ELC ONLINE

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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

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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.

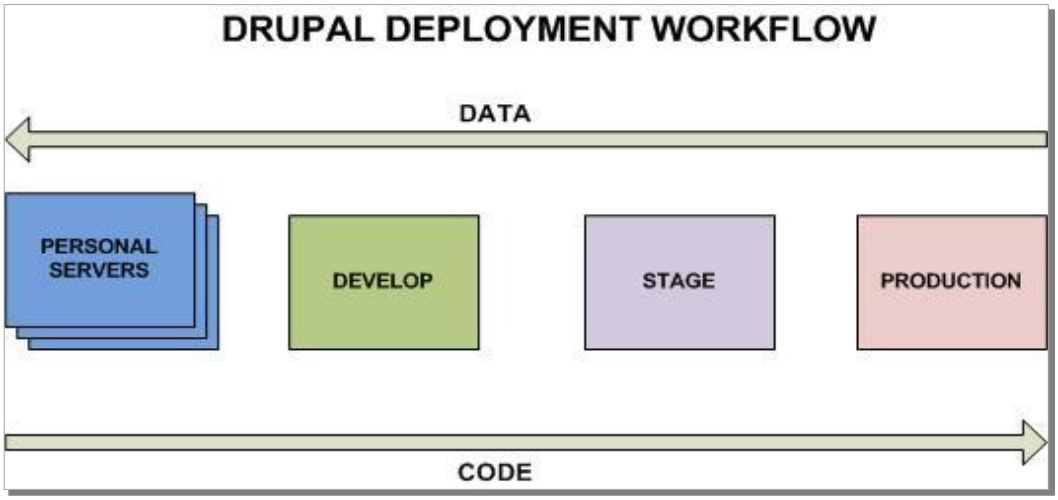
All templates and assets are inherited when content is subscribed to, and updated automatically when the Master site original content is updated. If content is customized and/or translated at the locale-level, updates to the content become the responsibility of the online affiliate. To read more about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

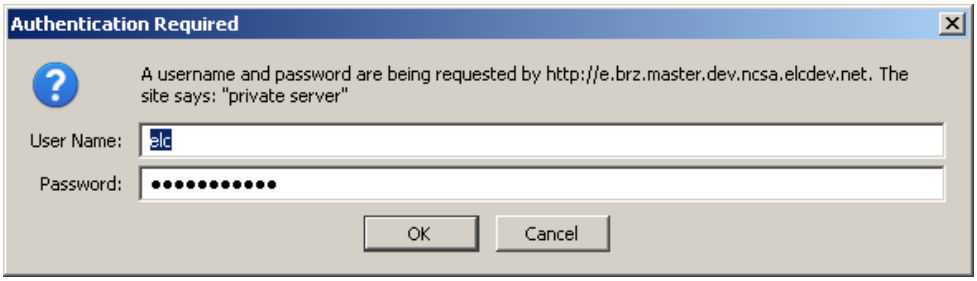
2 CMS Interface & Navigation

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 document, located at https://www.esteeonline.com/manual/web_access.html.

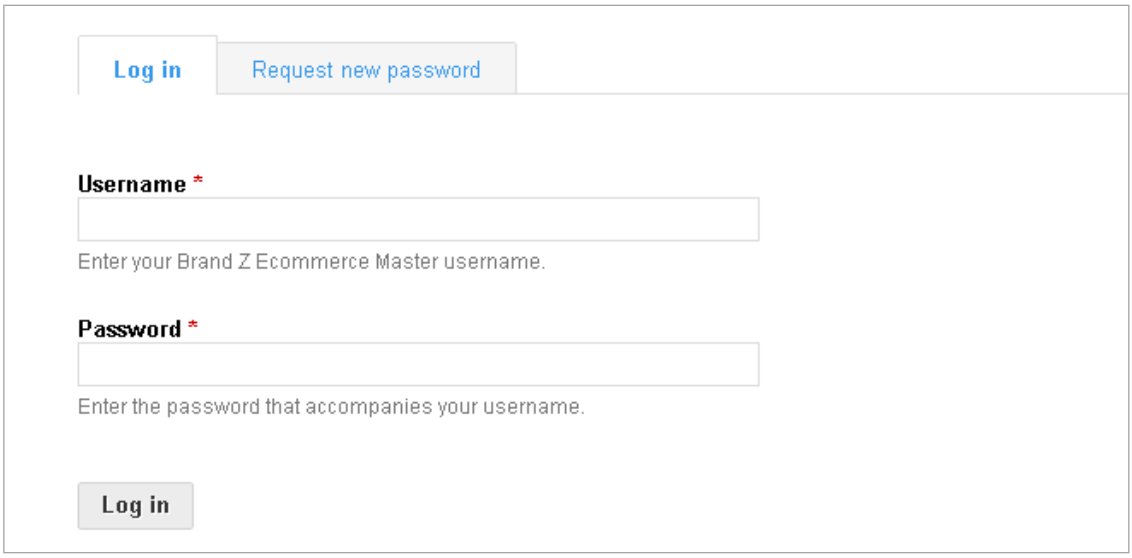
Step 3 Enter the site's User Name and Password in the Authentication Required window pop up, and then click OK.



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 MoveIt, 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:

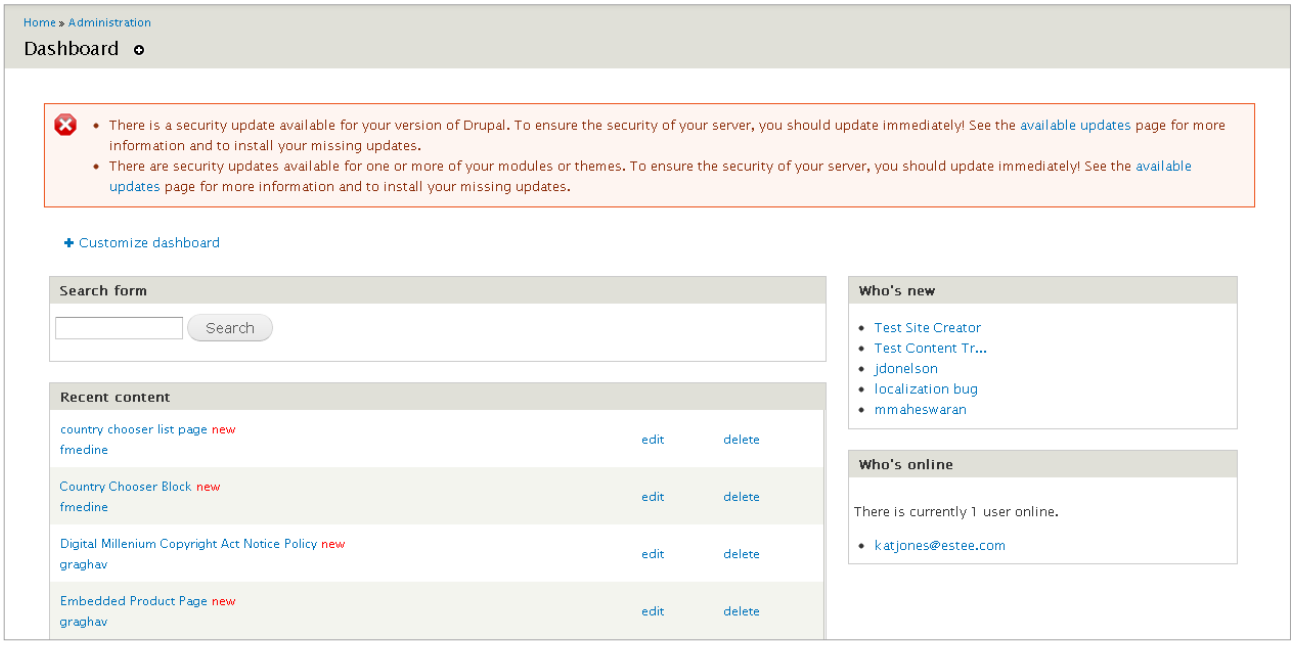
1. Mobile preview: Launches a new window displaying the mobile view of the content page you are editing or viewing.
2. Revision Tag status dropdown with "Default" as the default status. Changing this changes what revision tag you are viewing the site in, persistent across pages until changed. This should 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:

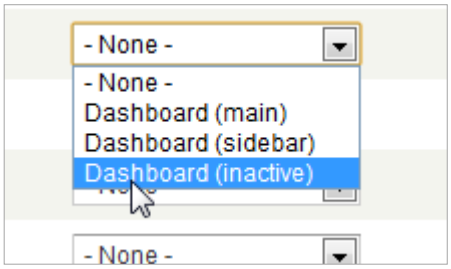


2.3: *Drupal CMS Dashboard*

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.

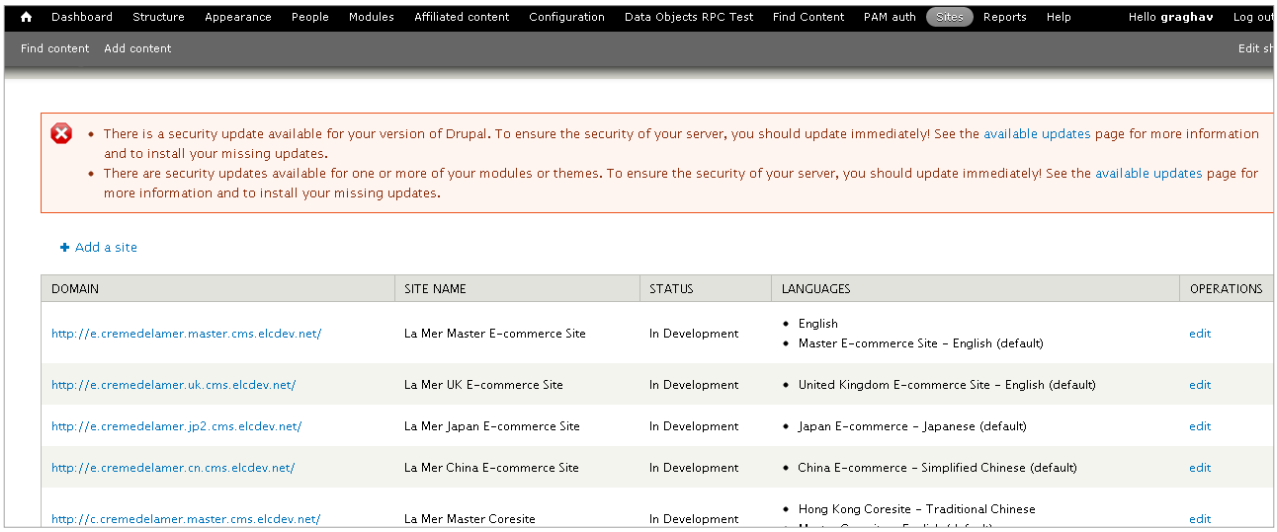


Step 4 Scroll to the bottom of the list of blocks and click Save blocks. You will then see the additional chosen blocks available for you to position on the Customize dashboard page.

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.

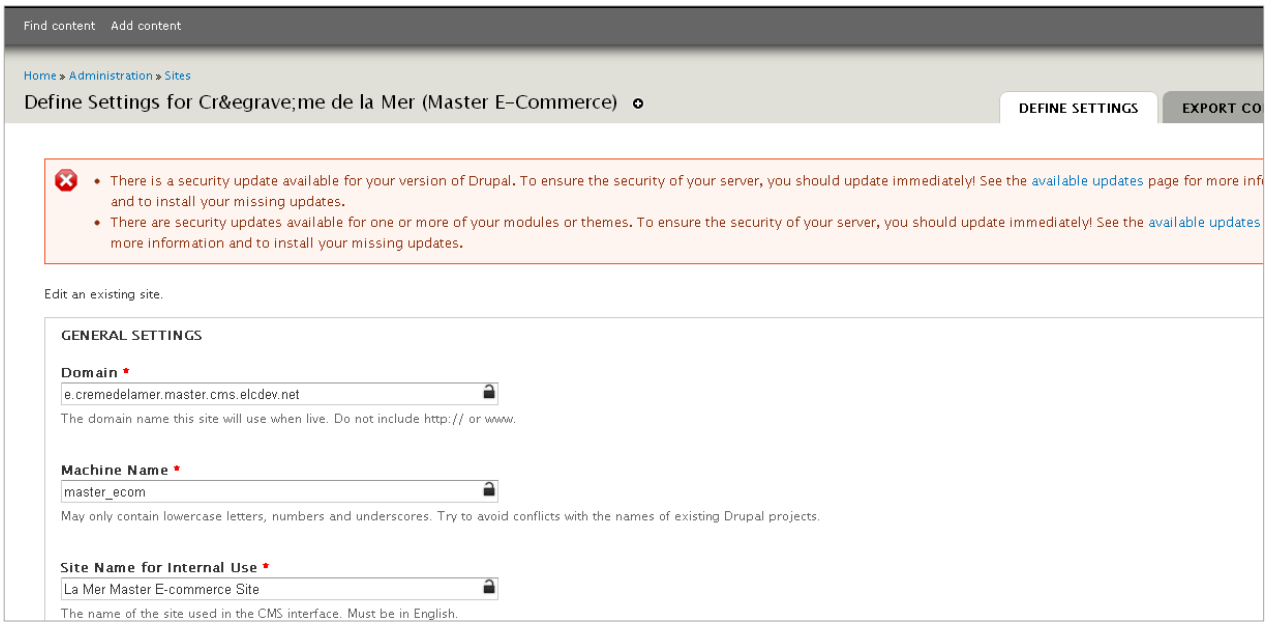
Step 1 Click the Sites link in the admin nav. This will bring you to a list of active domains:



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



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.

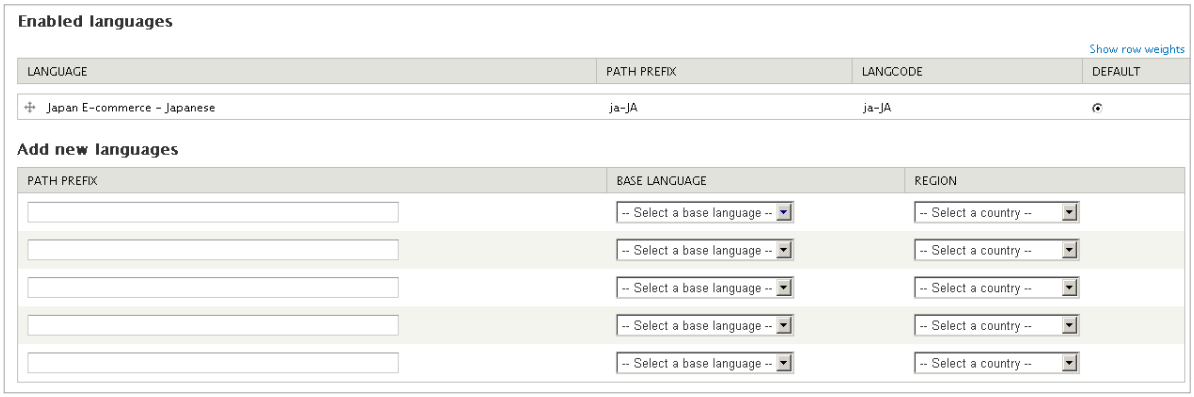
Step 8 Select either Use PC Template and Content or Choose Alternative URL from the Default Mobile Behavior dropdown. This default setting can be overwritten on per-page basis.

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.

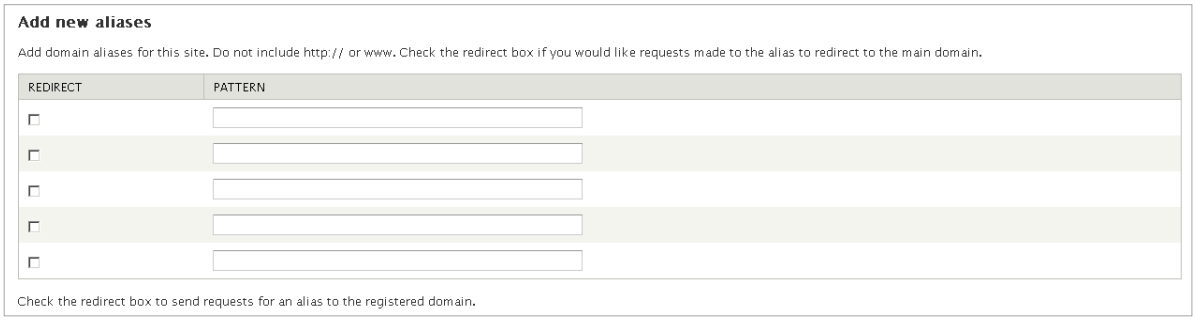


3.1: *Add a language to the new domain by selecting a base language and a region.*

Step 13 Select a language from the Select a base language dropdown.

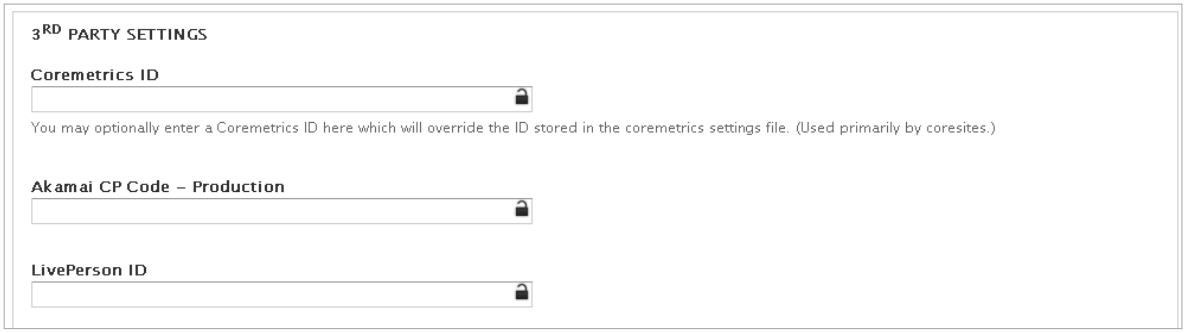
Step 14 Select the country the site is being built for from the Select a country dropdown.

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.



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.



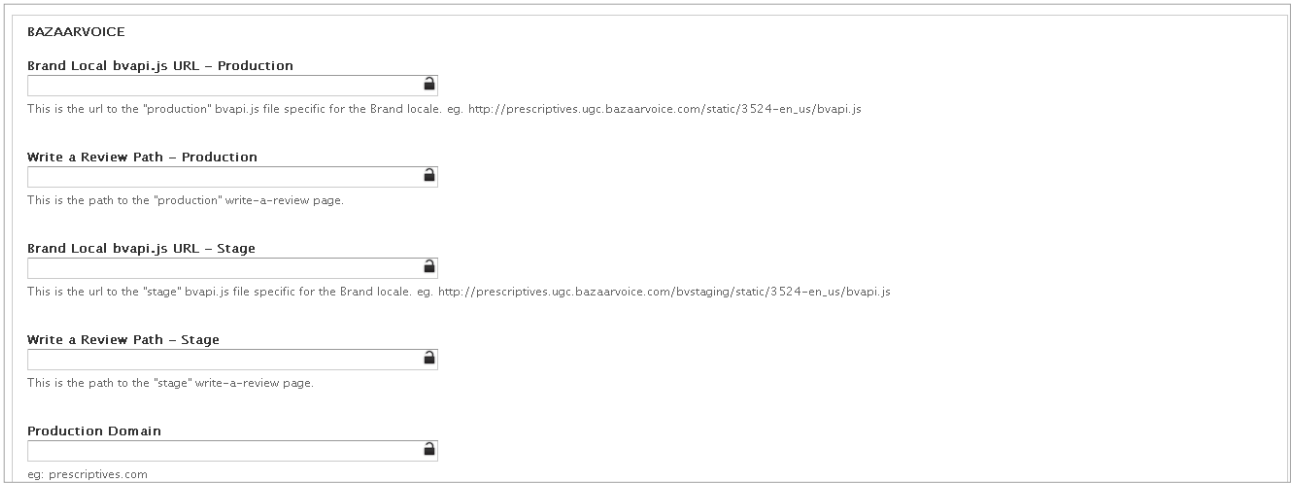
***3.1:** 3rd Party Settings*

Step 17 Enter the Production Akamai CP Code.

Step 18 Enter the LivePerson ID.

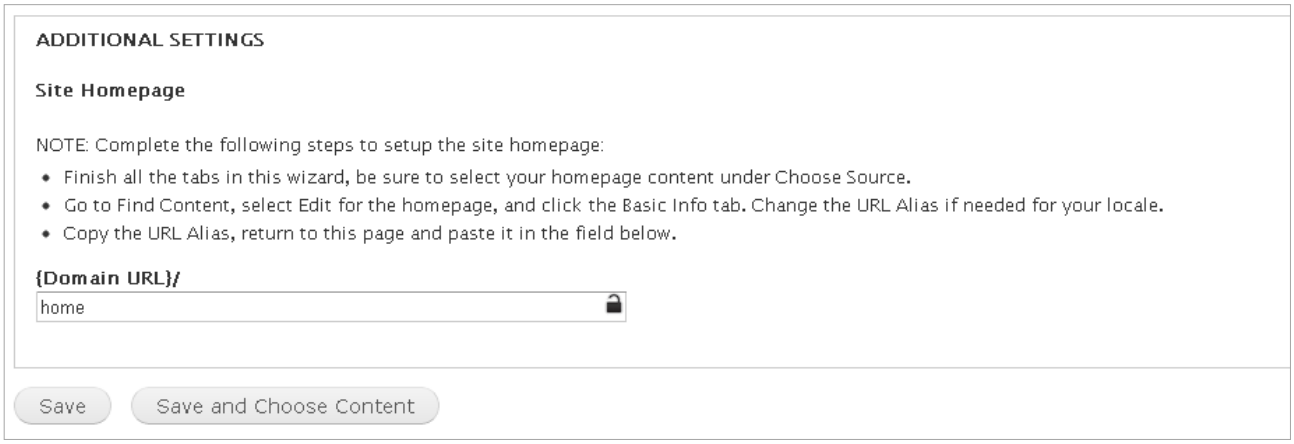
Step 19 Define Bazaarvoice settings:

- 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



***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.

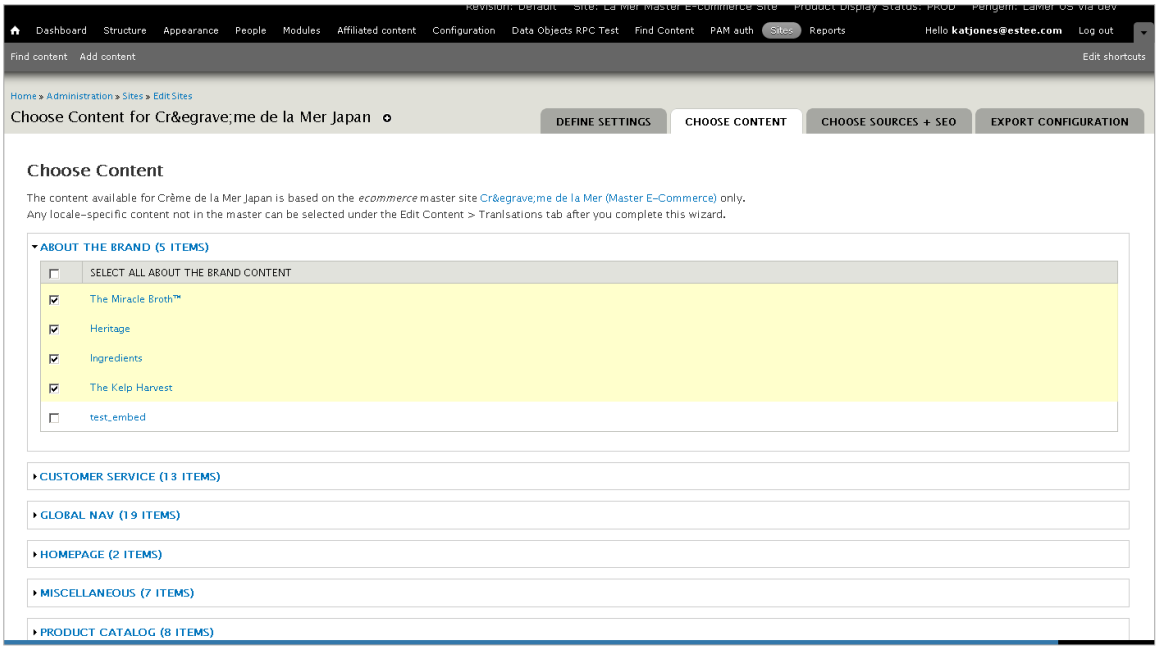


Step 21 Click Save to save your edits to the wizard or Save and Choose Content.

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.



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

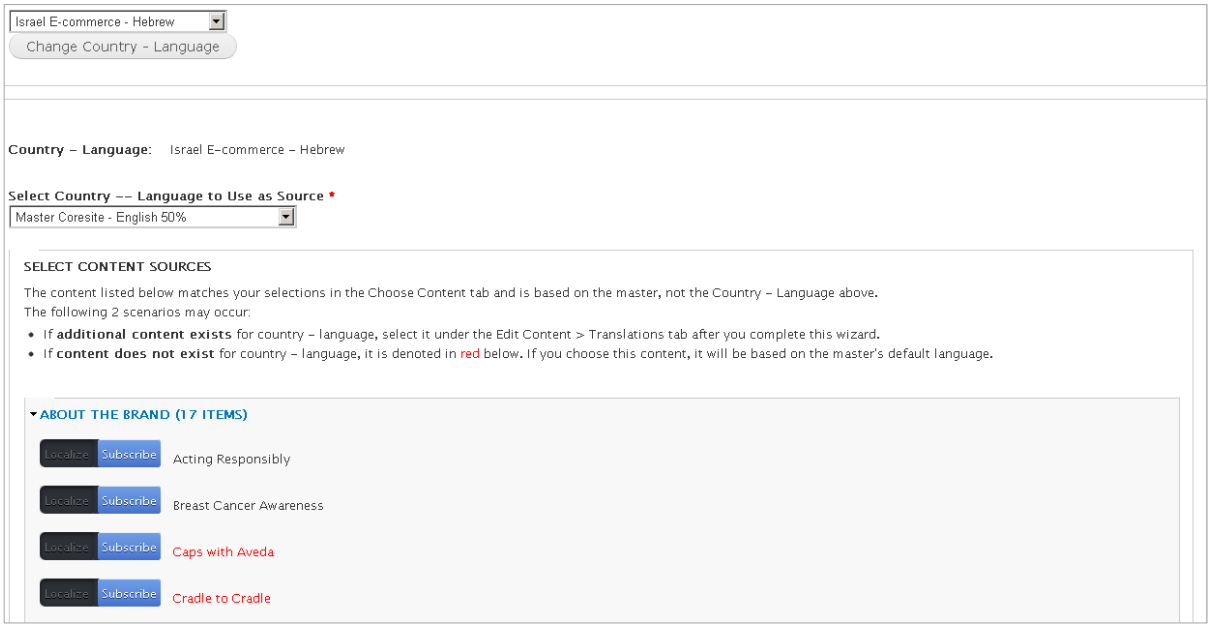
Select which country-languages to use as sources for localizing and subscribing content.

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.

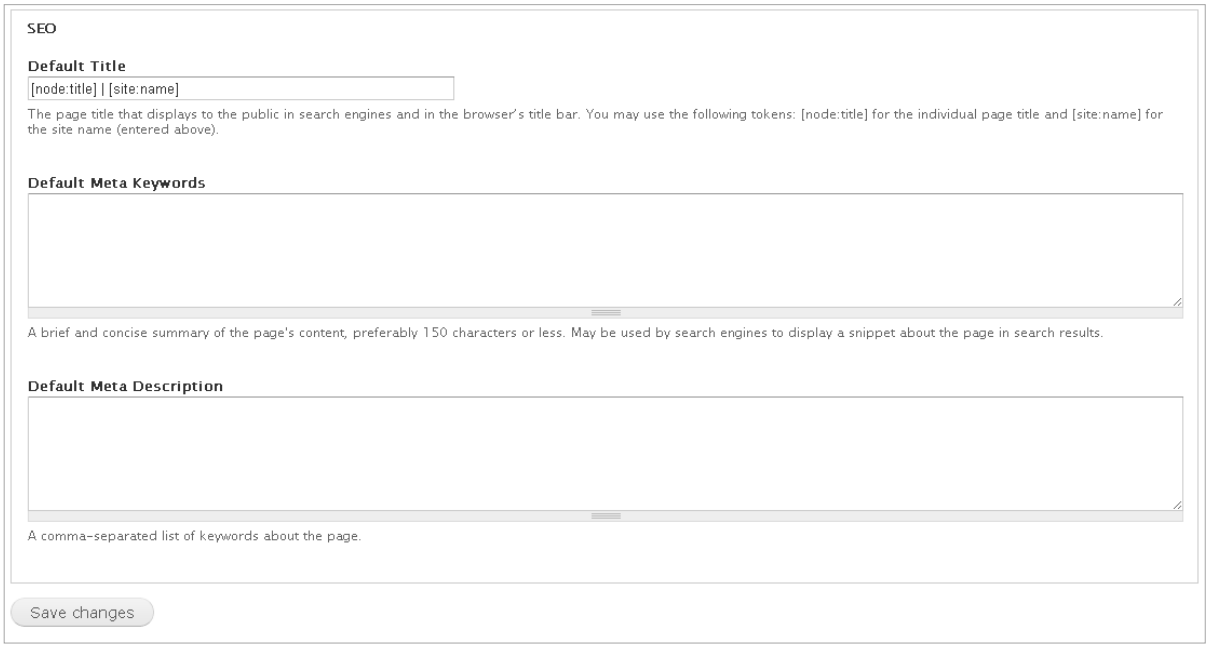
Example: If you see German – Germany 75%, then 75% of the content you selected is available from the Germany – German site. The other 25%, indicated in red, is not available in this country-language, and would have to be localized or subscribed from the master.

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.



Step 4 Define SEO settings that each piece of content will default to.

Step 5 Click 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 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

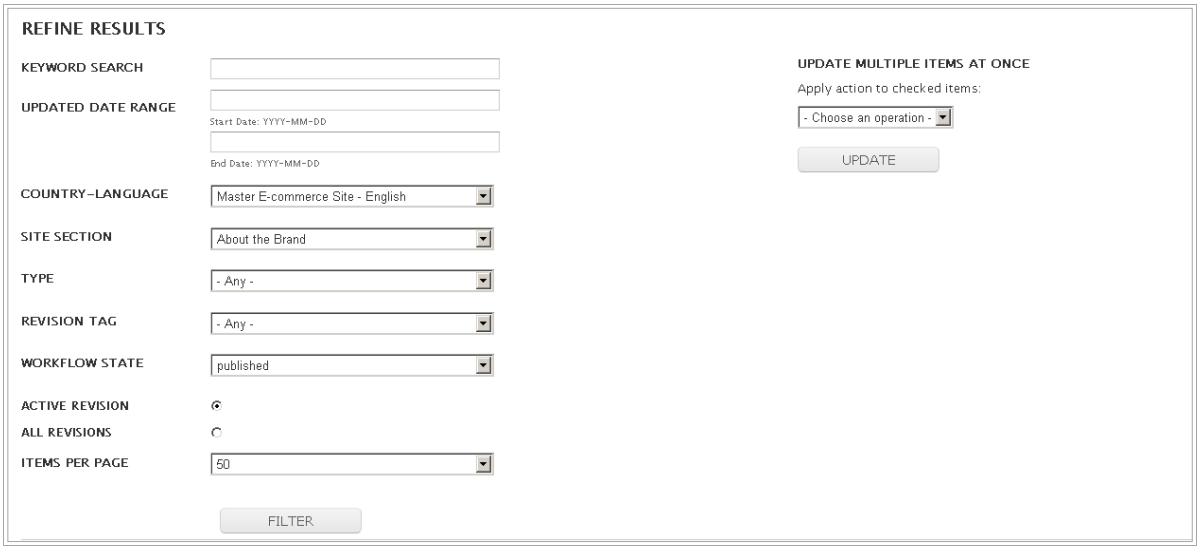
Find Content defaults to the Content tab where users can search for and bulk update content. Initially, the results listed are of all content that exists for the site the user is on, in order of last updated. You can re-sort the list alphabetically by Country-Language, site section, page type, or items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

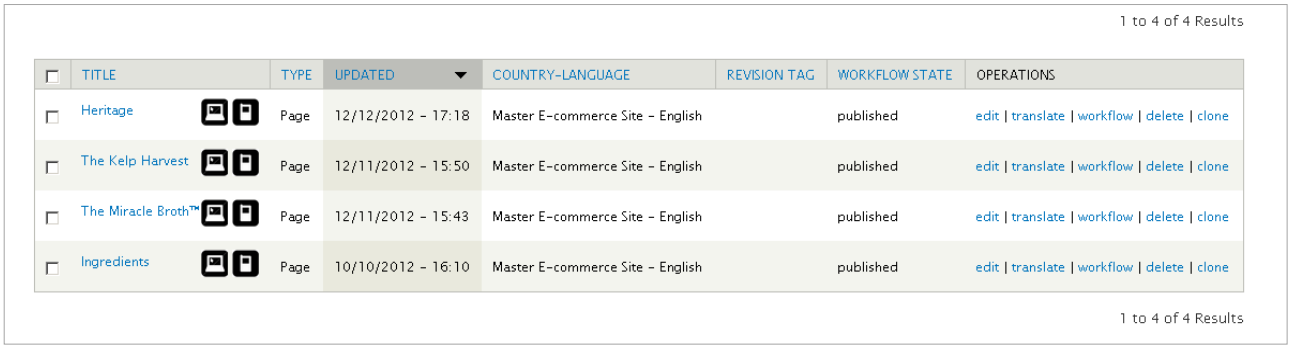
- **Updated date range:** Enter a start and end date for the range of dates you would like to filter by.
- **Country-Language:** Refine search results by country and language.
- **Site section:** Refine search results by site section.
- **Type**: Refine search by type of content or narrow search results 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.



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.

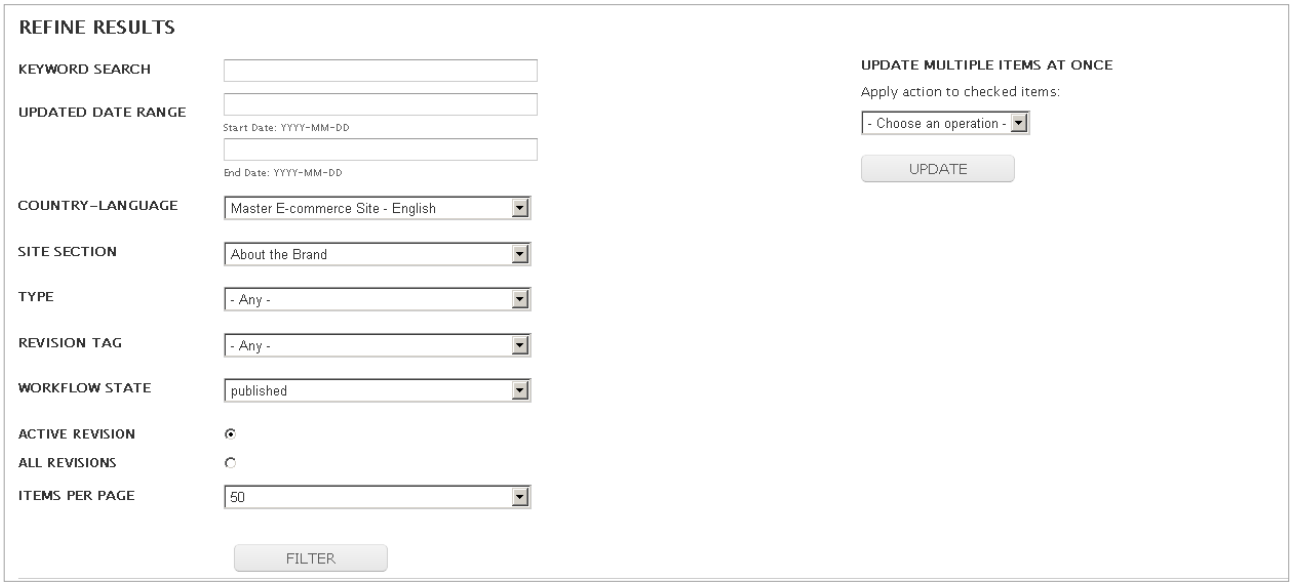


- Click the PC or Mobile icon to preview the content as it would appear for that device.
- Click edit to go directly to a piece of content's edit tab. **Note:** you may see results of other locale sites than you have access to. You can preview, localize, see workflow, or clone but you will not be able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



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

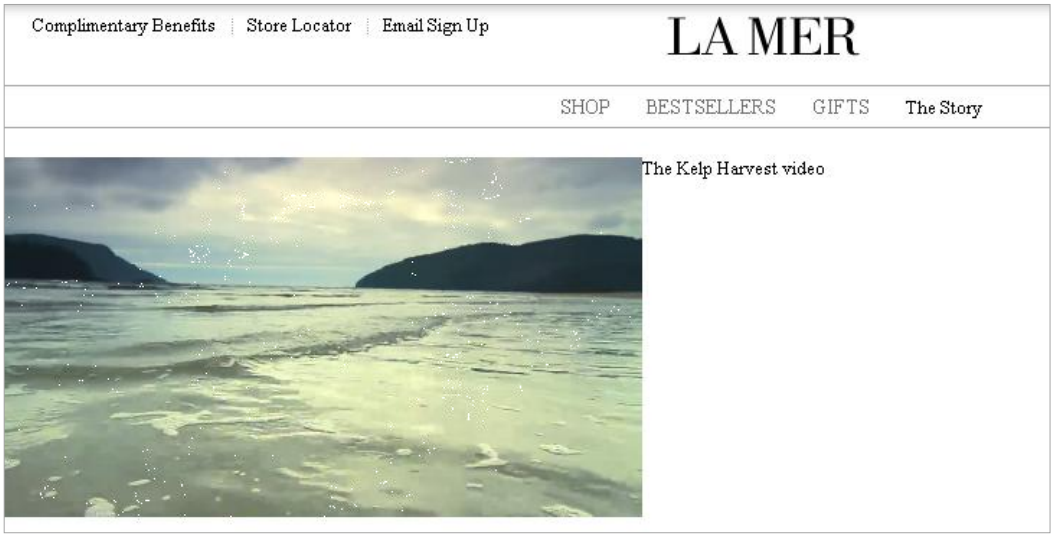
To add new content first choose a content type. Some content types require other steps after creation before it can be shown on the site.

- **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.*

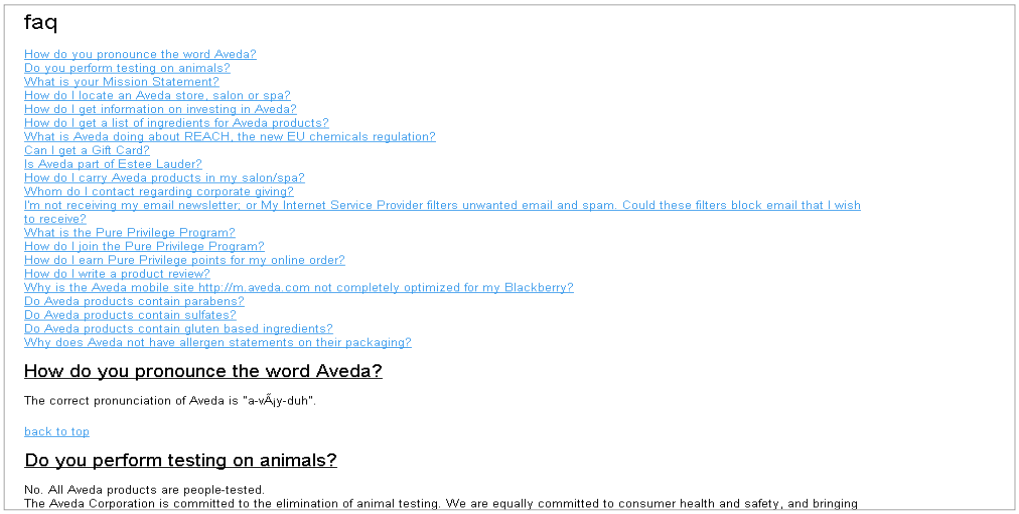
- **ELC Video:** A single video for use on video landing pages or embedded in other pages.



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-vÄ¡y-duh".

back to top

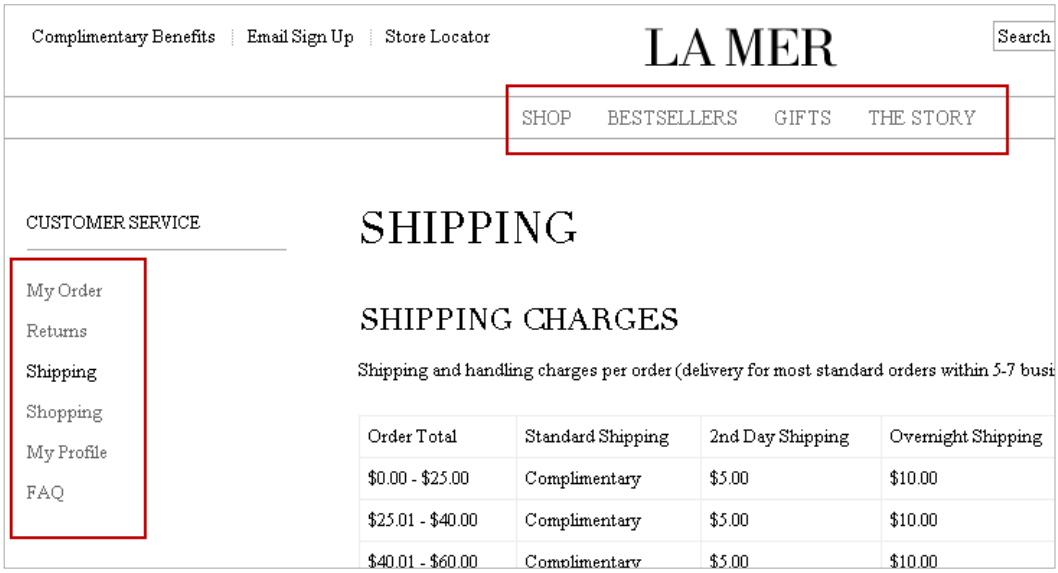
Do you perform testing on animals?

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

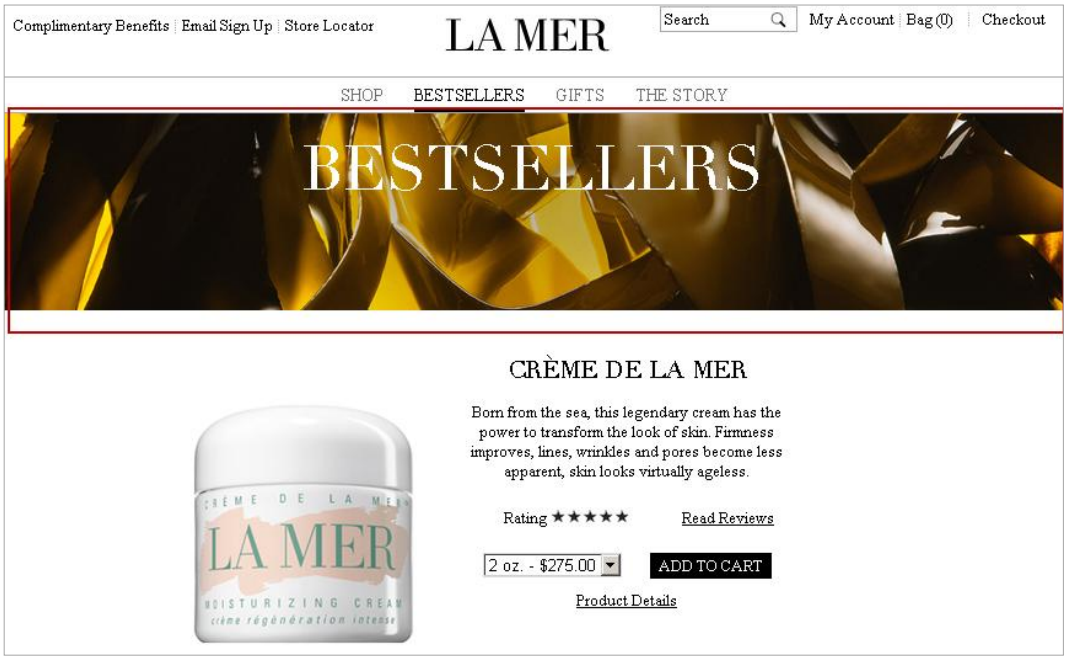
5.1: *An FAQ page with questions linked to the answers below.*

- **Form:** Forms for submitting user data, such as email signup 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.

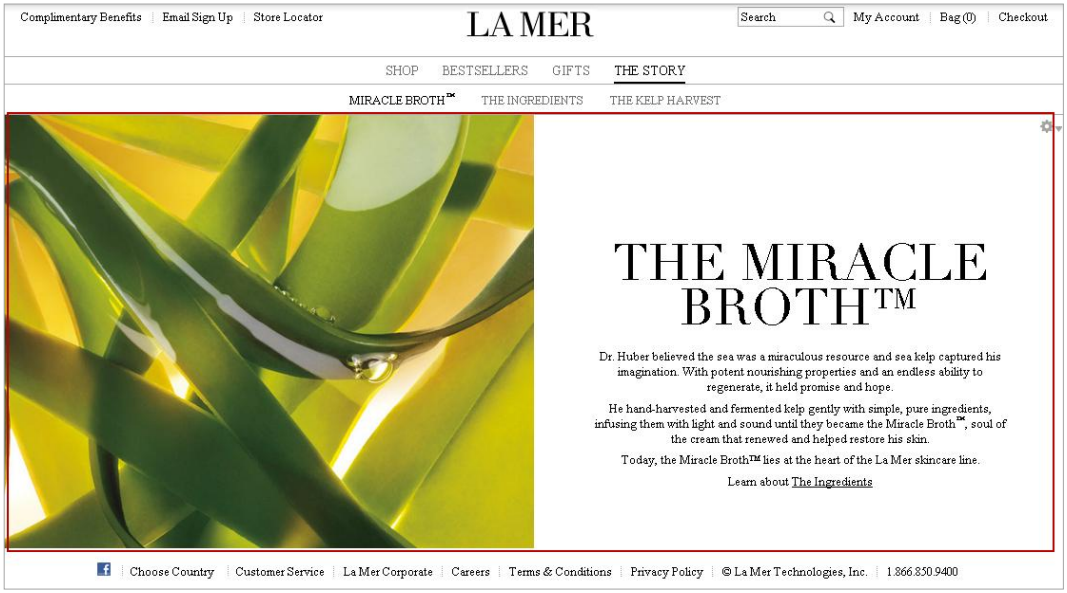


- **MPP**: Merch windows that appear above the product grid of a standard MPP.



5:1: *A merch window on a "Best Sellers" MPP.*

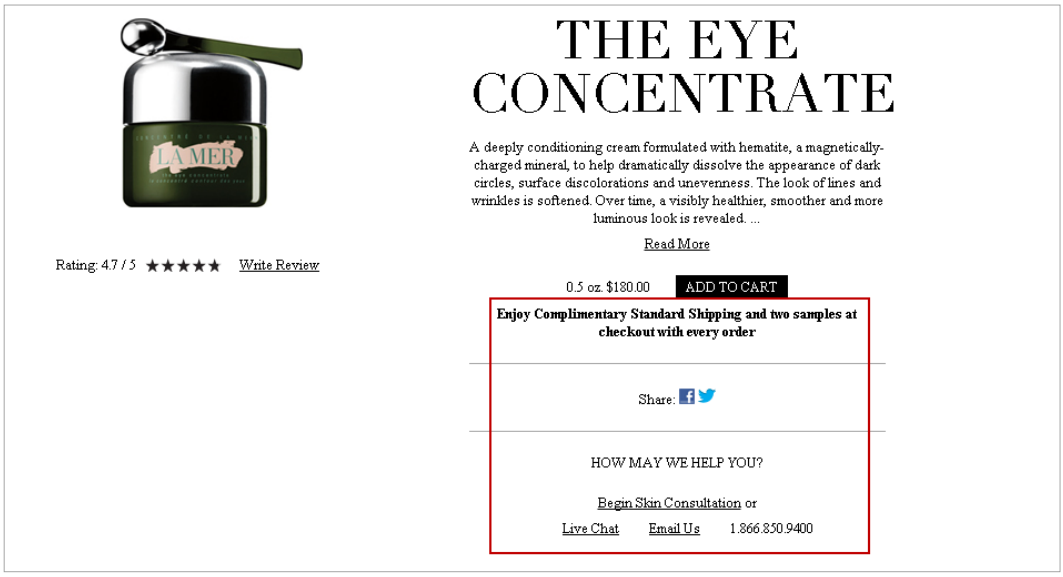
- **Page:** A freeform or template page.



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.



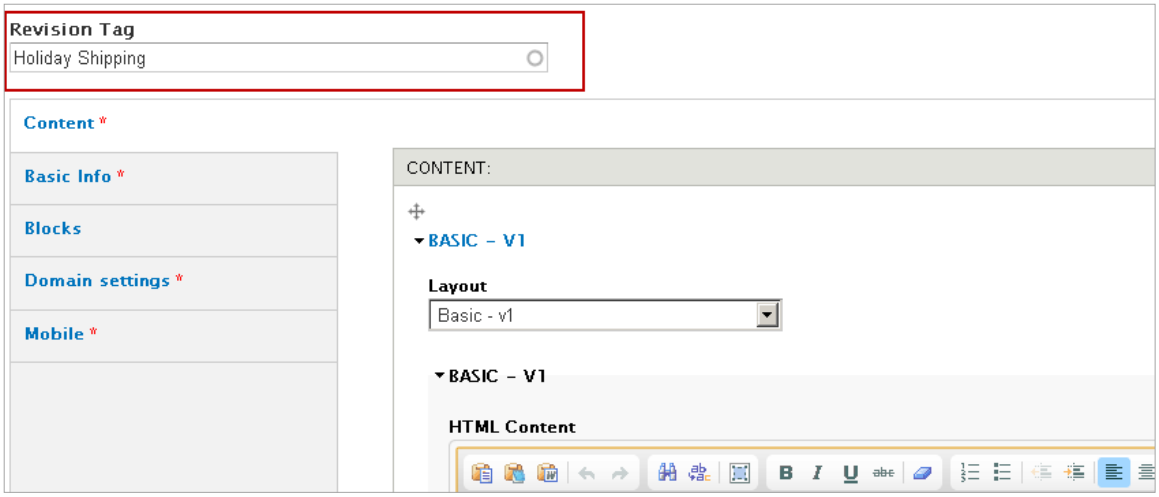
5.1: *Content created with the Translation Set content type*

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

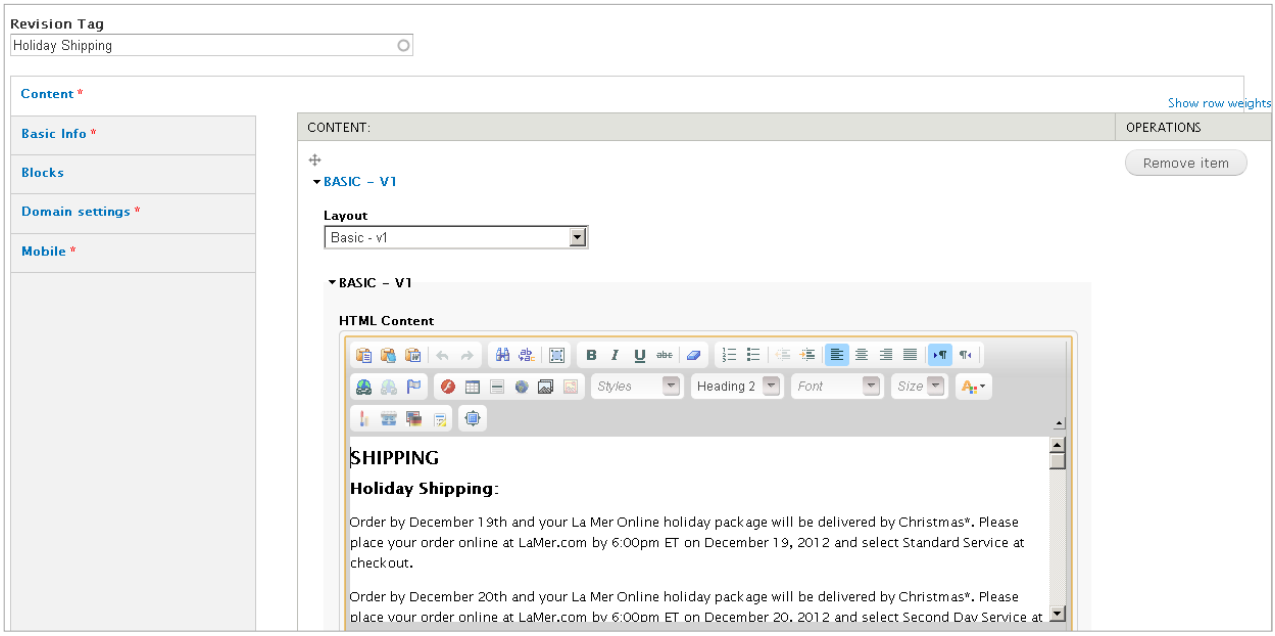
Each content type has a Revision Tag field. See section 9. *Revision Tags* for more details on viewing the site and searching for content based on revision tag.



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.

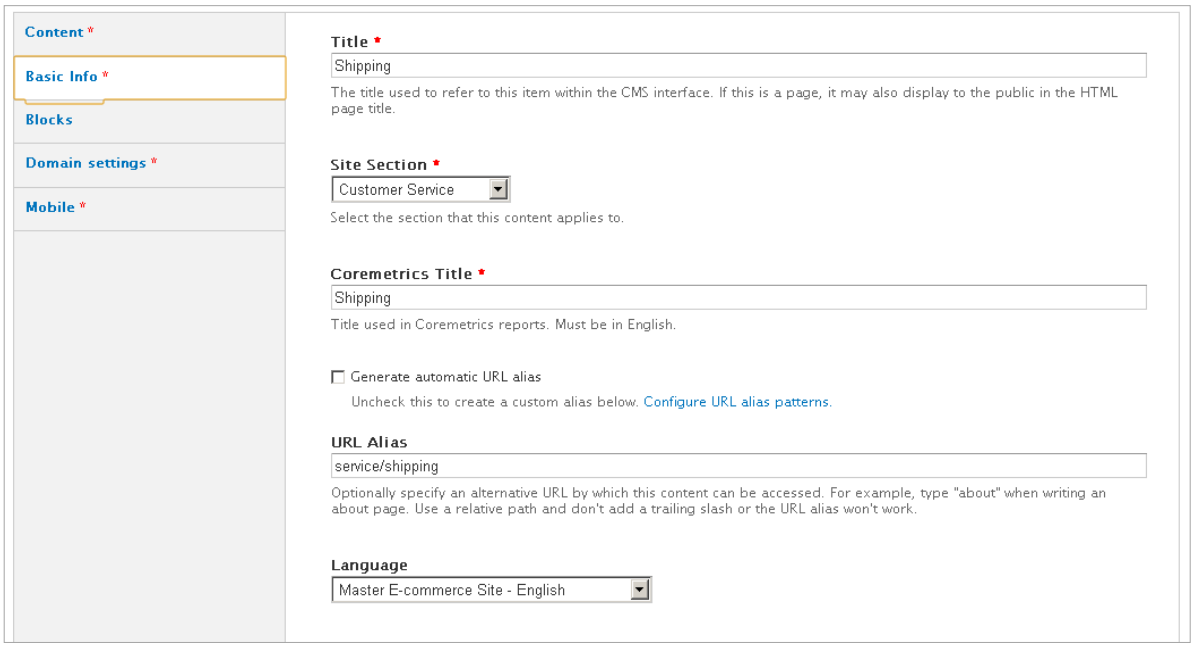


5.2.2.: *The Content tab.*

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*.



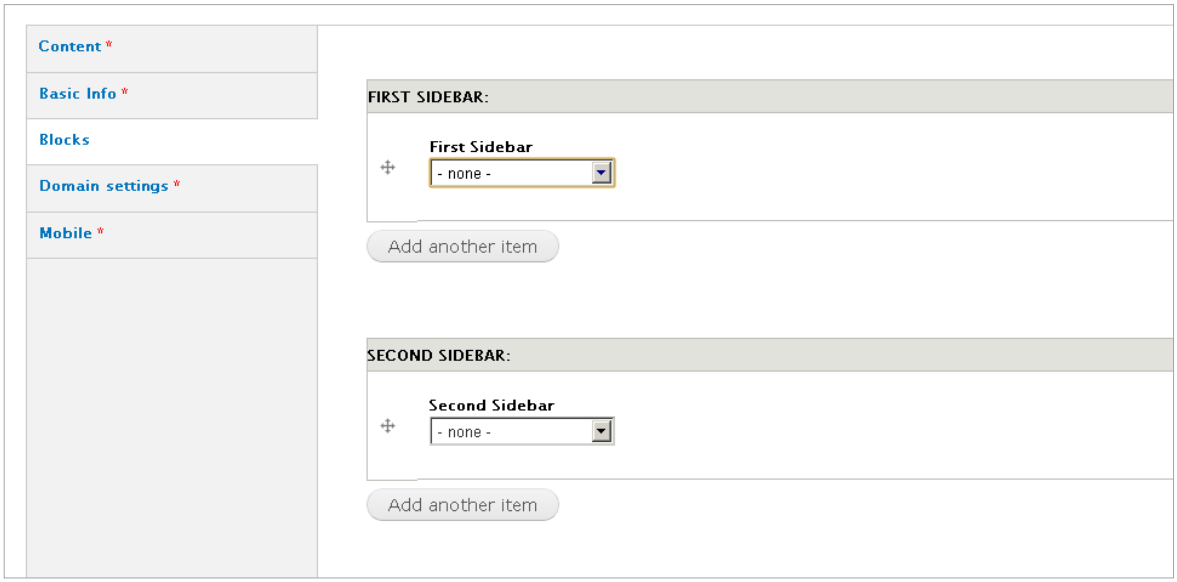
5.2.3: *The Basic Info tab.*

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.

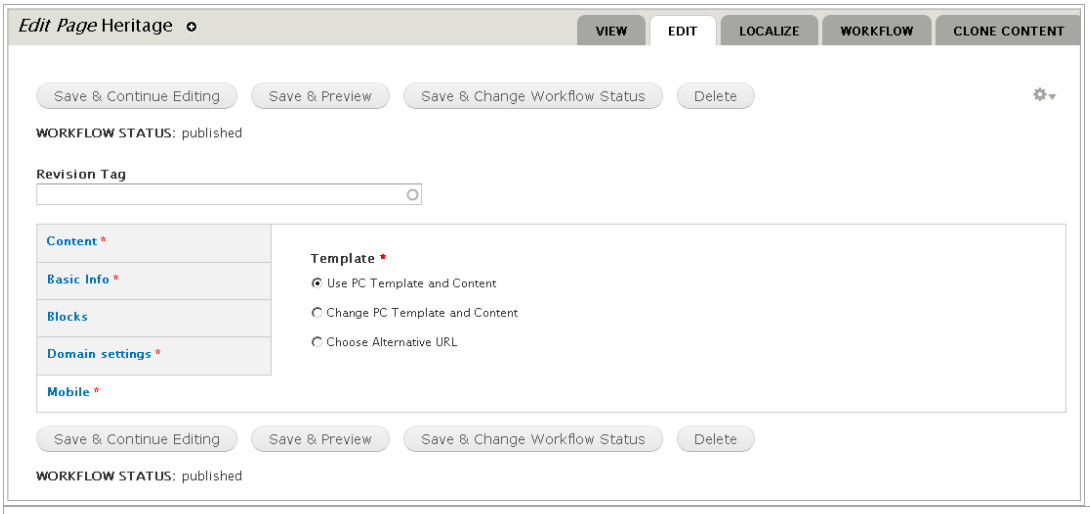


5.2.4.: *The Blocks tab.*

5.2.5. Mobile

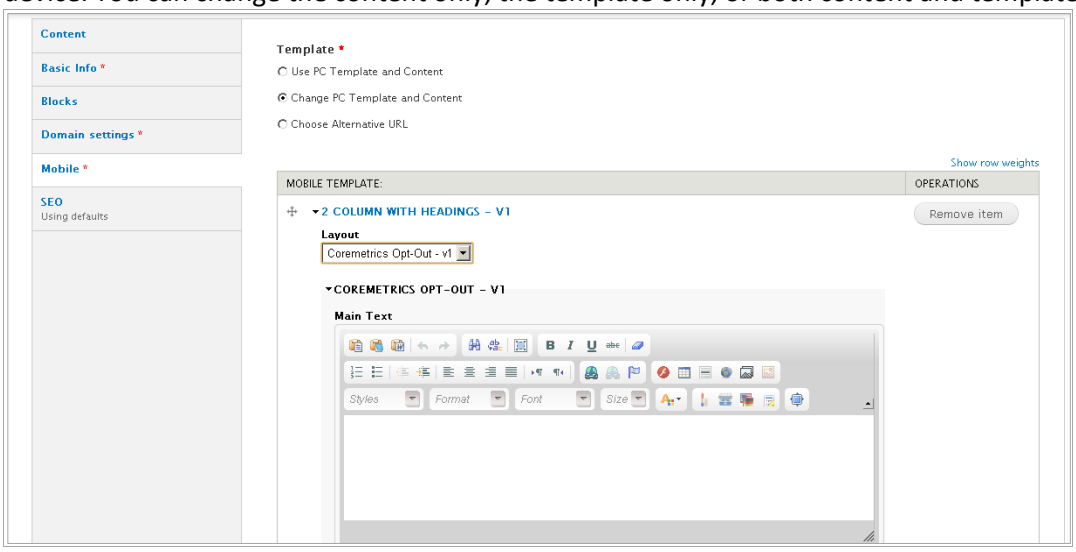
Determine how content will display on a mobile device on the Mobile tab

- 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.



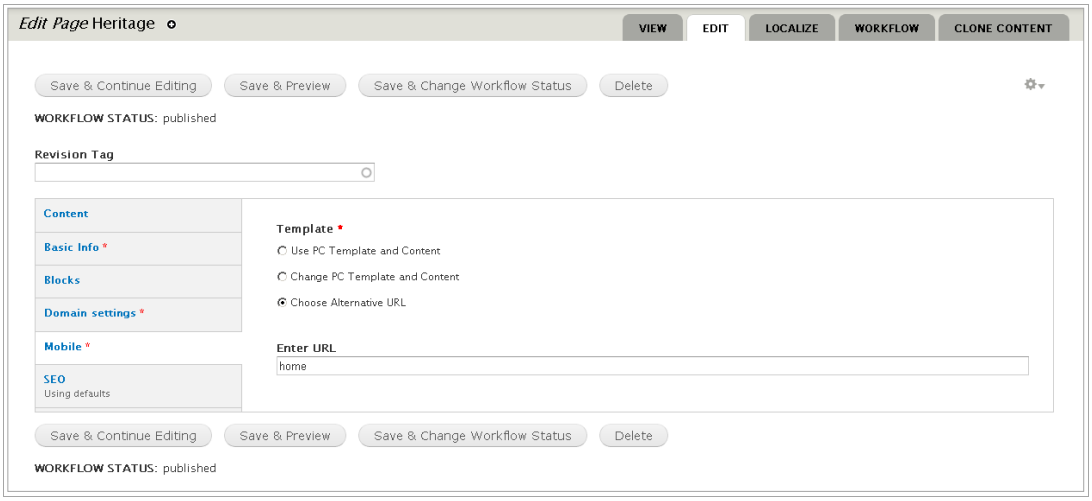
5.2.5.: *Selecting "Use PC Template and Content" to use the same content on the mobile view as on PC.*

- 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.



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

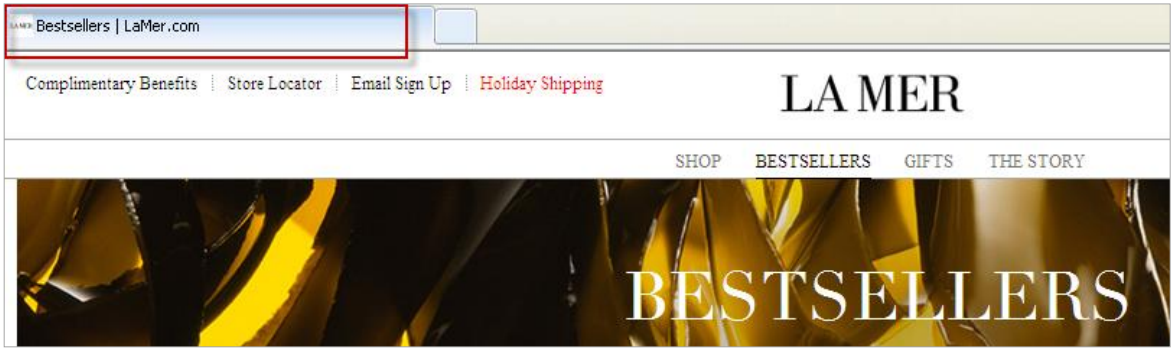
- Select Choose Alternative URL to enter a URL that mobile visitors to the page will be redirected to.



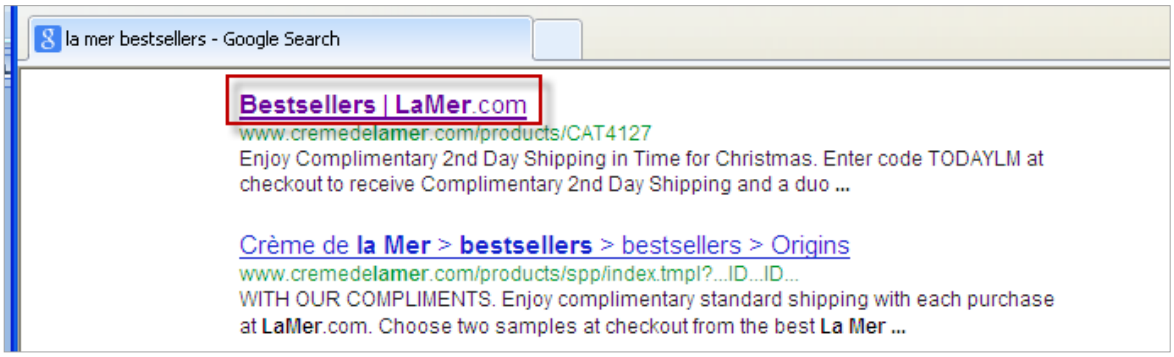
5.2.3: *Choosing to redirect to an alternative URL for mobile devices.*

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).



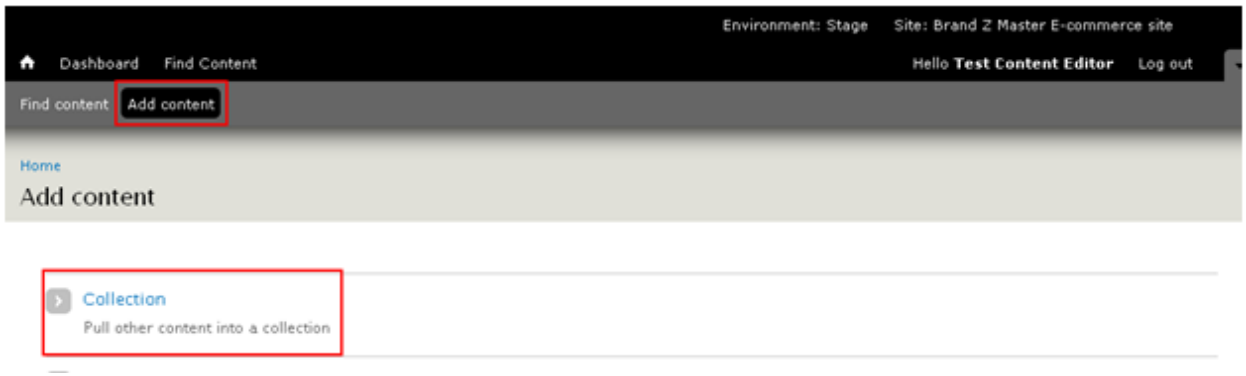
5.2.6: *The title of a page as it appears on a browser tab*



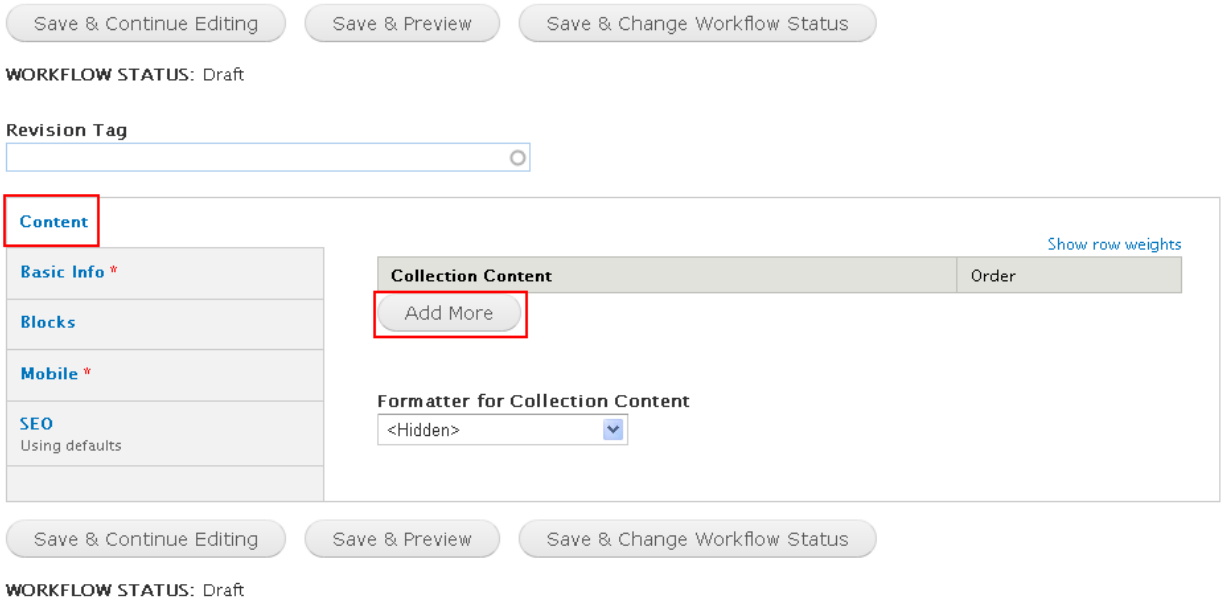
5.2.6: *The title of a page as it appears on a search engine results page.*

5.3. Add/Edit Collection

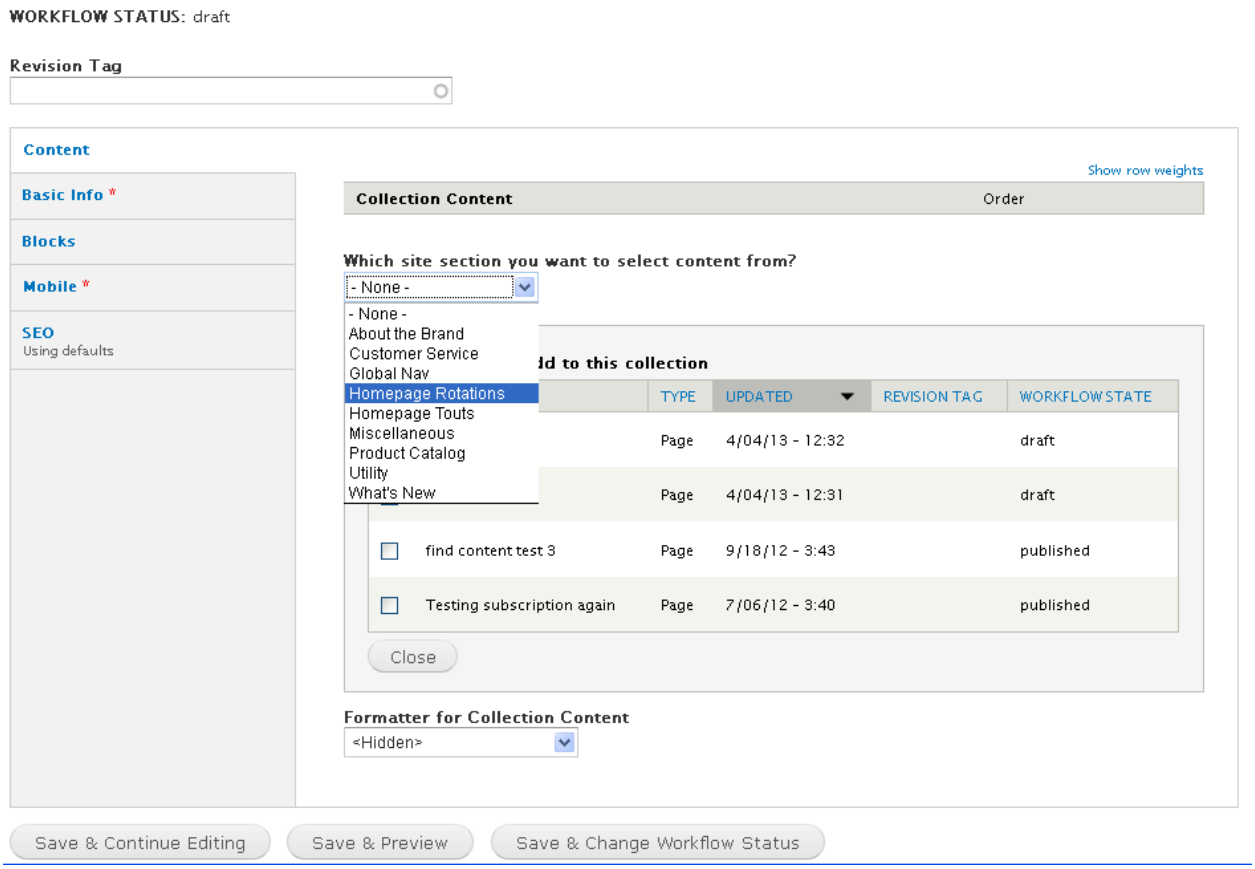
Step 1: Click Add content.
Step 2 Select Collection.



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

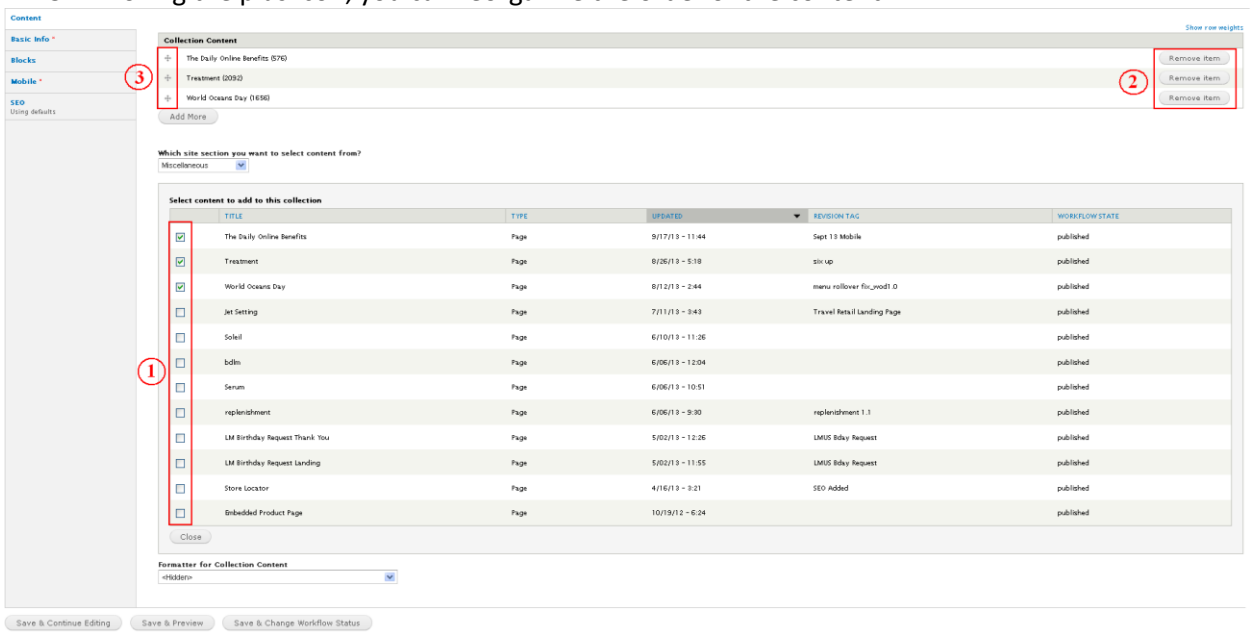


Step 4: From the Which site section you want to select from? dropdown, select the site section you want to choose content from. This will populate a list of contents to choose from.

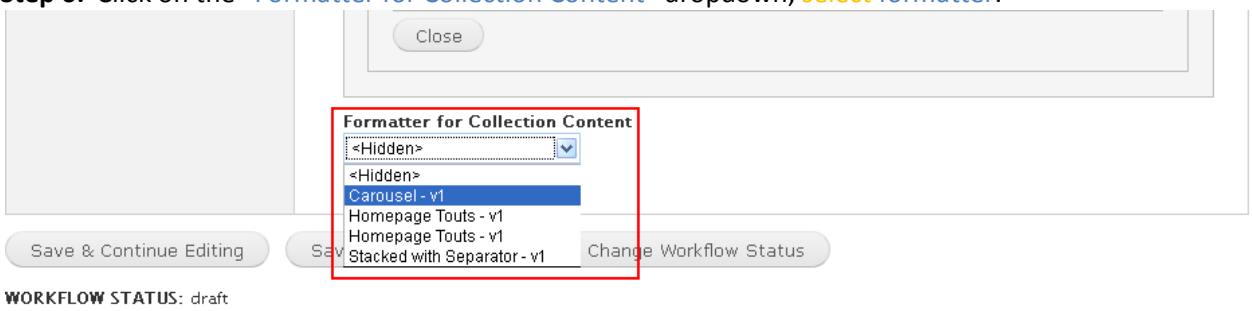

WORKFLOW STATUS: draft
Revision Tag
Content
Basic Info *
Blocks
Mobile *
SEO
Using defaults
Show row weights
Collection Content
Order
Which site section you want to select content from?
- None -
- None -
About the Brand
Customer Service
Global Nav
Homepage Rotations
Homepage Touts
Miscellaneous
Product Catalog
Utility
What's New
d to this collection
TYPE
UPDATED
REVISION TAG
WORKFLOW STATE
Page 4/04/13 - 12:32 draft
Page 4/04/13 - 12:31 draft
find content test 3 Page 9/18/12 - 3:43 published
Testing subscription again Page 7/06/12 - 3:40 published
Close
Formatter for Collection Content
<Hidden>
Save & Continue Editing
Save & Preview
Save & Change Workflow Status

Step 5:

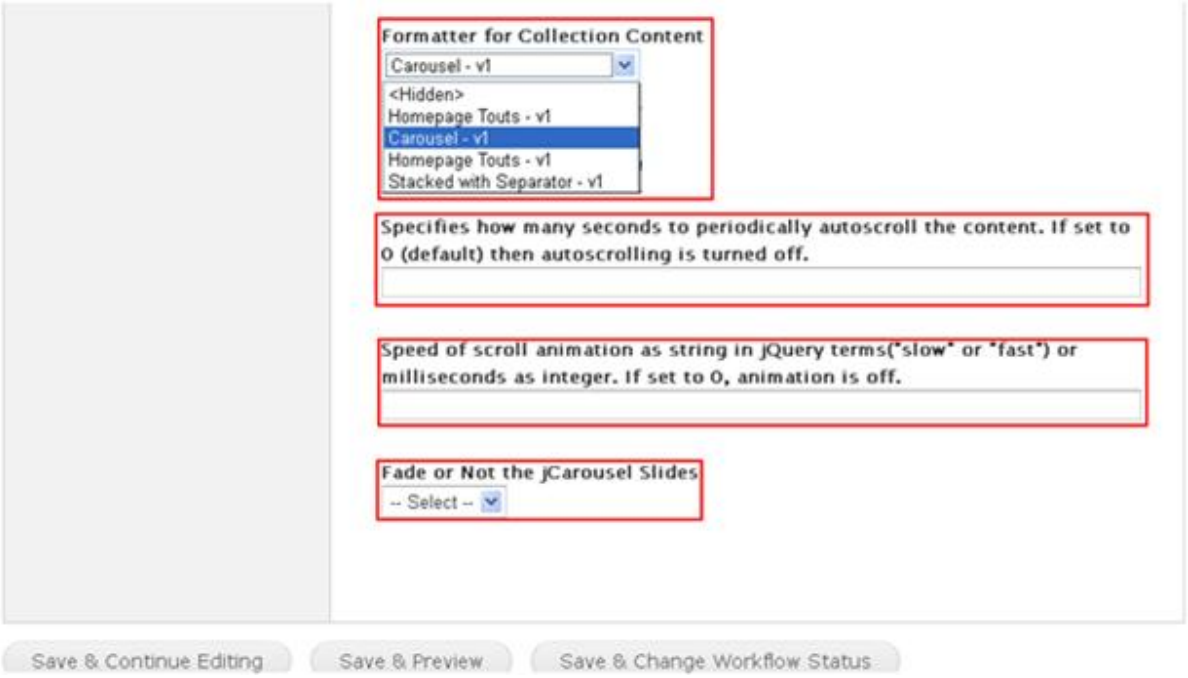
1. Check the box to select the content you want to add to this collection.
2. Clicking Remove item, you will remove the content.
3. Moving the plus icon, you can reorganize the order of the content.



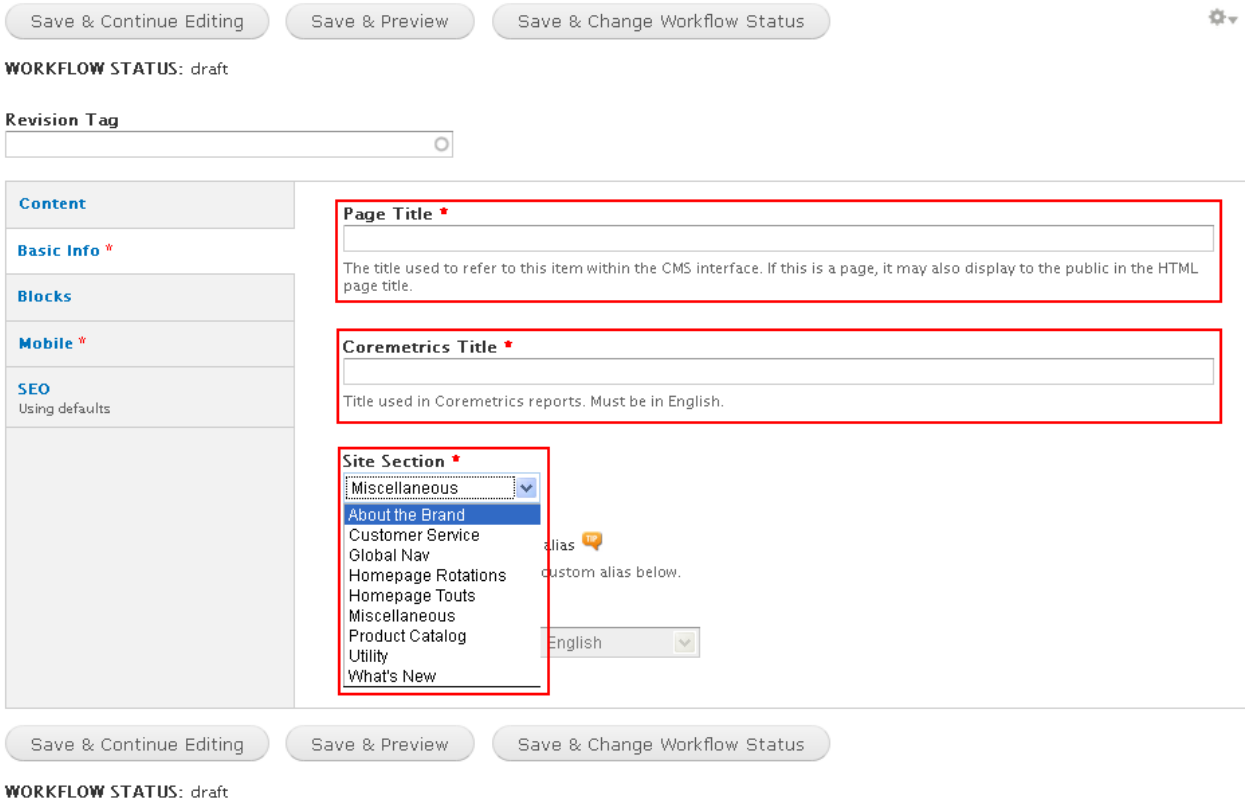
Step 6: Click on the "Formatter for Collection Content" dropdown, select formatter.



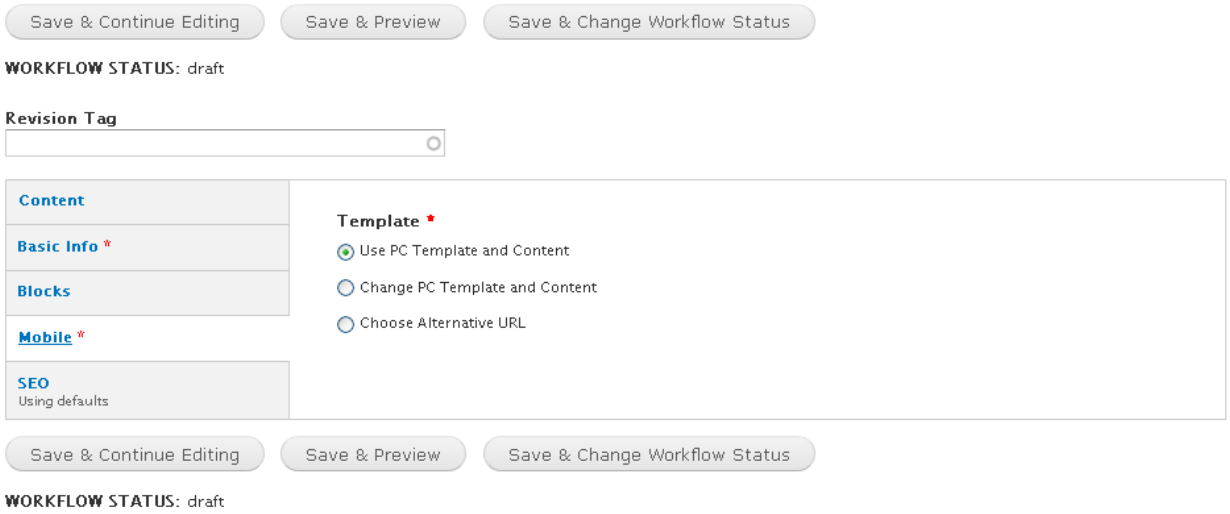
Question-specify fields may appear depending on the selected formatter.



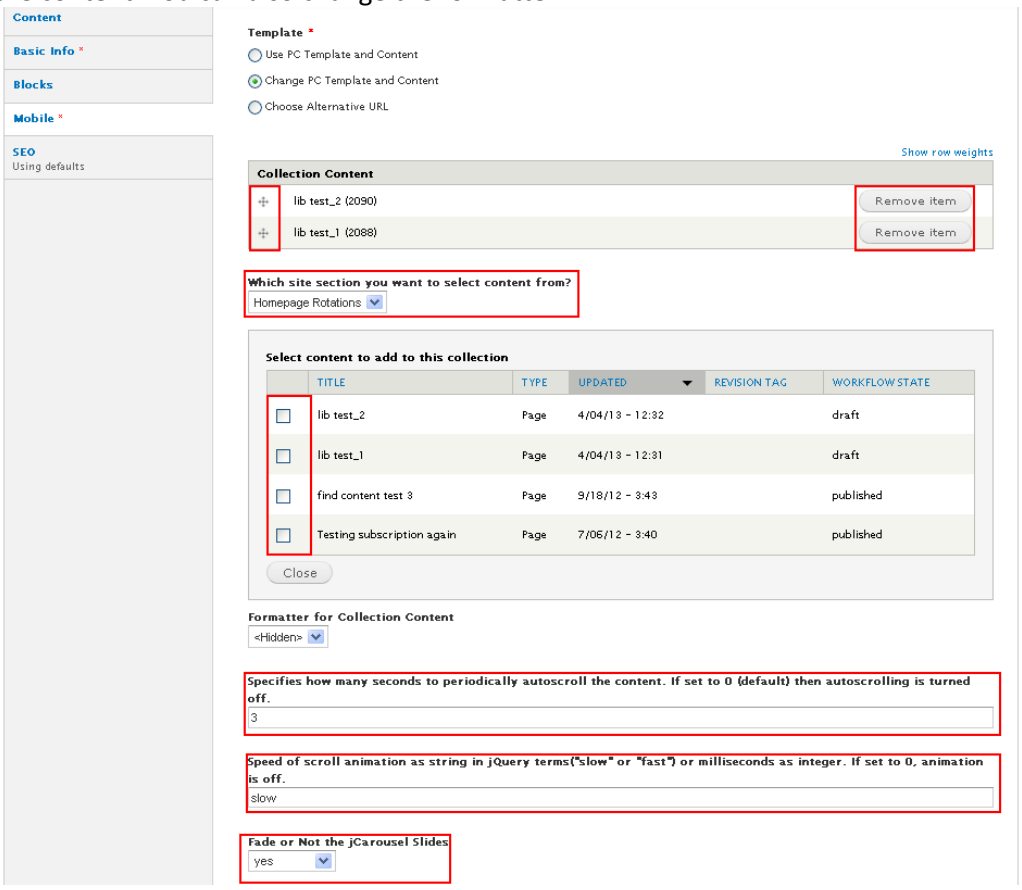
Step 7: From the Basic Info Tab, enter a Page tile and Coremeterics title.
Step 8: Click on the "Site Section" dropdown, select section.



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.



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.



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.

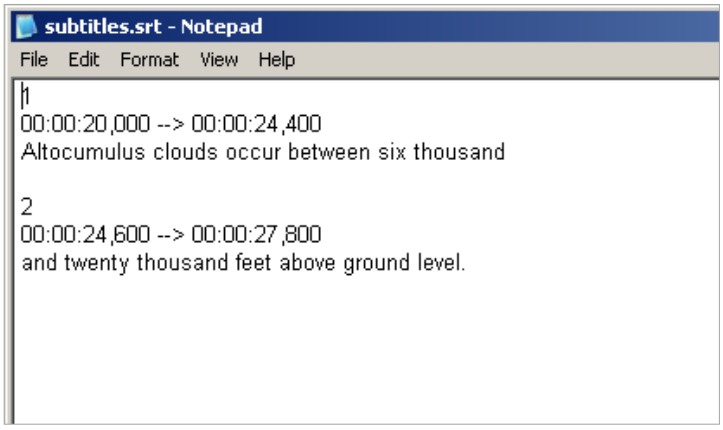
Step 1 Click Add content
Step 2 Select ELC Video from the list of content types.

5.5.1. Content

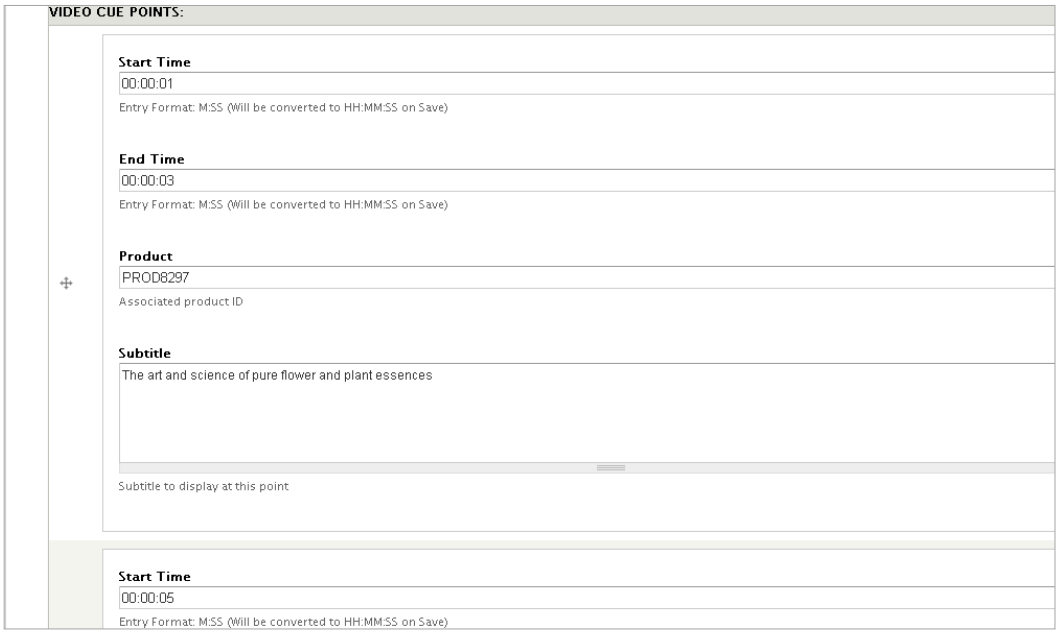
Step 1 Add three video files
Step 2 Add video poster image
Step 3 Add player width
Step 4 Add player height
Step 5 Upload a video subtitle track. This must be uploaded as a srt file. Follow these steps to create an SRT file:

- 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* 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*.



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*.

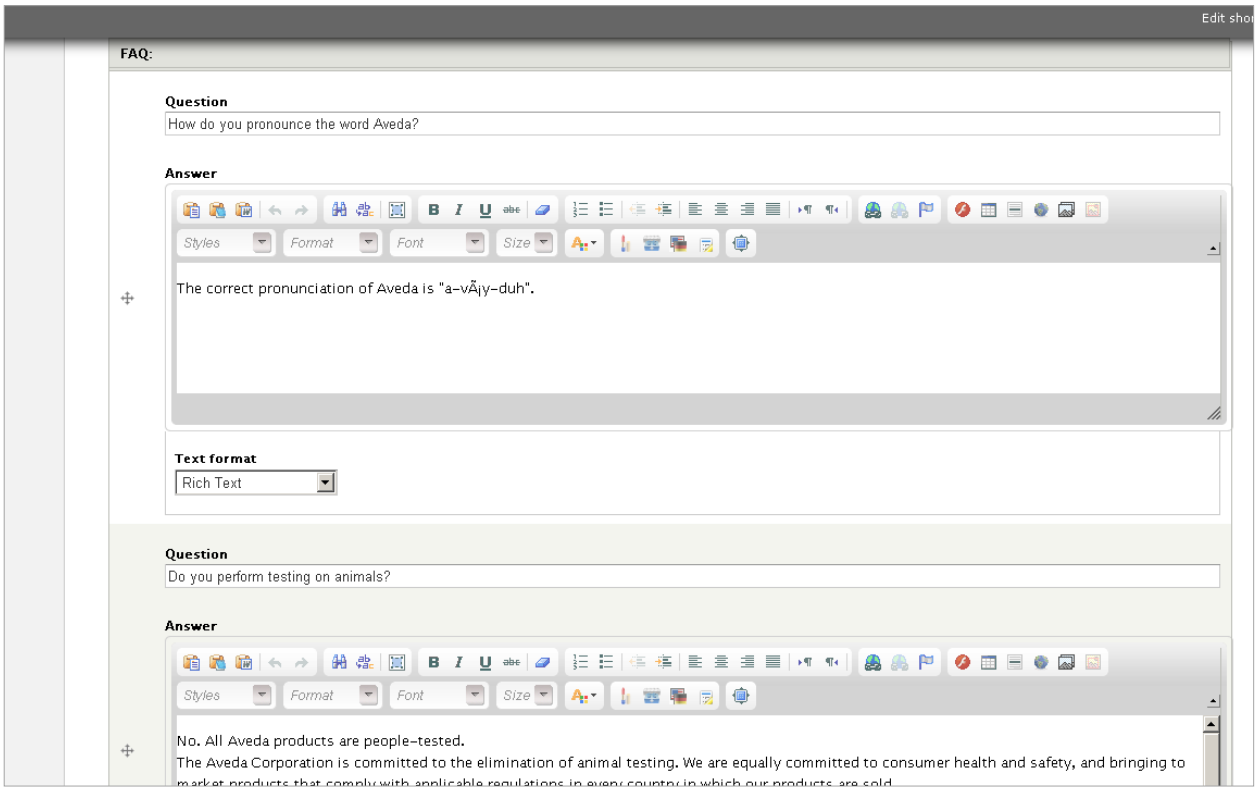
5.7. Add/Edit FAQ

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 Massage 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*.

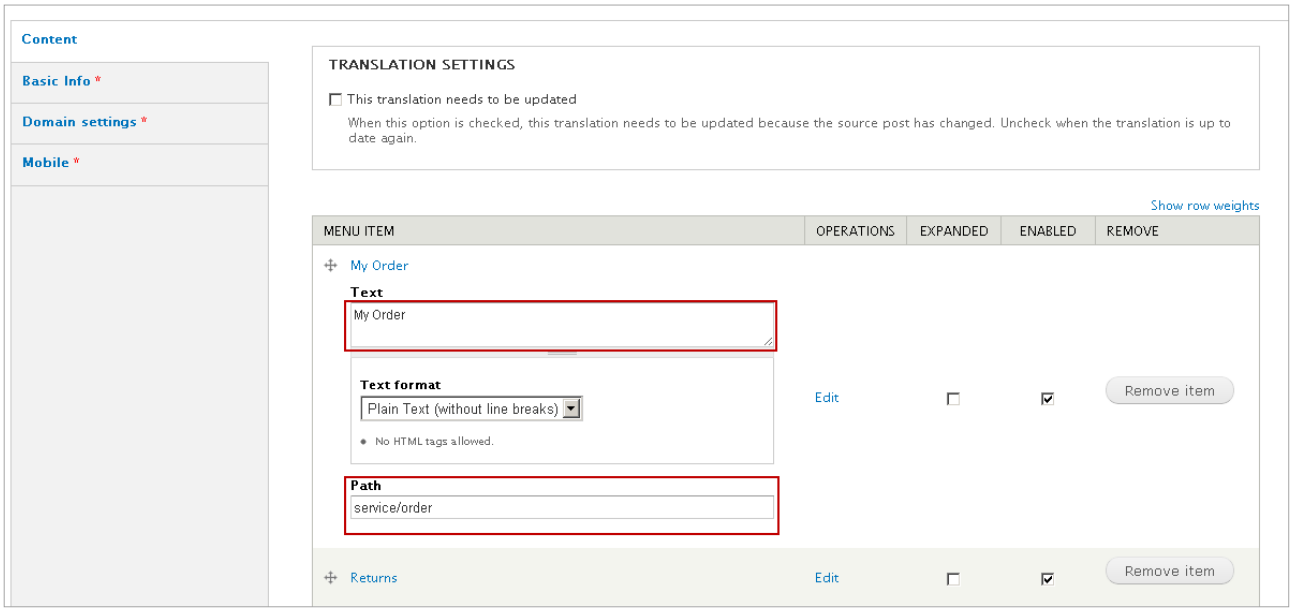
5.9. Add/Edit Menu

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.

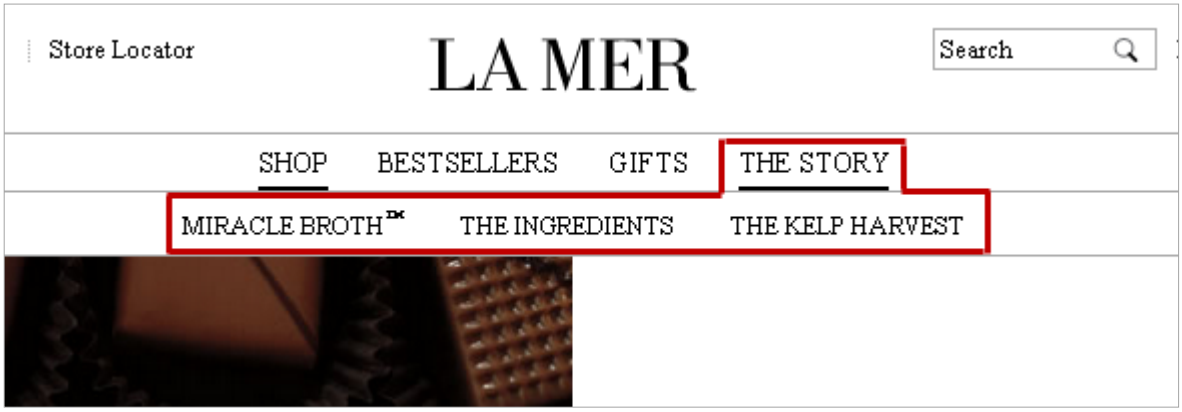
5.9.1. Content

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.



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

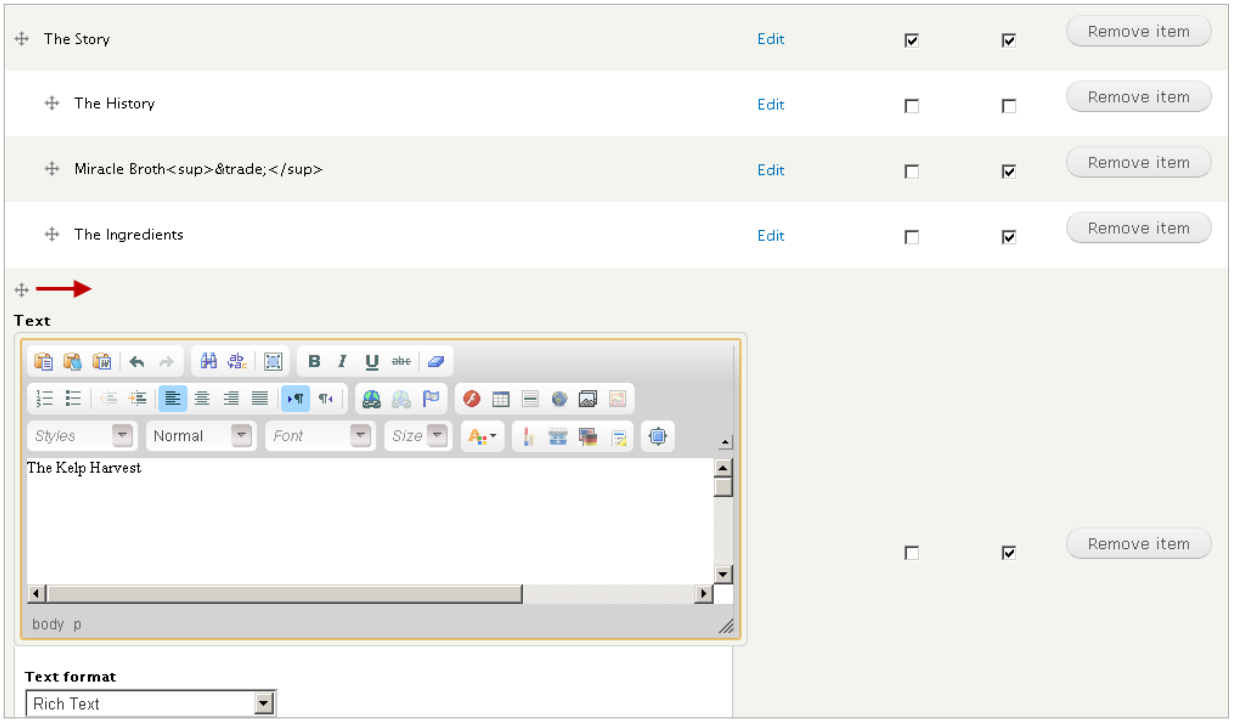
Step 2 Enter the link's alias, or relative URL, in the Path field. If no URL is entered, the text of the menu item will display, but will not be linked to any content. Use this method for creating a menu container, which is menu item that expands to display a larger set of sub links when clicked).



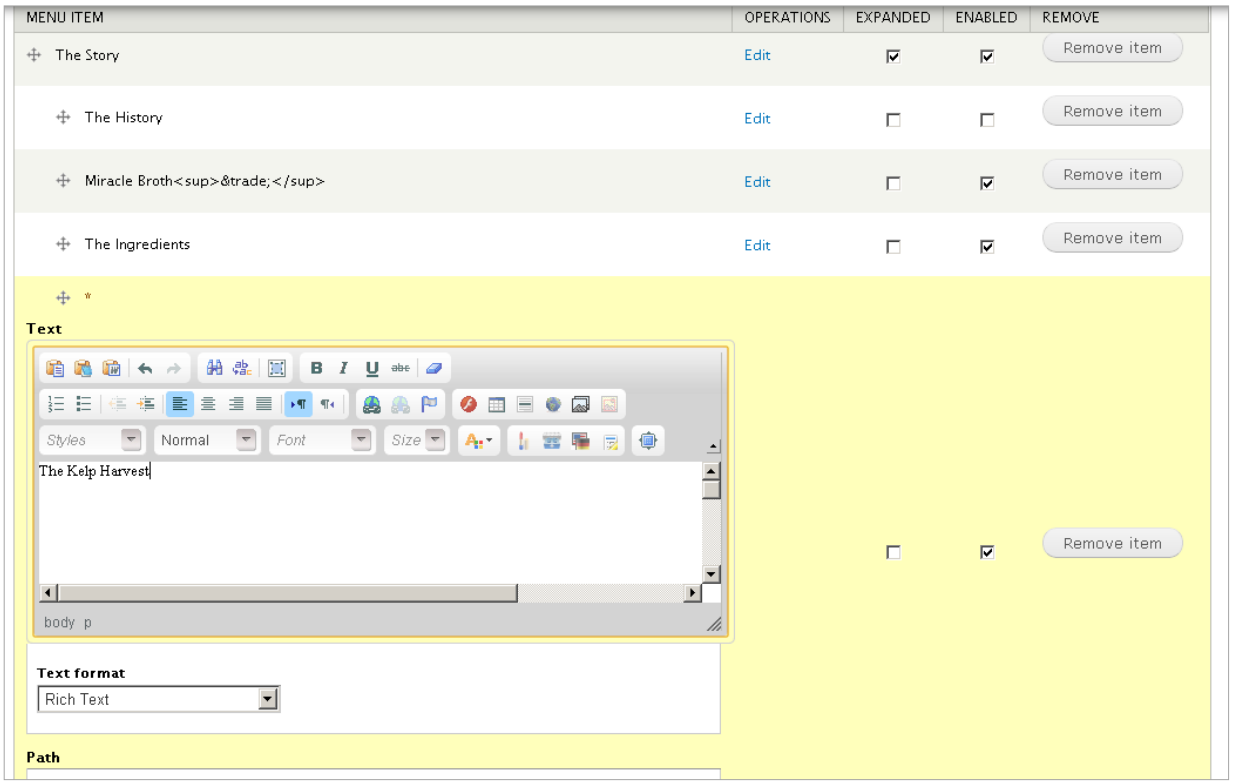
5.9.1: *The expanded "The Story" menu container.*

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.



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



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.*

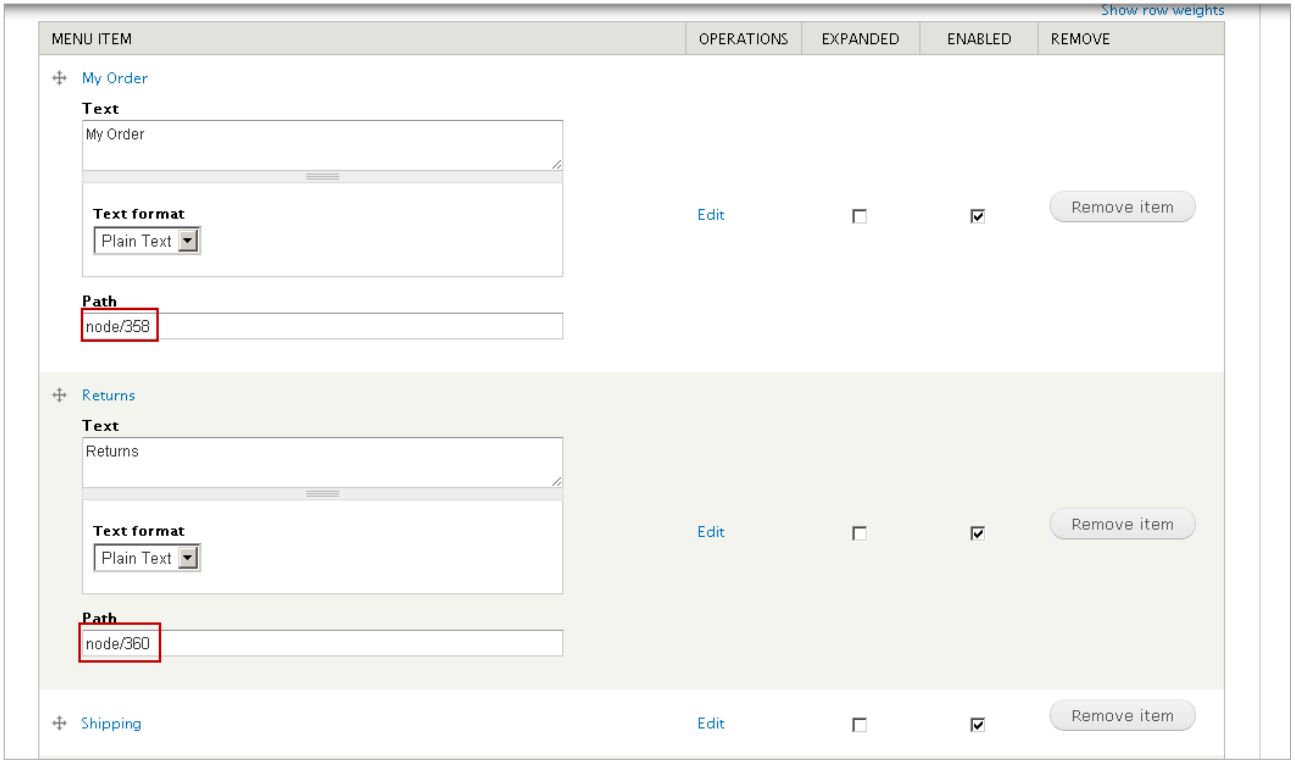
5.9.3. Mobile

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

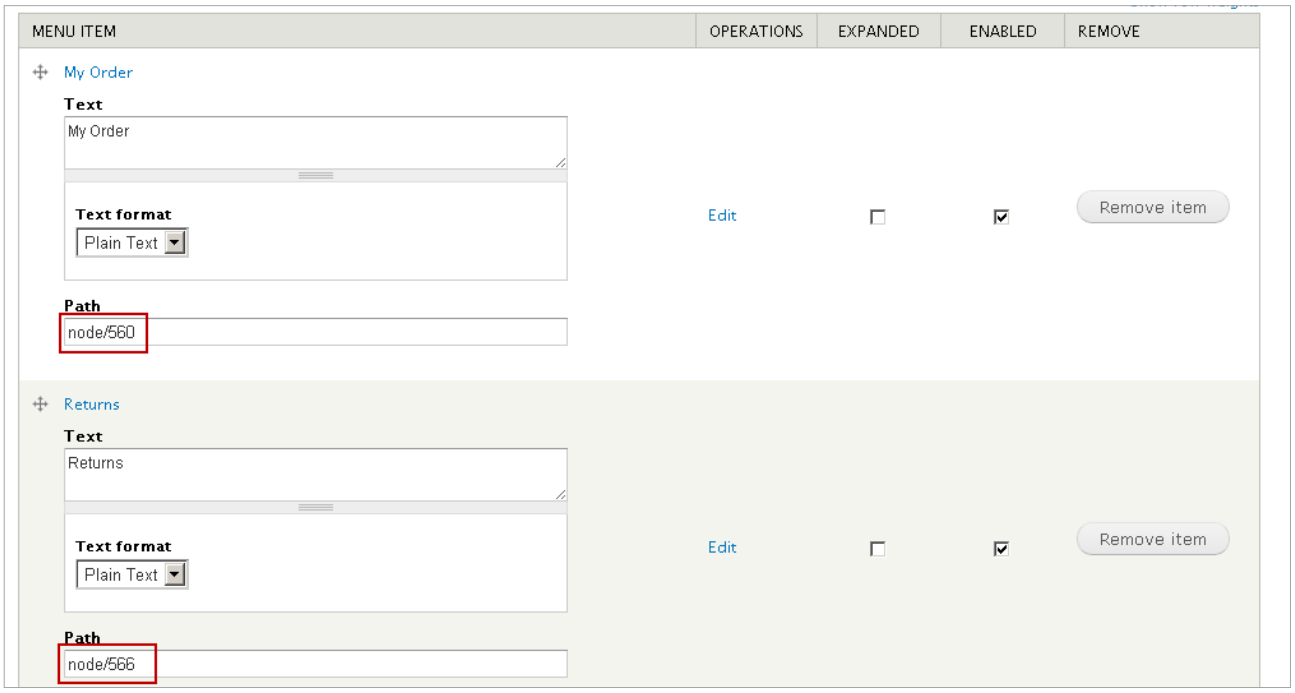
When you are finished editing, click the Save & Preview or Save & Change Workflow button.

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.

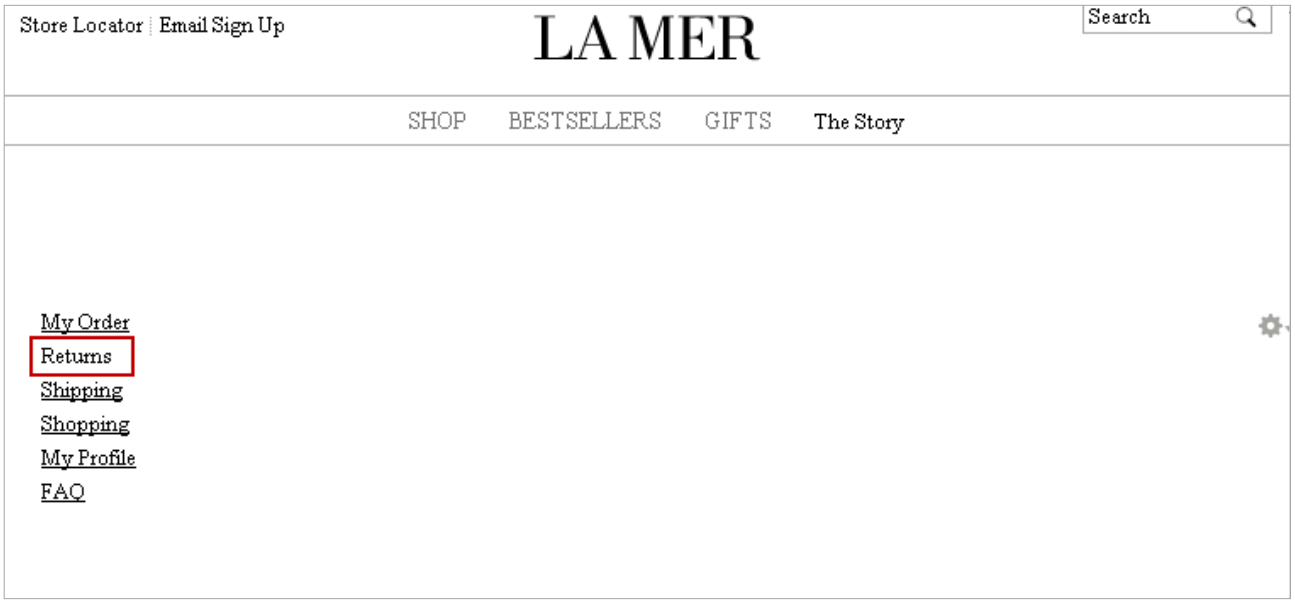


5.9.4: *A localized-original menu*



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.



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.

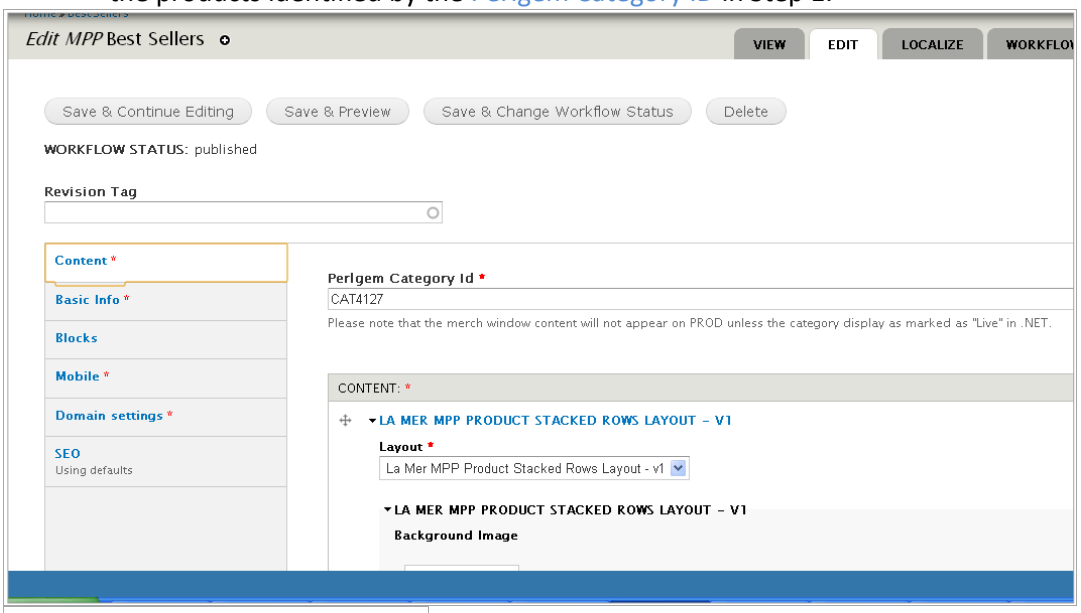
5.10. Add/Edit MPP

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.



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

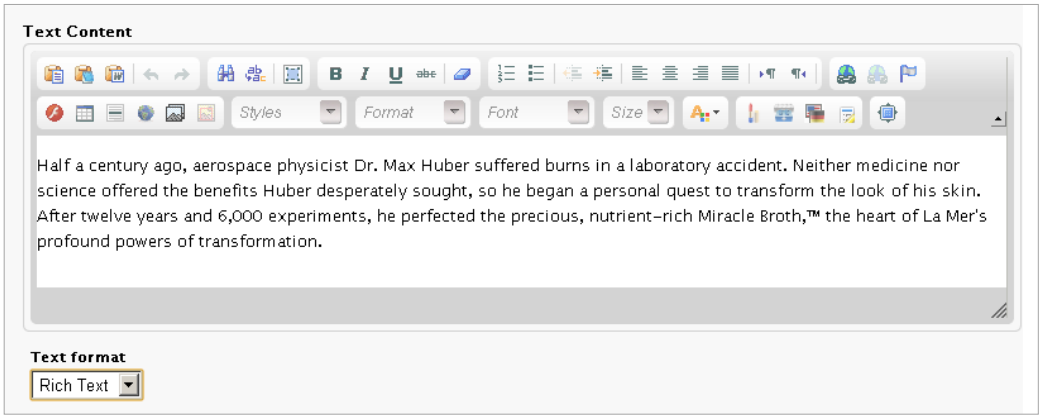
Create various types of pages with a variety of template options.

Step 1 Click the Add content link in the admin navigation.
Step 2 Select Page from the list of content types.

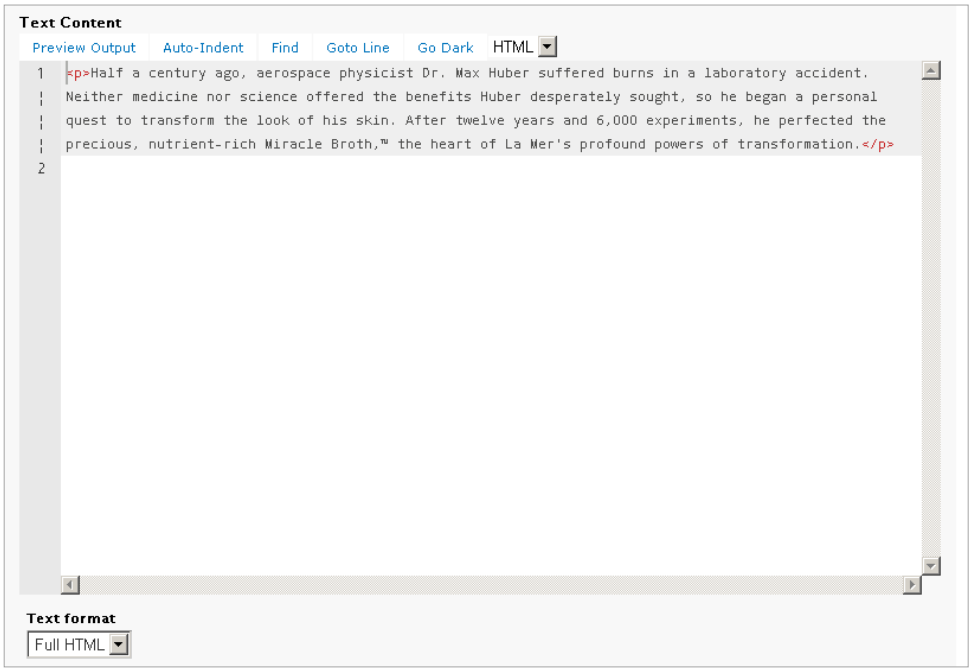
5.11.1. Content

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.tmpl 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.tmpl 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.tmpl onto the page.
- **Perlgem Products: Quickshop – v1:** Places the inline Perlgem template /templates/products/quickshop.tmpl onto the page.
- **Perlgem Products: Replenish Menu – 1:** Places the inline Perlgem template: /templates/products/replenish_menu.tmpl onto the page.
- **Perlgem Products: Shade Picker – v1:** Places the inline Perlgem template /templates/products/shade-picker.tmpl onto the page.
- **Perlgem Products: Shade Table Cell –v1:** Places the inline Perlgem template /templates/products/shade-table-cell.tmpl onto the page.
- **Perlgem Products: Single View Image –v1:** Places the inline Perlgem template /templates/products/single-view-image.tmpl onto the page.
- **Perlgem Products: Single View Price –v1:** Places the inline Perlgem template: /templates/products/single-view-price.tmpl onto the page.
- **Perlgem Products: Single View Price Menu – v1:** Places the inline Perlgem template: /templates/products/single-view-price-menu.tmpl 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.

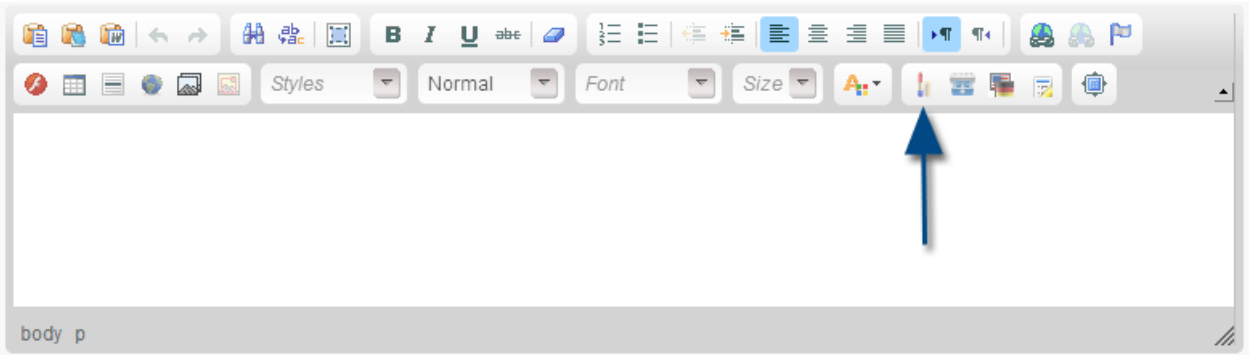
6 Embeddables

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.

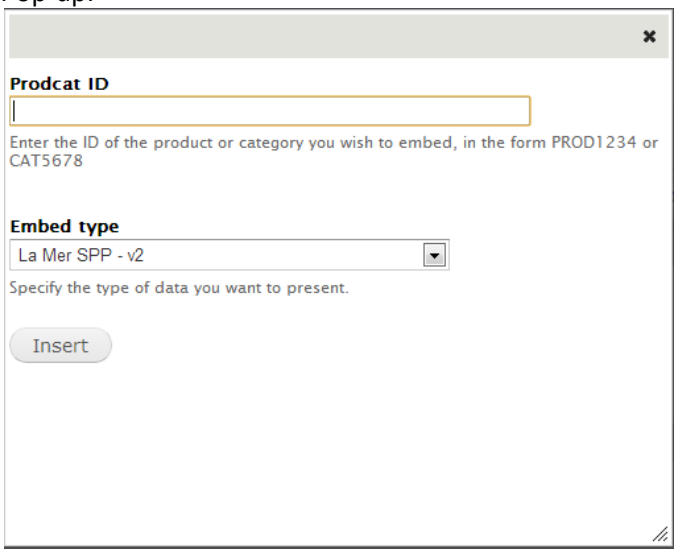
While editing any content that has a RTE input field, four buttons exist for the different types of embeddable: Products, Blocks, Country List, and Forms.

6.1. Products

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



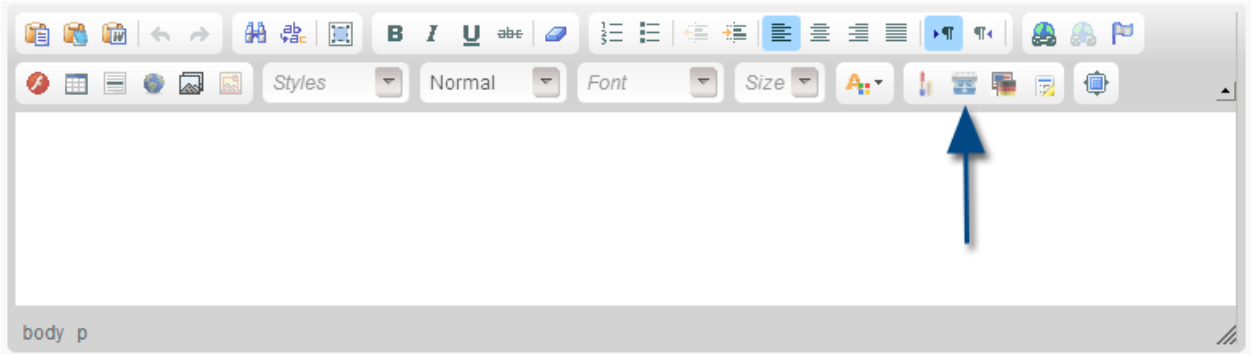
Pop-up:



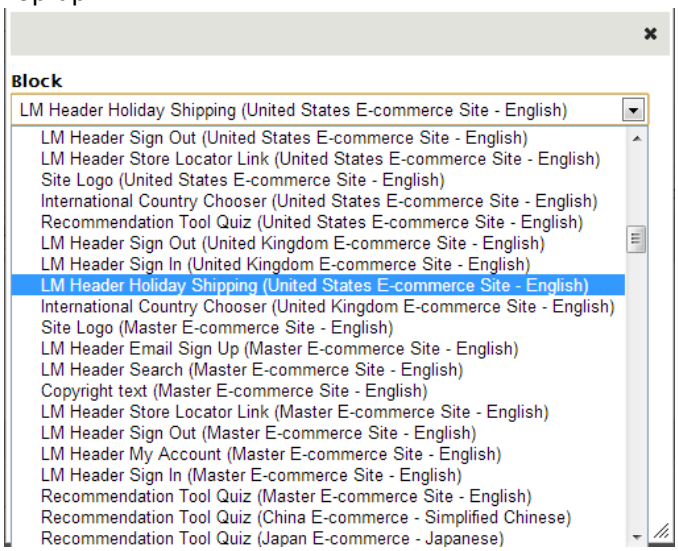
- Enter the "Prodcat ID" value. For example, to embed the "Creme de la Mer" product, you would enter "PROD12343" into this field.
- Select the template from the "Embed Type" drop-down that should be used to render this SPP.

6.2. Blocks

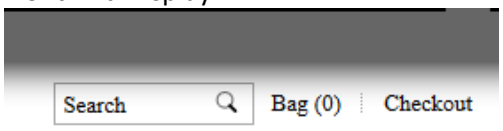
To embed a block into page content, click this button and select the block from the "Block" drop-down list:



Pop-up:

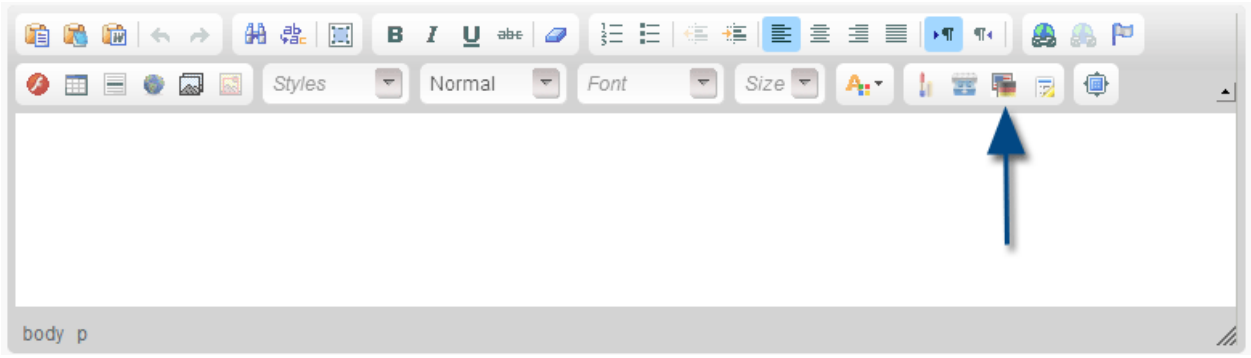


Front-End Display:

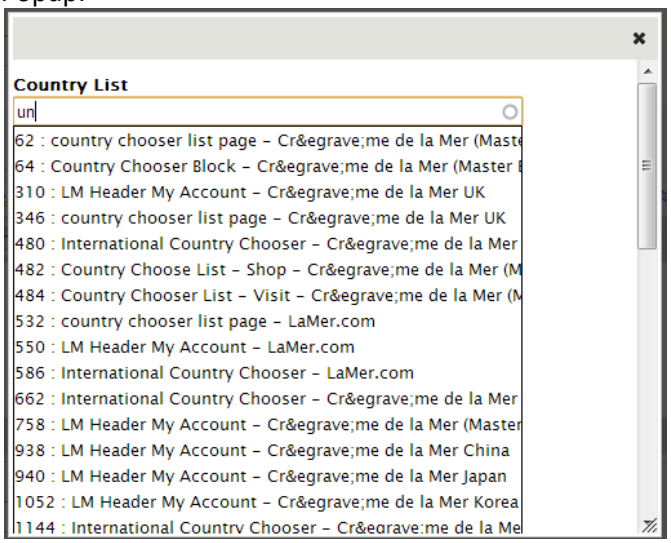


6.3. Country List

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



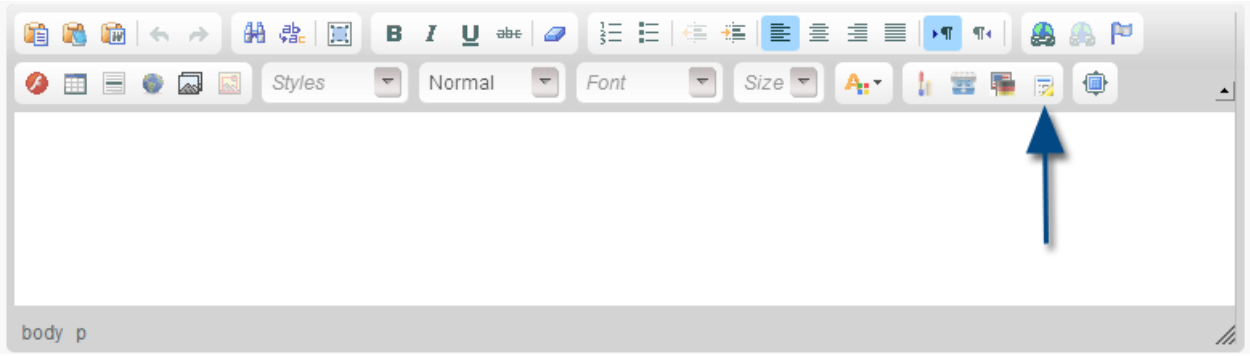
Popup:



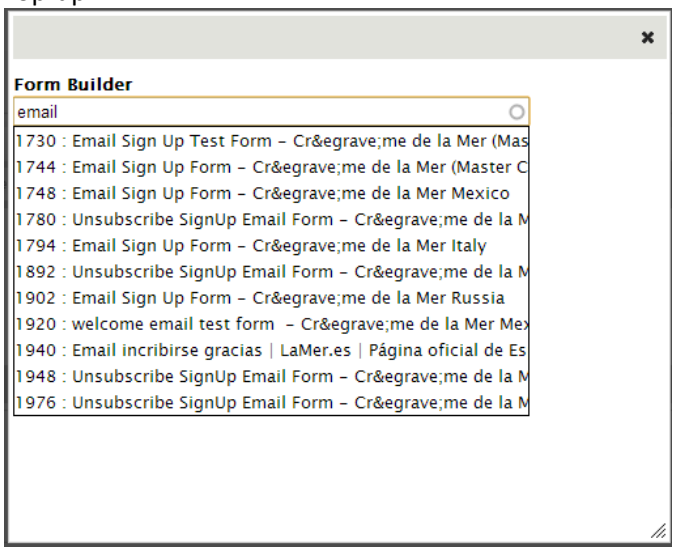
Front-End Display:

6.4. Forms

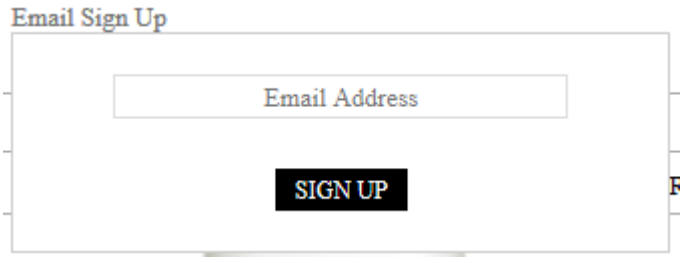
To embed a form into page content, click this button and select the available form:



Pop-up:



Front-End Display:



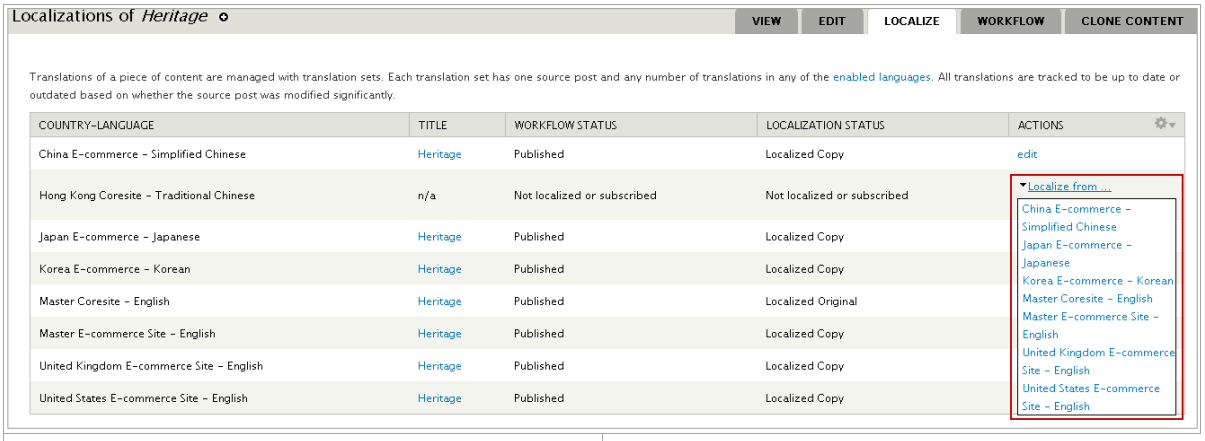
7 Localize or Subscribe

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

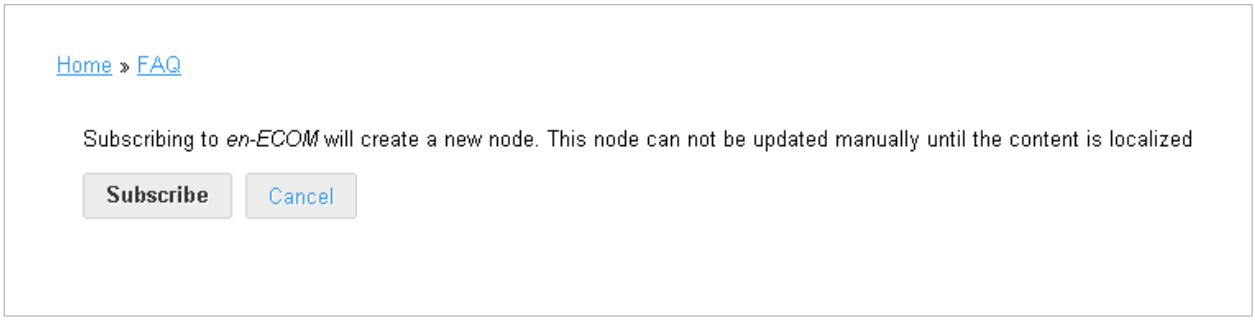
Step 1 Click the Find Content link in the admin navigation.
Step 2 Use the search filters to find the content you wish to localize from or subscribe to.
Step 3 Click localize on that piece of content. This will link you to the Localize tab of that content.
Step 4 Under the Actions column, click Localize 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.



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.



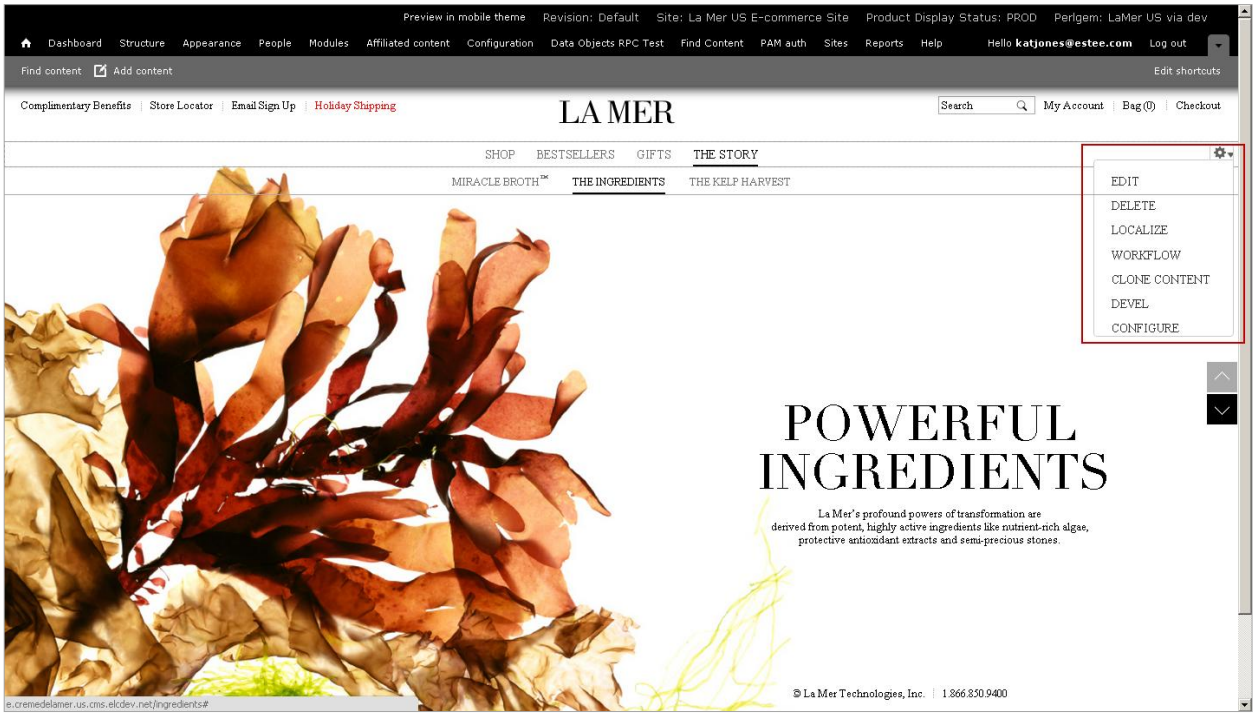
7.1: *The subscription confirmation message.*

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 subcribe 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

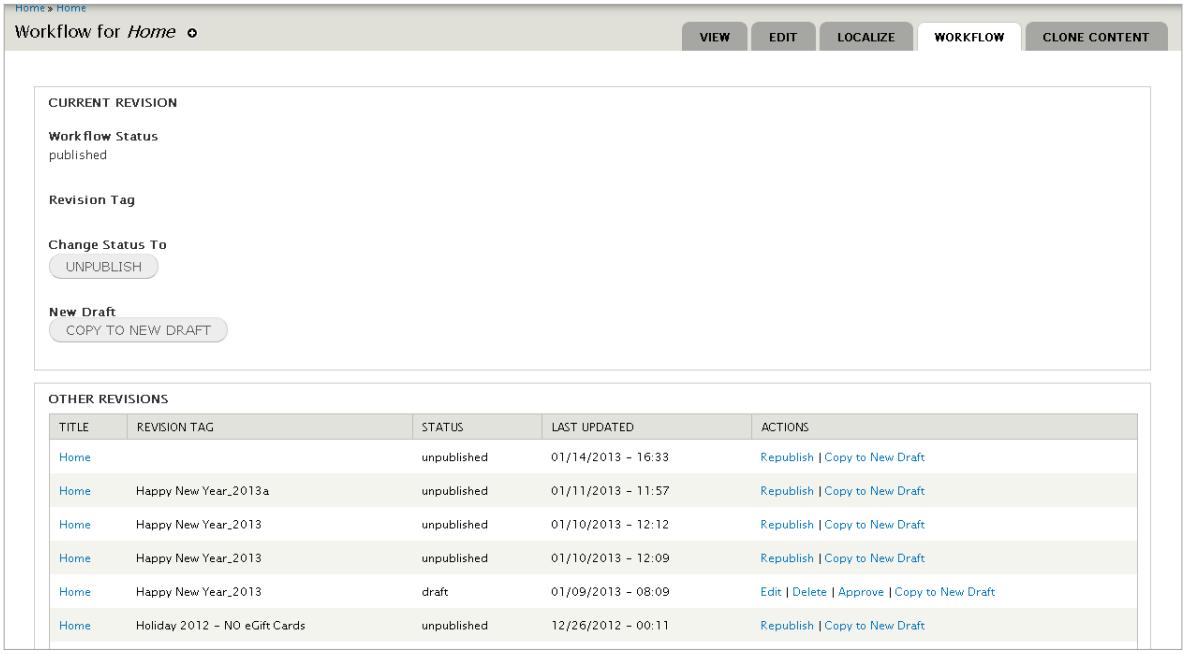
All content is published through workflow, which allows users to do the following:

- 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.



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.

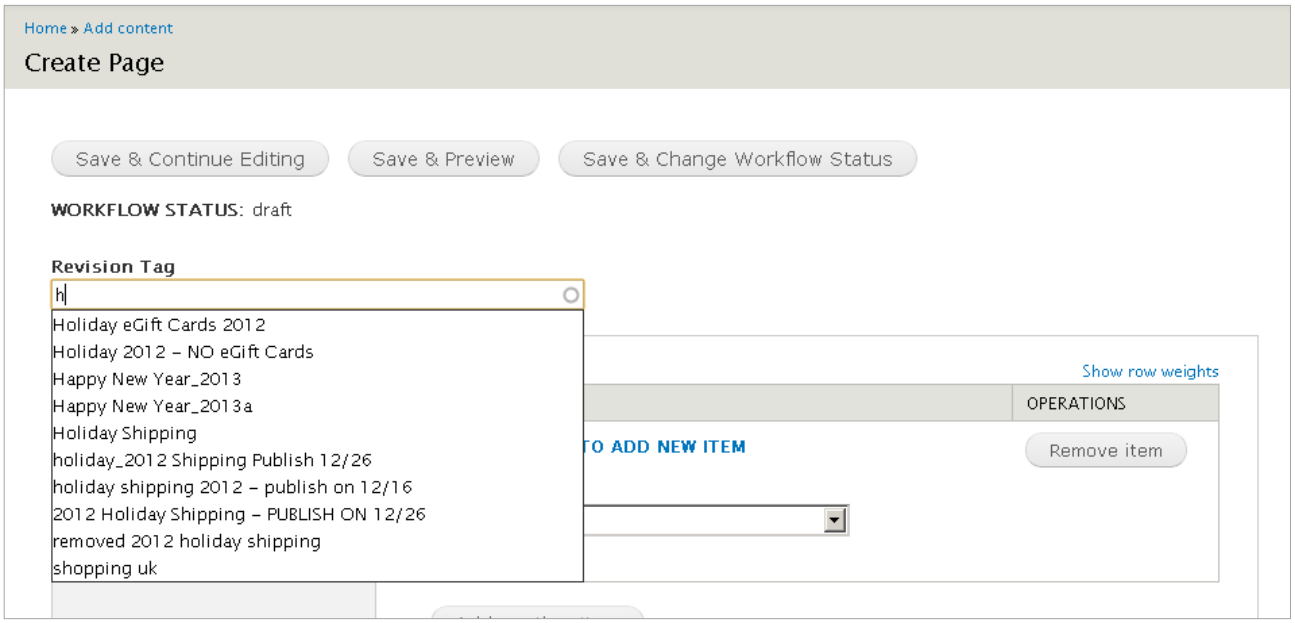
9.1. Defining Revision Tags

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.



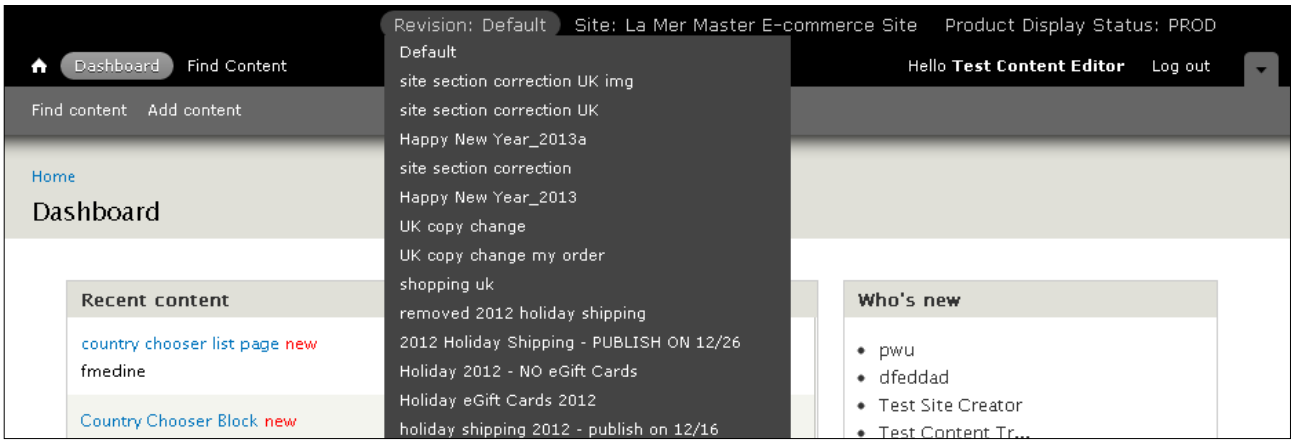
***9.2:** The Revision Tag field has an auto-complete feature.*

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.

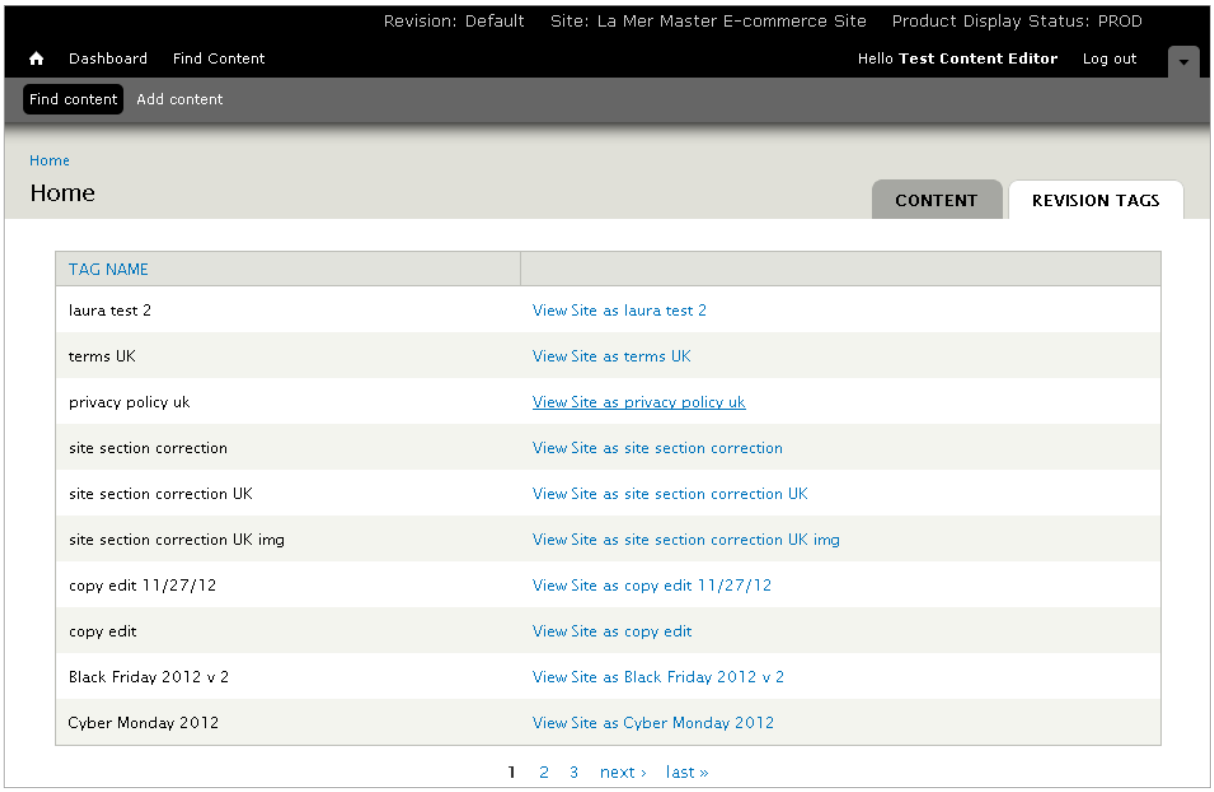
Step 1 Select revision tag from the admin navigation
Step 2 Click Revision in the admin navigation.
Step 3 Select a revision tag from the dropdown list.



***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].

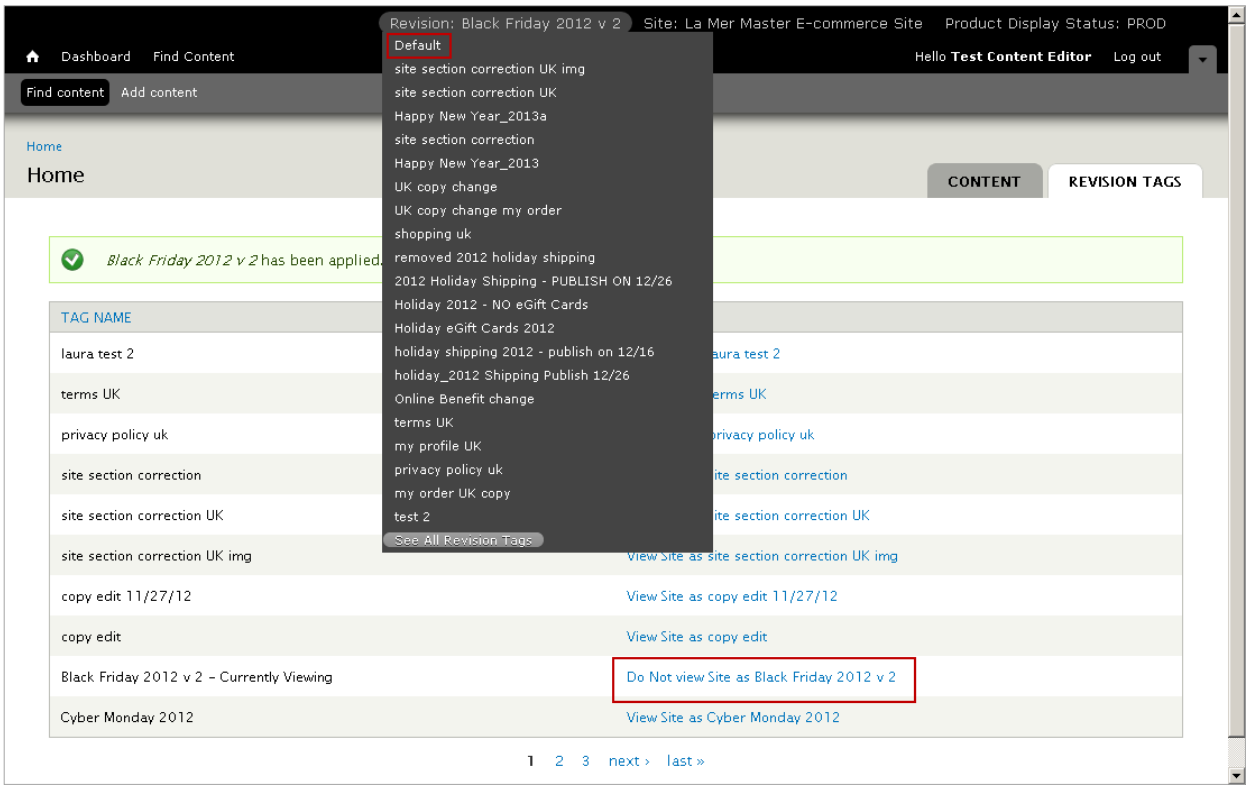


9.3.2: *The Revision Tags tab on Find Content.*

9.5. Stop Viewing by Revision Tag

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

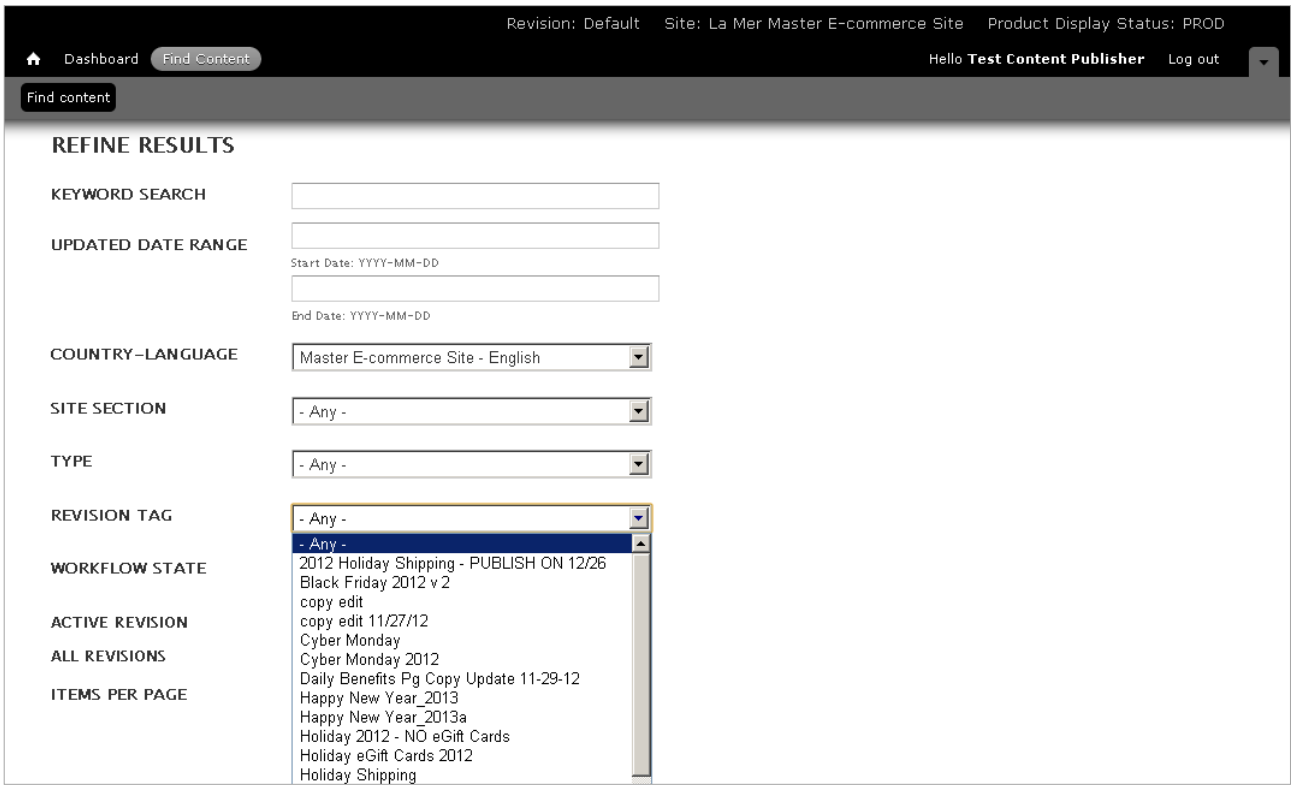
1. Click either Revision from the top row of the admin navigation, or go to the Revision Tags tab of Find Content.
2. Under Revision in the admin navigation, select Default. From Find Content, select Do Not view Site as [revision tag].



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.



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 1st 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

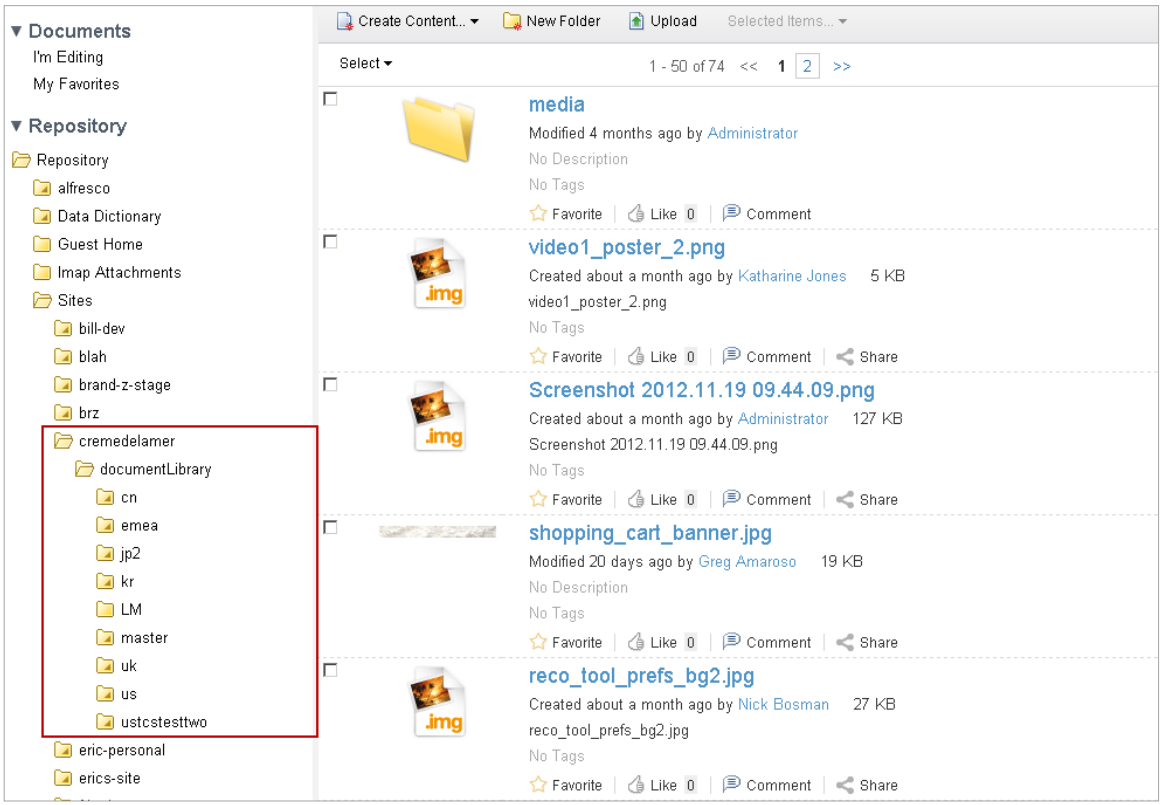
Example: us, uk

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 suing 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: http://www.aveda.com/favorites
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.