of that site and its sub-sites).

To add a new image to the public library or a site-specific library:

- 1 Click the **-manage-** drop-down menu (Figure 55).

Figure 55: Managing images dialog box



2 Select **images**.

3 The **manage images** dialog box will appear (Figure 55 on page 51).

4 Click the **--- new image ---** selection on the image menu.

5 Click the **ok** button. The **insert image** dialog box will appear (Figure 56). Enter new image properties:

- The image name, as it will appear in the image library, in the **title** input field.
- The image filename in the **filename** input field.
- The image width measured in pixels in the **width** input field (optional).
- The image height measured in pixels in the **height** input field (optional).
- The **hspace** field sets the *horizontal* buffer zone of blank space located to the left and right of the image as measured in pixels. The default setting is 5 pixels. If you wish, you can modify it to a larger or smaller value to increase or decrease the buffer (optional).
- The **vspace** field sets the *vertical* buffer zone of blank space located above and below the image as measured in pixels. The default setting is 5 pixels. If you wish, you can modify it to a larger or smaller value to increase or decrease the buffer (optional).

6 Select the site to which you want the image to belong from the **site** drop-down menu. Select **All Sites** to add the image to global image library (making it available to all sites in your Estrada installation), or select a specific site to make the image available only for use within that specific site and its sub-sites.

Figure 56: Insert image dialog box

7 Click the **ok** button to add new image.

*Note: Filling in the width and height fields allows the image to load faster, so Estrada strongly recommends completing these fields for all images.*

## Changing image properties

If you make a mistake when adding a new image, or the image has changed in some way (for example, if you resize the image or save it in a new location), it becomes necessary change the image properties so that the image displays properly.

To change image properties:

1 Click the **-manage-** drop-down menu. (Figure 55 on page 51).

2 Select **images**.

3 The **manage images** dialog box will appear. (Figure 55 on page 51)

4 Select the desired image from the **image** drop-down menu.

5 Click the **ok** button.

6 The **edit image** dialog box will appear (Figure 57 on page 53).

7 Enter the new or changed information into the appropriate image property field:

- The image filename in the **filename** input field.
- The image name, as it will appear in the image library, in the **title** input field.
- The image width in pixels in the **width** input field.
- The image height in pixels in the **height** input field.
- The **hspace** field sets the *horizontal* buffer zone of blank space located to the left and right of the image as measured in pixels. The default setting is 5 pixels. If you wish, you can modify it to a larger or smaller value to increase or decrease the buffer (optional).
- The **vspace** field sets the *vertical* buffer zone of blank space located above and below the image as measured in pixels. The default setting is 5 pixels. If you wish, you can modify it to a larger or smaller value to increase or decrease the buffer (optional).

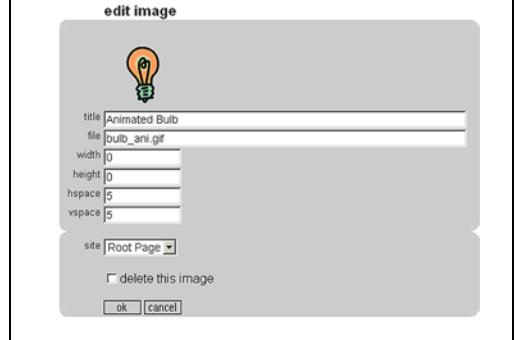
8 Select the site to which you want the image to belong from the **site** drop-down menu. Select **All Sites** to add the image to global image library (making it available to all sites in your Estrada installation), or select a specific site to make the image available only for use within a specific site and its sub-sites.

9 Click the **ok** button to change image properties.

## Deleting an image

To delete an image from the image library:

Figure 57: Edit image dialog box



- 1 Click the **-manage-** drop-down menu.
- 2 Select **images**.
- 3 The **manage images** dialog box will appear. (Figure 55 on page 51).
- 4 Select the desired image from the image menu and click **ok**.
- 5 The **edit image** dialog box will appear (Figure 57).
- 6 Click the **delete this image** checkbox located near the bottom of the **edit image** dialog box and click **ok**.

**CAUTION: Deleting an image from the image library is a permanent action. If you mistakenly delete an image and wish to return it to the image library, follow the steps for adding a new image.** (See "Adding a new image" on page 51.)

# Appendix A: Working with HTML in Estrada

This appendix presents some basic HTML tags for formatting text or understanding the code that is generated by the HTML Editor.

**CAUTION: Do not enter HTML tags into text fields when the HTML Editor is on.**

**CAUTION: Entering certain HTML coding and other formatting or functional elements in Estrada bricks may compromise how your template displays the user side of the page, may violate stylistic or other standards for your organization's Web site, or otherwise cause your Estrada site to malfunction. Introducing hypertext links inside bricks creates links that are untraceable by Estrada, potentially resulting in broken links.**

## Simple typeface changes

There are two common typeface changes which you may want to use in your documents, boldface and italics. These are easily created by inserting two formatting commands, called HTML tags, around the piece of text that you wish to format.

### Bold

To achieve bold typeface on the user side:

The quick **brown fox** jumped over the lazy dog.

type this on the author side:

```
The quick <b>brown fox</b> jumped  
over the lazy dog.
```

### Italics

To achieve italics typeface on the user side:

The *quick brown* fox jumped over the lazy dog.

type this on the author side:

```
The quick <i>brown fox</i> jumped  
over the lazy dog.
```

### Combining Tags

You can also combine HTML tags. To achieve this effect on the user side:

The *quick **brown** fox* jumped over the lazy dog.

type this on the author side:

```
The <I>quick <b>brown</i> fox</b>  
jumped over the lazy dog.
```

## Centering Text

Text can be centered in Estrada bricks by using the tag `<center>` at the beginning of the passage to be centered and the tag `</center>` at the end of the passage.

To center text on the user side like this:

The quick brown fox jumped over the lazy  
dog.

type this on the author side:

```
<center>The quick brown fox jumped  
over the lazy dog.</center>
```

**CAUTION: Using the `<center>` tag or other tags that affect alignment in a brick that contains an image may produce formatting problems. Estrada recommends using the image layout radio buttons instead.**

## Breaks

Since HTML does not recognize conventional line breaks, a special line break tag is used to begin a new line. To achieve this on the user side:

Hello,

How are you?

Type this on the author side:

```
Hello,<br><br>How are you?
```

*NOTE: You can use multiple break tags to move text down several lines.*

## Block Quotes (Indented Text)

Use the blockquote tag set to enclose all text that you wish to display with indented left and right margins. To achieve this effect on the user side:

Often held as a model of brevity and eloquence, Lincoln's Gettysburg Address began:

Fourscore and seven years ago, our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.

Type this on the author side:

```
Often held as a model of brevity  
and eloquence, Lincoln's  
Gettysburg Address began:  
<blockquote>Fourscore and seven  
years ago, our fathers brought  
forth on this continent, a new  
nation, conceived in Liberty, and  
dedicated to the proposition that  
all men are created  
equal.</blockquote>
```

*Note: How text within blockquote tags will display on the user side may vary depending on the browser in which the page is viewed.*



# Glossary

<b>abstract</b>	A brick's abstract is a text field that can be attached to the brick to describe the content.
<b>administrator</b>	A special type of Estrada author with additional capabilities such as changing the appearance of the site, granting authors permission to edit parts of the site, creating new sites, adding navigation sidebars, etc. (See also <i>root administrator</i> and <i>author</i> ).
<b>author</b>	An Estrada user who has the capability to add and edit content for designated sites.
<b>author view</b>	A content view available only for workflow-activated sites that shows <i>all</i> content and changes (whether they are bundled or not) within the context of the site's template.
<b>brick</b>	The basic building unit of Web content in Estrada.
<b>browser</b>	The generic name for a program that allows you to view Web sites on the World Wide Web.
<b>category</b>	A subdivision or class of content within a category set. See <i>taxonomy</i> and <i>category set</i> .
<b>category set</b>	A brick used in taxonomy for creating groups of content types that are related in some manner. Category set bricks are only visible on the author side of a page.
<b>content</b>	The material that Estrada authors create and edit on a Web page.
<b>copy</b>	An Estrada brick editing function that allows you to make a duplicate or duplicates of a brick; it is similar to the copy function in a word processing application.
<b>cut</b>	An Estrada brick editing function that allows you to pick up a brick so that it can be moved elsewhere; it is similar to the cut function on a word processing application.

<b>default template</b>	The template or graphical identity that establishes how your site will appear to most end users unless an alternate template has been designated through the locations feature. See also <i>template</i> and <i>locations</i> .
<b>default workflow chain</b>	Automatically established when Workflow is activated for a site, the default workflow chain comprises all users who have access permissions to the site (both authors and administrators) as workflow users, and the administrator who originally created the site as the publisher.
<b>delete</b>	An Estrada brick editing function that allows you to remove a brick and all the material in that brick entirely. See also <i>trash bin</i> .
<b>durki value</b>	The numeric value that identifies each individual Estrada page. See also <i>page identifier</i> .
<b>Estrada Template Library (ETL) template</b>	A type of template, developed using Active Server Pages (ASP), that permits some customization and greater flexibility than standard internal templates, such as template elements that change when viewed from the user side, according to the page or site where the template is being used.
<b>external resource images</b>	Estrada Image Library images with source files located anywhere on the Internet. See also <i>internal resource images</i> and <i>image library</i> .
<b>format</b>	Feature that can be used to customize the appearance of various types of Estrada bricks throughout a single site.
<b>friendly URL</b>	URL that is associated with a designated Estrada page, but usually shorter and more memorable than actual Estrada page URL. Visitors entering a friendly URL into their browsers are automatically redirected to the associated Estrada page.
<b>image library</b>	Collection of images that can be associated with Estrada bricks
<b>internal resource images</b>	Estrada Image Library images with source files located in a subdirectory on the Estrada server. See also <i>external resource images</i> and <i>image library</i> .
<b>internal template</b>	A type of template that uses HTML, remains static wherever it is used throughout a site, and offers standard Estrada flexibility, such as changing the name of the page that is displayed in the template on the user side
<b>locations</b>	Can be used by Estrada administrators to cause a particular template to display when a user accesses an Estrada site using a particular URL. See also <i>default template</i> and <i>template</i> .

<b>original brick</b>	A brick that was not created through the use of the copy function, but instead was created using the insert drop-down menu.
<b>page identifier</b>	A unique numeric value that identifies each individual Estrada page. To locate the page identifier, look at the URL (Web address) for the page. The first number located after the equal sign is the page identifier. See also <i>durki value</i> .
<b>Pandora external templates</b>	A type of template that permits developers maximum flexibility to create dynamic and customized content when pages are viewed on the user side. Pandora template developers must be familiar with Active Server Pages (ASP) and server-side scripting languages that support COM (Component Object Model).
<b>parent site</b>	A site in the site hierarchy that contains lower-level sites within it.
<b>publisher</b>	The highest-level reviewer of a Workflow chain who decides whether or not to publish all content changes within a site for which Workflow has been activated. See also <i>Workflow</i> , <i>Workflow chain</i> , and <i>reviewer</i> .
<b>related items</b>	A brick used in taxonomy. When placed on an individual page, the related items brick shows links to related content items on the user side of the page. If a Pandora External Template is being used on the site where a related items brick is placed, the links to related items belonging to the category set selected will be clustered together when displayed on the user side.
<b>reviewer</b>	An Estrada user and member of a Workflow chain who approves or rejects all content changes within a site for which Workflow has been activated. See also <i>Workflow</i> , <i>Workflow chain</i> , and <i>publisher</i> .
<b>root administrator</b>	An Estrada administrator who has complete control over an Estrada installation, including all sites and users. See also <i>administrator</i> .
<b>root page</b>	The top-most page in the hierarchy of an Estrada Web site installation.
<b>root site</b>	The top-most site that encompasses all of the sub-sites in an Estrada installation.
<b>shortcut brick</b>	A copy of an original brick. See also <i>original brick</i> .
<b>site</b>	One or more Web pages that function as a unit, and to which access can be limited to specific authors or administrators. For example, pages within a site may share the same template, or if the author is granted access to an Estrada site, he or she gains access to all pages within that site.

<b>site identifier</b>	A unique numeric value that identifies each individual Estrada site. To locate the page identifier, go to the author side of the parent page of, or to a page containing a shortcut of the site whose identifier you seek. Mouse over the origin or shortcut brick, and the URL of the author side of the site will display in the status bar of your browser. The first number located after the first <b>site=</b> is the site identifier.
<b>tag</b>	A brick used in taxonomy to record to which category or categories individual pages belong. Tag bricks are only visible on the author side of the page.
<b>taxonomy</b>	An Estrada feature that enables you to classify content and make connections among related content items. As you add new content or make changes to your site, Taxonomy helps with site maintenance by forging and updating connections.
<b>template</b>	A file that provides the visual design information for one or more Estrada sites, controlling how your site looks to end users. Template files also control which areas of a page contain dynamic and static content. The template file contains HTML coding, images, and Estrada-specific tags.
<b>trash bin</b>	A location where you can retrieve bricks that have been deleted. See also <i>delete</i> .
<b>undo</b>	Feature enabling previous version(s) of a brick to be restored, replacing a current version of the brick.
<b>user</b>	Visitors to an Estrada Web site — people who simply read the information on your Web pages, but have no ability to modify the content of the site.
<b>Workflow</b>	A feature that enables you to define processes in which designated individuals must review all content changes before they can be published to the user side. Workflow is especially useful for sites with sensitive content. Workflow chains can be modeled after an organization's business procedures.
<b>workflow chain</b>	A group of Estrada users who review content changes within a specific site, following a specific hierarchical process.
<b>workflow chain members</b>	A special class of Estrada users who have been assigned to a workflow chain to review content changes, following a specific hierarchical process, within a Workflow-activated site.
<b>workflow users</b>	Estrada users who have access permissions to a Workflow-activated site

**workflow view**

A content view available only for workflow-activated sites that shows content changes that have been submitted for review as well as already published content. Workflow view does *not* display content that is under construction but not yet bundled (submitted for review).



# Index

## A

active content management 19  
active from 19  
active until 19  
administrators 3  
advanced attributes 19  
advanced tab 13, 19  
audit 32  
author side 3  
authoring entrance 7  
authoring URL 7  
authors 3

## B

blank tag brick 42  
blockquote 55  
bold 54  
both searches 26  
break brick 28  
breaks 28, 55  
brick note 15  
bricks 12  
browser 5  
browser back button 10

## C

cache pages 5  
categories to add 41  
category 39, 41–42  
category set 39–43  
centering text 55  
changing image properties 52  
content views 8–11  
cookies 5  
copying a brick 47  
creating category sets 40

custom action 38  
cutting a brick 48

## D

deleting a brick 49  
deleting an image 53  
displaying related items 42  
document search 43–45  
not found message 44–45  
durki value 35–38

## E

edit category set 41  
editing bricks 39  
email feedback brick 29  
email to brick 30  
Estrada Template Library 43  
expired tag 20  
external resource images 51

## F

feeder page 34  
filter 32  
form 38  
found text 26  
frame 30  
full text search 25

## G

general tab 13  
global image library 51  
global search 25–26, 51  
grayed out 23, 28  
grayed-out button 8

## H

HTML 15, 54–55  
HTML Editor 15–18, 54  
line breaks in the HTML  
Editor 16  
HTML gateway brick 30–31

## I

IIS (Internet Information  
Server) 33  
image 14  
image brick 24–25  
image library 14, 51  
image brick 24–25  
image library 14, 51  
import text 18  
indented text 55  
index 25  
internal library images 51  
italics 54

## K

keyword find brick 37  
workflow 36  
keywords brick 36–37  
workflow 36

## L

link 17, 54  
link brick 24  
login name 6

## M

mailform 38–39  
custom action 38  
media brick 31

media folder 32

MS+ search. See document search

## N

navigation 8–11

content views 8–11

parent page 10

parent page icon 10

parent site icon 10

select the page to return to  
menu 9

navigation icons 10

noise words 25

not found message 27–28, 44–45

not found text 27–28, 43–45

note field 15

## O

order list 32

origin brick 47

original brick 48–49

## P

page brick 20–21

page menu

workflow 34

page menu brick 34

page search 25

Pandora External Template 43

parent page 10

parent page icon 10

parent site icon 10

password 6–7

paste button 49

pasting a brick 48

placeholder 23

## Q

quickfind 36–37

workflow 36

## R

related items 39, 42–43

remind 19

restore button 47

restoring a deleted brick 50

root site 40

## S

scheduled tag 20

scheduling bricks 19

search 37

full text search 25

global search 25–26

index 25

noise words 25

not found message 27–28

page search 25

search brick 25–28

site indexing 25

site search 26

site-specific 51

search brick 25–28

secret button 6

select the page to return to menu 9

send notification to 19

separator brick 23

shortcut 35, 47–48

shortcut brick 49

site 12, 20–21

site indexing 25

site search 25–26

site-specific search 51

subcategories 40

## T

tabs

See content views

tag 39, 42

taxonomy 39, 42–43

categories to add 41

category 39, 41–42

category set 40–43

edit category set 41

related items 39

related items brick 43

subcategories 40

tag 39, 42

weight 42

workflow 39

template 3, 23, 30

template developer 23

text brick 21

text truncation 22–23

trash bin 9, 50

typeface 54

## U

undo 47

user side 3

users 3

## V

view HTML 15

## W

Web site content 46

workflow 9

keyword find brick 36

keywords brick 36

my work 9

page menu 34

quickfind 36

taxonomy 39