

# Content Manager Manual

## Log into Omni:

<http://a.cms.omniupdate.com/11/#oucampus/nsuok/www/browse/staging/ Training>

## Username:

**the beginning of your email address (*minus the @nsuok.edu*)**

## Password: Rowdy!

## Alternate Method of Logging In Once You Receive Access

1. Go to the page that you are editing on the live internet.
2. Click the tiny clocktower at the very bottom to log in.

Username: thebeginningofyoureemail, ie: [ryalsc@nsuok.edu](mailto:ryalsc@nsuok.edu) == ryalsc

Password: Rowdy!

You can login to the system by using the clocktower on the page you wish to edit or by using the following direct links above.

## Change your password:

1. Click the avatar in the top right corner.
2. Click "Settings."
3. Type in your new password.
4. Click "Save."

[Video Walkthrough for Logging In](#)

## Adding a New Page

1. **FOR TRAINING ONLY: Stay in the "\_training" folder on the www site.**
2. Later on, when you are creating a new page for your site, navigate to the folder in which the page will live before you create it.
3. Click on the blue box in the top right corner to add a new page that has the label "+ NEW"

4. Choose New Interior Page
3. **General Page Setup** - For these fields, follow the [SEO Guide](#) below.
4. **File Configuration Section**
  - a. Add Navigation Item
    - i. Yes = Shows a link to the page on the left menu (buttons or sidebar)
    - ii. No = Does not display a link to the page on the left menu (buttons or sidebar)

**b. For training: LEAVE THIS AS “NO”**

- c. Name the page.
  - i. See the help text for naming convention.
  - ii. Separate words with a HYPHEN not an underscore.
  - iii. Example of an acceptable filename: nsu-recruiting-events
  - iv. These names are searched by Google.
  - v. Include SEO data in the name itself
  - vi. This is also going to be the last part of the actual page URL.

**5. VERIFY THAT YOU HAVE CHOSEN “NO” FOR “Add Navigation Item”**

**6. MAKE ABSOLUTELY CERTAIN “NO” IS SELECTED FOR “Add Navigation Item”**

7. **Interior Page Options** - Leave these as they are
8. Click Create

[Video Walkthrough for Creating a New Page](#) - [OmniUpdate’s Video on Adding a New Page](#)

## Page Properties

1. **For Training, you have already entered this data when you created the page. Skip to [The Left Navigation Menu](#) for training. If you are updating pages that have already been created to improve SEO, then you will use this section.**
2. Check out the page. (Light bulb is on)
3. Click on “Properties.”
4. Title and Metadata Section:
  - a. Title - Shows in a Google Search. Follow the [SEO Guide](#)
  - b. Description - this is highly crucial to SEO performance
    - i. Follow the [SEO Guide](#)
    - ii. **DO NOT DUPLICATE!**
  - c. Tags - optional. In-house filtering only.
5. General Section:
  - a. Page Heading - Follow the [SEO Guide](#)
  - b. Breadcrumb - This is the linked words at the top of the page.
6. Layout Section:
  - a. Navigation - Do you want the navbar on your page (buttons on the left)?
  - b. Editable Region - Do you want the content below the navbar?

# Adding a new Folder (section) in the File Tree

1. For Beginner Training, SKIP THIS SECTION.

<http://somup.com/cYIDb32gCp>

## The Left Navigation Menu

1. For training only:
  - a. Copy the URL (hyperlink) in your web browser
  - b. Paste the URL into an email to: [webcommunications@nsuok.edu](mailto:webcommunications@nsuok.edu).
  - c. Include this message in the email: Please enable a one-time publish of this page so that I may continue my training. Let me know when I may continue training.
  - d. Wait for a response to continue.
  - e. *You will have to turn on your light bulb before you will see options below.*
2. The navigation bar (the buttons or menu on the left of the screen) is optional.
3. Click Properties.

Preview Edit **Properties** Versions

Custom Settings

General

Banner Image   
 Path: /\_resources/images/default-page-header.jpg  
 Choose an image to display in the banner. Recommended image size is 1900x

Page Heading   
 Please enter the page heading.

Breadcrumb   
 Please enter the breadcrumb text. This is not used on index pages.

Layout

Side Regions  Navigation  Editable Region  
 Choose the regions to show or hide.

Video Metadata for Web Schemas

[Video Walkthrough for the Navigation Bar](#)

## Content Boxes

1. Add a box for content:
2. Insert Snippet
3. Choose the type of Content box.

4. Click "Insert."
5. The actual information on the page goes in the "Content" section.
6. Click "Save."
7. Click "Publish."
8. Available Content Boxes: Content Box (no title), Columns, Arrow Inline or Arrow Below, Tabs

## PlainBlockTitle

A block background with a title.

[PlainBlock]

No title, but with a block background.

## ARROWBELOWGREEN



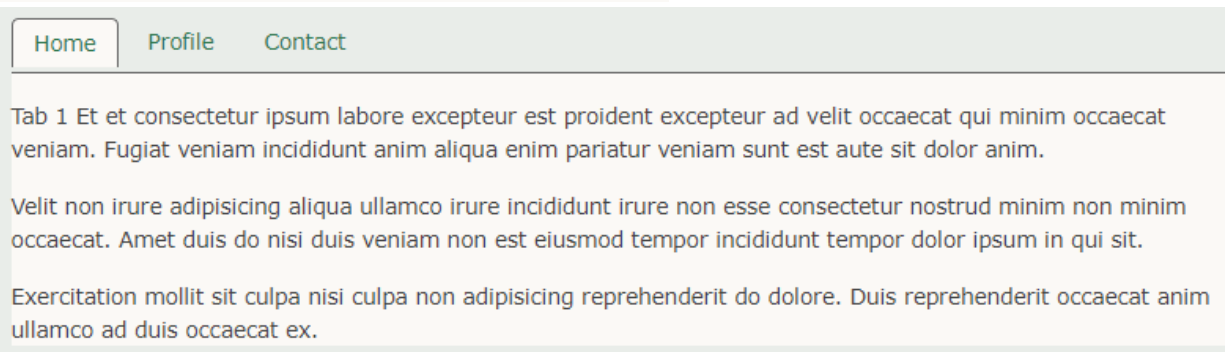
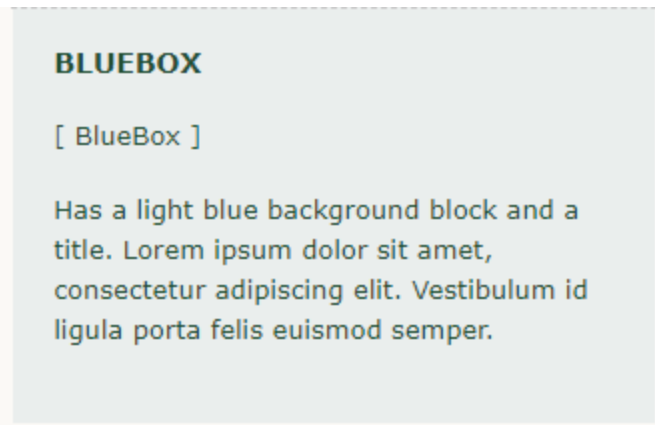
[ ArrowBelowGreen ]

Title with a green border and a green arrow below it and with a block background.

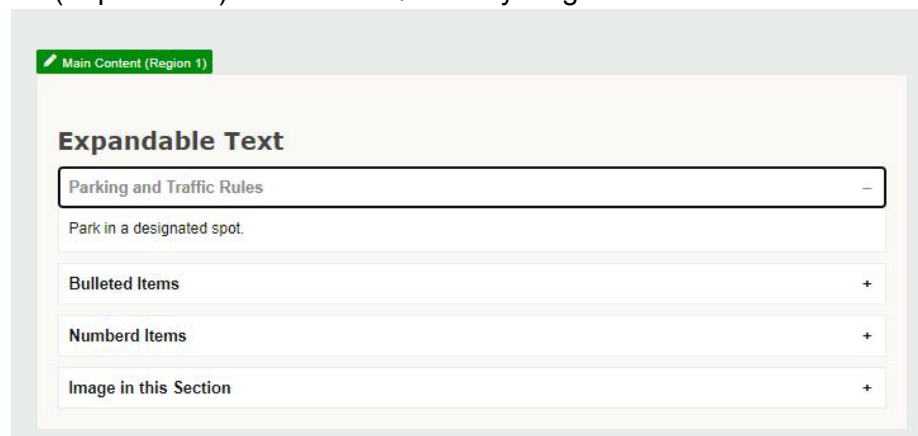
## ARROWINLINEGREEN

[ ArrowInlineGreen ]

Title with a green arrow behind it and a block background.



- g. Accordion (Expandable) Text for FAQ's or anything else



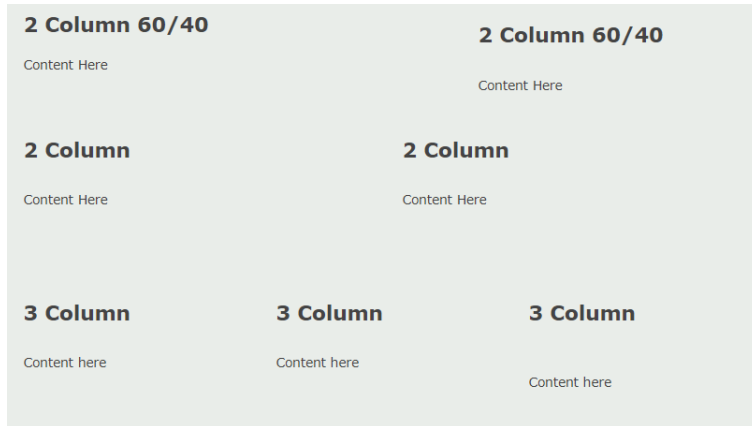
- ii. **Instructions:** <http://somup.com/crfj2bLzO>

[Video Walkthrough for Adding Content Blocks and Bulleted or Numbered Lists](#)

## Columns

1. Add a box with columns for content:
2. Insert Snippet
3. Choose the type of Column Content box.
4. Click "Insert."
5. The actual information on the page goes in the "Content" section.
6. Click "Save."
7. Click "Publish."

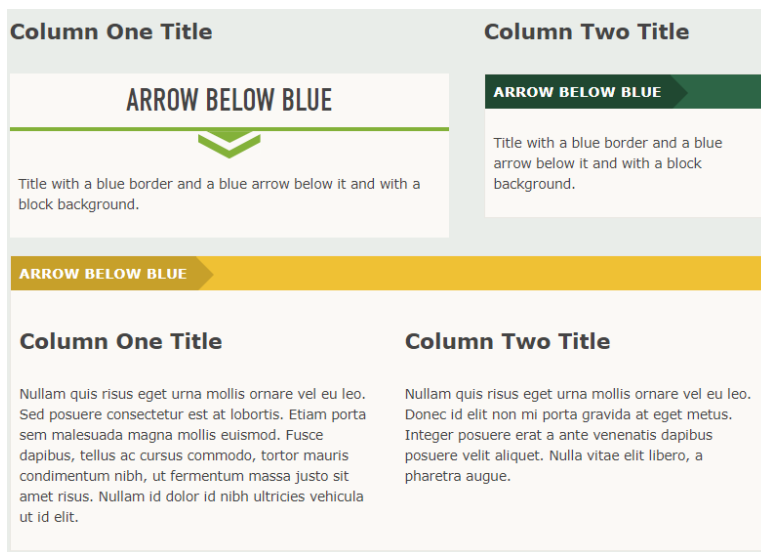
8. Available Columns in Boxes
  - a. 2 Column - 50/50
  - b. 2 Column - 60/40
  - c. 3 Column - Equal



[Video Walkthrough for Adding Columns](#)

## Columns and Boxes Combined

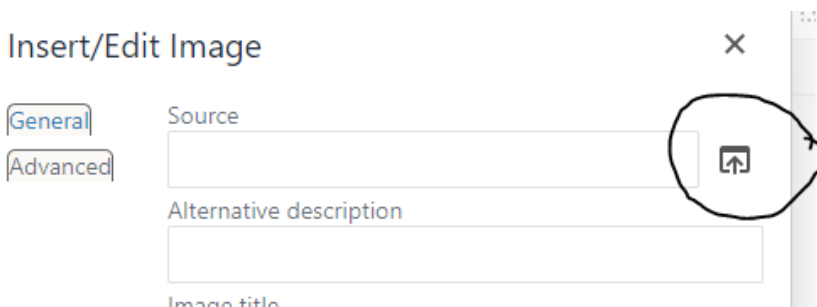
1. You can combine items 11 and 12 if you want.
  - a. Columns with a fancy arrow
  - b. Arrows with columns



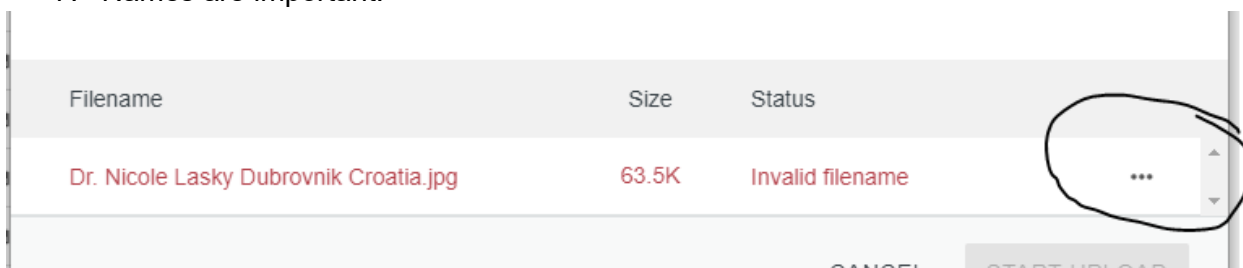
[Video Walkthrough for Combining Columns and Content Boxes](#)

## Adding an Image

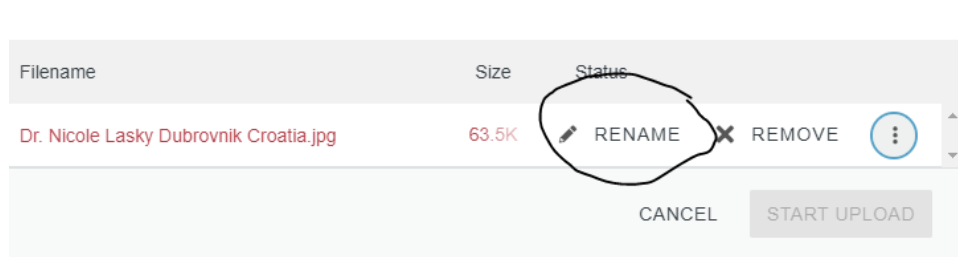
1. From the WYSIWYG, click the Image icon.
2. Click the Source icon with the arrow pointing up in the top right corner of the window.



3. Either locate the resource in the images folder, or upload a new one by clicking the blue “Upload” button.
4. If this image is replacing a previous version of an image, ie: current year’s information, check the box for “Overwrite Existing.” Make sure the title is the same as the previous file’s title.
5. Drag files from your desktop to the window or click on the blue “Add” icon.
6. Locate the new file on your desktop and click “Open”
7. Names are important.



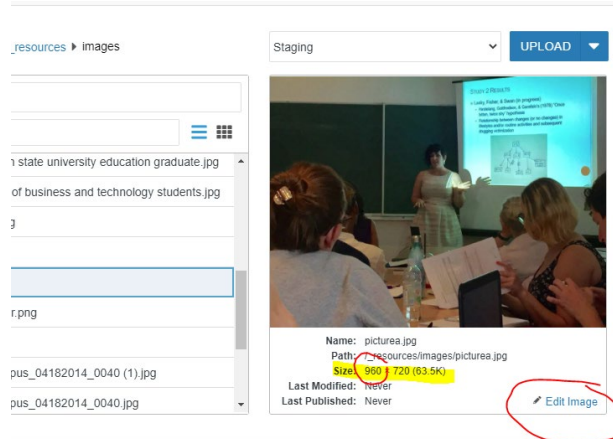
- a. Invalid filename:
  - i. If you see a red message for the name of the file, click the three dots on the right of the image.



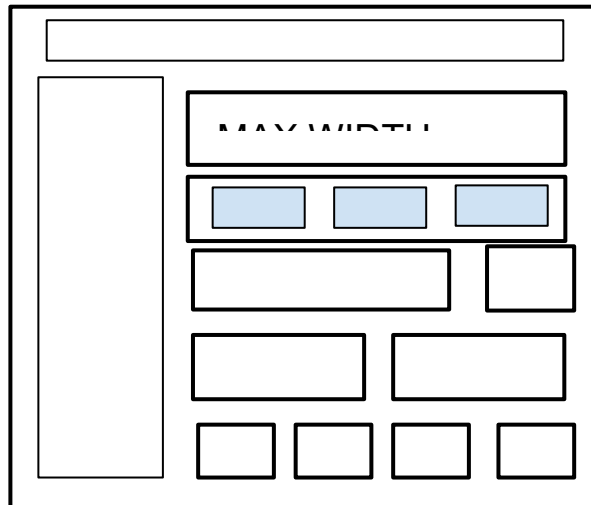
- iii. All lowercase
- iv. No spaces
- v. No special characters
- vi. Leave the file extension: .jpg, .tif, .png, etc.

8. Click in the white space once the name is valid.
9. Click the blue “Start Upload” button.

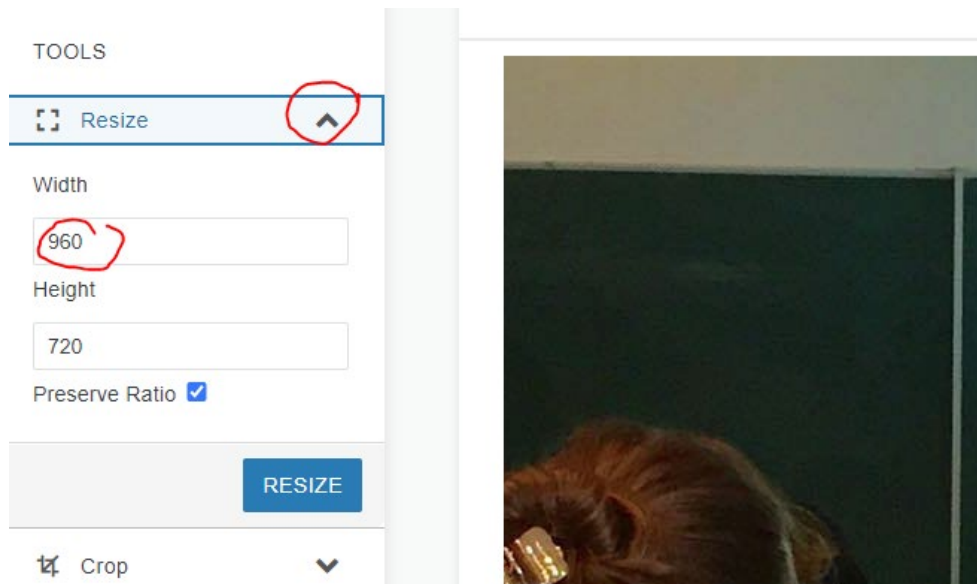
**10. WHEN UPLOADING AN IMAGE, YOU MUST RESIZE THE IMAGE TO LESS THAN 740 px WIDE. See Step 13 in this manual.**



11. If the image's width (the first number in the Size) exceeds the size for the chosen content box as listed in Step 13 below, "Edit Image."
12. Click the arrow next to "Resize" to open the sizing menu.
13. **Adjust the width to be as small as possible using the following criteria:**
  - a. **Full Width: 740 wide**
  - b. **50-50 Two Column: 450 wide**
  - c. **Three Column: 335 wide**
  - d. **60-40 Two Column: 457 or 340 wide**
  - e. **Side Content Under Navigation: 225 wide**
  - f. **Employee Photos or Directory-Type Images: 125 wide**
  - g. **Four Column: 150 wide**







14. Click "Save."
15. Click "Insert."
16. Add the alternative description information to meet accessibility standards.
17. Add the image title that will be displayed if a user downloads. Eliminate auto-assigned camera numbers, etc. Use a meaningful and descriptive title.
18. Click the plug icon in the top-right to expand the "Gadgets" section.
19. Click the arrow next to "My Checked-Out Content."
20. Click the hyperlink to your image.
21. Click the green "Publish" button to make the image visible on the page.
22. [View OmniUpdate's official step-by-step videos and instructions here.](#)

[Video Walkthrough for Adding Images](#)

## Adding a Document

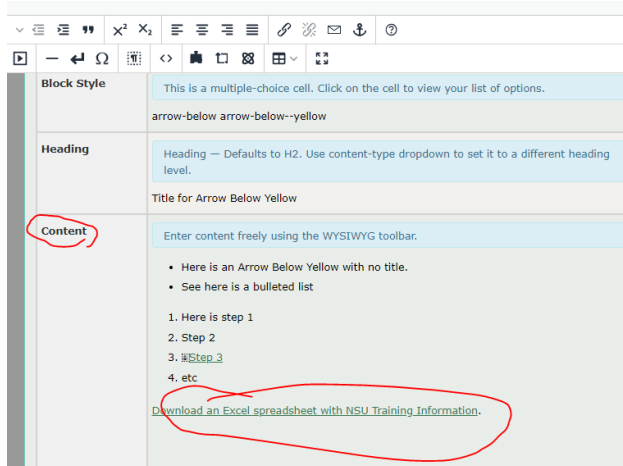
1. Click "Content."
2. Click "Pages"
3. Click the home icon.
4. Click the "\_resources" folder.
5. Click the "documents" folder.
6. Click the white "Upload" box in the top right corner.
7. Choose "Upload Files" for "Type."
8. Click on the blue "+ADD" box.
9. Publish the document. (Three clicks)
10. Now the document is accessible to be used on pages.

[Video Walkthrough for Adding a Document for Use](#)

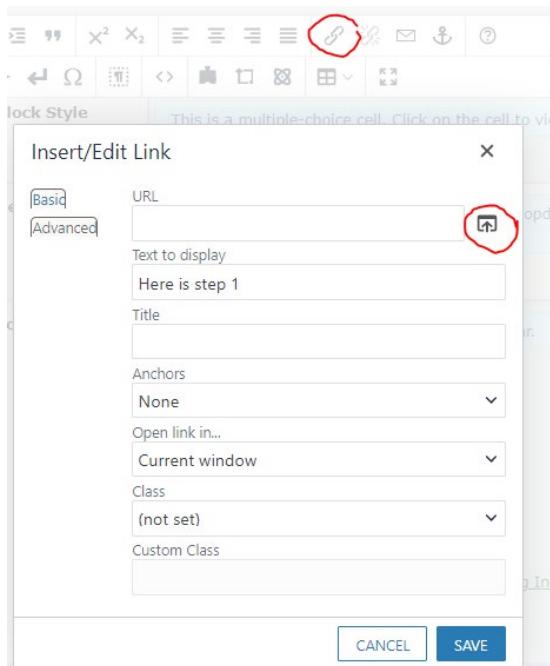
[Official OmniUpdate Video](#)

## Placing a Document on a Page

1. Make sure you have added the document to the “documents” folder by following the steps for “Adding a Document” in this manual.
2. Navigate to the Edit menu of the region in which the link will go.



4. Highlight the text that will serve as your link.
5. Click the “Insert/edit link” icon in the toolbar.
6. Click the search icon to locate the document.



7. Locate the document to which you are linking.
8. Click “Insert.”
9. Enter an accessible title, alerting the user if there is a download that will happen when clicked and what type of file will download. Ie: “Download a Word document explaining the application process”
10. Click “Save.”
11. Save and Publish your page.

12. Would you like a thumbnail or preview of the document to show?
13. Open the document on your computer.
14. Click the search icon in the lower left of your screen.
15. Enter "snip."
16. Choose the Snipping Tool.
17. Click New.
18. Draw a box around the content of your "preview."
19. Save this file on your computer:
  - a. No spaces
  - b. All lowercase (EVEN .JPG on the extension must be lowercase)
20. Return to editing your content region on the page.
21. Click the "Insert/edit image" icon.
22. Click the "Source" icon.
23. Click "Upload."
24. Add the image.
25. Click "Start Upload."
26. Click "Insert."
27. IF YOU ARE GOING TO LINK THIS IMAGE TO THE DOWNLOAD, MAKE THE ALTERNATIVE DESCRIPTION ACCESSIBLE:
  - a. "image to download a Word version explaining the application process"
  - b. "Image that opens a new window for the page with application instructions"
28. Check that the width does not exceed limits as set in the content manager manual.
29. Click "Save."
30. Publish the page with "Include Unpublished Dependencies" checked which will also publish your image.

[Video Walkthrough to Link to a Document on a Page](#)

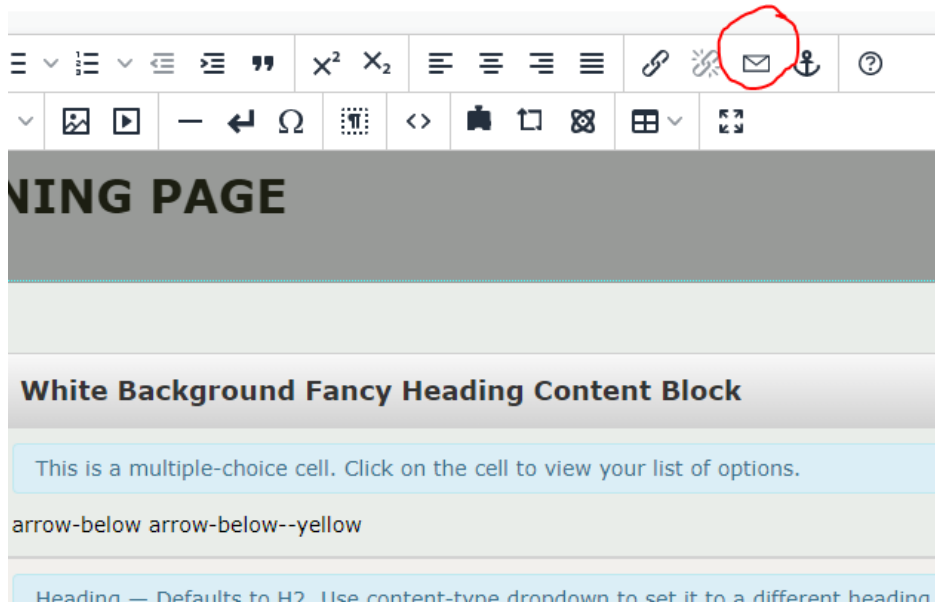
## Clickable Links

1. [View a document with important accessibility information regarding help text in a new window.](#)
2. Create accessible text to click.
3. Highlight the text.
4. Click the link icon on the WYSIWYG toolbar.
5. Enter the URL.
6. Enter the title of the link.
7. Choose "New" or "Current Window" for "Open link in..."
8. Click "Save."

[Video Walkthrough for Clickable Links](#)

## Clickable Email Addresses

1. Enter the clickable text along with the actual email address. I.e: **Email Charlotte Wood at [ryalsc@nsuok.edu](mailto:ryalsc@nsuok.edu).**
2. Highlight the text that will be clickable.

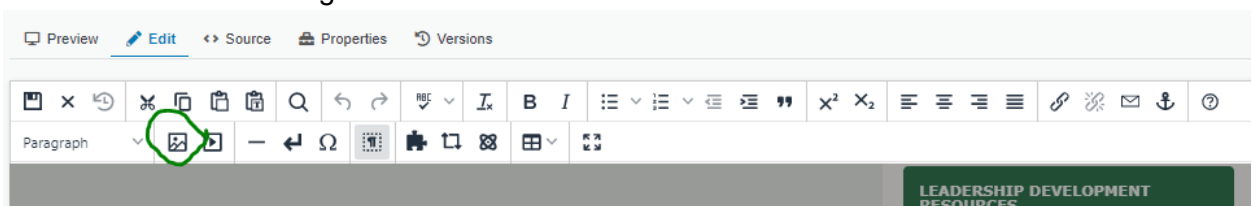


4. Enter the email address in the URL field.
5. Click “Save.”
6. Click the linked text and then the “Edit Link” icon on the toolbar.
7. Give the link a title so you will have a Tooltip that pops up.

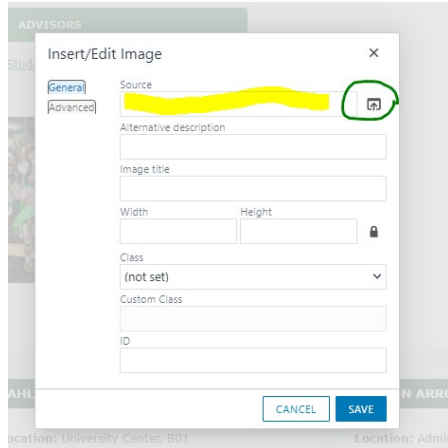
[Video Walkthrough for Clickable Email Addresses](#)

## Linked Pictures

1. Edit the content region (green button) in Omni on the page where you are placing the picture (image).
2. Click the “Insert/edit Image” icon on the toolbar.



3. Use the “source” button to locate the image in the Omni \_Resources folder or insert the image link if not in Omni.

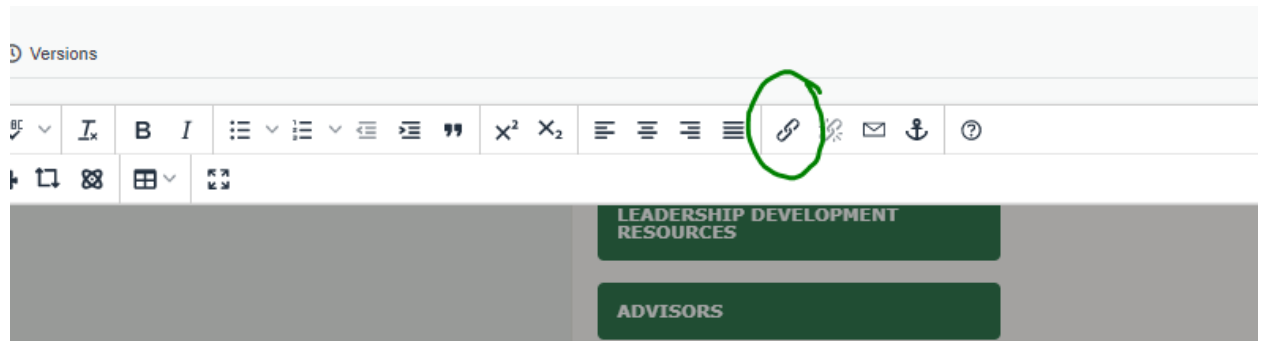


4. Enter the Alternative Description and Image Title.
5. DO NOT PLACE IMAGES WIDER THAN 450 PX ON THE SITE WITHOUT APPROVAL.
6. Save and Publish.

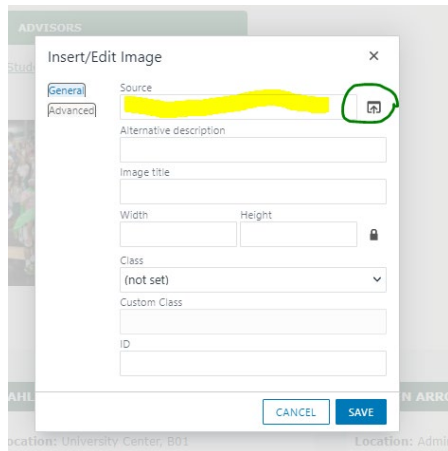
### [Video Walkthrough for Linked Pictures](#)

## Linked Documents

1. Edit the content region (green button) in Omni on the page where you are placing the picture (image).
2. Type the words the user will click to open the document. Ie: "Click here to view the handbook."
3. Highlight the words with your cursor.
4. Click the "Insert/edit link" icon on the toolbar.



5. Use the "source" button to locate the image in the Omni \_Resources folder or insert the document link if not in Omni (Google Doc).



6. Enter the Title.
7. Save and Publish.

## Anchors in the Same Region

1. Decide where the anchor will land. Where will the user end up when they click the link?  
Where is the target?
2. Highlight the text of the anchor and click the anchor icon in the toolbar.
3. Give the anchor a descriptive name so that future editors will understand what it is, ie: "the m section of the representatives list."
4. Click "Save."
5. Next, add the link text that a user will click to jump to the anchor on the page as desired.
6. Include the words "jump to, or at the top of this page" for users that have cognitive disabilities so they are aware they are not going to a new page.
7. Choose the anchor you created from the "Anchor" dropdown box.
8. Click "Save."
9. Click "Publish" and "Preview" to check the anchors.

[Video Walkthrough for Creating an Anchor](#)

## Anchors to a Different Page or Content Box

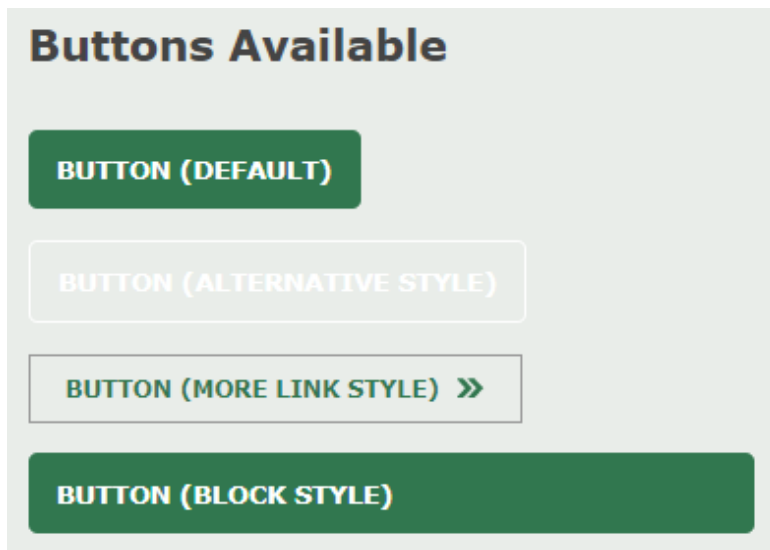
1. Decide where the anchor will land. Where will the user end up when they click the link?  
Where is the target?
2. Highlight the text of the anchor and click the anchor icon in the toolbar.
3. Give the anchor a descriptive name so that future editors will understand what it is, ie: "the m section of the representatives list."
4. Next, add the link text that a user will click to jump to the anchor on the page as desired.
5. Include the words "jump to, or at the top of this page" for users that have cognitive disabilities so they are aware they are not going to a new page.
6. Click the up arrow to open the file tree and locate the page to which the anchor will go. This is the same page that you are on if this is simply in a separate region.
7. Click the title of the page in the pages list.
8. Click "Insert."

9. AFTER the dependency tag in the URL line, add “#nameoftheanchor”
10. Click “Save.”
11. Choose the anchor you created from the “Anchor” dropdown box.
12. Click “Save.”
13. Click “Publish” and “Preview” to check the anchors.

[Video Walkthrough for Creating an Anchor to Another Region or Page](#)

## Adding Buttons

1. Open the Edit window of the region.
2. Place your cursor where the button will be.
3. Click the “Insert/edit link” icon.
4. Enter the URL for the button.
5. Enter the text to display on the button. Stay accessible.
6. Give the button a title.
7. Choose the window options.
  - a. Current
  - b. New



[Video Walkthrough of Buttons](#)

## Creating an Asset (Repeated Content)

1. Content
2. Assets
3. +NEW
4. Web Content = most popular
  - a. Buttons
  - b. Images

- c. Linked text
- 5. Image Gallery = images
- 6. Form = repeated Form
- 7. Choose one.
- 8. Name = descriptive name so everyone knows what this is.
- 9. Description =good description is required.
- 10. Tags = very helpful
- 11. Leave “Lock to Site” unchecked.
- 12. Set the Access.
- 13. Use the WYSIWYG if needed.
- 14. Click CREATE.

[Video Walkthrough of Creating an Asset](#)

## Requesting a New Asset

Complete this form to request a new asset: <https://forms.gle/Tj2ghKnFyhZchpbH6>

## Using Repeated Assets

1. Open the edit menu for the content region.
2. Place your cursor where you are going to drop the asset.
3. Click the Insert Asset icon.
4. Locate your asset.
5. Click Insert.
6. Click Save.
7. Click Preview to check links if desired.

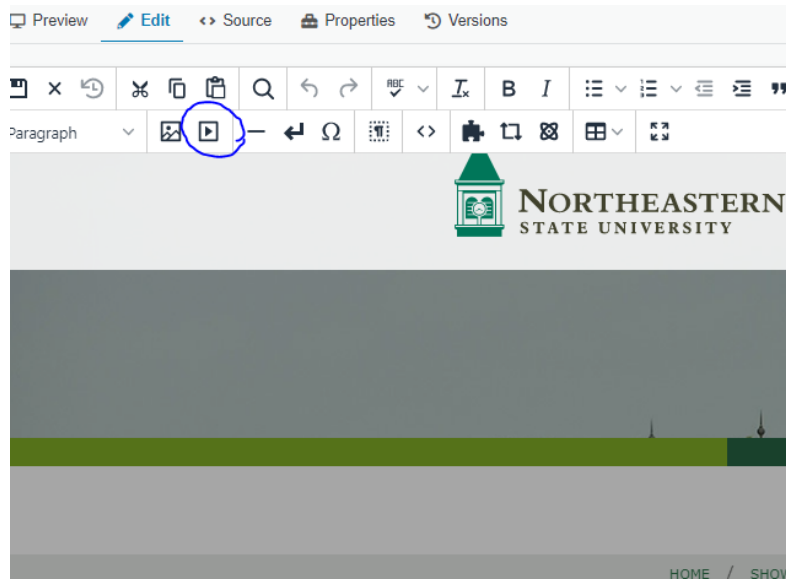
[Video Walkthrough of Using an Asset](#)

## Embed a YouTube Video

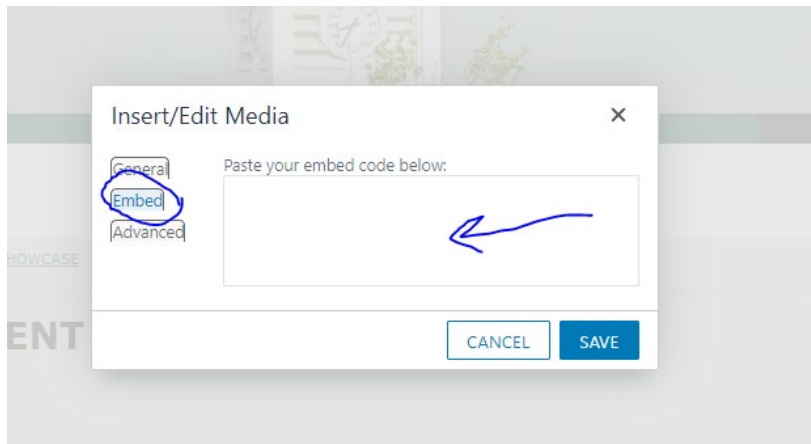
1. Copy the “Embed” code from YouTube
2. Navigate to the Edit content region on your page



3. Click on “Insert/edit media” icon on the WYSIWYG toolbar.



4. Choose “Embed.”



6. Click “Save.”
7. Save and Publish the page.

## Checked In or Out (Lightbulbs)

Check in all open pages each day. If you have a page checked out, no one else can make edits to that page. Be sure to check those in.

[Video Walkthrough for Checking In Pages](#)

## Publish Screen Requirements

**\*\*\*NO TRAINING FILES WILL PUBLISH\*\*\***

1. Spelling-REQUIRED TO PUBLISH

- a. Request a word be added to the dictionary here:  
<https://forms.gle/kb4rrknfMLQjZfUFA>
- b. What if spell check is catching just a piece of a URL?  
<http://somup.com/cY6vNIQN8>
2. **Links-REQUIRED TO PUBLISH**
  - a. How do I work with the [broken link report](#) I get each week?  
<http://somup.com/crV32FoxbG>
3. W3C-Not required from content managers. This is set up by developers.
4. **Accessibility-REQUIRED TO PUBLISH. Repair All “Known Problems” and as many “Potential Problems” as possible.** Reach out for help. We want to exceed accessibility expectations.
  - a. H1/H2/H3 errors: <http://somup.com/cYlvlx2Lgx>
  - b. Title element missing from the anchor: <http://somup.com/crV1oeoVnM>
  - c. Bold element used: <http://somup.com/crV3DKoxgR>
  - d. Img element missing alt attribute: <http://somup.com/crV3D9oxpe>
5. Schedule
  - a. Regular Publishing of Frequently Changed Pages
6. Version Description
  - a. Fall Commencement
  - b. Spring Tuition and Fees
  - c. Helps you find last year’s version
    - i. No more hidden modules

Publish - untitled.pcf

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Final Check ▲    Schedule

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Are you ready to publish?  
Double-check your page before publishing. Final Check must pass required checks in order to publish.    php ▼    ✓ RUN ALL CHECKS

✓ **Spelling:** No errors found ↻    English ▼

▲ **Links:** [2 errors](#) ↻

🌐 **W3C Valid** ↻

▲ **Accessibility:** [Problems: 61 potential](#) ↻

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📅 Schedule: [Add Schedule](#)

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Version Description 0/256

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CANCEL    PUBLISH

This concludes the Beginner Course.

## Intermediate Course:

### Tables

<http://somup.com/cYXDITICoA>

### Components

OmniUpdate Video Tutorial: <https://vimeo.com/447629456>

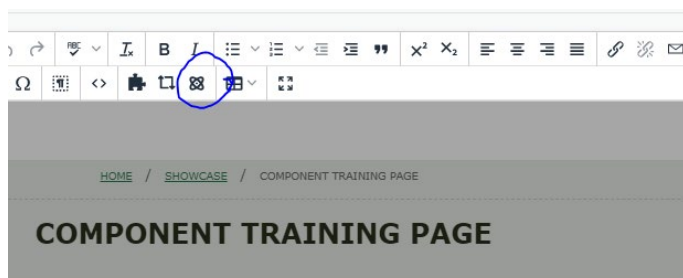
A component is a type of asset. It takes user input and places it into a content box with a pre-set layout. For example, using a “Program Spotlight” component, a user can select the component and then enter program-specific details. The layout is consistent across pages and we can even get creative with stylesheets! See our current catalog at the [bottom of this manual](#).

### Requesting a Component

Have an idea for a component? We’d love to hear it! [webcommunications@nsuok.edu](mailto:webcommunications@nsuok.edu) is the place to send it.

### Using a Component on Your Page

1. Navigate to the page on which you would like the component.
2. Edit the region in which you are placing the component.



4. Choose the component you would like.
5. Click on “Insert.”
6. Complete the information needed for the component.
7. Click “Save.”

8. Save and publish your page to preview.

[Video Walkthrough of Using a Component on Your Page](#)

## Editing the Information in a Component

1. Navigate to the page on which you would like the component.
2. Edit the region in which the component lives.
3. Click the component.
4. Clicking the “x” will delete the component from the page.
5. Clicking the edit pencil will open the form input and allow you to update the information displayed.
6. Once you have edited the information, click on “Save.”
7. Save and publish your page to preview.

[Video Walkthrough for Editing or Deleting a Component](#)

## Gallery Images or Carousel

You might have an event where many images are saved. A content manager could upload five this week, five more next week and so on.

Omni Training Video: [https://drive.google.com/file/d/1HWO18sdBm4HBp4k-BJlSkSOuA\\_v4axX6/view?usp=sharing](https://drive.google.com/file/d/1HWO18sdBm4HBp4k-BJlSkSOuA_v4axX6/view?usp=sharing)

\*These do NOT cross over between sites

\*Original may leave whitespace, Crop will leave no space

\*Gallery images will NOT come from the resources already in the site, MUST be on your computer

## Creating an Image Gallery

These MUST be outside images. You can't use the images in OmniUpdate already.

1. Click “Content”
2. Click “Assets”
3. Click “+New”
4. Click “Image Gallery”
5. Click “Give a descriptive name”
6. Enter a description
7. Enter tags
8. Thumbnail size should be: 150 X 150
9. Aspect Ratio:
  - a. Original will leave white space
  - b. Crop will fill the box and adjust the image size for you

10. Click "Create"
11. Upload Images
12. Choose images.
13. Drag and drop the order if needed.
14. Enter Titles, Description and Caption for each image. Enter a link if desired.
  - a. Title-Shows when a user downloads. Make it meaningful.
  - b. Description-Accessibility, make it meaningful.
  - c. Caption-Shows on the image with hover.
  - d. Link-Clickable link.
15. Click "Save"
16. Click "Publish"
17. Click "Publish"
18. The gallery is now available to use.

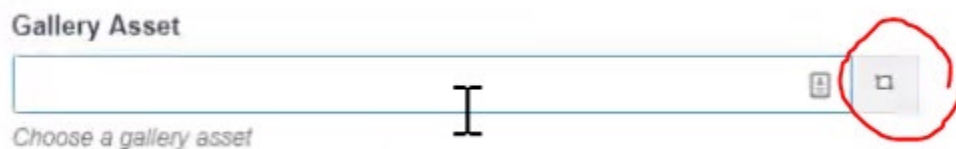
## Using Only the Images From an Image Gallery

1. First create the image gallery as instructed above.
2. Open the editing for the content region.
3. Click on "Insert Asset."
4. Choose Asset in list.
5. Click "INSERT."
6. Save
7. Publish
8. Publish
9. You will now see the images on your page.

### [Walkthrough of Gallery Images](#)

## Gallery Images with Options

1. Open the editing for the content region.
2. Click the atomic symbol from the toolbar.
3. Choose "Gallery with Options."
4. Click "Insert"



6. Choose your Gallery.
7. Click "Insert"
8. Gallery Output Type
  - a. Popup Slideshow
    - i. Loop Popup Slideshow: Repeats

- ii. Slideshow Arrows: Lets user advance or go back
- iii. Slideshow Buttons: User sees selected buttons
- b. Carousel-**Larger Images Must Be Resized FIRST**
  - i. *Images must be the same height or the carousel show is odd in playback.*
  - ii. Autoplay: Starts automatically
  - iii. Autoplay Speed: Slows/speeds show (4000 ms = 4 seconds)
  - iv. Carousel Arrows: Lets user advance or go back
  - v. Loop Carousel Slideshow: Repeats
  - vi. Variable Height
    - 1. Yes - Slideshow changes height with alternate image heights
    - 2. No - BEST FOR IMAGES OF DIFFERENT HEIGHTS**
  - vii. Initial Slide: Choose starting slide
  - viii. Slides to Show: Can show more than one at a time
  - ix. Slides to Scroll: How many slides move when user scrolls
- 9. Click "Save"
- 10. Click "Publish"
- 11. Click "Publish"

### [Walkthrough of Gallery Images](#)

## Editing Gallery Pictures

1. Content
2. Assets
3. Choose the gallery.
4. Check out the gallery.
5. Click the Edit pencil.
6. Delete, add or remove images as needed.
7. Adding New: Choose images.
8. Drag and drop the order if needed.
9. Upload Images
10. Choose images.
11. Enter Titles, Description and Caption for each image. Enter a link if desired.
  - a. Title-Shows when a user downloads. Make it meaningful.
  - b. Description-Accessibility, make it meaningful.
  - c. Caption-Shows on the image with hover.
  - d. Link-Clickable link.
12. Click "Save"
13. Click "Publish"
14. Click "Publish"
15. Now, you may use the Gallery on a page.

### [Walkthrough of Gallery Images](#)

# Adding a Social Media Component

<http://somup.com/cYIV2U2Qn1>

## Creating an OmniUpdate Form

NOTE: You will NOT see the spreadsheet of results if using the OmniUpdate form. If you need the results accessible to you, then you need to use a Google Form instead. Follow these instructions: <http://somup.com/cYXXIeIeIY>

1. Click on “Content.”
2. Click on “Assets.”
3. Click on “+NEW” in the top right corner.
4. Choose “Form.”
5. Give this a descriptive name.
6. Give a meaningful description.
7. Tag this.
8. Forms cannot be shared across domains: ie: Academics and Offices cannot share forms.
9. Email Messages
  - a. To the FORM CREATOR (YOU):
    - i. Click “+ADD.”
    - ii. This will notify you each time a Form is submitted.
    - iii. Separate multiple email addresses separated by a comma in the to box.
    - iv. From box: {{name}}
      1. Enter the two brackets and begin typing and you will see a dropdown list of available fields from the form.
      2. If you have a field titled “name” it will automatically populate this information into the From box of the email.
      - 3. Use an email address if you want the user to be able to reply.**
    - v. Subject and Body are self explanatory.
    - vi. Check the box to “Include All Submitted Values” to get all information included in the email notification.
  - b. Copy email to the submitter (USER)
    - i. Click “+ADD.”
    - ii. In the To box {{email}}
      1. Enter the two brackets and begin typing and you will see a dropdown list of available fields from the form.
      2. If you have a field titled “email” it will automatically populate this information into the To box of the email.
    - iii. From box: Can be a name or email.
    - iv. Subject and Body are self explanatory.
    - v. Check the box to “Include All Submitted Values” to get all information included in the email confirmation.

- vi. **NOTE: NOT SEEN IN VIDEO:** The body of the email will have the “label” of the field with no spaces and all lower case when including the submitted values.
    1. For example, in the confirmation email you will see something like this: “organizationname - Northeastern State University.”
    2. This “organizationname” label is unpleasant to some. If you would like a more visually appealing email confirmation, follow these steps in the body of the confirmation email:
    3. <http://somup.com/cYIDIj2gQ2>
  - c. Success Message
    - i. Text
    - ii. Enter the message.
  - d. Failure Message
    - i. Incomplete?
    - ii. Please review your answers. Something isn’t quite right.
  - e. **“Save Results in Database”**
    - i. **Optional**
    - ii. **Can save if preferred for later download and review**
  - f. Submission Button Text
    - i. Default is “Submit”
    - ii. Could be “Request Information” or “Enroll in the Event.”
10. Elements (**Descriptions are tiny so that steps 11 and 12 are not overlooked. CTRL-+ will enlarge your screen.**)
- a. Can be dragged and re-ordered.
  - b. Use “Compact View” for easier re-ordering.
  - c. Drag and drop or double click the elements.
  - d. Instructional Text
    - i. Text box using the WYSIWYG toolbar to get content on your form.
    - ii. “Please complete the following form.....”
    - iii. Name/Advanced are not used.
  - e. Single-Line Text Field
    - i. Label
    - ii. Name automatically pops in the label. Change this to be meaningful to YOU when you get it BACK in your report.
    - iii. Helper Text: Enter something to help the user.
    - iv. Default Text: Optional to enter a default value.
    - v. Required?
      1. Failure Message: If this is empty, what do you want the user to see?
    - vi. Validation: Used for email, minimum length (ten digit phone number), etc.
      1. Failure Message: If this does not pass the validation, what do you want the user to see?
      2. Only one Failure Message is allowed. If this is a required field, combine the messages.
  - f. Multi-Line Text Field
    - i. **Advanced: The default is one line. BUT, users might not realize they can add more. In the Advanced box, enter: rows=5; This shows five lines instead of one.**
    - ii. Label
    - iii. Name automatically pops in the label. Change this to be meaningful to YOU when you get it BACK in your report.
    - iv. Helper Text: Enter something to help the user.
    - v. Default Text: Optional to enter a default value.
    - vi. Required?
      1. Failure Message: If this is empty, what do you want the user to see?
    - vii. Validation: Used for email, minimum length (ten digit phone number), etc.
      1. Failure Message: If this does not pass the validation, what do you want the user to see?
      2. Only one Failure Message is allowed. If this is a required field, combine the messages.
  - g. Radio Buttons
    - i. Label



- ii. Name automatically pops in the label. Change this to be meaningful to YOU when you get it BACK in your report.
- iii. Helper Text: Enter something to help the user.
- iv. Click the "+ADD" button to add your choices.
  - 1. Only one item can be selected
  - 2. Select a default item if preferred
- v. Required?
  - 1. Failure Message: If this is empty, what do you want the user to see?
- h. Checkboxes
  - i. Label
  - ii. Name automatically pops in the label. Change this to be meaningful to YOU when you get it BACK in your report.
  - iii. Helper Text: Enter something to help the user.
  - iv. Click the "+ADD" button to add your choices.
    - 1. Multiple items can be selected
  - v. Required?
    - 1. Failure Message: If this is empty, what do you want the user to see?
- i. Drop-Down
  - i. Label
  - ii. Name automatically pops in the label. Change this to be meaningful to YOU when you get it BACK in your report.
  - iii. Helper Text: Enter something to help the user.
  - iv. Click the "+ADD" button to add your choices.
  - v. Required?
    - 1. Failure Message: If this is empty, what do you want the user to see?
  - vi. **Advanced: for state choices, enter: dataset=state;**
    - 1. **If you are using the same list of items repeatedly, reach out to [webcommunications@nsuok.edu](mailto:webcommunications@nsuok.edu) and we can create a custom dataset for your forms to eliminate the need to add items repeatedly on forms.**
- j. Multi-Select (Use CTRL key to select instead of Checkboxes)
  - i. Label
  - ii. Name automatically pops in the label. Change this to be meaningful to YOU when you get it BACK in your report.
  - iii. Helper Text: Enter something to help the user.
  - iv. Click the "+ADD" button to add your choices.
  - v. Required?
    - 1. Failure Message: If this is empty, what do you want the user to see?
  - vi. **Advanced: for state choices, enter: dataset=state;**
    - 1. **If you are using the same list of items repeatedly, reach out to [webcommunications@nsuok.edu](mailto:webcommunications@nsuok.edu) and we can create a custom dataset for your forms to eliminate the need to add items repeatedly on forms.**
- k. Date/Time Picker
  - i. Label
  - ii. Name automatically pops in the label. Change this to be meaningful to YOU when you get it BACK in your report.
  - iii. Helper Text: Enter something to help the user.
  - iv. Format
    - 1. Date and Time
    - 2. Date
    - 3. Time
  - v. Default Date/Time: Set the default if preferred
  - vi. Advanced is not used.

11. Click "Create."

12. Publish the Form.

13. Miscellaneous notes on forms: If you are using the same list of items repeatedly, reach out to [webcommunications@nsuok.edu](mailto:webcommunications@nsuok.edu) and we can create a custom dataset for your forms to eliminate the need to add items repeatedly on forms. What is available now (may not be inclusive):

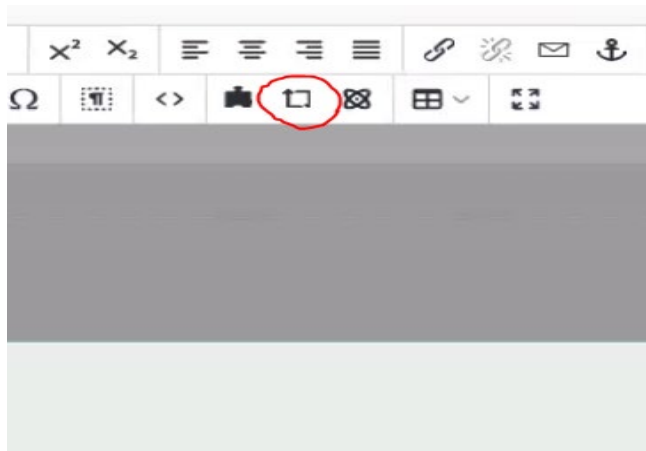
- a. Campus Locations: **dataset=campus-locations;**
- b. Buildings at each campus:
  - i. **dataset=muskogee-buildings;**
  - ii. **dataset=broken-arrow-buildings;**
  - iii. **dataset=tahlequah-buildings;**
- c. All Buildings-All Campuses: **dataset=all-buildings-all-campuses;**

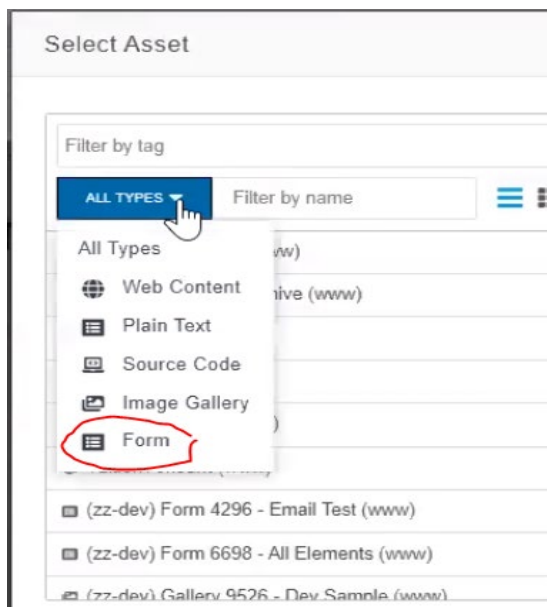
- d. Parking permit types: **dataset=parking-permits;**
- e. Tahlequah residence halls: **dataset=tahlequah-residence-hall;**
- f. States: **dataset=state;**
- g. State abbreviations: **dataset=state\_ab;**
- h. Countries: **dataset=country;**
- i. Years beginning at 1970 to present: **dataset=year;**
- j. Years - Last 20 - 20 years ago to present: **dataset=last\_20\_years;**
- k. Years - Last 15 - 15 years ago to present: **dataset=last\_15\_years;**
- l. Years - Last 10 - 10 years ago to present: **dataset=last\_10\_years;**
- m. Years - Last 5 - 5 years ago to present: **dataset=last\_5\_years;**
- n. Years - Next 5, 10, 15 or 20 - Present to \_\_ years in the future: **dataset=next\_5\_years;**  
**dataset=next\_10\_years;** **dataset=next\_15\_years;** **dataset=next\_20\_years;**
- o. Month - Abbreviated month: **dataset=month;**
- p. Month Long - Full month name: **dataset=month\_long;**
- q. Weekdays long - List of weekdays: **dataset=weekdays\_long;**
- r. Weekdays Short - Abbreviated weekday: **dataset=weekdays\_short;**
- s. Full Weekdays - Long/Short - All seven day names abbreviated/full: **dataset=full\_week\_short;**  
**dataset=full\_week\_long;**
- t. Alphabet - letters: **dataset=alphabet;**
- u. Numbers - 1-100: **dataset=numbers;**

[Video Walkthrough of Creating a Form](#)

## Placing a Form on a Page

1. Navigate to the edit region menu of the page on which the Form will be displayed.
2. Click on the "Assets" icon on the toolbar.





4. Select the Form.
5. Click "Insert."
6. Save and Publish.
7. Accessibility errors? That's to be expected. C&M will have to place a tad bit of code in the source occasionally. Just email us the OmniUpdate URL to the page and we'll pop that right in.
8. Preview to test your form!

[Video Walkthrough of Placing a Form on a Page](#)

## Calendar

Current Locations Available:

<https://docs.google.com/spreadsheets/d/1ZoHwogMDdznO9B73xpVmf7ZavclpGLsJx1OTt2dJNrl/edit?usp=sharing>

Request a Location be Added: <https://forms.gle/JZnDvCWLETe172718>

Current Categories Available:

<https://docs.google.com/spreadsheets/d/1FsSaA5akchAH1lbt4v8qHmToKuyMLNhWOD-Rzy56npQ/edit?usp=sharing>

Request an Event Category: <https://forms.gle/oVLaXCZ1oo5Va3K96>

## Submitting an Event:

1. <https://www.nsuok.edu/calendar/index.php?com=submit>

2. Enter Your Contact Information - this is not published. It's for admin to contact you with questions.
3. Enter information:
  - a. Title - Descriptive - not just "Student Night" but instead "Academic Affairs - Student Night in the UC"
  - b. Description - be descriptive. Give all event details here in the description.
  - c. Cost (leave blank if free)
  - d. Date and Time
    - i. If this is a yearly, daily, or weekly event that repeats, choose "Create Recurring Event" and fill in the information
  - e. Start/End Time
  - f. Registration
    - i. ONLY COMES TO ADMIN - You will not get results. We can get the results for you, but it won't be automatic.
    - ii. Placing a Google Form in the Description might be more efficient
  - g. Event Categories
    - i. Choose **all that apply**. Be aware "Enrollment" is only for academic calendar dates. Do not use Enrollment.
    - ii. Settings
    - iii. Billboard (in the small list of billboard events)
    - iv. Featured (green background)
  - h. Location
    - i. Add a location here: <https://forms.gle/JZnDvCWLETe172718>
  - i. Contact Info
  - j. Message for Administrator
    - i. **Check the Send Message box**
    - ii. **To have an image displayed for visual beauty of the calendar, this is the location for the published URL and the video of the process:**  
<http://somup.com/crI2FmYoRw>

## Pulling Specific Events to Your Page:

1. Decide on the categories that you would like to pull from our calendar at [www.nsuok.edu/calendar](http://www.nsuok.edu/calendar) first.
2. Open the page on which the events will rest in OmniUpdate.
3. Edit the Content Region where this will go.
4. Place in a Snippet content box if you choose.
5. Click the atomic symbol to add/edit a Component.
6. Choose the Calendar Event Feed component.
7. Click Insert.
8. For "Category Filter," enter all categories you would like. Multiple categories need to be separated by a comma. Be careful of the spelling. Ie: Tuition and Fees, Scholarships, Financial Services will pull all three categories of events.
9. Choose the number of events you would like to show.
10. Click "Save."

11. Save and Publish the page.

[Video Walkthrough of Pulling Specific Events to Your Page](#)

## Pull News Articles to Your Page

1. Edit the content region in which the news feed will go.
2. Choose “Component.” (atomic symbol)
3. Enter the tag(s) separated by a common and spelled EXACTLY as they appear on the news page.
4. Save
5. Insert
6. Save and Publish the page.

[Video Walkthrough of Pulling News Articles to Your Page](#)

# Advanced Course

## Newsletter

1. Your access must be set up to create newsletters. To request access, please send an email to [webcommunications@nsuok.edu](mailto:webcommunications@nsuok.edu).
2. Log in here: <https://www.nsuok.edu/calendar/admin/>
3. You Must have a template set up first.
  - a. Click “Newsletter.”
  - b. Click “Newsletter Templates.”
  - c. Click “Add Template.”
  - d. Create your template. C&M Design Staff are happy to assist you with this.
  - e. “Save Template.”
4. Once your template is set up:
  - a. Click “Newsletter.”
  - b. “Compose Draft.”
  - c. Click on “Show Variables” to see all of the options you might use in your draft. These options must be included in the template as well.
  - d. Create your message in the WYSIWIG editor box.
  - e. “Save Template.”
  - f. You may continue to edit by clicking on the “Edit Draft” icon to make changes before you send the newsletter..
  - g. When you are ready to send, click on the “Create Newsletter” icon next to the draft you created.
  - h. Double check the information.
  - i. Click on “Approve & Send Now.”

[Video Walkthrough of Creating a Newsletter](#)

## Component Catalog

Here are our [available components](#).

## SEO Guidelines

### Title:

1. Must be between 10 and 70 characters (<https://wordcounter.net/character-count>)
2. No duplicates allowed - each one unique.
3. Remember, Google searches the titles  
Whenever possible, add Northeastern State University  
Or at least NSU  
**SPELLCHECK!!!!!!**
4. Consider how they are displayed and:  
**Correct Capitalization**  
Hyphen or pip between Title and Northeastern State University for beauty  
- NSU  
| Northeastern State University
5. Look at the second title in the screenshot below  
Wouldn't correct capitalization make it more aesthetically pleasing?  
They had PLENTY of room to get their company name in.

<https://www.clicksafety.com/osh30-construction> | Traf/mo (us): 2100/14.40K - Kw (us): 165/3590  
**OSHA 30-Hour Construction Course - ClickSafety**  
 The OSHA 30-Hour Construction course prepares workers, managers, and employers to recognize, avoid, abate, and prevent health and safety hazards ...  
 \$189.00

<https://www.oshatraining.com/osh30-hour-training> | Traf/mo (us): 1300/13.60K - Kw (us): 99/5204  
**OSHA 30-hour training**  
 The OSHA accepted online OSHA 30 hour training courses for general industry and for construction are taken individually by a student at their own pace, and they ...

<https://summit.hsi.com/osh30> | Traf/mo (us): 1700/2400 - Kw (us): 331/490  
**OSHA 10 and OSHA 30 Training - HSI**  
 GENERAL INDUSTRY - CONSTRUCTION. The 30-hour OSHA Outreach courses provide training on an expanded list of safety topics associated with workplace ...

<https://www.usfosh30.com/osh30-hour-online-training> | Traf/mo (us): 930/12.80K - Kw (us): 96/1706  
**OSHA 30-Hour Training Online - usfosh30.com**  
 OSHA 30-Hour training for the construction and general industries teach health and safety awareness, and help workers reduce the risk of job-site hazards.

<https://nysafetyandtraining.com/osh30-construction-ny> | Traf/mo (us): 550/1400 - Kw (us): 120/568  
**OSHA 30-Hour Training NYC - Construction Safety and Health ...**  
 OSHA 30 hour training and certification in NYC. Training locations in Brooklyn, Bronx, and Manhattan. Read more about class requirements and register today.

Ad - <https://dewalt-360training.oncampus.com/osh30/> - (888) 597-8171  
**OSHA 30 Course - \$149.5 days - 30 hour OSHA**  
 The New OSHA 30 DOL Cards Last Longer & Ship in 2 Weeks - Don't Wait, Enroll Today! Powered by 360training - Largest and Most Trusted Online Safety Training Provider. Plastic DOL Card Included. Largest OSHA Provider. Online Student Support.

Ad - <https://www.oshatrainingsschool.com/> - (815) 846-0348  
**OSHA 30 Hour Online - \$135 Special - Limited Time**  
 Only \$135/person. Top Safety Training Provider. Complete your OSHA 30 Online. Get your OSHA-30 DOL Card. Enroll Now! 24/7 access. Group Discounts. Free LMS. Courses: Construction Industry, General Industry, Service Industry.  
 OSHA 30 Hour Construction - OSHA 10 Hour Construction - Save on Team Training  
 OSHA 30 Construction - \$135.00 - Limited Time Offer - More ▾

## Descriptions:

1. These are searched by Google!
2. Include at the very least NSU
3. Must be between 70 and 160 characters (<https://wordcounter.net/character-count>)
4. No duplicates allowed - each one unique.
5. This needs to SELL THE PAGE.
6. Examples:
  - a. **Bad - Psychology Degree Plan**
  - b. **Good - Psychology degree plan of required courses at Northeastern State University.**
  - c. **Better - Prepare for the Psychology field, one of the fast growing, at NSU, Oklahoma's oldest and one of the most affordable public universities, with options for you.**
  - d. **BEST - Psychology Career Plan - Fastest Growing Fields - NSU - Oklahoma's Oldest - Most Affordable - Options For Busy Schedules**
  - e. In the beginning, GET TO THE POINT
  - f. Include our name or abbreviation for SEO
  - g. Make it "markety" not just "snippety."
  - h. Additional snippets you are free to use:
    - <https://www.nsuok.edu/aboutus/nsuata glance.aspx>
    - Oklahoma's oldest public university
    - Some of the most affordable online programs
    - One of the most diverse student bodies in Oklahoma
    - Over 40 programs
    - Three campuses and online options
    - Empowering students
    - Fostering the development of global citizens
    - Sustaining a culture of learning and discovery
    - Pursuing continuous improvement
    - Partner of choice
    - Shared heritage with the Cherokee Nation
    - Over 100 years old
    - Serving nearly 9,000 students annually
7. In the screenshot below, do you see how much more attractive the first description is than the others? This is what we're striving for. We are trying to get people to click on our pages.

<https://www.verywellmind.com> > ... > Student Resources Traf/mo (us): 5600/9.62M - Kw (us): 160/348.98K

### 5 Types of Psychology Degrees - Verywell Mind

Jan 20, 2020 — 5 Types of Psychology Degrees · Associate Degree in Psychology · Bachelor's Degree in Psychology · Master's Degree in Psychology · Ph.D. in ...  
 An Overview of Psychology..... Master's degree · Jobs for a Master's Degree · Ph.D.

<https://www.psychologydegree411.com> Traf/mo (us): 1600/29.40K - Kw (us): 194/6630

### Psychology Degree Level and Specialty Guide 2021

Psychology Degree 411 is a comprehensive resource for prospective students interested in pursuing a degree in psychology or becoming a psychologist.  
 Careers · Online Guide · Schools · Licensure

<https://www.usnews.com> > ... > Best Graduate Schools Traf/mo (us): 2300/12.67M - Kw (us): 160/1.19M

### What Can You Do With a Psychology Degree? | Best ...

Psychology degree holders say there are many jobs you can do with this degree without providing therapy. Learn more about your career education options ...

<https://www.apa.org> > psn > 2018/01 > bachelors-degree Traf/mo (us): 12.90K/1.85M - Kw (us): 289/159.89K

### What can you do with a bachelor's degree in psychology? Like ...

The psychology bachelor's degree qualifies a person for a large number of jobs, but the degree does not uniquely qualify a person for any particular job.

## Keywords:

### 8. LOOK at what the page is about.

- a. It could be about multiple topics, for example:

<https://academics.nsuok.edu/continuingeducation/Courses/AccountingFinanceforEntrepreneurs.aspx>

Look at that page online

There are three topics on that page:

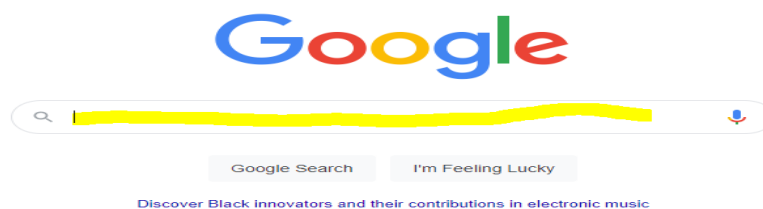
1. Accounting Degree
2. Finance Degree
3. Continuing Education

We want a user to find this via all three paths

Please ask [webcommunications@nsuok.edu](mailto:webcommunications@nsuok.edu) if you are unclear on any page and we will be glad to assist you!

### 9. Install the Keywords Everywhere extension to Chrome.

- a. Instructions: <https://screencast-o-matic.com/watch/crnZYZWF8x>



### 11. The page listed above will take THREE SEARCHES

- a. Finance Degree
- b. Accounting Degree



### c. Continuing Education

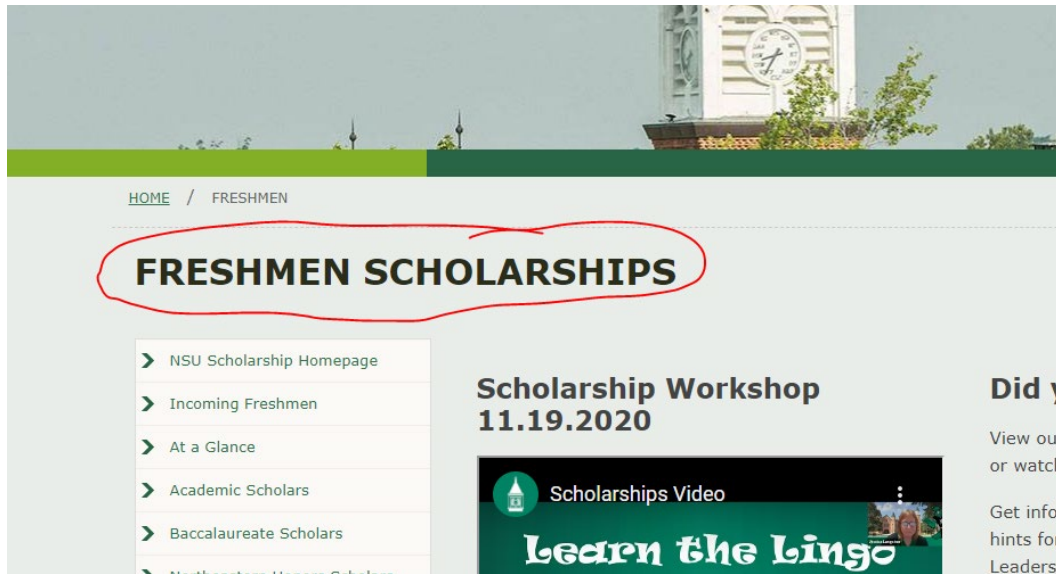
The screenshot shows a search engine results page for the keyword "finance". On the left, there is a map of Skidwaypark. The main content area is divided into three sections:

- Trending Keywords:** A list of 25 keywords related to "finance", including "american first finance logo", "jainco finance", "service finance company llc", "hope finance", "jantaba finance", "rental equipment finance", "american first finance", "everest finance phone number", "florida auto finance", "continental finance", "jantaba rental finance", "ny department of taxation and finance", "hope finance", "ny department of taxation and finance", "small finance phone number", "second finance", "newark small business finance", "worcestershire gov finance", "yahoo finance my portfolio", "easter finance login", "new york state department of taxation and finance", "finance forecast", and "sunset finance".
- Related Keywords:** A list of 7 keywords: "yahoo finance", "finance car", "finance jobs", "google finance app", "finance news", "finance pronunciation", and "finance meaning in business".
- People Also Search For:** A list of 6 keywords: "investing", "google finance", and "yahoo finance".

- DO NOT USE THE "COPY" TOOL HERE.
- With your mouse, on the screen shown above, highlight ALL of the keyword information along with all information between the sections.
- Copy all highlighted keywords and the separator information between the three sections.
- Paste everything into Notepad
- Add a comma to the end of every single line
- Delete all separator information
- Paste into the keyword section in Omni
- Repeat for all topics for this page
- The example above would have two more searches
- Watch this video if you are not clear (and I meant to say "finance"):** <http://somup.com/crfloDbSm3>

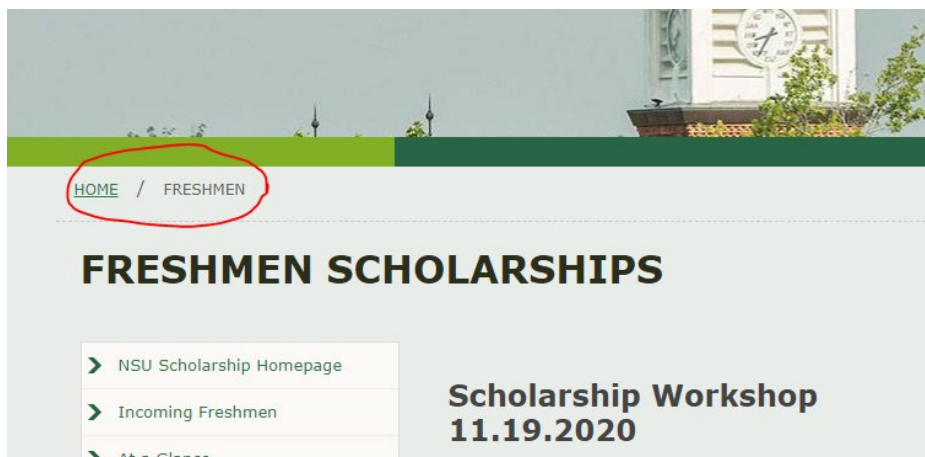
### Page Headings:

- This does not appear in any search.
- This needs to be clear and concise for users.
- You **don't** need NSU or Northeastern State University here.
- SPELLCHECK!**
- Capitalize correctly just in case our format ever changes. Right now, it defaults to all caps; but, hey, things change. Do it right the first time.



## Breadcrumbs:

1. This is the tiny green link at the top of our NSU pages.
2. This does NOT need to include NSU or Northeastern State University.
3. This needs to be a very SHORT breadcrumb.
4. Do not use underscores or abbreviations. They're visually unattractive.
5. It's just a hint to the user of the rabbit trail they've been on and a quick way to get back.
6. **SPELLCHECK!**



8. If you are in training, you may [click here to jump back up to the section for Page Properties.](#)