

# ELC ONLINE

40 WEST 23RD STREET NY, NY 10010

## **DRUPAL CMS USER GUIDE**

### **Creating and Maintaining a Locale Site**

---

Revision History		
Editor	Revision description	Revision Date
Tara Marino + Gitanjali Raghav	V2 created	12/21/2012
Tara Marino + Gitanjali Raghav	V3 Created	12/21/2012
Katharine Jones	V4 Created	
Katharine Jones	V5 Created	
Katharine Jones	V6 Created	
Christina Wongbuphanimitr	V7 Created	11/1/2013

## Table of Contents

1	Intro .....	4
1.1.	About Drupal .....	4
1.2.	Site Types Supported by the Drupal Platform.....	5
1.3.	Brand Master in Drupal .....	5
1.4.	What Can Be Built in Drupal? .....	5
1.5.	Drupal Content Flow vs. Code Flow .....	6
2	CMS Interface & Navigation .....	6
2.1.	Logging In .....	6
2.2.	Admin Navigation.....	7
2.3.	Dashboard .....	8
3	Creating a New Site .....	9
3.1.	Define Settings Tab .....	9
3.2.	Choose Content Tab .....	12
3.3.	Choose Sources Tab .....	12
3.4.	Completing the Site Wizard.....	14
4	Find Content .....	14
4.1.	Content Tab.....	14
4.2.	Revision Tags Tab .....	16
5	Add/Edit Content .....	17
5.1.	Types of Content .....	17
5.2.	Common Elements .....	20
5.3.	Add/Edit Collection .....	25
5.4.	Add/Edit Content Blocks .....	30
5.5.	Add/Edit ELC Videos .....	30
5.6.	Add/Edit Email.....	32
5.7.	Add/Edit FAQ.....	32
5.8.	Add/Edit Form .....	33
5.9.	Add/Edit Menu .....	35
5.10.	Add/Edit MPP .....	39
5.11.	Add/Edit Pages .....	40
5.12.	Blocks.....	41
5.13.	Add/Edit Popovers .....	42
5.14.	Add/Edit Translation Set .....	42
6	Embeddables .....	43
6.1.	Products .....	44
6.2.	Blocks.....	45
6.3.	Country List .....	46
6.4.	Forms.....	47
7	Localize or Subscribe .....	48
7.1.	Localize or Subscribe from Find Content .....	48
7.2.	Localize or Subscribe While Browsing.....	49
8	Workflow .....	49
8.1.	Workflow State.....	49
8.2.	Change Workflow State.....	50
9	Revision Tags .....	51
9.1.	Defining Revision Tags.....	51

9.2. Creating a New Revision Tag .....	51
9.3. Viewing the Site by Revision Tag.....	51
9.4. Select Revision Tag from Find Content .....	52
9.5. Stop Viewing by Revision Tag.....	54
9.6. Filter by Revision Tag.....	54
9.7. Changing Workflow by Revision Tag .....	55
10 Alfresco.....	55
10.1. Drupal Access .....	55
11 Appendix A: Glossary.....	59

# 1 Intro

## 1.1. About Drupal

Drupal is an open-source Content Management System (CMS). A CMS is a tool used to manage the creation, storage and publishing of content on a website. Because the Drupal framework is specifically designed to encourage expansion and customization, it is a good fit for a large, enterprise-level application that needs to meet many business requirements and detailed specifications. The interface and tools described in this User Guide have been specially designed for ELC Online.

The Drupal platform is a robust and expandable system that will allow each Brand to create exciting and innovative content while still enabling standard functionality across all Brand Sites. It also offers a clear migration path from a Coresite to an E-commerce Site.

The platform merges Drupal and ELC's e-commerce platform, PerlGem. The commerce logic resides in PerlGem, product data in .NET, and most text on commerce pages from resource bundles.

The ELC Global Drupal CMS Platform is for:

- E-commerce and Core (marketing) sites
- Desktop and Mobile sites
- All Locales and Languages

This guide is a step-by-step reference for business users for the configuration and usage of the ELC Online Drupal Platform.

### 1.1.1. Asset Management

Assets will be handled in a new system called Alfresco (see section 10. Alfresco). Images and media that are uploaded to Alfresco will be available for use in the Drupal interface when creating content. You can also upload items directly to Alfresco via the Drupal interface when creating or editing content.

### 1.1.2. Mobile Support

Sites built on the platform have built-in device detection. Each piece of content has a separate section for specifying alternate mobile behavior, including the option to not display in a mobile context.

The Drupal CMS supports:

- Separate content and/or templates for the mobile version of a page
- PC-only content with the ability to redirect mobile users to a different URL
- Responsive templates that share the same content and template between PC and Mobile version without any additional content-creation work

The following device contexts are provided for:

- PC: Desktop tablets and browsers
- Mobile: Full functionality mobile browsers, i.e. smartphones.

## 1.2. Site Types Supported by the Drupal Platform

A **Coresite** is a non-ecommerce website with localized brand content, a store locator, and a limited product catalog with multi-product pages (MPPs). Its main purpose is to promote brand awareness in a market. ELC Online databases can capture user information, such as name and email address.

A **Coresite Plus** will have the same features as Coresites, but with a full product catalog and MPPs that lead to single product pages (SPPs). This acts as a marketing site that can transition to an Ecommerce site when the commerce infrastructure in that market is ready.

An **E-commerce site** includes all the features of a Coresite Plus, plus commerce functionality, checkout, user account management, and any other standard e-commerce features relevant to the brand/market.

## 1.3. Brand Master in Drupal

Each brand will have a Brand Master site. The purpose of this Master site is to be the canonical source for all global content for that Brand. This Master content will generally be in English. When a Brand site for a specific locale (e.g. US, Japan, Chile) is created, it can inherit the Master site content either by “subscribing to” or “localizing from” Master. This makes it possible for each locale to source any content created on the Master site.

Content can also be subscribed/localized from one locale site to another locale site. The Brand Master ensures a global design consistency from site to site, and speed of rolling out new content and features.

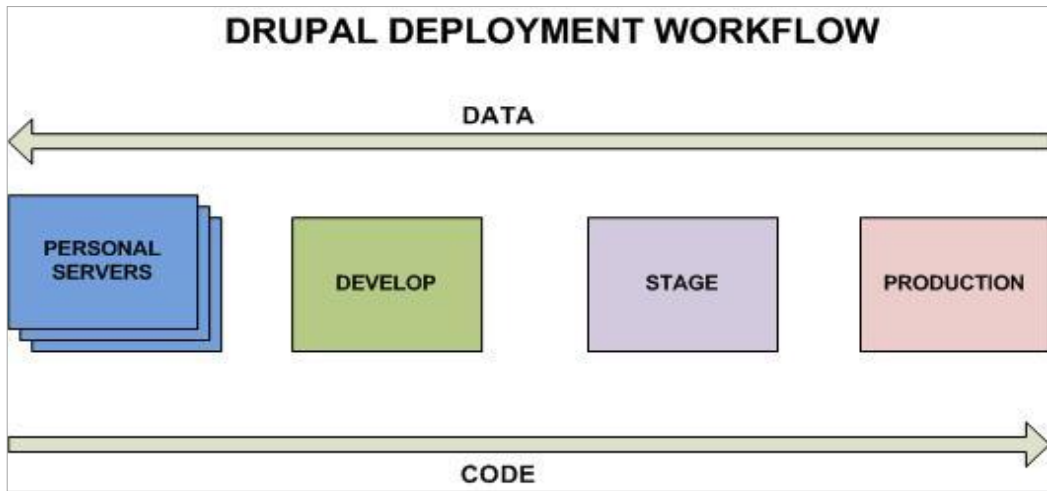
All templates and assets are inherited when content is subscribed to, and updated automatically when the Master site original content is updated. If content is customized and/or translated at the locale-level, updates to the content become the responsibility of the online affiliate. To read more about subscribing/localizing, see section 7. *Localize or Subscribe*.

## 1.4. What Can Be Built in Drupal?

- “About the Brand” pages
- Homepage rotations and touts
- “What’s New” pages
- Global navigation and menus
- Merch windows
- Video pages
- FAQ/Q&A pages
- Country Chooser dropdown and page
- Diagnostic tool/quiz (frontend only, not logic)
- Various embeddables (products, categories, blocks, popovers)
- Miscellaneous template pages
- Store locators
- SPP/MPP merch windows and supplementary content
- “Contact Us” pages
- Email Signup and Welcome Email with Cheetahmail option

## 1.5. Drupal Content Flow vs. Code Flow

In Drupal, content is entered into a **production (PROD)** database via a non-production URL (ex. *e.brz.master.cms.elcdev.net*), and is synced to the lower environments (**STAGE**, **DEV** and **ENG**). Code flows in the opposite direction: built on **ENG** and pushed up through environments before reaching **PROD**. For a visual overview, see the chart below:



1.5: Drupal content flow vs. code flow

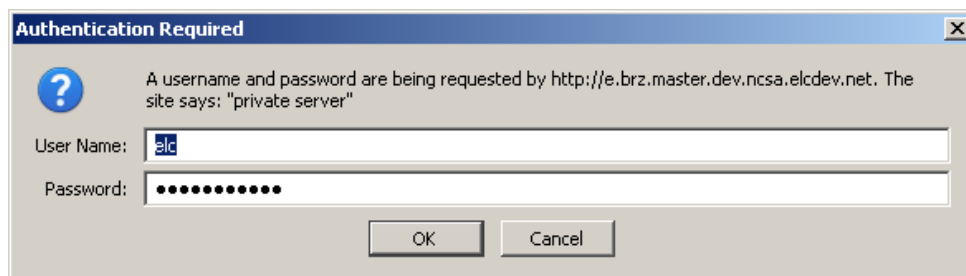
## 2 CMS Interface & Navigation

### 2.1. Logging In

**Step 1** Go to the brand's Drupal CMS site. Example: *e.brz.master.cms.elcdev.net*

**Step 2** Find the brand's authentication credentials on the [ELC Online Brand Site Passwords](https://www.esteeonline.com/manual/web_access.html) document, located at [https://www.esteeonline.com/manual/web\\_access.html](https://www.esteeonline.com/manual/web_access.html).

**Step 3** Enter the site's **User Name** and **Password** in the **Authentication Required** window pop up, and then click **OK**.



2.1: Authentication Required pop up window.

**Step 4** Add **/user** to the end of the site URL. This will take you to the admin login page. Example: *e.brz.master.cms.elcdev.net/user*

**Step 5** Enter your **User Name** and **Password**, provided to you via Movelt, and click **Log in**.

**2.1:** Drupal CMS admin login page.

## 2.2. Admin Navigation

Navigate the CMS by clicking the global admin links, located across the top of your browser when you are logged in:

- 1. Mobile preview:** Launches a new window displaying the mobile view of the content page you are editing or viewing.
- 2. Revision Tag status dropdown** with "Default" as the default status. Changing this changes what revision tag you are viewing the site in, persistent across pages until changed. This should reload the page you are on with the selected revision tag mode enabled.
- 3. Domain indicator dropdown:** Links to the site homepage of the selected domain.
- 4. Product Display Status dropdown:** Displays Dev, Stage or Prod data from .Net.
- 5. Home icon:** Links to the site's homepage
- 6. Dashboard:** Links to the Dashboard. For more details, see section 2.3 *Dashboard*.
- 7. Find Content:** Links to [Find Content](#) page. For more details, see section 4. *Find Content*.
- 8. Add Content:** Links to the [Add Content](#) landing page. For more details, see section 5. *Add/Edit Content*.
- 9. Account link:** Links to your account configuration page
- 10. Log out:** Logs you out of the CMS

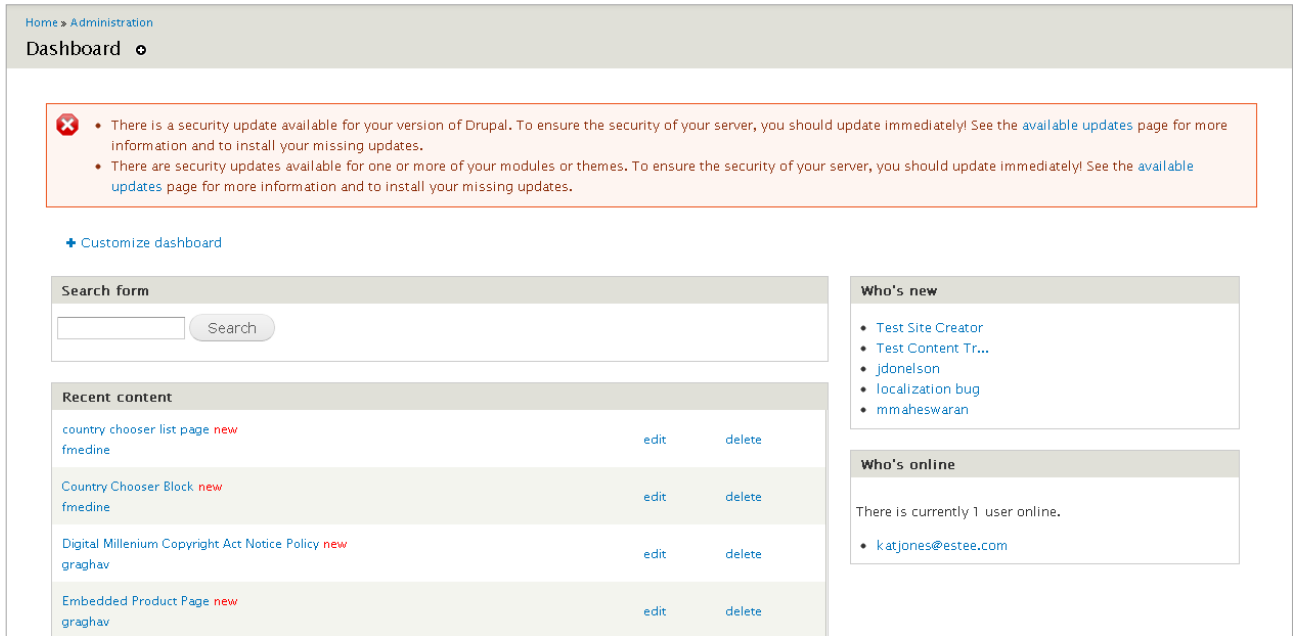
**Note:** The links visible to you will depend on your user role.



**2.2:** Drupal CMS admin navigation.

## 2.3. Dashboard

The Dashboard is a customizable page for viewing site data. The default Dashboard contains a block showing which other users are online, the most recently added users, a list of the most recently added content, and search form:



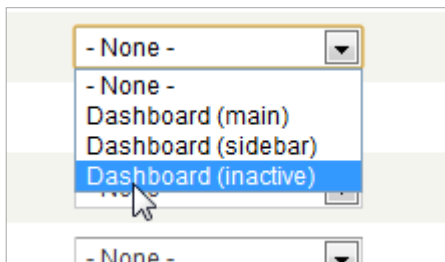
2.3: Drupal CMS Dashboard

### 2.3.1. Customize the Dashboard

The dashboard can be customized to show your preferred site information.

- Step 1** From the Dashboard page, [click](#) the [Customize dashboard](#) link.
- Step 2** [Drag and drop](#) the items you would like to see on the [Dashboard](#) into the preferred location.
- Step 3** To add more blocks, [click](#) on [Add other blocks](#), or the link to the configuration page and choose to set the block you want to use on the Dashboard as inactive.

Drag and drop these blocks to the columns below. Changes are automatically saved. More options are available on the [configuration page](#).



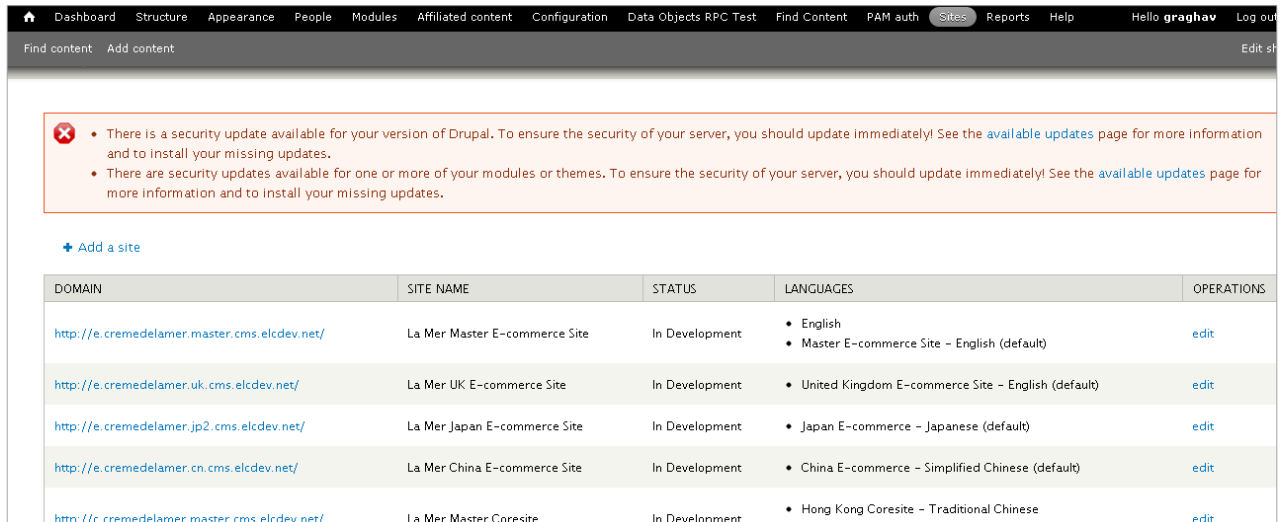
- Step 4** Scroll to the bottom of the list of blocks and [click](#) [Save](#) blocks. You will then see the additional chosen blocks available for you to position on the [Customize dashboard](#) page.



### 3 Creating a New Site

The Site Wizard will assist you in setting up a new locale site. Using the wizard, you can add languages, set site configurations, and select content to localize from or subscribe to.

**Step 1** Click the Sites link in the admin nav. This will bring you to a list of active domains:



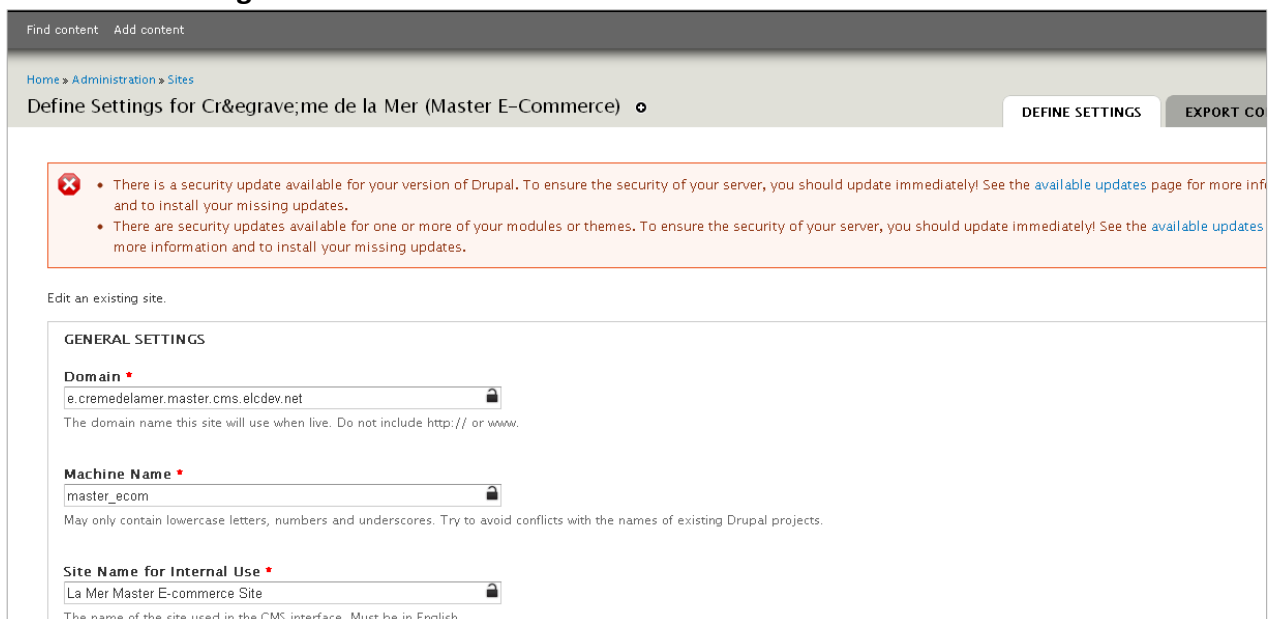
The screenshot shows the Drupal CMS Sites landing page. At the top, there is a navigation bar with links: Dashboard, Structure, Appearance, People, Modules, Affiliated content, Configuration, Data Objects RPC Test, Find Content, PAM auth, Sites (active), Reports, Help, Hello graghav, and Log out. Below the navigation bar, there is a search bar with 'Find content' and 'Add content' buttons. A red warning box at the top left contains two messages about security updates. Below the warning box, there is a '+ Add a site' button. The main content area is a table with the following columns: DOMAIN, SITE NAME, STATUS, LANGUAGES, and OPERATIONS. The table lists five active domains, all with a status of 'In Development'.

DOMAIN	SITE NAME	STATUS	LANGUAGES	OPERATIONS
<a href="http://e.cremedelamer.master.cms.elcdev.net/">http://e.cremedelamer.master.cms.elcdev.net/</a>	La Mer Master E-commerce Site	In Development	<ul style="list-style-type: none"><li>English</li><li>Master E-commerce Site - English (default)</li></ul>	<a href="#">edit</a>
<a href="http://e.cremedelamer.uk.cms.elcdev.net/">http://e.cremedelamer.uk.cms.elcdev.net/</a>	La Mer UK E-commerce Site	In Development	<ul style="list-style-type: none"><li>United Kingdom E-commerce Site - English (default)</li></ul>	<a href="#">edit</a>
<a href="http://e.cremedelamer.jp2.cms.elcdev.net/">http://e.cremedelamer.jp2.cms.elcdev.net/</a>	La Mer Japan E-commerce Site	In Development	<ul style="list-style-type: none"><li>Japan E-commerce - Japanese (default)</li></ul>	<a href="#">edit</a>
<a href="http://e.cremedelamer.cn.cms.elcdev.net/">http://e.cremedelamer.cn.cms.elcdev.net/</a>	La Mer China E-commerce Site	In Development	<ul style="list-style-type: none"><li>China E-commerce - Simplified Chinese (default)</li></ul>	<a href="#">edit</a>
<a href="http://c.cremedelamer.master.cms.elcdev.net/">http://c.cremedelamer.master.cms.elcdev.net/</a>	La Mer Master Coresite	In Development	<ul style="list-style-type: none"><li>Hong Kong Coresite - Traditional Chinese</li></ul>	<a href="#">edit</a>

**3.0:**The Drupal CMS Sites landing page lists all active domains.

**Step 2** Click Add a Site to add a new site.

#### 3.1. Define Settings Tab



The screenshot shows the 'Define Settings for Cr&egrave;me de la Mer (Master E-Commerce)' page. At the top, there is a navigation bar with links: Find content, Add content, Home > Administration > Sites, Define Settings for Cr&egrave;me de la Mer (Master E-Commerce) (active), DEFINE SETTINGS, and EXPORT CO. Below the navigation bar, there is a red warning box with two messages about security updates. Below the warning box, there is a 'Edit an existing site.' button. The main content area is a form with the following sections: GENERAL SETTINGS, Domain, Machine Name, and Site Name for Internal Use. Each section has a text input field and a lock icon.

**GENERAL SETTINGS**

**Domain \***  
e.cremedelamer.master.cms.elcdev.net  
The domain name this site will use when live. Do not include http:// or www.

**Machine Name \***  
master\_ecom  
May only contain lowercase letters, numbers and underscores. Try to avoid conflicts with the names of existing Drupal projects.

**Site Name for Internal Use \***  
La Mer Master E-commerce Site  
The name of the site used in the CMS interface. Must be in English.

**Step 1** Enter the URL used to access this site's CMS environment in the Domain field. Do not include http:// or www. Example: e.cremedelamer.us.cms.elcdev.net.

- Step 2** Enter the name of the site as it should be referenced in the CMS interface in the [Site Name for Internal Use](#) field. This must be entered in English. Example: *La Mer Japan E-commerce Site*.
- Step 3** Enter the name of the site as it appears to the public, such as in a web browser title bar, in [Site Name for Public Display](#) field.
- Step 4** Select a [Brand ID](#) and [Region ID](#).
- Step 5** Select [Coresite](#), [Coresite Plus](#), or [E-commerce](#) from the [Site Type](#) dropdown. If no master site exists for the brand you are adding a site for, you will receive an error message and be prompted to create either a Coresite or e-commerce master site to proceed. See section 1.2 [Site Types](#) for details on site types.
- Step 6** Check [This is a master site](#) if you are creating a master site. You will receive an error message if no master exists for this site type.
- Step 7** Select the brand's theme from the [Default Theme](#) dropdown.
- Step 8** Select either [Use PC Template](#) and [Content or Choose Alternative URL](#) from the [Default Mobile Behavior](#) dropdown. This default setting can be overwritten on per-page basis.
- Step 9** Select the time zone that the site administrators work in from the [Default Time Zone](#) dropdown.
- Step 10** Choose [Yes](#) or [No](#) under [Show buy button on MPP](#). You will only see this step if you are adding a Coresite Plus or e-commerce site.
- Step 11** Choose [Yes](#) or [No](#) under [Display quick views on MPP](#).
- Step 12** Define languages for the site under [Add new languages](#).

Enabled languages			
LANGUAGE	PATH PREFIX	LANGCODE	DEFAULT
+ Japan E-commerce - Japanese	ja-JA	ja-JA	<input checked="" type="checkbox"/>

[Show row weights](#)

Add new languages		
PATH PREFIX	BASE LANGUAGE	REGION
<input type="text"/>	-- Select a base language --	-- Select a country --
<input type="text"/>	-- Select a base language --	-- Select a country --
<input type="text"/>	-- Select a base language --	-- Select a country --
<input type="text"/>	-- Select a base language --	-- Select a country --
<input type="text"/>	-- Select a base language --	-- Select a country --

**3.1: Add a language to the new domain by selecting a base language and a region.**

- Step 13** Select a language from the [Select a base language](#) dropdown.
- Step 14** Select the country the site is being built for from the [Select a country](#) dropdown.
- Step 15** Add domain aliases for the site under [Add new aliases](#). Check off the redirect option if you wish to have aliases redirect to the main domain.

Add new aliases	
Add domain aliases for this site. Do not include http:// or www. Check the redirect box if you would like requests made to the alias to redirect to the main domain.	
REDIRECT	PATTERN
<input type="checkbox"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>

Check the redirect box to send requests for an alias to the registered domain.

**3.1: Add new aliases**

**Step 16** Under **3rd Party Settings**, enter the **Coremetrics ID**. This is optional and will override the ID stored in the Coremetrics settings file. This field will only display if you have selected to create a Coresite or Coresite Plus.

**3<sup>RD</sup> PARTY SETTINGS**

**Coremetrics ID**

You may optionally enter a Coremetrics ID here which will override the ID stored in the coremetrics settings file. (Used primarily by coresites.)

**Akamai CP Code – Production**

**LivePerson ID**

### 3.1: 3<sup>rd</sup> Party Settings

**Step 17** Enter the **Production Akamai CP Code**.

**Step 18** Enter the **LivePerson ID**.

**Step 19** Define Bazaarvoice settings:

- Enter the url for the bvapi.js file specific for the brand locale on the production server under Brand Local bvapi.js URL – Production. Example:  
http://prescriptives.ugc.bazaarvoice.com/static/3524-en\_us/bvapi.js
- Enter a relative path to the write-a-review page on the production server under Write a Review Path – Production.
- Enter the URL for the bvapi.js file specific for the brand locale on the stage server under Brand Local bvapi.js URL – Stage. Example:  
http://prescriptives.ugc.bazaarvoice.com/bvstaging/static/3524-en\_us/bvapi.js
- Enter the relative path to the write-a-review page on the stage server under Write a Review Path – Stage.
- Enter a **Production Domain**. Example: prescriptives.com
- Enter a **Staging Domain**. Example: esteeonline.com

**BAZAARVOICE**

**Brand Local bvapi.js URL – Production**

This is the url to the "production" bvapi.js file specific for the Brand locale. eg. http://prescriptives.ugc.bazaarvoice.com/static/3524-en\_us/bvapi.js

**Write a Review Path – Production**

This is the path to the "production" write-a-review page.

**Brand Local bvapi.js URL – Stage**

This is the url to the "stage" bvapi.js file specific for the Brand locale. eg. http://prescriptives.ugc.bazaarvoice.com/bvstaging/static/3524-en\_us/bvapi.js

**Write a Review Path – Stage**

This is the path to the "stage" write-a-review page.

**Production Domain**

eg: prescriptives.com

### 3.1: Bazaarvoice settings

**Step 20** Under **Additional Settings**, enter the relative URL of the homepage. Complete this step only after you have selected content for the site. Once your site's homepage has been created, copy the page's vanity URL, then navigate back to the Site Wizard and enter it here.

**ADDITIONAL SETTINGS**

**Site Homepage**

NOTE: Complete the following steps to setup the site homepage:

- Finish all the tabs in this wizard, be sure to select your homepage content under Choose Source.
- Go to Find Content, select Edit for the homepage, and click the Basic Info tab. Change the URL Alias if needed for your locale.
- Copy the URL Alias, return to this page and paste it in the field below.

**{Domain URL}/**

home

Save

Save and Choose Content

**Step 21** Click [Save](#) to save your edits to the wizard or [Save and Choose Content](#).

### 3.2. Choose Content Tab

Select which content you would like to launch the new site with. The list of content is based on the content available on the master site. If you would like to use content from a site other than the master, you will have to localize or subscribe that content separately from the wizard.

**Step 1** Click the title of each section to expand the list of content under that section

**Step 2** Check of each piece of content you would like to include. If you would like the entire section, check [Select all \[site title\] Content](#).

Dashboard
Structure
Appearance
People
Modules
Affiliated content
Configuration
Data Objects RPC Test
Find Content
PAM auth
Sites
Reports
Hello [katjones@estee.com](#)
Log out

Find content
Add content
Edit shortcuts

Home » Administration » Sites » Edit Sites

Choose Content for Cr me de la Mer Japan

DEFINE SETTINGS

CHOOSE CONTENT

CHOOSE SOURCES + SEO

EXPORT CONFIGURATION

**Choose Content**

The content available for Cr me de la Mer Japan is based on the ecommerce master site [Cr me de la Mer \(Master E-Commerce\)](#) only. Any locale-specific content not in the master can be selected under the Edit Content > Translations tab after you complete this wizard.

ABOUT THE BRAND (5 ITEMS)

☐ SELECT ALL ABOUT THE BRAND CONTENT

☒ The Miracle Broth™

☒ Heritage

☒ Ingredients

☒ The Kelp Harvest

☐ test\_embed

CUSTOMER SERVICE (13 ITEMS)

GLOBAL NAV (19 ITEMS)

HOME PAGE (2 ITEMS)

MISCELLANEOUS (7 ITEMS)

PRODUCT CATALOG (8 ITEMS)

**Step 3** Follow Steps 1 and 2 for each site section.

**Step 4** Click [Save](#) or [Save and Choose Sources](#).

### 3.3. Choose Sources Tab

Select which country-languages to use as sources for localizing and subscribing content.

- Step 1** From the [Choose a Country-Language](#) dropdown, [select](#) one of the languages on the site you are creating and click Change Country-Language.
- Step 2** From the [Select Country - Language to Use as Source](#) field, [choose](#) a country-language to use as a source of content for the country-language selected in Step 1. This list will display the percentage of content chosen from the master on the previous tab available in this country-language to subscribe or localize from.
- Example: If you see German – Germany 75%, then 75% of the content you selected is available from the Germany – German site. The other 25%, indicated in red, is not available in this country-language, and would have to be localized or subscribed from the master.
- Step 3** [Select Localize](#) or [Subscribe](#) for each piece of content. Content that appears in red is not available for the country-language you selected and will be based on master’s default language.

Israel E-commerce - Hebrew  
Change Country - Language

Country - Language: Israel E-commerce - Hebrew

Select Country -- Language to Use as Source ▼  
Master Coresite - English 50%

**SELECT CONTENT SOURCES**

The content listed below matches your selections in the Choose Content tab and is based on the master, not the Country - Language above. The following 2 scenarios may occur:

- If **additional content exists** for country - language, select it under the Edit Content > Translations tab after you complete this wizard.
- If **content does not exist** for country - language, it is denoted in **red** below. If you choose this content, it will be based on the master's default language.

▼ ABOUT THE BRAND (17 ITEMS)

Localize	Subscribe	Acting Responsibly
Localize	Subscribe	Breast Cancer Awareness
Localize	Subscribe	Caps with Aveda
Localize	Subscribe	Cradle to Cradle

- Step 4** [Define SEO settings](#) that each piece of content will default to.
- Step 5** [Click Save Changes](#).

SEO

Default Title

[node:title] | [site:name]

The page title that displays to the public in search engines and in the browser's title bar. You may use the following tokens: [node:title] for the individual page title and [site:name] for the site name (entered above).

Default Meta Keywords

A brief and concise summary of the page's content, preferably 150 characters or less. May be used by search engines to display a snippet about the page in search results.

Default Meta Description

A comma-separated list of keywords about the page.

Save changes

### 3.4. Completing the Site Wizard

A confirmation page will display after saving. From here, click [Back to Define Settings](#) to go back to the settings tab, or [Continue to 'Find Content'](#) to go to the [Find Content](#) page to begin editing the localized content.

**Note:** Site settings can only be edited in the wizard prior to the site launch. After a site launches settings are set in code and require assistance from an engineer for all further updates.

## 4 Find Content

The link to the [Find Content](#) page is located in the admin navigation. From the [Find Content](#) page, users can:

- Search for content using a variety of filters to narrow results.
- Update multiple pieces of content at the same time.
- Select a revision tag to view the site under.

### 4.1. Content Tab

[Find Content](#) defaults to the [Content](#) tab where users can search for and bulk update content. Initially, the results listed are of all content that exists for the site the user is on, in order of last updated. You can re-sort the list alphabetically by Country-Language, site section, page type, or items per page by clicking on the column header and selecting Filter.

#### 4.1.1. Refine Results

**Step 1** Narrow your search results using any combination of the following filters:

- **Keyword search:** Enter a keyword to search the content titles.

- **Updated date range:** Enter a start and end date for the range of dates you would like to filter by.
- **Country-Language:** Refine search results by country and language.
- **Site section:** Refine search results by site section.
- **Type:** Refine search by type of content or narrow search results further by selecting a specific template used by a specific type of content.
- **Revision tag:** Refine search results by revision tag.
- **Workflow status:** Refine search results by workflow status.
- **Active revision or all revisions:** Choose to search only active revisions or all revisions. By selecting all revisions, search results will include all revisions of the pieces of content. Selecting active revision will limit the search to either the currently published revision or, if no revision has been published, the most recently updated revision.
- **Items per page:** Set a limit for the number of results.

REFINE RESULTS

KEYWORD SEARCH

UPDATED DATE RANGE

Start Date: YYYY-MM-DD

End Date: YYYY-MM-DD

COUNTRY-LANGUAGE

Master E-commerce Site - English

SITE SECTION

About the Brand

TYPE

- Any -

REVISION TAG

- Any -

WORKFLOW STATE

published

ACTIVE REVISION

☒

ALL REVISIONS

☐

ITEMS PER PAGE

50

FILTER

UPDATE MULTIPLE ITEMS AT ONCE

Apply action to checked items:

- Choose an operation -









UPDATE

**Step 2** After you have entered one or more filters, [click Filter](#).

#### 4.1.2. Results List

Several actions on content can be taken directly from this list of content.

1 to 4 of 4 Results

<input type="checkbox"/>	TITLE		TYPE	UPDATED	COUNTRY-LANGUAGE	REVISION TAG	WORKFLOW STATE	OPERATIONS
<input type="checkbox"/>	<a href="#">Heritage</a>	 	Page	12/12/2012 - 17:18	Master E-commerce Site - English		published	<a href="#">edit</a>   <a href="#">translate</a>   <a href="#">workflow</a>   <a href="#">delete</a>   <a href="#">clone</a>
<input type="checkbox"/>	<a href="#">The Kelp Harvest</a>	 	Page	12/11/2012 - 15:50	Master E-commerce Site - English		published	<a href="#">edit</a>   <a href="#">translate</a>   <a href="#">workflow</a>   <a href="#">delete</a>   <a href="#">clone</a>
<input type="checkbox"/>	<a href="#">The Miracle Broth™</a>	 	Page	12/11/2012 - 15:43	Master E-commerce Site - English		published	<a href="#">edit</a>   <a href="#">translate</a>   <a href="#">workflow</a>   <a href="#">delete</a>   <a href="#">clone</a>
<input type="checkbox"/>	<a href="#">Ingredients</a>	 	Page	10/10/2012 - 16:10	Master E-commerce Site - English		published	<a href="#">edit</a>   <a href="#">translate</a>   <a href="#">workflow</a>   <a href="#">delete</a>   <a href="#">clone</a>

1 to 4 of 4 Results

- [Click](#) the PC or Mobile icon to preview the content as it would appear for that device.
- [Click edit](#) to go directly to a piece of content's edit tab. **Note:** you may see results of other locale sites than you have access to. You can preview, localize, see workflow, or clone but you will not be able to directly edit this.

- Click [localize](#) to view a listing of existing usage of that content per locale. For further info on this, see section 7 *Localize or Subscribe*.
- Click [workflow](#) to go directly to the content's workflow tab to change workflow state, or to view or edit other drafts and revisions of the content. For more info, go to Section 8 *Workflow*.
- Click [clone](#) to create an exact copy of a piece of content.

### 4.1.3. Bulk Updates

Users have the ability to update multiple items at once directly from the [Content tab](#) of [Find Content](#).

REFINE RESULTS

KEYWORD SEARCH

UPDATED DATE RANGE

Start Date: YYYY-MM-DD

End Date: YYYY-MM-DD

COUNTRY-LANGUAGE

Master E-commerce Site - English

SITE SECTION

About the Brand

TYPE

- Any -

REVISION TAG

- Any -

WORKFLOW STATE

published

ACTIVE REVISION

☒

ALL REVISIONS

☐

ITEMS PER PAGE

50

FILTER

UPDATE MULTIPLE ITEMS AT ONCE

Apply action to checked items:

- Choose an operation -

UPDATE

**Step 1** Click the check-off boxes on all content that is to be updated in bulk.

**Step 2** Select an operation from the [Choose operation](#) dropdown.

**Step 3** Click [Update](#). If the update is any other type of update, such as deleting a node or revision, click [Confirm](#) to continue or [Cancel](#) to cancel on the following confirmation page.

## 4.2. Revision Tags Tab

The [Revision Tags](#) tab lists all revision tags used on the site. From here, users can preview the site as it would appear with all content given particular revision tag. This function is useful for previewing a how site will look following a seasonal site refresh. See section 9. *Revision Tags* for more information on defining and using revision tags.



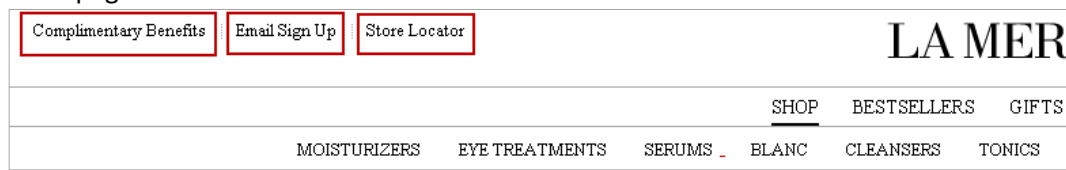
## 5 Add/Edit Content

This section explains how to create and edit the various types of content.

### 5.1. Types of Content

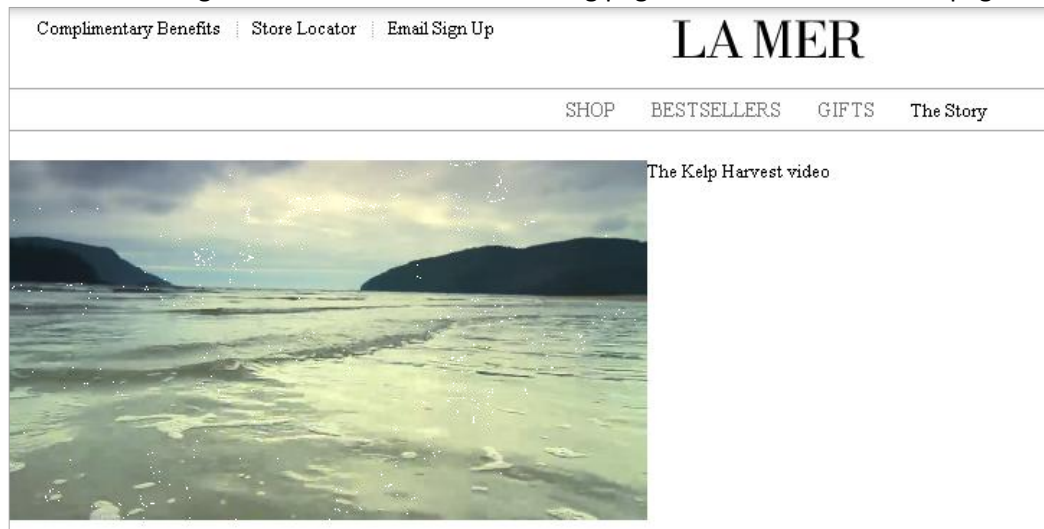
To add new content first choose a content type. Some content types require other steps after creation before it can be shown on the site.

- **Collection:** Collection is a content type that allows users to pull in different pieces of contents to display as a group.
- **Content Block:** Blocks of content that can be positioned in the global navigation, footer menu, or on pages.



*5.1: Three content blocks positioned in the global navigation.*

- **ELC Video:** A single video for use on video landing pages or embedded in other pages.



*5.1: A video created using the ELC Video content type.*

- **Email:** Static emails such as email signup welcome emails.

- **FAQ:** Question-and-answer-style pages with each question connected via anchor tags to its respective answer.

faq

[How do you pronounce the word Aveda?](#)  
[Do you perform testing on animals?](#)  
[What is your Mission Statement?](#)  
[How do I locate an Aveda store, salon or spa?](#)  
[How do I get information on investing in Aveda?](#)  
[How do I get a list of ingredients for Aveda products?](#)  
[What is Aveda doing about REACH, the new EU chemicals regulation?](#)  
[Can I get a Gift Card?](#)  
[Is Aveda part of Estee Lauder?](#)  
[How do I carry Aveda products in my salon/spa?](#)  
[Whom do I contact regarding corporate giving?](#)  
[I'm not receiving my email newsletter, or My Internet Service Provider filters unwanted email and spam. Could these filters block email that I wish to receive?](#)  
[What is the Pure Privilege Program?](#)  
[How do I join the Pure Privilege Program?](#)  
[How do I earn Pure Privilege points for my online order?](#)  
[How do I write a product review?](#)  
[Why is the Aveda mobile site http://m.aveda.com not completely optimized for my Blackberry?](#)  
[Do Aveda products contain parabens?](#)  
[Do Aveda products contain sulfates?](#)  
[Do Aveda products contain gluten based ingredients?](#)  
[Why does Aveda not have allergen statements on their packaging?](#)

**How do you pronounce the word Aveda?**

The correct pronunciation of Aveda is "a-vÄy-duh".

[back to top](#)

**Do you perform testing on animals?**

No. All Aveda products are people-tested.  
The Aveda Corporation is committed to the elimination of animal testing. We are equally committed to consumer health and safety, and bringing

**5.1:** An FAQ page with questions linked to the answers below.

- **Form:** Forms for submitting user data, such as email sign up and opt out, sweepstakes, and "Contact us".
- **Menu:** A main menu, a footer menu, or a sub menu that appears on a limited number of pages.

Complimentary Benefits | Email Sign Up | Store Locator

LA MER

SHOP

BESTSELLERS

GIFTS

THE STORY

Search

CUSTOMER SERVICE

My Order

Returns

Shipping

Shopping

My Profile

FAQ

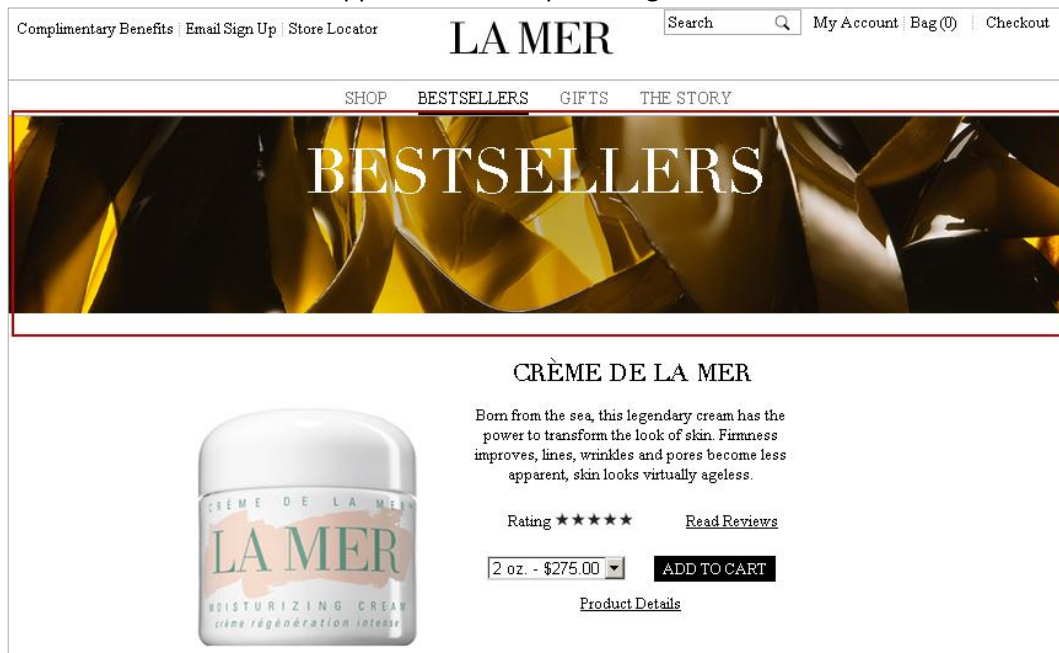
SHIPPING

SHIPPING CHARGES

Shipping and handling charges per order (delivery for most standard orders within 5-7 busi

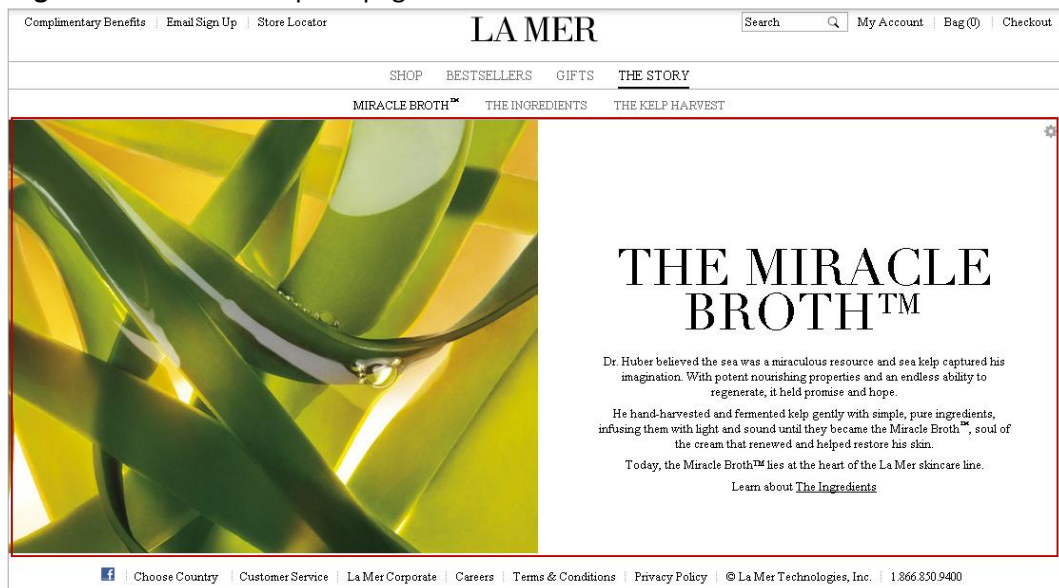
Order Total	Standard Shipping	2nd Day Shipping	Overnight Shipping
\$0.00 - \$25.00	Complimentary	\$5.00	\$10.00
\$25.01 - \$40.00	Complimentary	\$5.00	\$10.00
\$40.01 - \$60.00	Complimentary	\$5.00	\$10.00

- **MPP:** Merch windows that appear above the product grid of a standard MPP.



**5.1:** A merch window on a “Best Sellers” MPP.

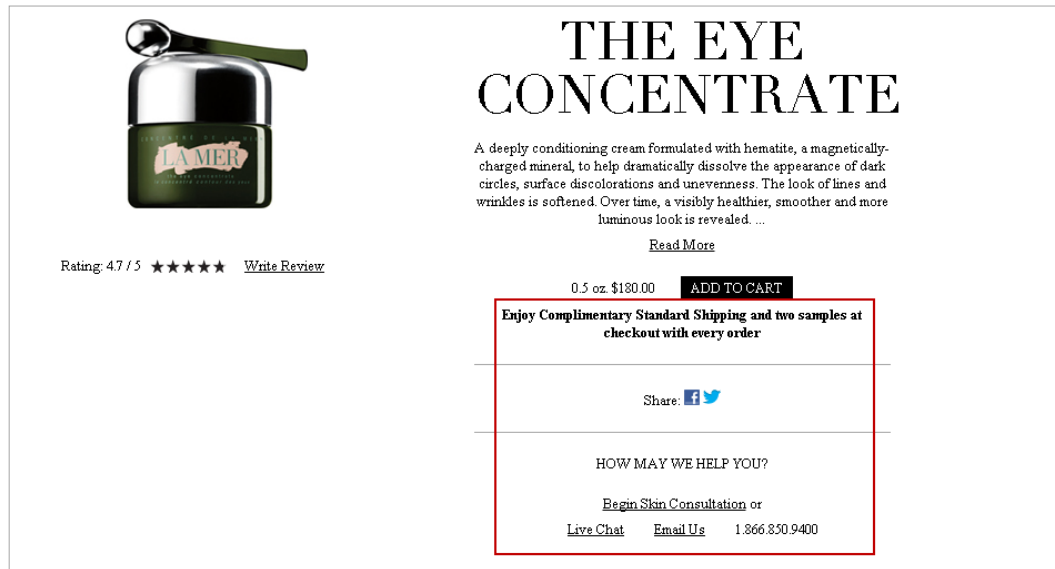
- **Page:** A freeform or template page.



**5.1:** A page created with a two-column template.

- **Popovers:** Windows of content that pop open when triggered from on other pages of content.

- **Translation Set:** Inline Javascript templates used on product pages.



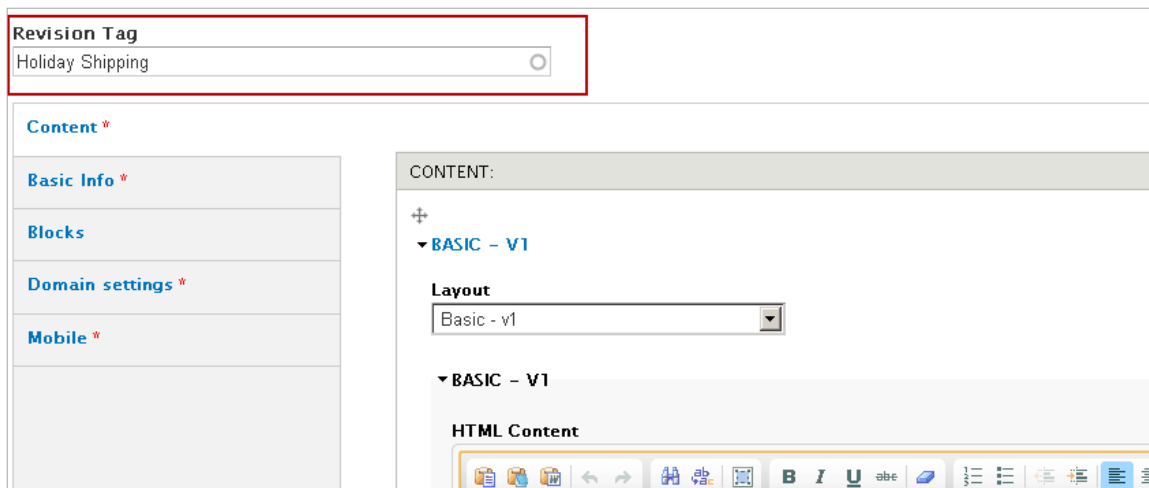
**5.1:** Content created with the Translation Set content type

## 5.2. Common Elements

Content types in the Drupal CMS share many common elements. Not all types of content will have every element described below, but the required ones are marked with a red asterisk.

### 5.2.1. Revision Tag

Each content type has a [Revision Tag](#) field. See section 9. *Revision Tags* for more details on viewing the site and searching for content based on revision tag.



**5.2.1.:** The Revision Tag field

### 5.2.2. Content

All content types default to the [Content](#) tab. This is where the PC version of the content is entered.

The screenshot shows the 'Content' tab interface. At the top, there is a 'Revision Tag' field with the text 'Holiday Shipping'. Below this is a sidebar with five tabs: 'Content \*', 'Basic Info \*', 'Blocks', 'Domain settings \*', and 'Mobile \*'. The 'Content' tab is selected. The main content area is titled 'CONTENT:' and has a 'Show row weights' link. It contains a 'Layout' dropdown menu set to 'Basic - v1'. Below the layout, there is a 'BASIC - V1' section with an 'HTML Content' editor. The editor has a toolbar with various icons for text formatting (bold, italic, underline, link, unlink, list, indent, outdent, align, justify, text color, background color) and a 'Styles' dropdown menu. The content of the editor is as follows:

**SHIPPING**

**Holiday Shipping:**

Order by December 19th and your La Mer Online holiday package will be delivered by Christmas\*. Please place your order online at LaMer.com by 6:00pm ET on December 19, 2012 and select Standard Service at checkout.

Order by December 20th and your La Mer Online holiday package will be delivered by Christmas\*. Please place your order online at LaMer.com by 6:00pm ET on December 20, 2012 and select Second Day Service at checkout.

5.2.2.: The Content tab.

### 5.2.3. Basic Info

All types of content have a [Basic Info](#) tab which should be edited as follows:

- **Title:** Enter the [title](#). This title identifies the page internally and maybe also appears publicly as the browser page title. Example: "What's New".
- **Coremetrics Title:** Enter the title for Coremetrics reports. This title must be in English. *Not applicable to Emails or Menus.*
- **Site Section:** Select a [site section](#) from the pre-defined dropdown. This can be used as a search filter on the [Find Content](#) page, and is also used in Coremetrics reports.
- **URL Alias:** After a page title is entered, this field will be auto-populated with the relative path of a friendly URL to match the [Title](#). Example: "whats-new". To create an alias different from the title, [uncheck Generate automatic URL alias](#) and [enter](#) a unique relative path. *Not applicable to ELC Videos, Emails, Forms, Menus or Popovers.*

<div>Content *</div> <div>Basic Info *</div> <div>Blocks</div> <div>Domain settings *</div> <div>Mobile *</div>	<div>Title *</div> <input type="text" value="Shipping"/> <p>The title used to refer to this item within the CMS interface. If this is a page, it may also display to the public in the HTML page title.</p>
	<div>Site Section *</div> <div>Customer Service</div> <p>Select the section that this content applies to.</p>
	<div>Coremetrics Title *</div> <input type="text" value="Shipping"/> <p>Title used in Coremetrics reports. Must be in English.</p>
	<input type="checkbox"/> Generate automatic URL alias Uncheck this to create a custom alias below. <a href="#">Configure URL alias patterns.</a>
	<div>URL Alias</div> <input type="text" value="service/shipping"/> <p>Optionally specify an alternative URL by which this content can be accessed. For example, type "about" when writing an about page. Use a relative path and don't add a trailing slash or the URL alias won't work.</p>
	<div>Language</div> <div>Master E-commerce Site - English</div>

**5.2.3:** The Basic Info tab.

#### 5.2.4. Blocks

The MPP, FAQ and Page content types all have a **Blocks** tab where content blocks or menus can be added as side bars.

- Step 1** To add a block to the left side of the page, **select** a previously created menu or content block from the First Sidebar dropdown. Additional left-side blocks can be added by clicking Add another item.
- Step 2** To add a block to the right side of the page, **select** a previously created menu or content block from the Second Sidebar dropdown. Additional right-side blocks can be added by clicking Add another item.

<div>Content *</div> <div>Basic Info *</div> <div>Blocks</div> <div>Domain settings *</div> <div>Mobile *</div>	<div>FIRST SIDEBAR:</div> <div> <div>First Sidebar</div> <div>+</div> <div>- none -</div> </div> <div>Add another item</div>
	<div>SECOND SIDEBAR:</div> <div> <div>Second Sidebar</div> <div>+</div> <div>- none -</div> </div> <div>Add another item</div>

**5.2.4.:** The Blocks tab.

### 5.2.5. Mobile

Determine how content will display on a mobile device on the Mobile tab

- Select **Use PC Template and Content** to have mobile devices to display the same content as a PC but within the mobile site's theme.

The screenshot shows the 'Edit Page Heritage' interface with the 'Mobile' tab selected. The 'Template' section has 'Use PC Template and Content' selected. The 'Content' section is also visible.

**5.2.5.:** Selecting “Use PC Template and Content” to use the same content on the mobile view as on PC.

- Select **Change PC Template and Content** to customize how the content is displayed on a mobile device. You can change the content only, the template only, or both content and template.

The screenshot shows the 'Edit Page Heritage' interface with the 'Mobile' tab selected. The 'Template' section has 'Change PC Template and Content' selected. The 'Mobile Template' section is expanded, showing a '2 COLUMN WITH HEADINGS - V1' layout. The 'Layout' dropdown is set to 'Coremetrics Opt-Out - v1'. The 'Main Text' section is visible with a rich text editor.

**5.2.3.:** Selecting “Change PC Template and Content” to add a mobile-specific template and content.

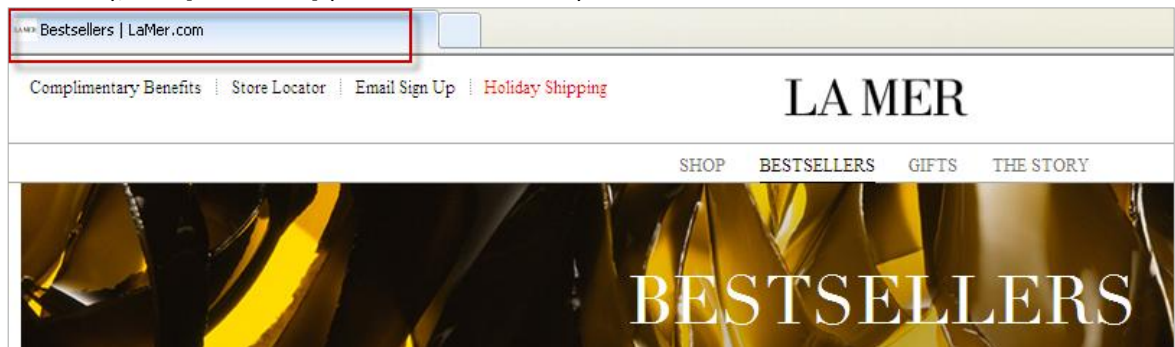
- **Select Choose Alternative URL** to enter a URL that mobile visitors to the page will be redirected to.

The screenshot shows the 'Edit Page Heritage' interface. At the top, there are tabs: VIEW, EDIT, LOCALIZE, WORKFLOW, and CLONE CONTENT. Below these are buttons: Save & Continue Editing, Save & Preview, Save & Change Workflow Status, and Delete. The 'WORKFLOW STATUS' is 'published'. A 'Revision Tag' field is present. On the left, a sidebar lists tabs: Content, Basic Info, Blocks, Domain settings, Mobile, and SEO. The 'Mobile' tab is selected. In the main area, under 'Template', the option 'Choose Alternative URL' is selected. Below this, there is a field 'Enter URL' with the value 'home'. At the bottom, there are the same save and delete buttons as at the top, and the 'WORKFLOW STATUS' is again 'published'.

**5.2.3:** Choosing to redirect to an alternative URL for mobile devices.

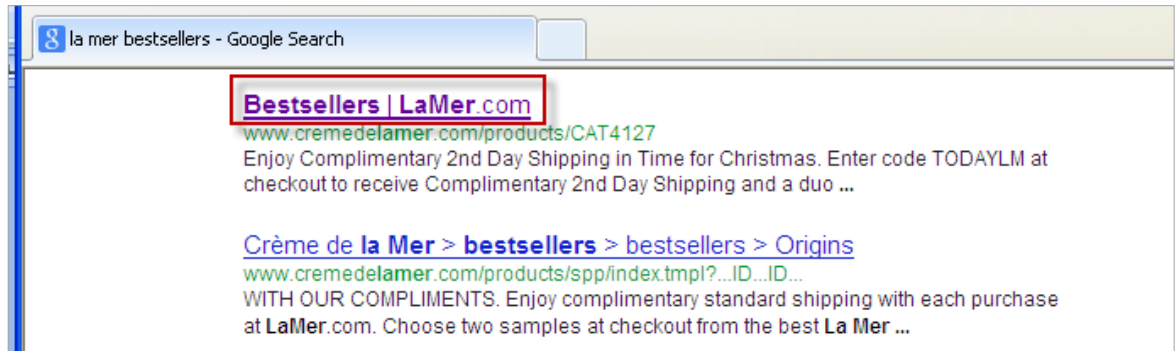
## 5.2.6. SEO

- **Conductor Keyword:** Enter a keyword that is unique for this page. This will not be displayed anywhere on the page. It is just for content editor's internal reference. This is the keyword that should be used throughout the page for SEO optimization.
- **Meta Description:** This should be a brief and concise summary of the page's content, preferably 150 characters or less. The description meta tag may be used by search engines to display a snippet about the page in search results. By default this will list the token [node:summary] which uses text from the Content tab.
- **Meta Keywords:** Enter keywords relative to content on page, separated by commas.
- **Title:** This field will be auto-populated with the tokens [node:title] (the title of the piece of content), and [site:name] (the name of the site).



**5.2.6:** The title of a page as it appears on a browser tab



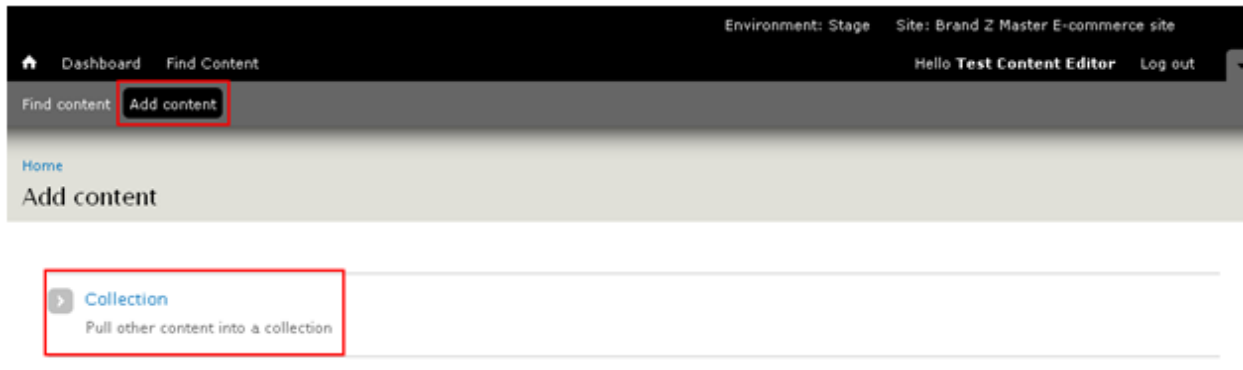


5.2.6: The title of a page as it appears on a search engine results page.

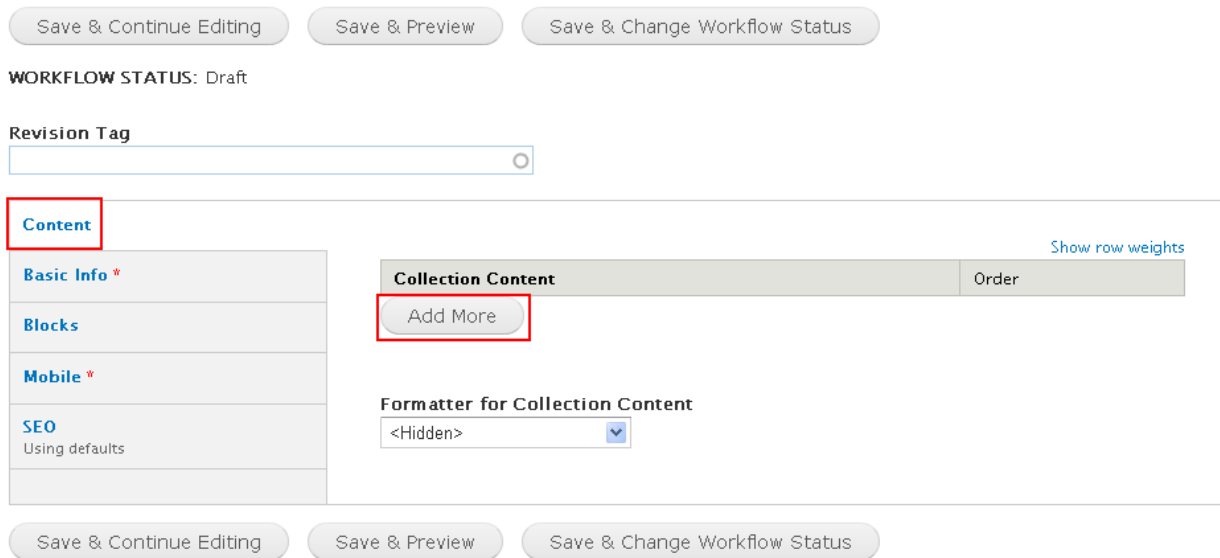
### 5.3. Add/Edit Collection

Step 1: Click **Add content**.

Step 2: Select **Collection**.



Step 3: From the Content tab, click on **add more**.



Step 4: From the **Which site section you want to select from?** dropdown, **select** the site section you want to choose content from. This will populate a list of contents to choose from.

WORKFLOW STATUS: draft

Revision Tag

Content

Basic Info \*

Blocks

Mobile \*

SEO

Using defaults

Collection Content

Order

Which site section you want to select content from?

- None -

- None -

About the Brand

Customer Service

Global Nav

Homepage Rotations

Homepage Touts

Miscellaneous

Product Catalog

Utility

What's New

Id to this collection

	TYPE	UPDATED	REVISION TAG	WORKFLOW STATE
	Page	4/04/13 - 12:32		draft
	Page	4/04/13 - 12:31		draft
<input type="checkbox"/>	find content test 3	Page	9/18/12 - 3:43	published
<input type="checkbox"/>	Testing subscription again	Page	7/06/12 - 3:40	published

Close

Formatter for Collection Content

<Hidden>

### Step 5:

1. Check the box to select the content you want to add to this collection.
2. Clicking [Remove item](#), you will remove the content.
3. Moving the plus icon, you can reorganize the order of the content.

The screenshot shows the 'Collection Content' management interface. On the left is a sidebar with 'Content' selected. The main area has a 'Collection Content' header with three items: 'The Daily Online Benefits (S76)', 'Treatment (2092)', and 'World Oceans Day (169)'. Each item has a plus icon for reorganization and a 'Remove item' button. Below this is a section 'Which site section you want to select content from?' with 'Miscellaneous' selected. A table titled 'Select content to add to this collection' lists various content items with checkboxes in the first column. Red circle 1 highlights the first checkbox. The table columns are: TITLE, TYPE, UPDATED, REVISION TAG, and WORKFLOW STATE. At the bottom, there is a 'Formatter for Collection Content' dropdown menu currently set to '<Hidden>'. At the very bottom are buttons for 'Save & Continue Editing', 'Save & Preview', and 'Save & Change Workflow Status'.

	TITLE	TYPE	UPDATED	REVISION TAG	WORKFLOW STATE
<input checked="" type="checkbox"/>	The Daily Online Benefits	Page	9/17/13 - 11:44	Sept 13 Mobile	published
<input checked="" type="checkbox"/>	Treatment	Page	8/26/13 - 5:18	str up	published
<input checked="" type="checkbox"/>	World Oceans Day	Page	8/12/13 - 2:44	menu rollover fix_modif 0	published
<input type="checkbox"/>	Jet Setting	Page	7/11/13 - 3:43	Travel Retail Landing Page	published
<input type="checkbox"/>	Soleil	Page	6/10/13 - 11:26		published
<input type="checkbox"/>	Idolm	Page	6/06/13 - 12:04		published
<input type="checkbox"/>	Serum	Page	6/06/13 - 10:51		published
<input type="checkbox"/>	replenishment	Page	6/06/13 - 9:30	replenishment 1.1	published
<input type="checkbox"/>	LM Birthday Request Thank You	Page	5/02/13 - 12:26	LMUS Bday Request	published
<input type="checkbox"/>	LM Birthday Request Landing	Page	5/02/13 - 11:55	LMUS Bday Request	published
<input type="checkbox"/>	Store Locator	Page	4/16/13 - 3:21	SEO Added	published
<input type="checkbox"/>	Embedded Product Page	Page	10/19/12 - 6:24		published

### Step 6: Click on the “Formatter for Collection Content” dropdown, select formatter.

This screenshot shows the 'Formatter for Collection Content' dropdown menu open. The menu lists several options: '<Hidden>', '<Hidden>', 'Carousel - v1' (which is highlighted in blue), 'Homepage Touts - v1', 'Homepage Touts - v1', and 'Stacked with Separator - v1'. A red circle highlights the dropdown menu itself, and another red circle highlights the 'Carousel - v1' option. The background shows the same interface as the previous screenshot, with the 'Save & Continue Editing' button visible.

WORKFLOW STATUS: draft

Question-specify fields may appear depending on the selected formatter.

**Formatter for Collection Content**

Carousel - v1

<Hidden>

Homepage Touts - v1

Carousel - v1

Homepage Touts - v1

Stacked with Separator - v1

Specifies how many seconds to periodically autoscroll the content. If set to 0 (default) then autoscrolling is turned off.

Speed of scroll animation as string in jQuery terms(\*slow\* or \*fast\*) or milliseconds as integer. If set to 0, animation is off.

**Fade or Not the jCarousel Slides**

-- Select --

Save & Continue Editing Save & Preview Save & Change Workflow Status

**Step 7:** From the Basic Info Tab, enter a [Page tile](#) and [Coremetrics title](#).

**Step 8:** Click on the “Site Section” dropdown, select [section](#).

Save & Continue Editing Save & Preview Save & Change Workflow Status

WORKFLOW STATUS: draft

Revision Tag

**Content**

**Basic Info \***

**Blocks**

**Mobile \***

**SEO**  
Using defaults

**Page Title \***

The title used to refer to this item within the CMS interface. If this is a page, it may also display to the public in the HTML page title.

**Coremetrics Title \***

Title used in Coremetrics reports. Must be in English.

**Site Section \***

Miscellaneous

About the Brand

Customer Service

Global Nav

Homepage Rotations

Homepage Touts

Miscellaneous

Product Catalog

Utility

What's New

alias

custom alias below.

English

Save & Continue Editing Save & Preview Save & Change Workflow Status

WORKFLOW STATUS: draft

**Step 9:** From the Mobile tab, you can **select** [Use PC Template and Content](#) or [Choose Alternative URL](#). Please reference section 5.2.5 Mobile.

Save & Continue Editing   Save & Preview   Save & Change Workflow Status

WORKFLOW STATUS: draft

Revision Tag

<b>Content</b>	<b>Template *</b> <input checked="" type="radio"/> Use PC Template and Content <input type="radio"/> Change PC Template and Content <input type="radio"/> Choose Alternative URL
<b>Basic Info *</b>	
<b>Blocks</b>	
<b>Mobile *</b>	
<b>SEO</b> Using defaults	

Save & Continue Editing   Save & Preview   Save & Change Workflow Status

WORKFLOW STATUS: draft

Another option is to **select** [Change PC Template and Content](#), you can have mobile devices display different content than the PC site. You can add or change the site section and add/remove/reorganize the content. You can also change the formatter.

<b>Content</b> <b>Basic Info *</b> <b>Blocks</b> <b>Mobile *</b> <b>SEO</b> Using defaults	<b>Template *</b> <input type="radio"/> Use PC Template and Content <input checked="" type="radio"/> Change PC Template and Content <input type="radio"/> Choose Alternative URL
---	---

Collection Content Show row weights

+	lib test_2 (2090)	Remove item
+	lib test_1 (2088)	Remove item

Which site section you want to select content from?  
Homepage Rotations

Select content to add to this collection

	TITLE	TYPE	UPDATED	REVISION TAG	WORKFLOW STATE
<input type="checkbox"/>	lib test_2	Page	4/04/13 ~ 12:32		draft
<input type="checkbox"/>	lib test_1	Page	4/04/13 ~ 12:31		draft
<input type="checkbox"/>	find content test 3	Page	9/18/12 ~ 3:43		published
<input type="checkbox"/>	Testing subscription again	Page	7/06/12 ~ 3:40		published

Close

Formatter for Collection Content  
<Hidden>

Specifies how many seconds to periodically autoscroll the content. If set to 0 (default) then autoscrolling is turned off.  
3

Speed of scroll animation as string in jQuery terms ("slow" or "fast") or milliseconds as integer. If set to 0, animation is off.  
slow

Fade or Not the jCarousel Slides  
yes

**Step 10** When you are finish editing, **click** the [Save & Preview](#) or [Save & Change Workflow](#) button.

## 5.4. Add/Edit Content Blocks

This section explains how to create and edit Content Blocks.

**Step 1** Click [Add content](#).

**Step 2** Select [Content Block](#) from the list of content types.

### 5.4.1. Content

**Step 1** Click [EXPAND TO ADD A NEW ITEM](#).

**Step 2** Select a template from the [Layout](#) dropdown.

**Step 3** Add content.

### 5.4.2. Basic Info

Edit the [Basic Info](#) tab as described in section 5.2.3 *Basic Info*.

### 5.4.3. Mobile

Edit the [Mobile tab](#) as described in section 5.2.5 *Mobile*.

When you are finished editing, click the [Save & Preview](#) or [Save & Change Workflow](#) button.

**Note:** Engineering work is required in the subtheme if placing new blocks in the global nav. If editing existing theme-placed blocks or creating blocks for placement within individual nodes, engineering work is not required.

## 5.5. Add/Edit ELC Videos

This section explains how to add new video content. Once created, video content can be pulled into pages using various page templates.

**Step 1** Click [Add content](#)

**Step 2** Select [ELC Video](#) from the list of content types.

### 5.5.1. Content

**Step 1** Add three video files

**Step 2** Add video poster image

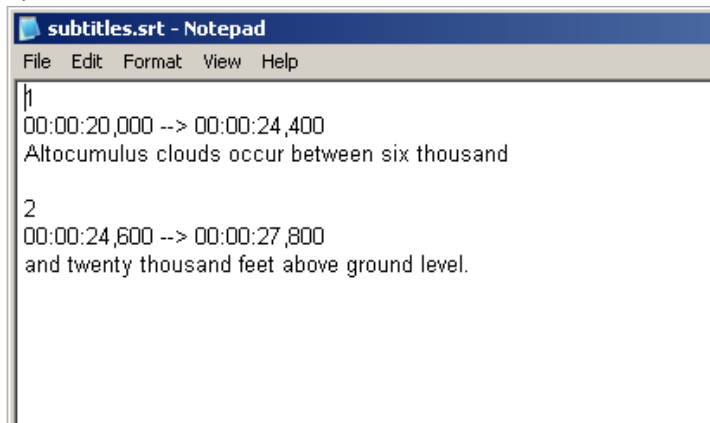
**Step 3** Add player width

**Step 4** Add player height

**Step 5** Upload a video subtitle track. This must be uploaded as a srt file. Follow these steps to create an SRT file:

- Open [Notepad](#) on your computer.
- Enter subtitles in this format:
  - Subtitle number (1,2,3, etc.)
  - Start time --> End time (written in hours:minutes:seconds,milliseconds)
  - Text of subtitle.

Example:



- **Save** the file with **.srt** at the end of the file name.
  - **Enter** the **Subtitle Language Code Label**. The name of the language must be entered in English, such as “French” or “Dutch”.
  - **Enter** the **Subtitle Language Code**. This is the language source for the subtitle. See [http://www.w3schools.com/tags/ref\\_language\\_codes.asp](http://www.w3schools.com/tags/ref_language_codes.asp) for a list of language codes.
- **Add** Video Cue Points:
  - **Enter** the **Start Time** and **End Time** for each cue point, the product’s Perlgem ID, and/or a subtitle. Minutes and seconds must be indicated in the M:SS format. For example, a cue point 4 seconds into a video should be entered *0:04* and a cue point 1 minute and 10 seconds into a video should be entered as *1:10*.

VIDEO CUE POINTS:	
+	<b>Start Time</b> 00:00:01 <small>Entry Format: M:SS (Will be converted to HH:MM:SS on Save)</small>
	<b>End Time</b> 00:00:03 <small>Entry Format: M:SS (Will be converted to HH:MM:SS on Save)</small>
	<b>Product</b> PROD8297 <small>Associated product ID</small>
	<b>Subtitle</b> The art and science of pure flower and plant essences <small>Subtitle to display at this point</small>
	<b>Start Time</b> 00:00:05 <small>Entry Format: M:SS (Will be converted to HH:MM:SS on Save)</small>

#### 5.4.1: Video cue points.

- **Click** **Add another item** to add additional cue point subtitles or products. Note: SKUs cannot be added.

### 5.5.2. Basic Info Tab

**Edit** the [Basic Info tab](#) as described in section 5.2.3 *Basic Info*.

When you are finished editing, **click** the [Save & Preview](#) or [Save & Change Workflow](#) button.

## 5.6. Add/Edit Email

This section is used to set up emails in Drupal.

**Step 1** **Click** the [Add content](#) link in the admin navigation.

**Step 2** **Select** [Emails](#) from the list of content types.

### 5.6.1. Content

**Step 1** **Click** [EXPAND TO ADD A NEW ITEM](#).

**Step 2** Select a template from the [Layout](#) dropdown.

**Step 3** **Click** [Add another item](#) to add additional items to the page.

**Step 4** **Click** [Formatter for Content](#) to select how the content will be formatted.

### 5.6.2. Basic Info

**Edit** the [Basic info](#) tab as described in section 5.2.3 *Basic Info*.

### 5.6.3. Blocks

**Edit** the [Blocks](#) tab as described in section 5.2.4 *Blocks*.

### 5.6.4. Mobile

**Edit** the [Mobile](#) tab as described in section 5.2.5 *Mobile*.

## 5.7. Add/Edit FAQ

This section explains how to create a page for FAQ, a content type that links frequently asked questions and their answers with anchor links.

**Step 1** **Click** the [Add content](#) link in the admin navigation.

**Step 2** **Select** [FAQ](#) from the list of content types.

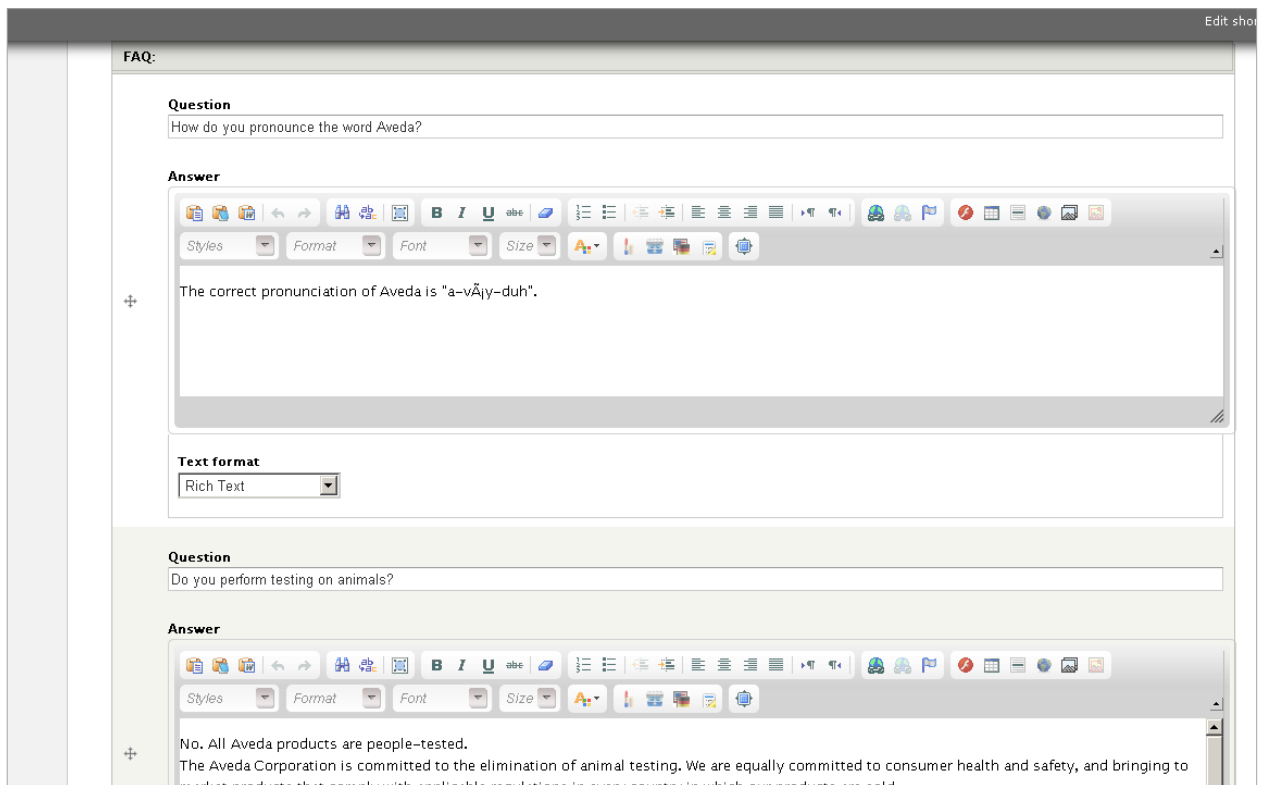
### 5.7.1. Content

**Step 1** **Enter** a title in the [Display Title field](#) (required).

**Step 2** **Enter** intro copy in the [Body field](#) (optional).

**Step 3** In the [FAQ](#) box, **enter** a question in the [Question](#) field, and the answer in the [Answer](#) field:





**5.6.1:** The “Content” tab of an FAQ page.

Click [Add another item](#) to add additional questions.

### 5.7.2. Basic Info

Edit the [Basic info](#) tab as described in section 5.2.3 *Basic Info*.

### 5.7.3. Blocks

Edit the [Blocks](#) tab as described in section 5.2.4 *Blocks*.

### 5.7.4. Mobile

Edit the [Mobile](#) tab as described in section 5.2.5 *Mobile*.

### 5.7.5. SEO

Edit the [SEO](#) tab as described in section 5.2.6 *SEO*.

When you are finished editing, click the [Save & Preview](#) or [Save & Change Workflow](#) button.

## 5.8. Add/Edit Form

Create forms for submitting user data, such as email signup and opt out, sweepstakes, and “Contact us”.

**Step 1** Click the [Add content](#) link in the admin navigation.

**Step 2** Select [Form](#) from the list of content types.

### 5.8.1. Content

- Step 1** Select a required form type from the [Submission Type](#) dropdown.
- Step 2** Enter mandatory and optional information on the page like From Name, Success Message etc.
- Step 3** Click [Edit Form](#) for create form with required fields.
- Step 4** On Form pop-up, **drag** the required form fields from [Add a Field](#) section and drop in [Form Preview](#) section.
- Step 5** **Hover** over the added field and click [Configure](#) to map the added field to respective PerlGem field and add respective error messages.

### 5.8.2. Basic Info

**Edit** the [Basic info](#) tab as described in section 5.2.3 *Basic Info*.

### 5.8.3. Blocks

**Edit** the [Blocks](#) tab as described in section 5.2.4 *Blocks*.

### 5.8.4. Mobile

**Edit** the [Mobile](#) tab as described in section 5.2.5 *Mobile*.

## 5.9. Add/Edit Menu

Create main, footer, and limited-page menus.

**Step 1** Click the [Add content](#) link in the admin navigation.

**Step 2** Select [Menu](#) from the list of content types.

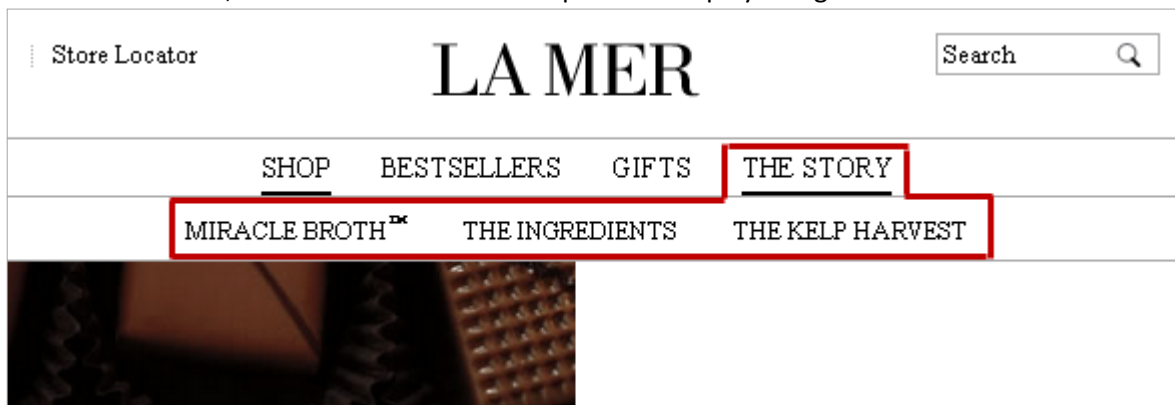
### 5.9.1. Content

**Step 1** Enter the text of the link the [Text field](#). It is recommended that the [Text format field](#) is set to [Plain Text \(without line breaks\)](#) for all text links.

MENU ITEM	OPERATIONS	EXPANDED	ENABLED	REMOVE
<a href="#">+ My Order</a> <b>Text</b> My Order <b>Text format</b> Plain Text (without line breaks) • No HTML tags allowed. <b>Path</b> service/order	<a href="#">Edit</a>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<a href="#">Remove item</a>
<a href="#">+ Returns</a>	<a href="#">Edit</a>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<a href="#">Remove item</a>

**5.9.1.:** Entering the text and URL path of a menu link.

**Step 2** Enter the link's alias, or relative URL, in the [Path field](#). If no URL is entered, the text of the menu item will display, but will not be linked to any content. Use this method for creating a menu container, which is menu item that expands to display a larger set of sub links when clicked).



**5.9.1:** The expanded “The Story” menu container.

**Step 3** Click [Add another item](#) to add additional links.

**Step 4** To reorder menu items, **click and drag** the item vertically by its handle. **Click and drag** the menu item horizontally to make it a sub link of another link or a container.

MENU ITEM	OPERATIONS	EXPANDED	ENABLED	REMOVE
+ The Story	Edit	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Remove item
+ The History	Edit	<input type="checkbox"/>	<input type="checkbox"/>	Remove item
+ Miracle Broth<sup>&trade;</sup></sup>	Edit	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Remove item
+ The Ingredients	Edit	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Remove item
+ <b>The Kelp Harvest</b>				

**Text**

The Kelp Harvest

body p

**Text format**

Rich Text

**5.9.1:** Clicking and dragging a “The Kelp Harvest” so that is a sub link of “The Story”.

MENU ITEM	OPERATIONS	EXPANDED	ENABLED	REMOVE
+ The Story	Edit	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Remove item
+ The History	Edit	<input type="checkbox"/>	<input type="checkbox"/>	Remove item
+ Miracle Broth<sup>&trade;</sup></sup>	Edit	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Remove item
+ The Ingredients	Edit	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Remove item
+ * <b>The Kelp Harvest</b>				

**Text**

The Kelp Harvest

body p

**Text format**

Rich Text

**Path**

**5.9.1:** “The Kelp Harvest” link after is has been made a sub link of “The Story”.

### 5.9.2. Basic Info

Edit the [Basic Info](#) tab as described in section 5.2.3 *Basic Info*.

### 5.9.3. Mobile

Edit the [Mobile](#) tab as described in section 5.2.4 *Mobile*.

When you are finished editing, [click](#) the [Save & Preview](#) or [Save & Change Workflow](#) button.

### 5.9.4. Create a Localized Menu

When a menu is created by localizing from a source menu, link paths will automatically update to link to the corresponding pages on the localized menu's site. The content pages must be localizations of each other for this automatic update to occur.

MENU ITEM	OPERATIONS	EXPANDED	ENABLED	REMOVE
<div><div>+</div> <a href="#">My Order</a></div> <div><div><b>Text</b></div><div>My Order</div></div> <div><div><b>Text format</b></div><div>Plain Text</div></div> <div><div><b>Path</b></div><div>node/358</div></div>	<a href="#">Edit</a>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<a href="#">Remove item</a>
<div><div>+</div> <a href="#">Returns</a></div> <div><div><b>Text</b></div><div>Returns</div></div> <div><div><b>Text format</b></div><div>Plain Text</div></div> <div><div><b>Path</b></div><div>node/360</div></div>	<a href="#">Edit</a>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<a href="#">Remove item</a>
<div><div>+</div> <a href="#">Shipping</a></div>	<a href="#">Edit</a>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<a href="#">Remove item</a>

5.9.4: A localized-original menu

MENU ITEM	OPERATIONS	EXPANDED	ENABLED	REMOVE
<div> <div>+</div> <div>My Order</div> </div> <div> <div>Text</div> <div>My Order</div> <div>Text format</div> <div>Plain Text</div> </div> <div> <div>Path</div> <div>node/560</div> </div>	<div>Edit</div>	<div><input type="checkbox"/></div>	<div><input checked="" type="checkbox"/></div>	<div>Remove item</div>
<div> <div>+</div> <div>Returns</div> </div> <div> <div>Text</div> <div>Returns</div> <div>Text format</div> <div>Plain Text</div> </div> <div> <div>Path</div> <div>node/566</div> </div>	<div>Edit</div>	<div><input type="checkbox"/></div>	<div><input checked="" type="checkbox"/></div>	<div>Remove item</div>

**5.9.4:** A localized copy of the localized original menu, with the different links in the [Path](#) field.

Menu items inherited from the source menu for which no page exists on the localized menu's site will not have a URL in the item [Path](#) field. The text of the link will display, but it will not be linked to any page. Either [remove](#) the menu item or [create](#) the corresponding content through localization or subscription.

Store Locator | Email Sign Up

LA MER

Search

SHOP
BESTSELLERS
GIFTS
The Story

My Order

Returns

Shipping

Shipping

My Profile

FAQ

**5.8.4:** A localized menu for a site that does not have a "Returns" page.

Menu items that link to pages that have been created but that are not published will not display when the menu is viewed.

## 5.10. Add/Edit MPP

Create merch windows on an MPP (category) page.

**Step 1** Click the [Add content](#) link in the admin navigation.

**Step 2** Select [MPP](#) from the list of content types.

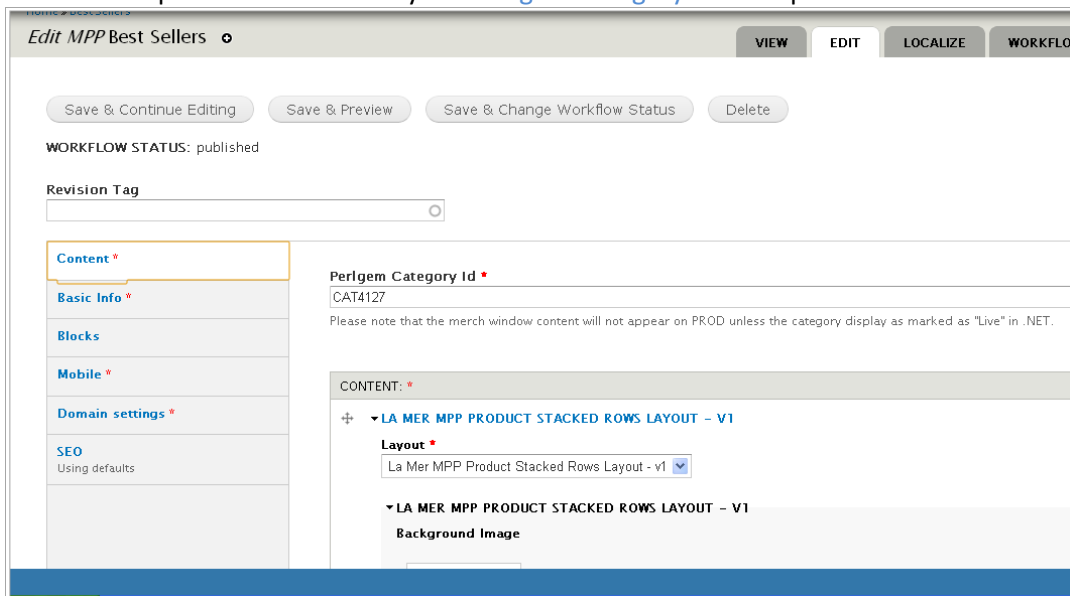
### 5.10.1. Content

**Step 1** Enter the [PerlGem Category ID](#) for the group of products you are creating the MPP for. The merch window content will not appear on PROD unless the category display is marked as "Live" in .NET.

**Step 2** Select the MPP merch template from the [Layout](#) dropdown.

**Step 3** To add additional merch windows, click [Add another item](#).

**Step 4** To add products, select the [Product Layout](#) template from the [Layout](#) dropdown. This will pull in the products identified by the [PerlGem Category ID](#) in Step 1.

The screenshot shows the 'Edit MPP Best Sellers' page in an admin interface. At the top, there are tabs for 'VIEW', 'EDIT', 'LOCALIZE', and 'WORKFLOW'. Below these are buttons for 'Save & Continue Editing', 'Save & Preview', 'Save & Change Workflow Status', and 'Delete'. The 'WORKFLOW STATUS' is 'published'. A 'Revision Tag' field is empty. On the left, a sidebar contains tabs for 'Content \*', 'Basic Info \*', 'Blocks', 'Mobile \*', 'Domain settings \*', and 'SEO' (Using defaults). The 'Content' tab is active, showing a 'PerlGem Category Id' field with the value 'CAT4127'. A note below this field states: 'Please note that the merch window content will not appear on PROD unless the category display as marked as "Live" in .NET.' The 'CONTENT' section shows a list of items, with 'LA MER MPP PRODUCT STACKED ROWS LAYOUT - V1' selected. Below this, a 'Layout' dropdown is set to 'La Mer MPP Product Stacked Rows Layout - v1'. A 'Background Image' field is also visible.

**5.10.1:** The Content tab on an MPP.

### 5.10.2. Basic Info

Edit the [Basic Info](#) tab as described in section 5.2.3 *Basic Info*.

### 5.10.3. Blocks

Edit the [Blocks](#) tab as described in section 5.2.4 *Blocks*.

### 5.10.4. Mobile

Edit the [Mobile tab](#) as described in section 5.2.5 *Mobile*.

### 5.10.5. SEO

Edit the [SEO](#) tab as described in section 5.2.6 *SEO*.

When you are finished editing, [click](#) the [Save & Preview](#) or [Save & Change Workflow](#) button.

## 5.11. Add/Edit Pages

Create various types of pages with a variety of template options.

**Step 1** [Click](#) the [Add content](#) link in the admin navigation.

**Step 2** [Select](#) [Page](#) from the list of content types.

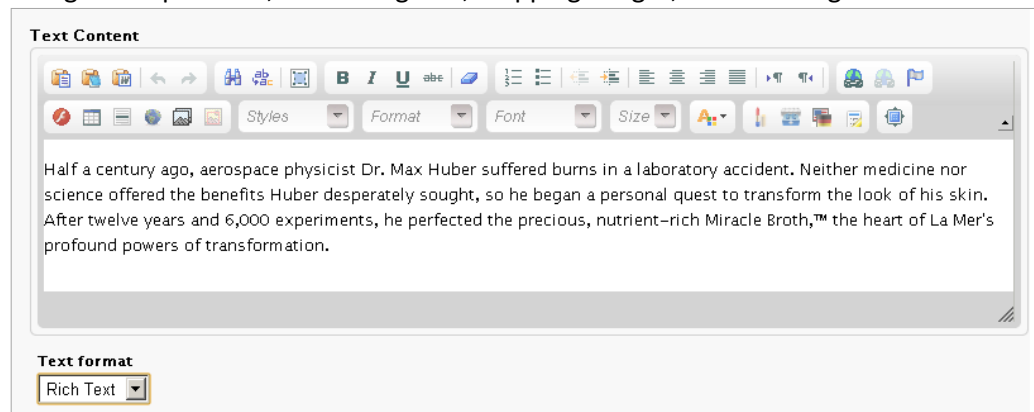
### 5.11.1. Content

**Step 1** [Click](#) [EXPAND TO ADD A NEW ITEM.](#)

**Step 2** [Select](#) a template from the [Layout](#) dropdown.

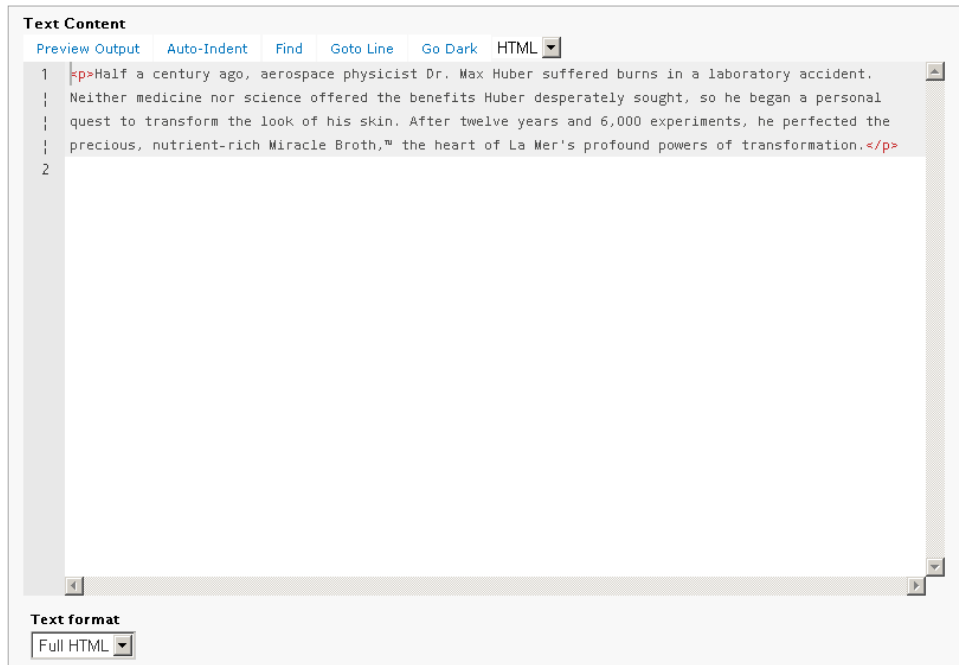
**Step 3** Choose how to edit content by [selecting](#) an option from the [Text format](#) dropdown. Options include:

- [Rich Text](#) to edit content with a WYSIWYG. The WYSIWYG includes buttons for embedding images and products, formatting text, mapping images, and inserting links:





- [Full HTML](#) to edit the HTML code of content:



- [Plain Text](#) to paste copy from external editing sources, such as Microsoft Word, to ensure that formatting is not copied over.

**Step 4** Click [Add another item](#) to add additional items to the page.

**Step 5** Click [Formatter for Content](#) to select how the items content will display as a group, such as in a rotating carousel or slideshow, or stacked all in one view.



**Note:** Formatters available in this field will vary by brand and by content type. All have the option of leaving on the default “None,” which will leave the items of content unformatted.

## 5.12. Blocks

Edit the **Blocks** tab as described in section 5.2.4 *Blocks*.

### 5.12.1. Mobile

Edit the **Mobile** tab as described in section 5.2.5 *Mobile*.

### 5.12.2. SEO

Edit the **SEO** tab as described in section 5.2.6 *SEO*.

When you are finished editing, click [Save & Preview](#) or [Save & Change Workflow](#) button.

### 5.13. Add/Edit Popovers

Create windows of content that pop open when a link on another page is clicked.

**Step 1** Click the [Add content](#) link in the admin navigation.

**Step 2** Select [Popover](#) from the list of content types.

#### 5.13.1. Content tab

**Step 1** Select the [Popover Node](#) template from the [Layout](#) dropdown.

**Step 2** Select [show](#) or [hide](#) from the [Show or Hide Popover Title](#) dropdown to select whether the Popover displays.

**Step 3** Enter a title in the [Popover Title](#) field

**Step 4** Select show, show left, show right or hide from the Show, Show Left or Right Aligned, or Hide Popover Image dropdown to determine the location of the Popover

**Step 5** Click Select media to add an image

**Step 6** Add content to the [Popover Body](#) field which displays the main content

**Step 7** Enter the number of pixels in height of the Popover in the [Popover Height Setting](#) field.

**Step 8** Enter the number of pixels in width of the Popover in the [Popover Width Setting](#) field.

#### 5.13.2. Basic Info

[Edit](#) the [Basic Info](#) tab as described in section 4.2.2 *Basic Info*

When you are finished editing, [click](#) the [Save & Preview](#) or [Save & Change Workflow](#) button.

#### 5.13.3. Linking a Popover to a Page

**Step 1** Create the popover by following the steps in the sections above.

**Step 2** Open the page you wish to link the popover to.

**Step 3** Highlight the text that will open the popover when clicked.

**Step 4** Select Popover from the Link type dropdown.

**Step 5** Select the popover from the [Available popovers](#) dropdown.

### 5.14. Add/Edit Translation Set

Translate content on MPPs and SPPs.

**Step 1** [Click](#) the [Add content](#) link in the admin navigation.

**Step 2** [Select](#) [Translation Set](#) from the list of content types.

#### 5.14.1. Content Tab

**Step 1** [Select](#) a [PerlGem Products](#) template from the [Layout](#) dropdown. Choices and names of these can vary by Brand. Some templates, like the following, have fields for copy translation or customization:

- **PerlGem Products: Ex. 'Favorites Results –v1'**: Places the inline Javascript template [/templates/favorites-results.tmpl](#) onto the page and allows for translation of “Add to Favorites” and “Continue Shopping” button text.

- **Perlgem Products: Shade Thumb –v1:** Places the inline Perlgem template, </templates/products/shade-thumb.tpl> onto the page and allows for translation of “Limited Edition” text, an “Add to Cart” image, and custom “Add to Cart” loading text.
- **Perlgem Products: Single View Description –v1:** Places the inline Perlgem template, </templates/products/single-view-description.tpl> onto the page and allows for translation of “Add to Favorites” text, “Add to Favorites” loading text, and “Add to Cart” text.

The following Perlgem templates are non-editable, though they must be included so that their features display on Drupal:

- **Perlgem Products: Cart Overlay – v1:** Places the inline Perlgem template </templates/cart-overlay.tpl> onto the page.
- **Perlgem Products: Quickshop – v1:** Places the inline Perlgem template </templates/products/quickshop.tpl> onto the page.
- **Perlgem Products: Replenish Menu – 1:** Places the inline Perlgem template: [/templates/products/replenish\\_menu.tpl](/templates/products/replenish_menu.tpl) onto the page.
- **Perlgem Products: Shade Picker – v1:** Places the inline Perlgem template </templates/products/shade-picker.tpl> onto the page.
- **Perlgem Products: Shade Table Cell –v1:** Places the inline Perlgem template </templates/products/shade-table-cell.tpl> onto the page.
- **Perlgem Products: Single View Image –v1:** Places the inline Perlgem template </templates/products/single-view-image.tpl> onto the page.
- **Perlgem Products: Single View Price –v1:** Places the inline Perlgem template: </templates/products/single-view-price.tpl> onto the page.
- **Perlgem Products: Single View Price Menu – v1:** Places the inline Perlgem template: </templates/products/single-view-price-menu.tpl> onto the page.

#### 5.14.2. Basic Info

[Edit](#) the [Basic Info](#) tab as described in section 5.2.3 Basic Info.

#### 5.14.3. Mobile

[Edit](#) the [Mobile tab](#) as described in section 5.2.5 Mobile.

When you are finished editing, [click](#) the [Save & Preview](#) or [Save & Change Workflow](#) button.

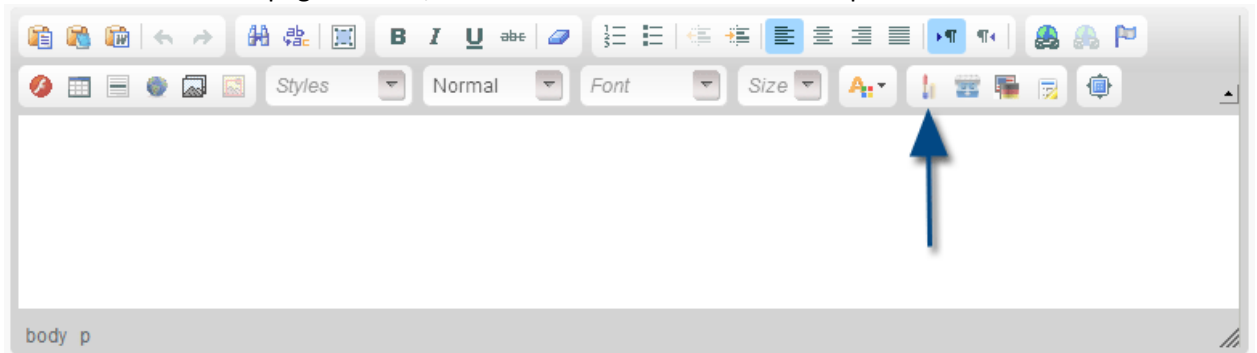
## 6 Embeddables

Embeddables provide a method for content editors to embed pieces of content into other page content. To embed a product into the customer service landing page that contains a Rich Text Editor (RTE) input field when editing the node, you will use an embeddable.

While editing any content that has a RTE input field, four buttons exist for the different types of embeddable: Products, Blocks, Country List, and Forms.

## 6.1. Products

To embed an SPP into page content, click this button and follow the steps:



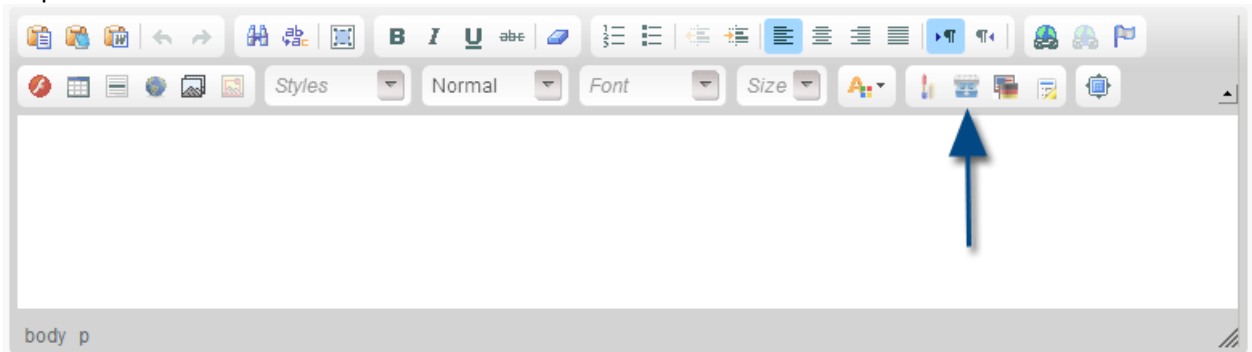
Pop-up:

A screenshot of a pop-up dialog box titled 'Embed SPP'. The dialog box has a close button (X) in the top right corner. It contains two main sections: 'Prodcats ID' and 'Embed type'. The 'Prodcats ID' section has a text input field with a placeholder text 'Enter the ID of the product or category you wish to embed, in the form PROD1234 or CAT5678'. The 'Embed type' section has a dropdown menu with 'La Mer SPP - v2' selected. Below the dropdown is a label 'Specify the type of data you want to present.' and an 'Insert' button.

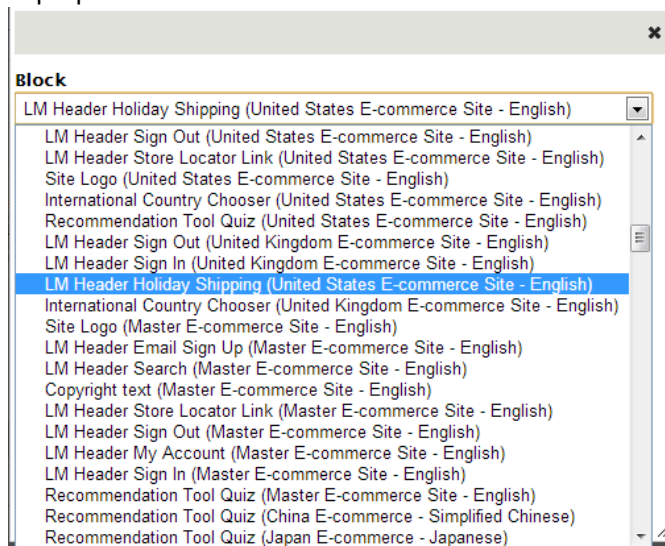
- Enter the "Prodcats ID" value. For example, to embed the "Creme de la Mer" product, you would enter "PROD12343" into this field.
- Select the template from the "Embed Type" drop-down that should be used to render this SPP.

## 6.2. Blocks

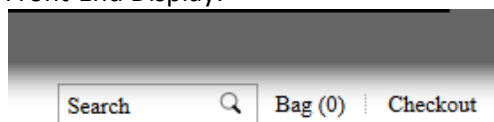
To embed a block into page content, click this button and select the block from the "Block" drop-down list:



Pop-up:

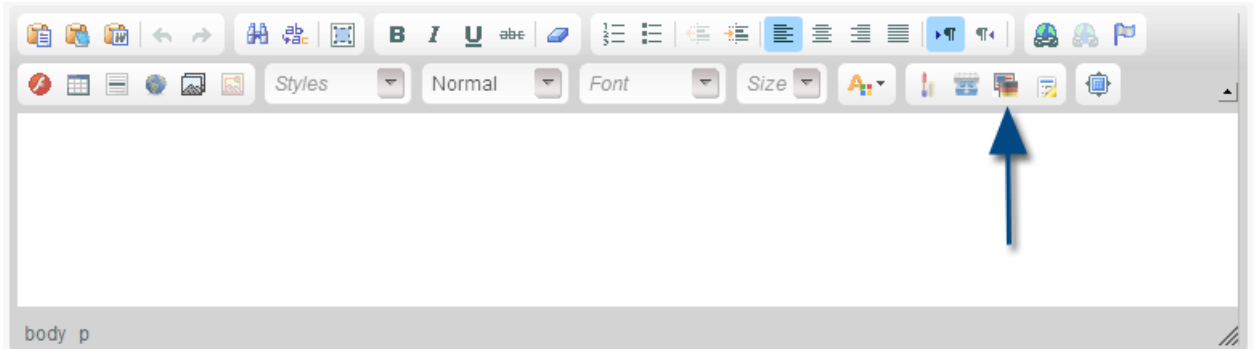


Front-End Display:

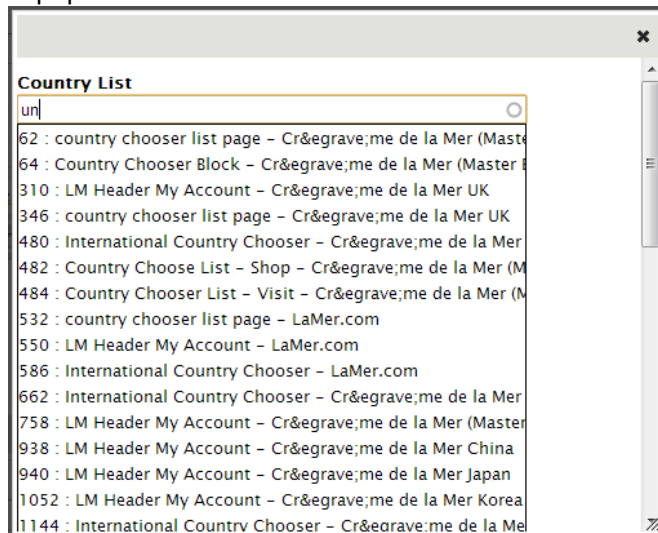


### 6.3. Country List

To embed a country list into page content, click this button and select the available country list:



Popup:

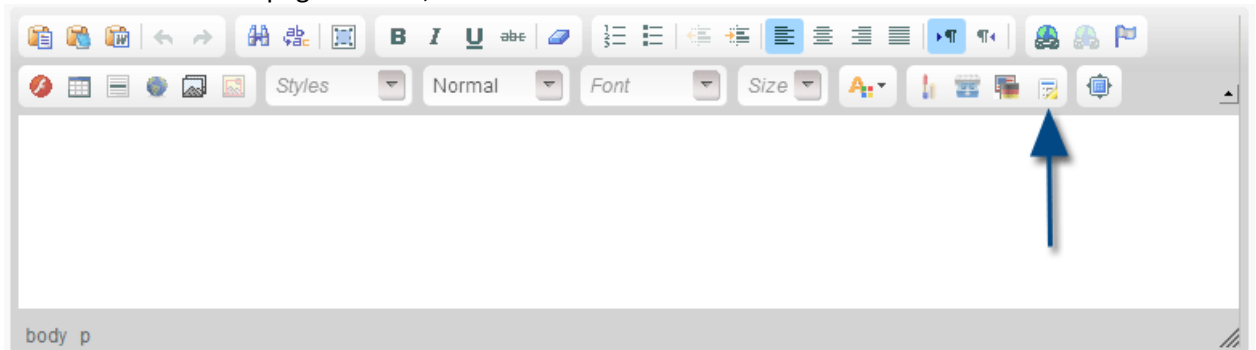


Front-End Display:

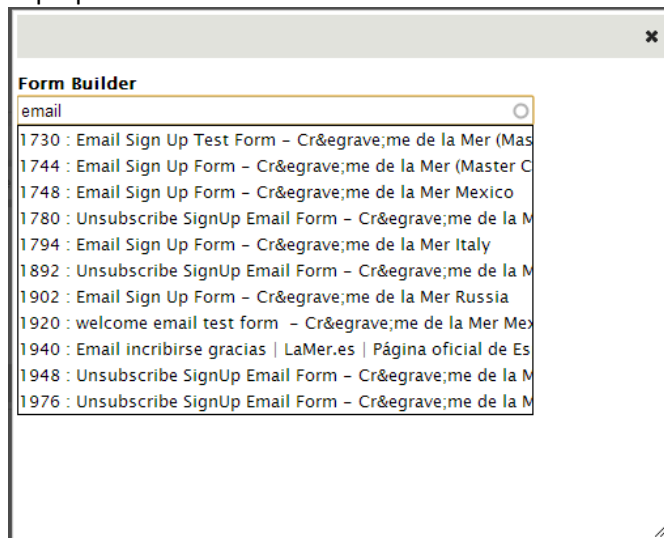


## 6.4. Forms

To embed a form into page content, click this button and select the available form:



Pop-up:



Front-End Display:

Email Sign Up

**SIGN UP**

## 7 Localize or Subscribe

There are two methods of adding content from another locale's site to your site: **Localizing** and **Subscribing**.

- **Subscribing** to content from another site means that you cannot make changes and you will automatically inherit all updates.
- **Localizing** means that you can make changes to the content, but you will not inherit updates.

### 7.1. Localize or Subscribe from Find Content

- Step 1** Click the [Find Content](#) link in the admin navigation.
- Step 2** Use the search filters to find the content you wish to localize from or subscribe to.
- Step 3** Click [localize](#) on that piece of content. This will link you to the [Localize](#) tab of that content.
- Step 4** Under the [Actions](#) column, click [Localize from](#) or [Subscribe to](#) on the Country-Language row where you wish to add the content. A dropdown menu will list all of the Country-Languages that are available to localize from or subscribe to.

Localizations of *Heritage*

VIEWEDITLOCALIZEWORKFLOWCLONE CONTENT

Translations of a piece of content are managed with translation sets. Each translation set has one source post and any number of translations in any of the [enabled languages](#). All translations are tracked to be up to date or outdated based on whether the source post was modified significantly.

COUNTRY-LANGUAGE	TITLE	WORKFLOW STATUS	LOCALIZATION STATUS	ACTIONS
China E-commerce - Simplified Chinese	<a href="#">Heritage</a>	Published	Localized Copy	<a href="#">edit</a>
Hong Kong Coresite - Traditional Chinese	n/a	Not localized or subscribed	Not localized or subscribed	<div>Localize from ...<ul style="list-style-type: none"><li>China E-commerce - Simplified Chinese</li><li>Japan E-commerce - Japanese</li><li>Korea E-commerce - Korean</li><li>Master Coresite - English</li><li>Master E-commerce Site - English</li><li>United Kingdom E-commerce Site - English</li><li>United States E-commerce Site - English</li></ul></div>
Japan E-commerce - Japanese	<a href="#">Heritage</a>	Published	Localized Copy	
Korea E-commerce - Korean	<a href="#">Heritage</a>	Published	Localized Copy	
Master Coresite - English	<a href="#">Heritage</a>	Published	Localized Original	
Master E-commerce Site - English	<a href="#">Heritage</a>	Published	Localized Copy	
United Kingdom E-commerce Site - English	<a href="#">Heritage</a>	Published	Localized Copy	
United States E-commerce Site - English	<a href="#">Heritage</a>	Published	Localized Copy	

**7.1:** Choosing a country-language to localize from.

- Step 5** Select a Country-Language from the dropdown.

If you are **subscribing**, you will receive a confirmation message. Click [Subscribe](#) to accept or [Cancel](#) to cancel.

[Home](#) > [FAQ](#)

Subscribing to *en-ECOM* will create a new node. This node can not be updated manually until the content is localized

[Subscribe](#)[Cancel](#)

**7.1:** The subscription confirmation message.

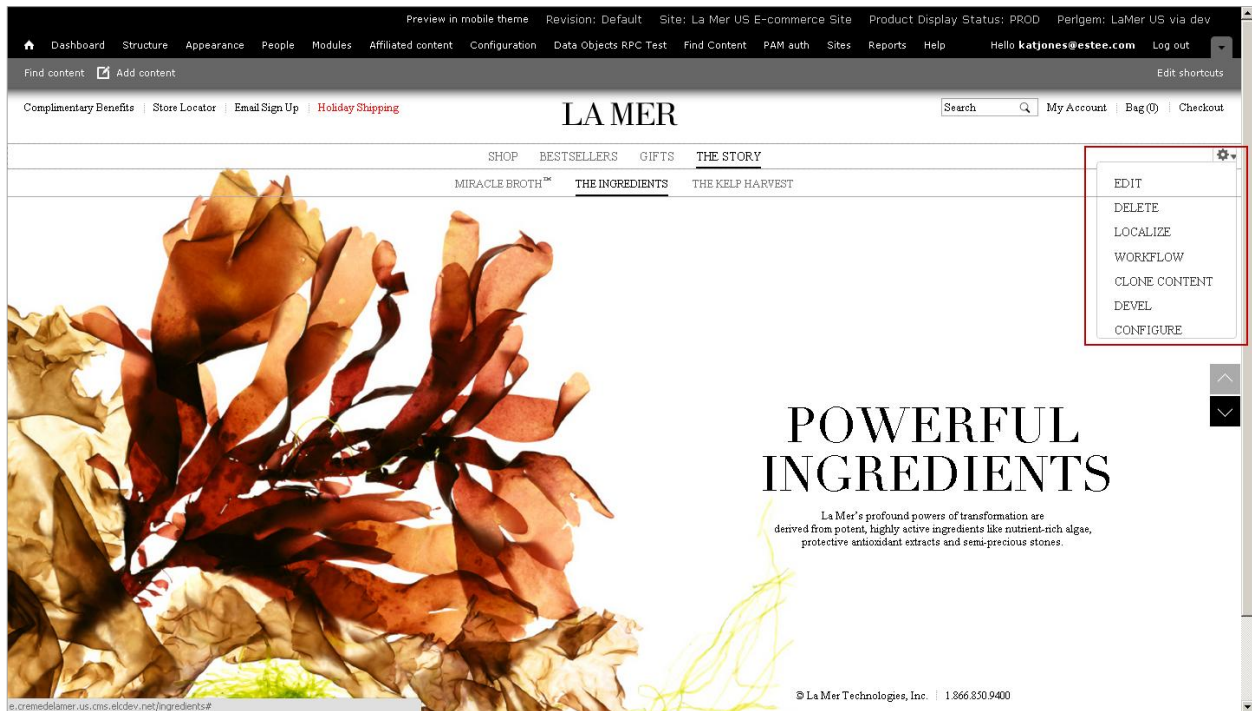


If you are localizing, you will be taken to the new piece of content that you can edit, and either save as a draft or save and change workflow status. See section 8. *Workflow*.

## 7.2. Localize or Subscribe While Browsing

You can also find content to localize from or subscribe by viewing another domain's site while logged in to that locale's site on the CMS environment. To select locale's site, use the [Site](#) dropdown in the CMS interface top nav to choose your site.

Using the main menu to browse, [navigate](#) to a page you would like to localize from or subscribe to. [Hover](#) your mouse over the body of a piece of content. You will see the control icon in the top right corner.



**7.2:** Viewing content and selecting it to subscribe to or localize from.

[Click](#) the control icon and select [Localize](#) from the dropdown menu. This will link you to the [Localize](#) tab of that piece of content. Follow *Step 4* and *Step 5* from section 7.1 *Localize or Subscribe from the Find Content* page.

## 8 Workflow

All content is published through workflow, which allows users to do the following:

- Work simultaneously on new drafts while not affecting the currently published revision
- Work on multiple simultaneous revisions of content

### 8.1. Workflow State

All content exists in a state of the workflow. Workflows states include [draft](#), [approved](#), [published](#) and [unpublished](#), and are managed on the [Workflow](#) tab of each piece of content.

- **Draft:** When new content is initially created and saved without publishing, either by clicking the [Save & Continue Editing](#) or [Save & Preview](#) buttons, it exists as a draft. Editing published content also results in a new revision with draft status.
- **Approved:** Content that has been reviewed by a user with permission to approve and has been determined to need no further edits before publishing.
- **Published:** Approved content that has been published to the live site. If edits are made to the published content, a new draft is created. The updated content will not appear on the live site until the new draft is published.
- **Unpublished:** Published content that is no longer on the live site, either because it was taken down or was replaced by a more recent revision. Publishing a new revision or draft of content automatically replaces and changes the state of published content to unpublished.

Home » Home

Workflow for Home

VIEW EDIT LOCALIZE WORKFLOW CLONE CONTENT

**CURRENT REVISION**

Workflow Status  
published

Revision Tag

Change Status To  
UNPUBLISH

New Draft  
COPY TO NEW DRAFT

**OTHER REVISIONS**

TITLE	REVISION TAG	STATUS	LAST UPDATED	ACTIONS
Home		unpublished	01/14/2013 - 16:33	<a href="#">Republish</a>   <a href="#">Copy to New Draft</a>
Home	Happy New Year_2013a	unpublished	01/11/2013 - 11:57	<a href="#">Republish</a>   <a href="#">Copy to New Draft</a>
Home	Happy New Year_2013	unpublished	01/10/2013 - 12:12	<a href="#">Republish</a>   <a href="#">Copy to New Draft</a>
Home	Happy New Year_2013	unpublished	01/10/2013 - 12:09	<a href="#">Republish</a>   <a href="#">Copy to New Draft</a>
Home	Happy New Year_2013	draft	01/09/2013 - 08:09	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Approve</a>   <a href="#">Copy to New Draft</a>
Home	Holiday 2012 - NO eGift Cards	unpublished	12/26/2012 - 00:11	<a href="#">Republish</a>   <a href="#">Copy to New Draft</a>

**8.1:** The workflow tab of a page with several revisions

## 8.2. Change Workflow State

The state of a draft or revision of content can be changed by clicking one of the links in the [Actions](#) column on the [Workflow](#) tab. Permission to change the workflow status is determined by user role. Only the actions a user has permission to take will be visible.

- **Edit:** Make edits to a draft. When editing content that has is published, a new draft is created; the published content is not affected by edits.
- **Delete:** Permanently delete a draft.
- **Publish:** Change the status of any approved content to published.
- **Republish:** Change the status of an unpublished content back to published.
- **Approve:** Mark a draft or revision as needing no further edits before publishing.
- **Copy to New Draft:** Copy the content, basic info, and SEO settings of a revision to new draft.

## 9 Revision Tags

Revision tags are a system of tagging content for a certain version of the site with a common tag so that the site can be viewed in a certain state in its entirety. For example, by using the tag “Winter Holiday” on all content that is created for an upcoming holiday campaign, you could create a the “Winter Holiday” version of the site well in advance and preview how it would look before it is published live.

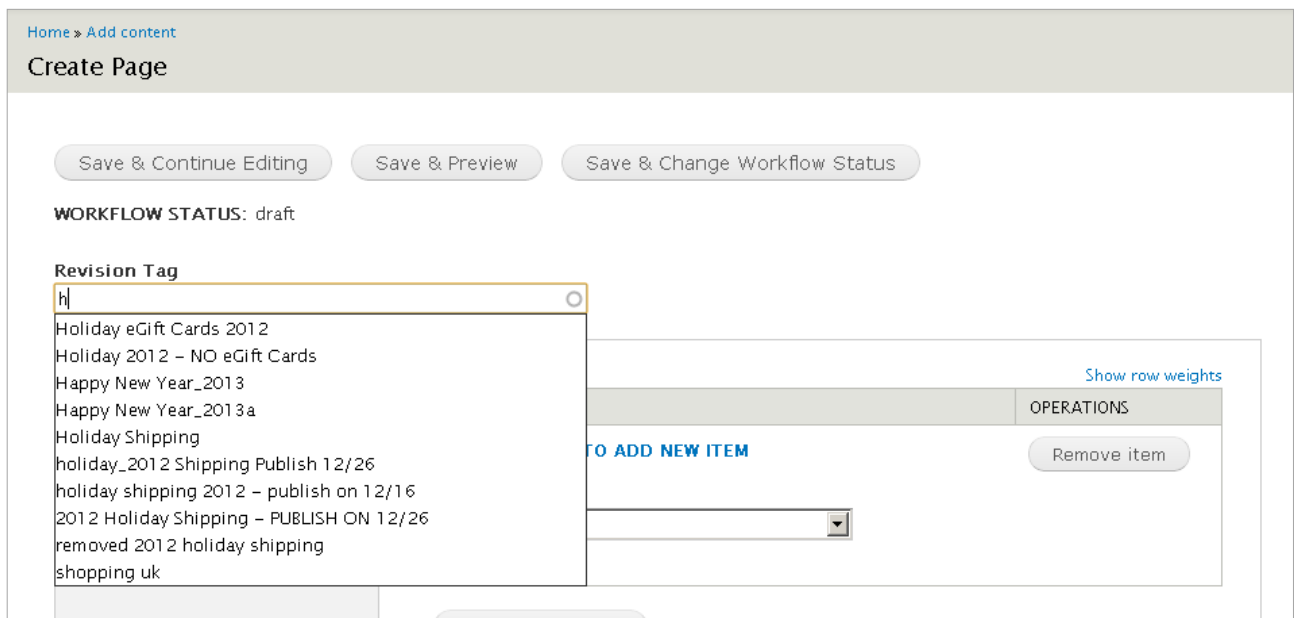
### 9.1. Defining Revision Tags

Naming convention for revision tag will determined by each brand, but general best practice for defining a new tag is to make it specific to a site refresh, such as “Black Friday 2012”.

### 9.2. Creating a New Revision Tag

To create a new revision tag, **enter** a tag name in the **Revision Tag** field on any piece of content. Once saved, the tag will be available from the **Revision** dropdown in the admin navigation, and the **Revision Tag** field on the **Find Content** page.

To use an existing revision tag, find the tag by typing the first letter in the **Revision Tag** field. This field has an auto-complete feature to help locate the tag.



The screenshot shows the 'Create Page' interface. At the top, there's a breadcrumb 'Home » Add content' and a title 'Create Page'. Below the title are three buttons: 'Save & Continue Editing', 'Save & Preview', and 'Save & Change Workflow Status'. The 'WORKFLOW STATUS' is set to 'draft'. The 'Revision Tag' field is active, showing a dropdown menu with suggestions like 'Holiday eGift Cards 2012', 'Holiday 2012 - NO eGift Cards', 'Happy New Year\_2013', 'Happy New Year\_2013a', 'Holiday Shipping', 'holiday\_2012 Shipping Publish 12/26', 'holiday shipping 2012 - publish on 12/16', '2012 Holiday Shipping - PUBLISH ON 12/26', 'removed 2012 holiday shipping', and 'shopping uk'. To the right of the dropdown is a 'Show row weights' link. Below the dropdown is a table with a header 'OPERATIONS' and a button 'Remove item'. There is also a link 'TO ADD NEW ITEM' and a dropdown menu.

**9.2:** The Revision Tag field has an auto-complete feature.

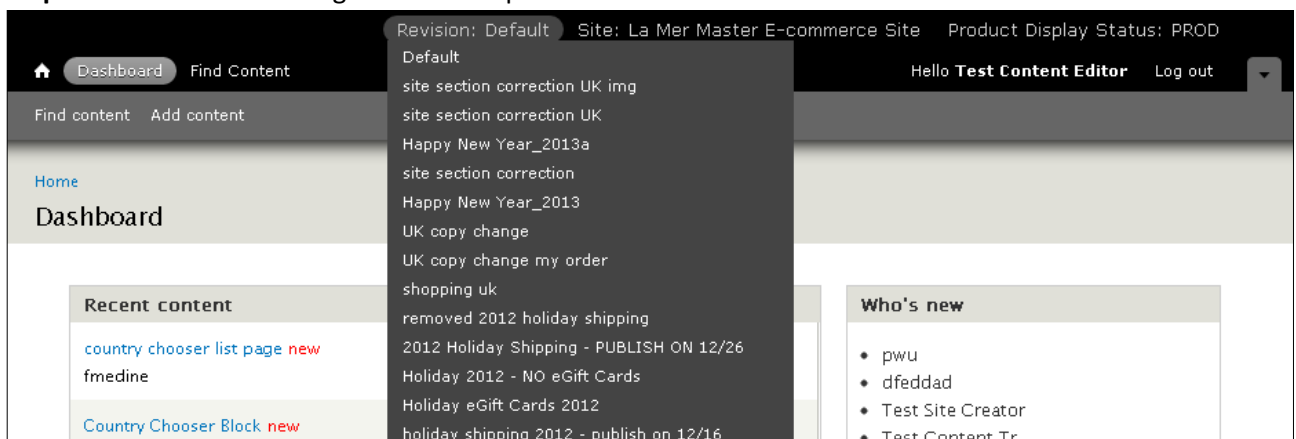
### 9.3. Viewing the Site by Revision Tag

The revision tag which you are viewing the site with is indicated in the top row of the admin navigation. This indicator is set to **Default** if no tag is specified, and is consistent across all content pages until changed.



9.3: The default revision setting, indicating that no revision tag is selected.

- Step 1** Select revision tag from the admin navigation
- Step 2** Click Revision in the admin navigation.
- Step 3** Select a revision tag from the dropdown list.



9.3: The selection of revision tags visible in the admin navigation dropdown.

#### 9.4. Select Revision Tag from Find Content

- Step 1** Click Find Content.
- Step 2** Click the Revision Tags tab.
- Step 3** Click View Site as [revision tag].

Revision: Default
Site: La Mer Master E-commerce Site
Product Display Status: PROD

Dashboard
Find Content
Hello **Test Content Editor**
Log out

Find content
Add content

Home

Home

CONTENT
REVISION TAGS

TAG NAME	
laura test 2	<a href="#">View Site as laura test 2</a>
terms UK	<a href="#">View Site as terms UK</a>
privacy policy uk	<a href="#">View Site as privacy policy uk</a>
site section correction	<a href="#">View Site as site section correction</a>
site section correction UK	<a href="#">View Site as site section correction UK</a>
site section correction UK img	<a href="#">View Site as site section correction UK img</a>
copy edit 11/27/12	<a href="#">View Site as copy edit 11/27/12</a>
copy edit	<a href="#">View Site as copy edit</a>
Black Friday 2012 v 2	<a href="#">View Site as Black Friday 2012 v 2</a>
Cyber Monday 2012	<a href="#">View Site as Cyber Monday 2012</a>

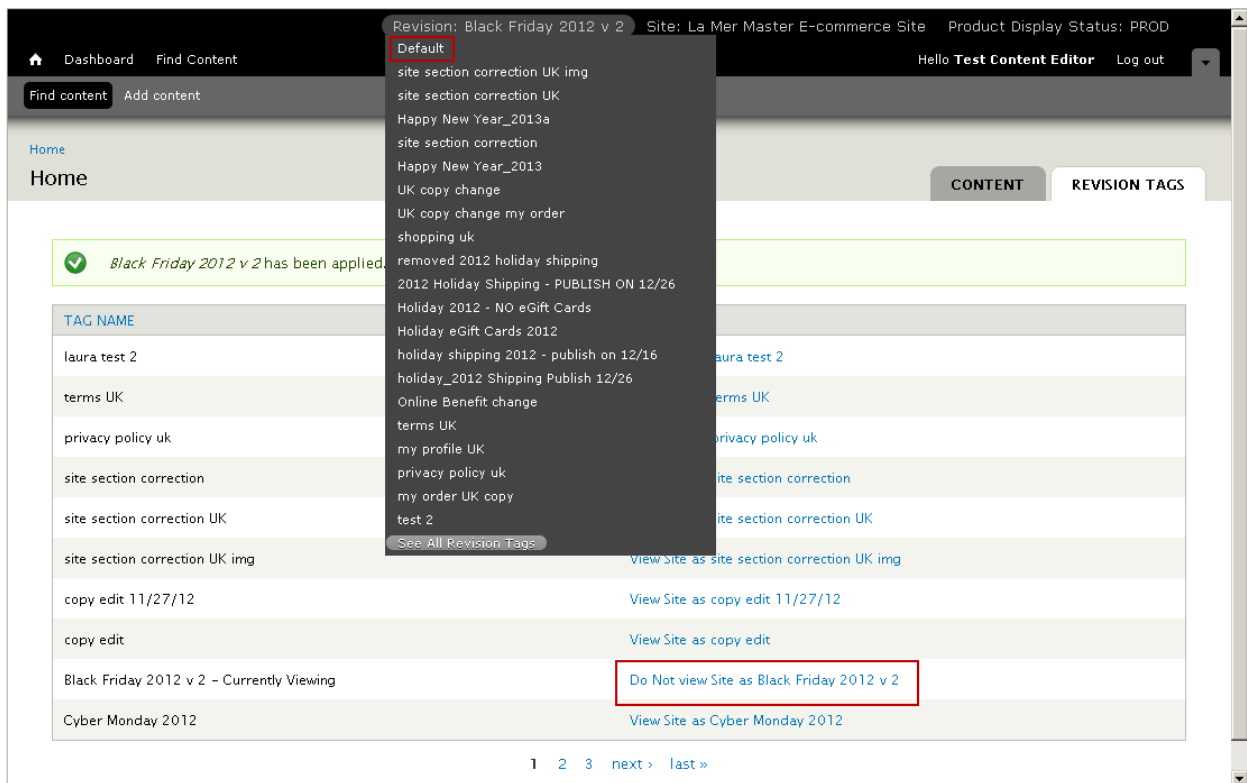
1
2
3
next >
last »

**9.3.2:** The Revision Tags tab on Find Content.

## 9.5. Stop Viewing by Revision Tag

There are two ways to stop viewing the site by a revision tag:

1. Click either [Revision](#) from the top row of the admin navigation, or go to the [Revision Tags](#) tab of Find Content.
2. Under Revision in the admin navigation, select Default. From Find Content, select Do Not view Site as [revision tag].



**9.3.2:** The two ways to stop viewing by revision tag.

## 9.6. Filter by Revision Tag

Go to [Find Content](#) and [select](#) the revision tag from the Revision tag field. You may also choose to filter by workflow state so that you will only see approve content.

Revision: Default Site: La Mer Master E-commerce Site Product Display Status: PROD

Dashboard Find Content Hello Test Content Publisher Log out

Find content

### REFINE RESULTS

KEYWORD SEARCH

UPDATED DATE RANGE   
Start Date: YYYY-MM-DD   
End Date: YYYY-MM-DD

COUNTRY-LANGUAGE

SITE SECTION

TYPE

REVISION TAG

WORKFLOW STATE

ACTIVE REVISION

ALL REVISIONS

ITEMS PER PAGE

2012 Holiday Shipping - PUBLISH ON 12/26  
Black Friday 2012 v2  
copy edit  
copy edit 11/27/12  
Cyber Monday  
Cyber Monday 2012  
Daily Benefits Pg Copy Update 11-29-12  
Happy New Year\_2013  
Happy New Year\_2013a  
Holiday 2012 - NO eGift Cards  
Holiday eGift Cards 2012  
Holiday Shipping

9.4: Searching for content based on revision tag.

## 9.7. Changing Workflow by Revision Tag

After content is filtered by revision tag, it can be approved, published or unpublished all at once. For further details, see section 4.1.3 *Bulk Updates*.

## 10 Alfresco

Alfresco is an open source asset management system. It is where all assets (images, videos, PDFs) are uploaded on the new DrupalGem platform. Content created in Drupal by Producers or by Engineers both use Alfresco, and can be managed in two locations:

1. The Drupal CMS administrative web interface. This is the most common way to access Alfresco for day-to-day updates.
2. The Alfresco administrative web interface: <http://alfresco.elcdev.net/share/page/>. This is recommended for bulk uploads, large file uploads (i.e. videos) and overall asset management.

### 10.1. Drupal Access

#### 10.1.1. Account Login

Alfresco login must be **reset daily** to manage media in Drupal. Follow the reset instructions below.

- Logging in for the 1<sup>st</sup> time
  - Step 1** Log into the [Drupal CMS](#)
  - Step 2** Navigate back to [user page](#): <http://{cms domain}/user>
  - Step 3** Click the [Alfresco tab](#)
  - Step 4** Enter [username](#) and [password](#) and click [login](#)
- Reset password (only after logging into CMS)
  - Step 1** Log into the [Drupal CMS](#)
  - Step 2** [Click](#) the [hello {user login}](#) in CMS admin navigation
  - Step 3** [Click](#) the Alfresco tab
  - Step 4** [Click](#) the Reset button
  - Step 5** Enter [username](#) and password and [click](#) Reset

### 10.1.2. Add media to content

#### 10.1.3. Alfresco account login

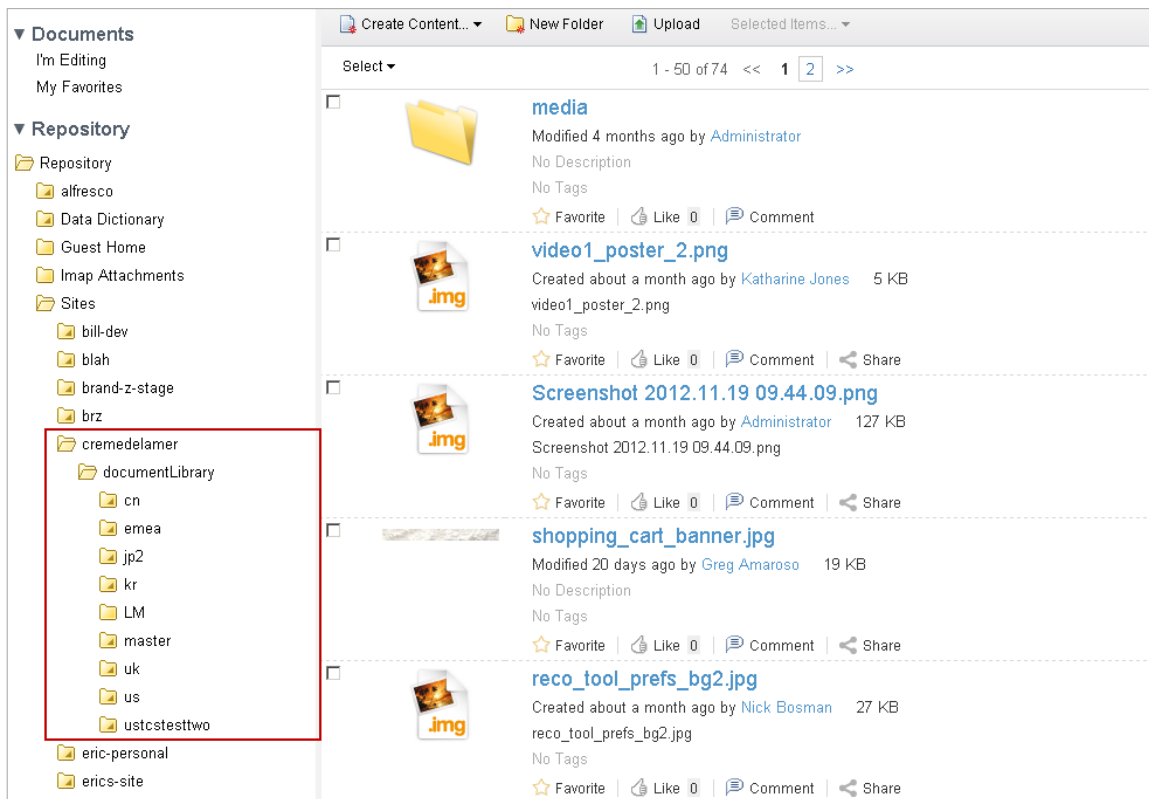
- Step 1** Go to <http://alfresco.elcdev.net/share/>.
- Step 2** [Log into](#) Alfresco with your user name and password.



10.2 The Alfresco login page.

- Step 3** Find your site's directory
- Step 4** [Navigate](#) to locale's directories. [Click](#) the [Repository Icon](#) in the Alfresco admin navigation.
- Step 5** [Click](#) the [Sites](#) directory in the left navigation under Repository. All locales will be organized as follows: {brand}/documentLibrary/{locale}/media/export/  
 {brand}: Estee brand. Must match the brand name in the site's URL  
**Example:** cremedelamer  
 {locale}: Use the domain extension to define the brand  
**Example:** us, uk  
**Note:** With exception to the 'documentLibrary' directory, **all directories must be lower case.**
- Step 6** [Click](#) the {Brand} folder, a documentLibrary folder will display.
- Step 7** [Click](#) the documentLibrary folder, {locale} directories will display.
- Step 8** [Click](#) your {Locale} folder, the media directory will display.





*La Mer locale image directories*

Click the media folder, the export directory will display.

Click the export directory, two directories will display: **images** and **cms**.

Click the directory where the asset needs to live.

- **Images directory:** All images and media for any account and checkout pages. Product images live here.
- **CMS directory:** All assets used in the CMS pages, which includes videos, images, and PDFs.

#### 10.1.4. Uploading assets

There are four ways to upload a new asset.

- **Option 1:** Uploading new assets using drag and drop. Select the asset or assets from your local machine and drag them over the list of assets in the selected folder.
- **Option 2:** Uploading new assets using the upload button.
  - Step 1** Click the upload icon under the repository browser top bar (next to New Folder). A popover will appear.
  - Step 1** Click the Select files to upload button in the popover
  - Step 2** Select the asset or assets to upload
  - Step 3** Upload the file
- **Option 3:** Copy existing images from other locales.
  - Step 1** Go to the folder of the locale you want to copy from.
  - Step 1** Hover over the folder or asset to copy, a menu to the right of the item will appear.

- Step 2** Select More in the menu.
- Step 3** From the drop down option, select copy.
- Step 4** A popup will appear. **Select the** folder to copy to, and **click copy**.

- **Option 4:** Replacing an existing asset

- Step 1** **Hover** of the asset, a menu will appear to the left of the icon, **click** the **More...** link
- Step 2** A popover menu will display, **click** the **Upload a New Version** link
- Step 3** **Click Select files** to upload
- Step 4** **Select** the version type:
- Step 5** Minor changes (1.1): for any small edits to the asset
- Step 6** Major changes (2.0): for any major edits to the asset
- Step 7** Leave a comment, if needed.
- Step 8** **Upload** the image

#### 10.1.5. Deleting assets

#### 10.1.6. Image naming conventions

Assets utilized by the CMS can be named according to the user's discretion unless a naming convention is set by a Brand or Locale. All product images must:

Be stored under {brand}/documentLibrary/{locale}/media/export/images/products/{size}/

Use the following naming convention: {family\_code}\_{size}.{extension}

**{size}**: Generically sized as **xsm**, **sm**, **md**, **lg**, or **xlg**. Some sites may require more or less options; if using just three sizes, start with **sm**, **md**, and **lg**

**{family\_code}**: parameter passed from prodcat, set in .net

**{size}**: matches the '{size}' directory. Generically sized, follow xsm, sm, md, lg, xlg. Some sites may require more or less, if just 3 sizes, start w/ sm, md, lg

**{extension}**: the extension required for the image (png or jpg)

**Example**: .../media/export/images/products/sm/ABDC\_sm.png

## 11 Appendix A: Glossary

Terms	Definition
Ace code editor	The code editor we are using on the Drupal platform. It includes syntax highlighting and line numbers
Alfresco	An open source system that we are using for asset management (images, videos and other files)
Approved	A state in the workflow. An “approved” node means it has been approved by the brand stakeholder and can be published at the appropriate time
Anchor link	A link that points to a specific element on a web page, rather than to the default top of page
Base theme	A generic version of the theme that includes only common functionality and provides a starting point for engineers to create brand- or site-specific themes
Basic Info	This tab on the Add/Edit content page will contain basic information about a piece of content, such as its language, title, and friendly URL
Content block	An area for static or dynamic content used on one or more pages and often appearing in a sidebar, header, or footer region
Carousel	Rotating content created with multiple panes, each customizable with individual WYSIWYGs
CKEditor	The WYSIWYG editor we are using on our Drupal implementation. See also “WYSIWYG.”
Content	The text, images, and other information on a web site
Dashboard	A user’s customizable administrative homepage that displays recently updated content, recently used revision tags, and administrative alerts for all sites a user has access to
Draft	The earliest workflow state that includes newly created content, new revisions of existing content, and edited revisions that have not yet transitioned to the next state of the workflow
Embeddables	Items that can be pulled into a piece of Drupal content. These can include products, buy buttons, merch windows, email signup forms, social networking buttons, etc. This allows the same item to appear in multiple places on the site
Endeca	Third-party software application for product and content search on e-commerce sites
Form	Entry form for submitting user data, such as email signup and opt out, sweepstakes, and “Contact us”
Global navigation	The links in the header and footer that display on every page of a site
Homepage touts	Collection of merch windows that appear on homepages in addition to main homepage content
Image mapping	Hyper linking areas of a single image to various destinations
Localize	Part of our translation system. A site can “Localize” by starting with another site's content and modifying it (changing translations, images, etc.). Localizing creates a divergence, so updates to the original content will not be inherited. See also “Subscribe.”
Mega menus	Drop-down navigation menus that contain complex styling and possibly merch windows

Menus	The clickable navigational elements on a page that may display as a sidebar, or in the header and footer regions
Merch windows	Structured content blocks in various contexts, including rotators and drop-down menus
MPP	Multi-Product Page
MPP headers	Merch windows that appear above the product grid of a standard MPP
Node	A piece of content in Drupal, often but not always corresponding to a single page on the site
PerlGem	ELC's e-commerce platform written in Perl.
PerlGem content	Content that remains in PerlGem code rather than Drupal
Popovers	A window for additional content that pops open when triggered from a link on a page
Published	A state in the workflow. A published node means it is visible on production.
Revision tagging	Part of our workflow system. Updates to content can be linked together by "Revision Tag" so that they can be previewed, pushed live, and reverted in batches
Rich text editor	See WYSIWYG
SPP	Single Product Page
Subscribe	Part of our translation system. One site can "subscribe" to another site's content. Updates to the original content will appear immediately on all sites that subscribe to it. See also "Localize"
Tabbed data	Information about a product on an SPP, separated by topic (such as "Shades" or "How to Use") and presented on tabs which site visitors can click to see more details
Template	A mechanism for entering structured content. Users enter or choose values, which the CMS uses to produce complex content
Theme	The frontend code of the site, including CSS, Javascript, HTML dictating the layout and structure of a page, positioning of global elements, etc
Tout	Content, such as an image and/or descriptive text, added to a page for the purpose of promoting and linking to other pages on a site
URL Alias	User-friendly URL that can be input via the CMS interface. Example: <a href="http://www.aveda.com/favorites">http://www.aveda.com/favorites</a>
User role	Permissions assigned to users for authorization and access control.
Video cue point	A programmed point on a video that triggers subtitles, products or both to appear beside the video player
White box theme	A basic Drupal theme that can be adapted to create brand-specific themes
Workflow	Publishing module that allows for management of multiple, simultaneous versions of content known as revisions
WYSIWYG	Acronym for "What You See is What You Get." Allows for editing and formatting with an interface that closely resembles the final product. Also called "Rich text editor" (RTE).
Unpublished	A state in the workflow. When published content is removed from the live site it becomes unpublished

## Appendix B: User Roles

User Groups	Description	Comments
content_editor	Content + interface: will include translator in p2 after workflow is implemented.	Can add/edit content so long as it's not restricted by node
content_translator	Only allowed to edit content; cannot create new	Limited to editing content; cannot make new content
content_approver	Can approve/send back content in "needs approval" state	Only approves
content_publisher	Can publish and unpublish content	Only publishes and subscribes
template_editor	Coresite engineers, agency access: override, create, edit templates via UI	Can edit templates via interface; direct-code access is not granted by role
site_creator	Only access is to Site Wizard	Can only access Site Wizard
brand_admin	For adding Site Sections	Can add/edit site sections
system_admin	Platform developer, super user	Can edit restricted nodes, domains, themes, configs, styles, pretty much everything pertaining to the site and the cms display
user_admin	Administer user accounts, roles, permissions	Administration of roles and permissions only; Would restrict adding/editing users once managed by LDAP

**Note:** One user can have multiple roles. For example, a Producer could be 'template\_editor' and 'content\_editor' and 'content\_publisher,' effectively having an aggregated set of permissions to suit their needs.