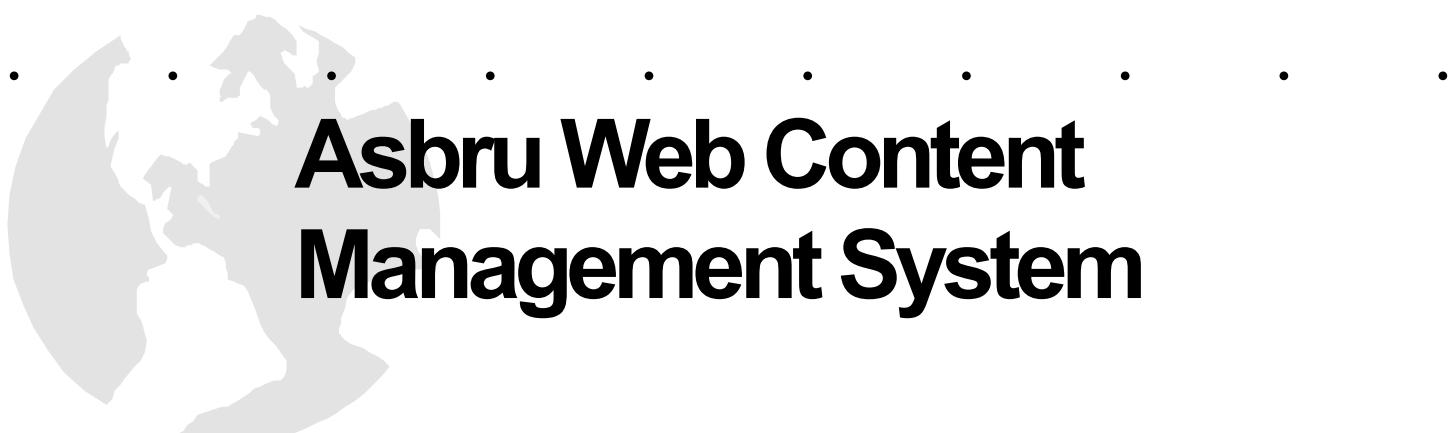




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Asbru Web Content Management System

Website Administrator Guide

*Easily & Inexpensively
Create, Publish & Manage Your Websites*



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Asbru Web Content Management System

*Easily & Inexpensively
Create, Publish & Manage Your Websites*

Introduction

This document is the website administrator guide for the Asbru Web Content Management System. The user guide describes how you, the website administrator, use the advanced Asbru Web Content Management System to update your website content.

The Asbru Web Content Management System is a web solution allowing you easy access to create and update the content of your Internet website as well as your Intranet and Extranet websites. The system is full-featured but very easy to use and highly flexible. You will only need to see the more advanced features if/when needed. Unused features can easily be disabled and hidden (by the “superadmin” website administrator) to keep the website administration web pages as simple as possible for you, the website editor, to use. More advanced web content management features can be enabled and displayed to you if/when needed.

This user guide is divided into six main parts:

Part 1 describes how to use your “Home” website administration page and the general sections and functionality of the Asbru Web Content Management System.

Part 2 describes how to use the Website Content and Media Library website administration pages to create, update and manage your website content.

Part 3 describes how to use the User Database website administration pages to create, update and manage the website administrator and registered website user accounts for your website.

Part 4 describes how to use the user group/type subscriptions and email newsletters and messages functionality to contact your registered website users.

Part 5 describes how to use the Products & Orders website administration pages to create, update and manage your products on your website and to manage your website orders.

Part 6 describes how to use the Content Databases website administration pages to create, update and manage data in your own custom content databases on your website.

Part 7 describes how to use the Experience Management website administration pages to create user segment personalised and experimental content, and analyse web page usage.

Part 8 describes how to use the Usage Statistics website administration pages to view how much, when, by whom and how your website is used.



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Home

After a successful login to the Asbru Web Content Management system you will see the main administration page. At the top of the main administration page there is a toolbar, which gives you access to the different sections of the Asbru Web Content Management system:

- Home – return to the main administration page.
- Help – opens a separate web browser window with access to the Asbru Web Content Management Getting Started tutorial and this website editor guide as well as other guides.
- Logout – exit the Asbru Web Content Management system and return to your website homepage as an ordinary website visitor.
- Browse & Edit - an easy way to manage the content of your website simply by browsing your website in administration mode and editing the Pages and Elements of your website.
- Website Structure – organise your website pages hierarchically for dynamic menu and breadcrumbs etc. functionality and for easier administration of your website content.
- Website Content – full access to manage the Pages, Elements, Templates and Style Sheets of your website through the content administration pages.
- Media Library – full access to manage the Images, downloadable Files and frequently used Links of your website through the library administration pages.
- Products & Orders – full access to manage the Products of your website as well as your orders through the content administration pages.
- Content Databases – manage the data in your custom content databases through the content databases administration pages.
- Experience Management – manage website user segments and personalised content, and experimental content variants, and analyse how your web pages are used.
- User Database – manage the website administrators and registered users of your website through the user administration pages.
- Usage Statistics – access detailed, integrated, real-time usage statistics for your website content and visitors through the usage statistics administration pages.
- Configuration – re-configure your Asbru Web Content Management and website settings and enable/disable advanced web content management features.
- Updates – displays Asbru Web Content Management system software updates and support services from the Asbru Ltd website.
- Search For - finds all content items in the content administration and library administration, which contain the entered search words. (Or if the user database



administration is selected, Search For finds users instead of content items).

- Advanced Search - finds all content items in the content administration and library administration of the given content categories, which contain the entered search words.
- Search And Replace - finds all content items in the content administration and library administration, which contain the entered search words, and gives access to advanced search functionality as well as search and replace functionality. (Please see 1.6 Search And Replace for details).

Please note that all of these sections may not be available to you if some features have been disabled completely on your website or if you do not have permissions to access them.

Please see the following sections for details on the administration pages.

The screenshot shows the Asbru Web Content Management system homepage. At the top, there is a red header bar with the Asbru logo on the left and "Logged in as: admin" on the right. Below the header is a navigation bar with various icons and links: Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, Experience Management, User Database, Usage Statistics, Configuration, and Updates. On the left side of the main content area, there is a sidebar with a search bar ("Search for:"), a link to "Advanced Search", and a link to "Search and Replace". Below the sidebar, there is a link to "Home". The main content area has a title "Welcome admin" and a subtext: "The Asbru Web Content Management system gives you easy access to create and maintain the content of your website." It then lists several management tasks with corresponding icons:

- Browse & Edit Website Content: START HERE. Description: Browse your website in administration mode and edit your content directly.
- View User Guide: Description: Introduction to the system and information about advanced features.
- Manage Website Content: Description: Access and manage all the pages/elements of your website.
- Manage Media Library: Description: Access and manage all the images, files and hyperlinks for your website.
- Manage Products and Orders: Description: Access and manage all the products on and orders from your website.
- Manage Content Databases: Description: Access and manage the additional content databases for your website.
- User Experience Management: Description: Access and manage user segments, tests and heatmaps for your website.
- Manage User Database: Description: Access and manage the user database for your website.
- View Usage Statistics: Description: View how your website visitors access your website content.
- Configure System and Features: Description: Setup the Asbru Web Content Management System.
- Add Website Functionality: Description: Import additional website functionality modules.

1.1 Personal Workspace

At the bottom of the main administration page you may also have access to your Personal Workspace listing content items, which you are currently working on, and content items, which may have been assigned to you by someone else for you to work on them.



Please note that the displayed personal workspace sections depends on how the web content management system on your website has been configured and on your personal user account administrator preferences – some sections may not be available to you and the order may be different and your personal workspace may also include usage statistics reports.

The screenshot shows the Asbru Web Content Management System interface with several panels:

- Your checked out content items:** A table listing checked-out content items with columns for Package, Class, Bundle, Group, Type, Version, Content, Id, and Status. Examples include "About Us" (About Us, Published 2010-07-13 10:10:30), "Company Profile" (About Us, Published 2010-09-11 14:32:55), and "Contact Us" (Utilities, Published 2010-09-01 14:32:56).
- Your updated unpublished content items:** A table listing updated unpublished content items with columns for Package, Class, Bundle, Group, Type, Version, Content, Id, and Status. Examples include "Kontakt" (Utilities, Published 2010-09-01 14:32:53) and "Redskaber" (Utilities, Published 2010-09-01 14:32:53).
- Your new unpublished content items:** A table listing new unpublished content items with columns for Package, Class, Bundle, Group, Type, Version, Content, Id, and Status. Examples include "Mobile Website" (Utilities, New: 2010-02-11 15:00:04).
- Your expired content items:** A table listing expired content items with columns for Package, Class, Bundle, Group, Type, Version, Content, Id, and Status.
- Your workflow content items:** A table listing workflow content items with columns for Package, Class, Bundle, Group, Type, Version, Content, Id, and Status.
- Toolbar:** Includes buttons for Select All, Deselect All, Publish, Delete, Archive, Checkout, Checkin, Move To, Print, and Basic (655).

At the bottom of the interface, a footer bar displays the text: "Asbru Web Content Management System v3.1 - Copyright © 1999-2012 Asbru Ltd. and its licensors. All rights reserved."

1.2 Administration Pages Panels

The web content management system administration pages uses hideable and resizable panels for the top toolbar menu, left-hand tree menus, and the bottom footer.

Each of these panels can be hidden to give more space to other content by clicking the grey handles in the middle just below the top toolbar menu, to the right of the left-hand menu panel, and above the bottom footer. The panels can be displayed again by clicking the handle again.

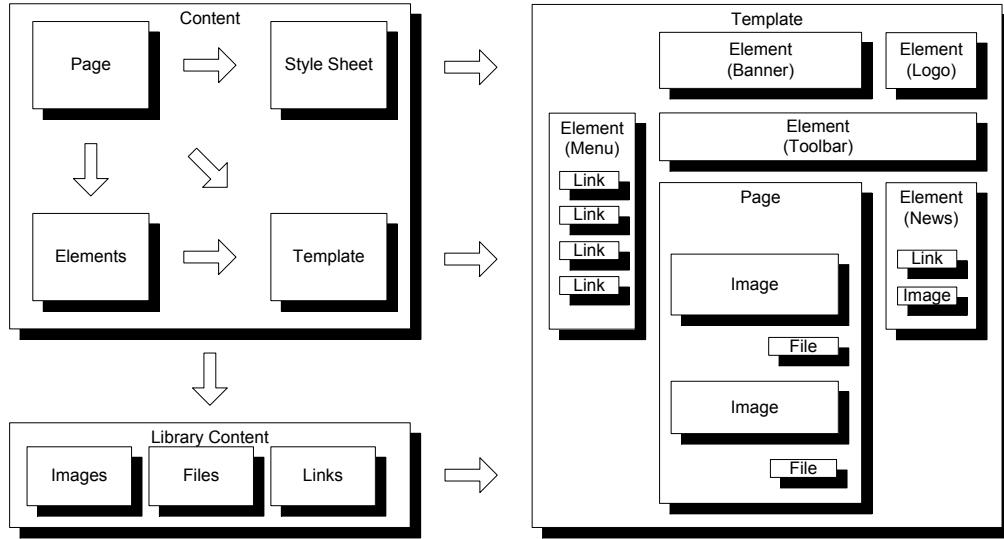
The panels can also be resized by clicking and holding the handles and dragging them up/down and left/right to for example give more space to the left-hand menus to navigate



deeper into your website structure menu items and if you have group/type menu items with long names and multiple levels of group/type menu items.

1.3 Term Definitions

The term Content as used in the Asbru Web Content Management system is any type of item of a web page. A web page is composed of various content items as illustrated in the diagram below.



In the diagram above Page, Elements, Template, Style Sheet, Images, Files and Links are all different classes of content items. In the Asbru Web Content Management system the content is divided into Content and Library content. Content includes Pages, Elements, Templates and Style Sheets. Library content includes Images, Files and Links. All of these different content items are combined into a web page as viewed on your website.

1.3.1 Pages

The primary Content item in the Asbru Web Content Management system is a Page, which consists of formatted text and may include images, files and links. A web page as viewed by a visitor to your website consists of the Page content combined with other content items as described in the following sections. The Page content is the primary content of a web page and what distinguishes the web page from other web pages on your web site. The Page content is probably the reason why the user is interested in viewing the web page.

1.3.2 Elements

For most websites there is usually content items such as a website navigation menus, toolbars, news and banners etc., which will appear on all web pages, but in different shapes in different areas of the website. The Asbru Web Content Management system gives you a structured framework for handling such content items in the form of Elements. Elements consist of formatted text and may include images, files and links just like Pages.

Elements are a flexible and efficient way to define, create and update content that is managed as separate content items and used repeatedly on your website pages. Elements are also used to define different parts of a website page that are managed by different website administrators with different website administrator permissions.

1.3.3 Templates

Usually, the pages on a website have a common page layout and graphic design with common images, text, menus etc.

Templates define such common characteristics of pages so that a consistent layout and graphic design can be applied to related and similar web pages. A single Template may be



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•
•

used for all your website pages or any number of different Templates may be used for different sections / classes / types / groups of your website pages.

Templates consist of formatted text and may include images, files and links just like Pages and Elements. Additionally, Templates also include simple special codes, which define where and how Page content and Elements contents are to be inserted into the Template when a web page is viewed.

Templates are a flexible and efficient way to manage the overall page layout and graphic design. Updating a Template automatically and instantly updates the page layout and graphic design of all your website pages which use the Template. This makes it very easy and efficient to make general changes to all or sections / classes / types / groups of your website pages.

1.3.4 Style Sheets

Usually, the pages on a website also have a common text style for similar classes of textual content such as headings and general text etc.

Style Sheets define such common characteristics of pages so that consistent text styles can be applied to related and similar text classes. A single Style Sheet may be used for all your website pages or any number of different Style Sheets may be used for different sections / classes / types / groups of your website pages.

Style Sheets consist of special codes, which define text classes and their presentation characteristics.

Style Sheets are a flexible and efficient way to manage the overall style and presentation of text. Updating a Style Sheet automatically and instantly updates the style of all your website pages which use the Style Sheet. This makes it very easy and efficient to make general text style changes to all or sections / classes / types / groups of your website pages.

1.3.5 Scripts

Optionally, your website pages may use Javascript programming for enhanced visual effects and presentation of content, and for advanced interactive website functionality.

Scripts define such Javascript program libraries and functions, which you can then easily select to use on your various website pages and templates.

Technically, scripts will be loaded/included in the HTML HEAD of your website pages and you can use standard Javascript “`<script>...</script>`” code on your website pages/templates to call the included Javascript program libraries and functions etc.

1.3.6 Packages

Packages are simply collections of related content items, which you may want to manage together. Packages are intended for use for larger and permanent collections of related content items.

1.3.7 Bundles

Bundles are also simply collections of related content items, which you may want to manage together. Bundles are intended for use for smaller and ad-hoc collections of related content items.



1.3.8 Library Content

Library Content is Images, Files and Links, which may be used as parts of Pages, Elements and Templates.

1.4 Search For

The Search For functionality simply finds all content items in the content administration and library administration, which contain the entered search word. Or if the content databases administration is selected, Search For finds content database data instead of content items. Or if the user database administration is selected, Search For finds users instead of content items.

The found content items (or users) are listed on an administration index page with access to manage the found and listed content items. Please see the 2.1 General Website Administration section for details.

Package	Class	Group	Type	Version	Device	Content	ID	Status
	page	Utilities			Phone	Advanced Search	40	Published: 2013-08-02 15:37:23
	page	Utilities			Phone	Advanced Search	661	Published: 2013-08-22 17:20:03
	page	Job	Job			Browse Jobs	72	Published: 2013-08-01 12:45:02
	page	Careers			Phone	Careers	28	Published: 2013-08-22 13:13:18
	page	Careers			Phone	Careers	670	Published: 2013-08-10 18:33:17
	page	Careers			Phone	Contact Careers	146	Published: 2013-08-01 12:45:02
	page	Careers			Phone	Contact Careers - Thank You	443	Published: 2010-09-01 14:33:01
	styleshe				Phone	default	1	Published: 2013-08-05 14:24:54
	styleshe				Phone	default	634	Published: 2013-07-31 12:30:30
	page	Job	Job			Job Search	51	Published: 2013-08-01 12:45:02
	featurebx	Careers				Latest Jobs	389	Published: 2010-08-03 08:32:54
	page	Home			Phone	My Business	32	Published: 2013-08-08 13:42:37
	page	Home			Phone	My Business	667	Published: 2013-08-10 19:06:20
	image	Careers	Photos			photo_careers.jpg	151	Published: 2010-03-25 13:47:08
	image	Careers	Graphics			photo_careersbkg.jpg	390	Published: 2010-03-25 13:55:38
	image	Careers	Graphics			photo_careersf.jpg	391	Published: 2010-03-25 13:55:38
	featurebx	Careers		Danish		Seneste Jobs	601	Published: 2010-05-25 13:23:38
	page	Utilities			Phone	Site Map	672	Published: 2013-08-10 18:33:17

1.5 Advanced Search

The Advanced Search functionality adds options to search for words in specific content attributes and categories in the content administration and library administration.

The found content items (or users) are listed on an administration index page with access to manage the found and listed content items. Please see the 2.1 General Website Administration section for details.



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a navigation bar with icons for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, Experience Management, User Database, Usage Statistics, Configuration, and Updates. The title bar says "ASBRU Web Content Management" and "Logged in as: admin". Below the navigation bar is a search bar with a placeholder "Search for: careers" and a link to "Advanced Search". The main content area is titled "Advanced Content Search" and includes search filters for Title, Content, Summary, Description, Keywords, Meta Information, and HTML HEAD code. It also has dropdowns for Id, Class, Bundle, Group, Type, Version, Device, Segment, Variant, Status, and Filename, as well as a package dropdown. A search button and a "Listpaged" dropdown are also present. The main view displays a table of search results with columns for Package, Class, Group, Type, Version, Device, Content, Id, and Status. The table lists various content items like "Advanced Search", "Browse Jobs", "Careers", etc., with their respective details. At the bottom of the search interface, there are buttons for Select All, Deselect All, Check Links, Validate Markup, Checkout, Checkin, Archive, Delete, Publish, Schedule - Publish by, Move To, and Folder.

1.6 Search And Replace

Selecting the “Search and Replace” link on the administration pages gives access to advanced search and replace functionality.

As default the Content attribute of content items is searched for the entered search word/phrase and the matching content items are listed. Alternatively, another content item attribute can be selected from the Search: Title, Content, Summary, Description, Keywords, Meta Information and HTML HEAD code checkboxes.

The search (and replace) can also be limited to a specific id, class, group, type, version, status, filename, package and bundle of content using the Id, Class, Group, Type, Version, Status, Filename, Package and Bundle drop-down select-boxes.

This can simply be used as advanced search functionality to find and view, update and delete the listed content items.

Optionally, the searched for text can also be replaced with the text entered into the “replace it with the text” input field.

Two “Replace” and “With” columns as well as a line/character position column are displayed for the listed content items. The “Replace” column displays the searched for text highlighted and in context of its surrounding text. The “With” column displays the searched for text replaced with the entered replacement text highlighted and in context of its surrounding text. The line/character position column displays the line number and the character position on that line of the search for text in the content item. The same content item will be listed multiple times with different line/character positions if the searched for text occurs multiple times in the content.



To actually do the search and replace for the listed content items, the checkbox to the left of each listed content item must be selected and the “Replace” button must be selected.

The screenshot shows the 'Content Search & Replace' page. At the top, there are search filters for Title, Content, Summary, Keywords, Meta Information, and HTML HEAD code. Below the filters is a table listing search results. The columns are Title, Id, Replace, and With. The 'Replace' column shows the search term 'Careers' being replaced by '<option value="Careers">Careers</option>'. The 'With' column shows the resulting HTML code. At the bottom of the table are buttons for 'Select All', 'Deselect All', and 'Replace'.

Title	Id	Replace	With
Advanced Search	40	<option value="Careers">Careers</option>	<option value="">Careers</option>
Advanced Search	40	ion value="Careers">Careers</option>	ion value="Careers"></option>
Advanced Search	661	<option value="Careers">Careers</option>	<option value="">Careers</option>
Advanced Search	661	ion value="Careers">Careers</option>	ion value="Careers"></option>
Browse Jobs	72	jsp?id=146>Contact Careers<a> 	jsp?id=146>Contact <a>
Careers	28	<h1>Careers</h1>	<h1></h1>
Careers	670	<h1>Careers</h1>	<h1></h1>
Contact Careers	146	<h1>Contact Careers</h1>	<h1>Contact </h1>
Job Search	51	jsp?id=146>Contact Careers<a> 	jsp?id=146>Contact <a>
My Business	32	f="page.jsp?id=28">Careers</h2>	f="page.jsp?id=28"></h2>
My Business	667	f="page.jsp?id=28">Careers</h2>	f="page.jsp?id=28"></h2>
Site Map	672	enu sitemap" title="Careers">Careers<a>	enu sitemap" title="">Careers<a>
Site Map	672	ap" title="Careers">Careers<a>	ap" title="Careers">
Site Map	672	map" title="Contact Careers">Contact Careers<a>Contact Careers	ct Careers">Contact Careersct Careers">Contact

1.7 Browse & Edit

Browse & Edit is an easy way to create and update the content of your website simply by browsing your website in administration mode and editing the page content and elements. Please see the Website Editor Guide for details on the Browse & Edit functionality.

The screenshot shows a website editor interface for a page titled 'My Business'. The page content includes a banner with the text 'My Business Launches New Products' and a 'Learn More' link, along with a background image of green apples on a tree. Navigation links at the top include Home, Help, Logout, Outline, Version, Preview, Edit, Publish, Admin, and Add New. The bottom of the page shows a footer with links for About Us, Products & Services, News & Media, Careers, and Investor Relations.



Discover My Business

Products & Services

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.
[> Products & Services News](#)
[> Products & Services 1](#)

About Us

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.
[> Company Profile](#)
[> Key Facts & Figures](#)

Careers

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[> Why Us](#)

Latest News

01 Sep, 2010
[Financial News Article 1](#)
01 Sep, 2010
[Company News Article 1](#)
[> More News](#)

Online Shop

Product 1
Lorem ipsum dolor sit amet, consectetur adipisicing elit.
Only £100.00
[> More Products](#)

Quick Links
[> Store Locator](#)
[> Product Support](#)
[> Job Search](#)
[> Annual Reports](#)

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This is an example website, which shows the features of the Asbru Web Content Management system.
Login to manage your website: [LOGIN](#).
Login to special intranet functionality: [LOGIN](#).

**2****Website Administration****2.1 General Website Administration**

For full access to manage your website content pages, elements, templates, style sheets and scripts as well as your website content images, files and links you should use the Website Content and Media Library sections of the Asbru Web Content Management system. You can access the Website Content and Media Library administration sections through the Website Content and Media Library links in the toolbar on any of the Asbru Web Content Management administration web pages.

Welcome admin
The Asbru Web Content Management system gives you easy access to create and maintain the content of your website.

Browse & Edit Website Content START HERE Browse your website in administration mode and edit your content directly.	View User Guide Introduction to the system and information about advanced features.
Manage Website Content Access and manage all the pages/elements of your website.	Manage Media Library Access and manage all the images, files and hyperlinks for your website.
Manage Products and Orders Access and manage all the products on and orders from your website.	Manage Content Databases Access and manage the additional content databases for your website.
Manage User Database Access and manage the user database for your website.	View Usage Statistics View how your website visitors access your website content.
Configure System and Features Setup the Asbru Web Content Management System.	Add Website Functionality Import additional website functionality modules.

2.1.1 Content Classes

The main page of each of these sections gives you access to manage the different classes of content such as for example Pages, Elements, Templates, Style Sheets, and Scripts on your website through the left-hand menu.



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and the title "Web Content Management". Below it, a black navigation bar contains links for "Home", "Help", "Logout", "Browse & Edit", "Website Structure", "Website Content", "Media Library", "Products & Orders", "Content Databases", "User Database", "Usage Statistics", "Configuration", and "Updates". On the left, a sidebar titled "Content" lists categories like "Pages", "Elements", "Templates", "Style Sheets", "Scripts", "Packages", "Website Structure", and "Bundles". The main content area is titled "Content Administration" and describes the section for creating and maintaining website content. It includes sections for "Pages", "Elements", "Templates", "Style Sheets", "Scripts", and "Packages", each with a brief description and a small icon. At the bottom of the main content area are three buttons: "Check Links", "Do Not Check For Orphans", and "Meta Data".

2.1.2 Content Bundles

Your website content items may be organised into a number different bundles. The left-hand menu also gives you access to manage just the content items of each such bundle. Bundle menu items are available under each of the Pages and Elements content classes menu items for access to bundle content items of just those content classes. A Bundle menu item is also available on its own for access to bundle content items of all content classes.



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and the title "Web Content Management". Below it, a black navigation bar contains links for Home, Help, Logout, and various system modules: Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. The main content area is titled "Content Administration" and contains a brief introduction: "The content administration section gives you easy access to create and maintain the content of your website. Please use the left-hand menu to access the content administration pages." It then lists several categories with icons: "Pages" (document icon), "Elements" (book icon), "Templates" (camera icon), "Style Sheets" (pencil icon), "Scripts" (script icon), "Packages" (suitcase icon), and "Website Structure" (globe icon). At the bottom of the content area are three buttons: "Check Links", "Do Not Check For Orphans", and "Meta Data". On the far left, a vertical sidebar displays a hierarchical tree view of content items under "Content", including Pages, Bundles, Group, Type, Version, Status, Elements, Class, Templates, Style Sheets, Scripts, Packages, and Bundles, with some items expanded to show sub-items.

2.1.3 Content Groups and Types

Your website content items may be organised into a number different groups and/or types. The left-hand menu also gives you access to manage just the content items of each such group and type.

Content groups and types may be organised hierarchically as groups/types and sub-groups/sub-types. Unfolding (selecting the “+” icon) a left-hand content group/type menu item will display its sub-groups/sub-types. Selecting a left-hand content group/type menu item will select that content group/type and display the index administration page for your selected left-hand menu item(s).

Please note that the hierarchical organisation of content groups/types is only for the organisation of the content groups/types on the web content management system administration pages – content sub-groups/sub-types do not inherit any attributes from their parent content groups/types such as access restrictions.



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and navigation links: Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. Below the header, a left-hand sidebar contains a tree view of website structures, including Content (Pages, Bundles, Group, Type), Elements, Scripts, and Website Structure (Class, Version, Status). The main content area is titled "Content Administration" and contains sections for Pages, Elements, Templates, Style Sheets, Scripts, Packages, and Website Structure. Each section includes a brief description and a small icon. At the bottom of the main content area, there are buttons for "Check Links", "Do Not Check For Orphans", and "Meta Data".

2.1.4 Content Versions

If your website is configured to use multiple versions of content for multi-lingual content or for other types of versioned content, the main page of each of these sections gives you access to manage the different versions of content on your website through the left-hand menu.



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and the title "Web Content Management". Below it, a black navigation bar contains links for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. On the left, a sidebar menu titled "Content" lists categories like Pages, Elements, Templates, Style Sheets, Scripts, Packages, and Website Structure. The main content area is titled "Content Administration" and describes the section for creating and maintaining website content. It includes sections for Pages, Elements, Templates, Style Sheets, Scripts, Packages, and Website Structure, each with a brief description and a corresponding icon. At the bottom of the main content area are three buttons: "Check Links", "Do Not Check For Orphans", and "Meta Data".

2.1.5 Content Status

If your website is configured to use functionality such as manual publishing, scheduled publishing and expiration, and checkout and checkin of content, the main page of each of these sections gives you access to manage the content of different status on your website through the left-hand menu.

- **New**
Content that has not been published yet.
- **Updated**
Content that has been updated and the updated content has not been published yet.
- **Scheduled**
New/updated content that is scheduled to be published at a future date/time.
- **Published**
Content that has been published on your web site.
- **Unpublished**
Content that has been unpublished from your web site.
- **Expiring**
Content that has been scheduled to expire.



- **Expired**
Content that has expired.
- **Checked Out**
Content that is currently checked out for editing by a website administrator.
- **Workflow**
Content that is currently in one of your defined workflow states if the workflow features are used on your website.

The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and the text "Logged in as: admin". Below the header is a navigation bar with various icons and links: Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. On the left side, there's a sidebar with a search bar and a "Website Structure" tree view. The main content area is titled "Content Administration" and contains sections for Pages, Elements, Templates, Style Sheets, Scripts, Packages, and Website Structure. Each section includes a brief description and a small icon. At the bottom of the main content area, there are three buttons: "Check Links", "Do Not Check For Orphans", and "Meta Data".

2.1.6 Content Packages

Your website content items may be organised into a number different packages of related content items – for example all the content items related to specific website functionality. The left-hand menu also gives you access to manage just the content items of each such package.



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and the title "Web Content Management". Below it, a black navigation bar contains icons for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. The main content area has a white background. On the left, a sidebar titled "Content" lists categories like Pages, Elements, Templates, Style Sheets, Scripts, Packages, and Website Structure. The "Pages" section is expanded, showing sub-categories like Bundles, Group, Type, Version, Status, Elements, Class, Bundle, Group, Type, Version, Status, Templates, Style Sheets, and Scripts. The "Elements" section also has a sub-section for "Content Databases". The "Content Administration" section in the center has a heading "Content Administration" and a sub-heading "The content administration section gives you easy access to create and maintain the content of your website." It includes a note about using the left-hand menu and several sections with icons and descriptions: "Pages" (Access and maintain all the primary content pages of your website), "Elements" (Access and maintain all the secondary content elements of your website), "Templates" (Define graphic design templates to use for your content pages), "Style Sheets" (Define style sheets for the text formatting and styling to use for your content pages), "Scripts" (Define scripts for use of advanced programmed functionality), and "Packages" (Access and maintain all content items for your website content packages (if any)). At the bottom of the content area, there are three buttons: "Check Links", "Do Not Check For Orphans", and "Meta Data". The footer of the page contains the text "Asbru Web Content Management System v6.0 - Copyright © 1992-2011 Asbru Ltd. and its licensors. All rights reserved."

2.1.7 Index

All the different left-menu items for different content classes, bundles, groups, types, versions, status and packages give access to index administration pages for the selected category of content items.

Depending on how the web content management system is configured on your website and on your personal user account administrator preferences settings, you can select a combination of multiple content class, bundle, group, type, version and status menu items to list the content items which match the combination of all of the selected menu items; or you can only select a single content class, bundle, group, type, version or status menu item to list the content items which match the one selected menu item.

The index administration page lists a number of content items (if there are any of the selected category), displaying each content item's title and unique id number in the web content management system. The Package, Bundle, Group, Type, Version and Status of each content item may also be displayed. Archived and Scheduled links or icons may also be displayed if those web content management system features are used on your website, and if there are any archived revisions of a content item, and if there are any revisions of a content item scheduled and queued for publishing.

Optionally, depending on how the web content management system is configured on your website and on your personal user account administrator preferences settings, a number of links to add new, preview, view, checkout/checkin, update and delete each content item etc. may also be displayed. These links are only available if you have the required access permissions for each content item. A number of other details such as the created, updated, published, scheduled publish, scheduled expiration and unpublished dates/times may also be displayed for each content item.



As default the content items are listed ordered by their title. Optionally, the listed content items can be ordered by each of the displayed column values by selecting the different column headings. Selecting the same column heading multiple times will toggle between listing the content items in ascending or descending order.

As default the content items are listed “paged” so that the index administration will not be very long if you have a large number of content items. You can navigate the “paged” content items list in different ways. Above the listed content items the total number of content items of the selected category is displayed as well as currently listed content items of these. Above the listed content items there are also a number of links to list the First, Previous, Next, Last and specific numbered index “pages”. To the right of the listed content items the scrollbar can be used to navigate up and down in the listed content items. Finally, your mouse scroll-wheel may be used to navigate up and down in the listed content items.

If you would like to list all the content items of the selected category – for example to print a complete listing of them, you can use the select-box to the right above the listed content items. Changing this to “List all” will list all content items of the selected category. Changing this back to “List paged” will list the content items “paged”, again.

Further up to the right above the listed content items, you may have access to a select-box and an Add New button. Selecting “-blank-“ or an existing content item from this select-box and selecting the Add New button gives you access to create a new content item. The “-blank-“ option will add a new content item from scratch. Selecting an existing content item will add a new content item as a copy of the selected content item.

To the left of each of the listed content items there is a checkbox. These are used together with the different buttons below the listed content items. Use the checkboxes to select a number of content items and then select one of the buttons below the listed content items to for example publish or delete all the selected content items. The “Select All” button below the listed content items will select all the checkboxes for all the listed content items. The “Deselect All” button below the listed content items will deselect all the checkboxes for all the listed content items. Please note that Select All and Deselect All only selects and deselects the currently listed content items – if the listed content items are displayed “paged” then the content items that are not currently displayed will not be selected or deselected. Please see the following sections of this user guide for details on the functionality of the other buttons.



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and navigation links: Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. Below the header is a search bar and a sidebar with a tree view of website structure, including Content, Pages, Elements, and various system components like Bundles, Scripts, and Style Sheets. The main area displays a grid of content items with columns for Package, Bundle, Group, Type, Version, Page, Id, Status, and a timestamp column. The status column shows various publish dates and some entries marked as 'Checked Out' or 'admin'. At the bottom of the grid are buttons for Select All, Deselect All, Check Links, Validate Markup, Checkout, Checkin, Archive, Delete, Publish, Schedule, and Move To.

2.1.7.1 Checkout

The selected content items will be checked out (locked) by you in the web content management system, so that other website administrators cannot update them. Only content items for which you have Update access permissions will be checked out. Content items for which you do not have Update access permissions will simply not be checked out. Please see section 2.4.8 Content Checkout and Checkin and Assign To for details.

2.1.7.2 Checkin

The selected content items will be checked in (unlocked) by you in the web content management system, so that other website administrators can update them again. Only content items checked out by you and for which you have Update access permissions as well as content items checked out by any website administrator for which you have Administrator access permissions will be checked in. Content items not checked out by you and for which you do not have Update access permissions as well as content items checked out by any website administrator for which you do not have Administrator access permissions will simply not be checked in. Please see section 2.4.8 Content Checkout and Checkin and Assign To for details.

2.1.7.3 Archive

The current revision of the selected content items will be archived in the web content management system. Only content items for which you have Update access permissions will be archived. Content items for which you do not have Update access permissions will simply not be archived. Please see section 2.4.6 Archiving Content for Backup and Change Log/Audit Trail for details.



2.1.7.4 Delete

The selected content items will be deleted completely from the web content management system. First, the selected content items will be listed, and they will only actually be deleted if you confirm to delete them by selecting the “Delete All” button. Only content items for which you have Publish access permissions will be deleted. Content items for which you do not have Publish access permissions will simply not be deleted. Also, content items which other content items and website configuration settings depend on may not be deleted.

The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and various navigation icons. Below the header is a toolbar with links like Home, Help, Logout, Browse & Edit, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. To the right of the toolbar is a large red button labeled "Delete Selected Pages". On the left, there's a sidebar with a search bar and a tree view of content categories: Content (Pages, Group, Type, Version, Status), Elements (Class, Group, Type, Version, Status), Templates, Style Sheets, Scripts, and Packages. Below these are sections for Website Structure (Pages, Group, Type, Version, Status) and Products (Group, Type, Version, Status). The main content area displays a table of selected pages:

Group	Type	Version	Status	Page
About Us			Published	About Us
Utilities			Published	Accessibility
Events	Events		Published	Add New Event
Events	Events		Published	Add New Event - Validation Error
Events	Events		Published	Add New Event Thank You

A red "Delete All" button is located at the top right of this table. At the bottom of the page, there's a footer bar with the text "Asbru Web Content Management System v7.3 - Copyright © 1999-2010 Asbru Ltd. and its licensors. All rights reserved."

2.1.7.5 Publish

The selected new and updated content items will be published to your website where your general website visitors can access them. Only content items for which you have Publish access permissions will be published. Content items for which you do not have Publish access permissions will simply not be published. Please see section 2.4.7 Staging, Previewing and Publishing Content for details.

2.1.7.5.1 Schedule

If a Schedule checkbox is displayed then it can be used to schedule multiple revisions of a content item to be published at different dates/times. When this is selected and a future Publish By date/time is given, a copy of the current revision of the content item will be added to a scheduled queue of different revisions of the same content item to be published at different dates/times in the future. The scheduled queued revisions of a content item can be accessed through the Scheduled icon/link for the content item on the index administration pages. Please see section 2.4.7 Staging, Previewing and Publishing Content for details

2.1.7.5.2 Publish By

Content items can be published immediately or at a given future date/time. The “...” button can be used to select a date. As default the time will be set to “00:00” (midnight) on the selected date, or the time can be edited in the Publish By input field.



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2.1.7.5.3 Expire By

Content items can also be set to expire at a given future date/time. The “...” button can be used to select a date. As default the time will be set to “00:00” (midnight) on the selected date, or the time can be edited in the Expire By input field.

2.1.7.6 Move To Bundle / Group / Type / Folder

The selected content items will be move to another content bundle and/or group and/or content type in the web content management system and/or to another folder on your website.

Only content items for which you have Update access permissions will be moved to another content bundle. Only content items for which you have Administrator access permissions will be moved to another content group and/or content type. Content items for which you do not have the required Update or Administrator access permissions will simply not be moved to another content bundle and/or content group and/or content type.

Only content items for which you have Update access permissions will be moved to another website folder. Content items for which you do not have Update access permissions will simply not be moved to another website folder. Please see section 2.4.3 Organising Many Pages, Products, Images, Files and Links for details.

Content items which are published to a static filename (and eventual folder name) will be moved to the entered folder name – for example content items with the filenames “mypage.html” and “myfolder/myotherpage.html” will be moved to the filenames “myotherfolder/mypage.html” and “myotherfolder/myotherpage.html”. If a new folder and filename is already used by something else on the website that content item will simply not be moved. Content items which are not already published to a static filename are simply ignored.

2.1.7.7 Print

If one or more special pages have been configured as “printing pages” for your website, you can select one of the “printing pages” to display and optionally print (using your web browser’s print functionality) the selected content items.

2.1.8 Preview

Selecting the Preview link for a content item on an index administration page or the Preview button when adding and updating a content item will open a new web browser window and display that content item as it would look on your website when and if it is published. If the content item has already been published, the content item is displayed as it looks on your website.



My Business

[Online Shop](#) | [Contact Us](#) | [Site Map](#) | [Advanced Search](#) | [English](#) | [Danish](#)

Search Search

Logged in as: admin | [My Account](#) | [Logout](#)

[About Us](#) | [Products & Services](#) | [News & Media](#) | [Careers](#) | [Investor Relations](#)

About Us

[Company Profile](#)

[Main Brands](#)

[Key Facts & Figures](#)

[Management](#)

[History](#)

My Business > About Us

About Us

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Company Profile

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Main Brands

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Key Facts & Figures

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Management

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History

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Brands

[Brand 1](#)

Nulla ac quam ut arcu rhoncus molestie.

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Nulla ac quam ut arcu rhoncus molestie.

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[Small Font Medium Font](#)

[Large Font Text Size](#)

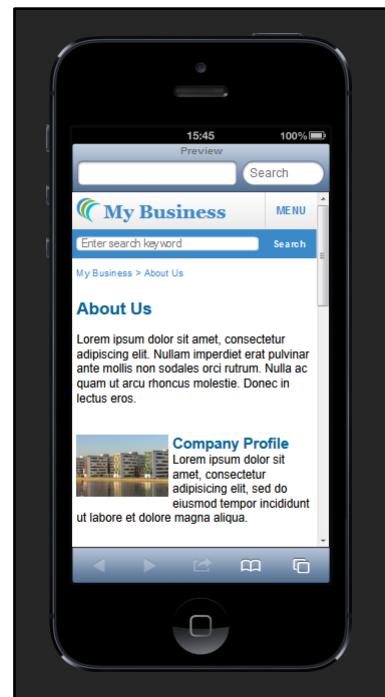
SHARE

2.1.9 Web Browser Device Preview

When adding and updating a content item you also have access to preview the content in different web browser devices such as different smartphones and tablets. Selecting one of the available web browser devices and then the Preview button will open a new web browser window and display that content item as it would look on your website using the selected web browser device when and if it is published. If the content item has already been published, the content item is displayed as it looks on your website using the selected web browser device.



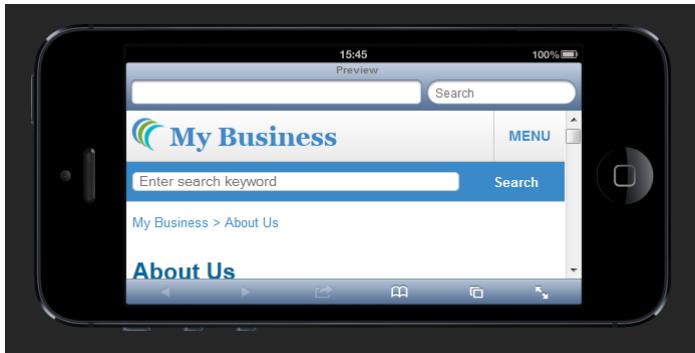
The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and the text "Logged in as: admin". Below the header is a toolbar with various icons for navigation and management. On the left, a sidebar menu titled "Content" is open, showing categories like Pages, Group, Type, Version, Status, Elements, Templates, Style Sheets, Scripts, Packages, and Bundles. The main workspace displays a "Primary Content" editor for an "About Us" page. The editor includes fields for "Title" (About Us), "Content" (with a rich text editor toolbar), and a "Company Profile" section featuring a thumbnail image of a building and some text. At the bottom of the editor, there are tabs for Revision History, Primary Content, Content Presentation, Additional Content, Meta Information, Advanced Scripting, Content Categories, Content Version, Access Restrictions, Content Relations, and Content Dependencies. A "Show All" link is also present. The status bar at the bottom of the screen shows "Asbru Web Content Management System v9.0 - Copyright © 1995-2014 Asbru Ltd. and its licensors. All rights reserved."





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Click on the top-center edge of the displayed web browser device to switch between portrait and landscape orientation of the web browser device.



Please note that it is a simulated view of how the content will look on the selected web browser device. Some advanced, device-specific HTML content, CSS style sheet and Javascript program code functionality may not work in the simulated preview. To view exactly how the content looks on the selected web browser device, it is necessary to use the actual web browser device.

2.1.10 Administration (integrated)

As default selecting the Title link for a content item on an index administration page gives access to the integrated add new/view/update/delete administration page for that content item. Optionally, separate Add New, View, Update and Delete administration pages may be used as described in the following sections depending on how the web content management system is configured for your website and depending on your personal user account administrator preferences.

Depending on your access permissions for the selected content item, the integrated administration page may give you access to update all or some of the content item's details as well as to add a new copy of it, or to delete it, or simply to view it.

The basic, common details for all categories of content items are the content item's Title and Content which are available on the Primary Content tab as default. Depending on the category of content item being added, there will be an input field to edit the content item's actual content, or access to upload a file from your local computer to the web content management system as the content item's actual content.

A number of other tabs such as Revision History, Additional Content, Meta Information, Content Categories, Content Version, Access Restrictions, Content Relations and Content Dependencies may be available to enter other details for the content item. Please see the following sections of this user guide for details on these other tabs and content item details as well as the other buttons and links on this administration page.

If you would like to view all the content item details – for example to print them, you can use the Show All link to the right of the tabs. This will expand all the tabs and display all the details for the content item. Selecting one of the tabs will go back to only display that tab's details for the content item.



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Above the tabs, “Save & Close” and “Save” buttons are available to save and thereby actually update the content item details in the web content management system.

- **Save**
Saves the entered content item details without leaving the integrated administration page, so that you can continue to edit the content item details.
- **Save & Close**
Saves the entered content item details and leaves the integrated administration page and returns to the index administration page.

Please note that if you open another page in the web content management system or in your web browser or close your web browser without first saving the content item, the content item will not actually have been updated in the web content management system and your edited content item details will be lost.

Depending on your access permissions for the content item, “Add New”, “Unpublish” and “Delete” buttons may also be available.

- **Add New**
Saves the entered content item details as a new content item (without changing the selected content item) and leaves the integrated administration page and returns to the index administration page.
- **Unpublish**
Unpublishes the content item so that it can no longer be viewed on the website, but the content item is kept in the web content management system where it can still be viewed, updated and published again; and leaves the integrated administration page and returns to the index administration page.
- **Delete**
Deletes the content item from the web content management system; and leaves the integrated administration page and returns to the index administration page.



The screenshot shows the Asbru Web Content Management System interface. The top navigation bar includes links for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, Experience Management, User Database, Usage Statistics, Configuration, and Updates. The user is logged in as 'admin'. The left sidebar shows a tree view of content items under 'Content', with 'Pages' selected. The main content area shows a 'Pages' item with a warning message: 'WARNING: Other content items or website settings depend on this content item so it should not be deleted/unpublished.' It includes fields for Email editors, Email publishers, Email administrators, and buttons for Delete, Compare, Restore, and current. Below this are sections for Archive, Publish, Schedule, Workflow, Assign to, and Comments. The 'Primary Content' tab is active, showing a title 'About Us' and a rich text editor with a preview of 'Company Profile' featuring a building image. Other tabs include Content Presentation, Additional Content, Meta Information, Advanced Scripting, Content Categories, Content Version, Access Restrictions, Content Relations, and Content Dependencies. A 'Show All' link is also present.

2.1.11 Add New

Selecting the Add New button on an index administration page gives access to create a new content item – from scratch or as a copy of the selected existing content item.

The basic, common details for all categories of content items are the content item's Title and Content which are available on the Primary Content tab as default. A meaningful title for the content item should always be entered. Depending on the category of content item being added, there will be an input field to enter the content item's actual content, or access to upload a file from your local computer to the web content management system as the content item's actual content.

A number of other tabs such as Revision History, Additional Content, Meta Information, Content Categories, Content Version, Access Restrictions, Content Relations and Content Dependencies may be available to enter other details for the content item. Please see the following sections of this user guide for details on these other tabs and content item details as well as the other buttons and links on this administration page.

If you would like to view all the content item details – for example to print them, you can use the Show All link to the right of the tabs. This will expand all the tabs and display all the details for the content item. Selecting one of the tabs will go back to only display that tab's details for the content item.

Above the tabs, "Save & Close" and "Save" buttons are available to save and thereby actually create the new content item in the web content management system.



- **Save**
Saves the entered content item details without leaving the Add New administration page, so that you can continue to enter and edit the content item details.
- **Save & Close**
Saves the entered content item details and leaves the Add New administration page and returns to the index administration page.

Please note that if you open another page in the web content management system or in your web browser or close your web browser without first saving the content item, no new content item will actually have been created in the web content management system and your entered content item details will be lost.

The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo, the title 'Web Content Management', and a 'Logged in as: admin' message. Below the header is a toolbar with various icons for navigation and management. On the left, a sidebar menu includes 'Home', 'Help', 'Logout', 'Browse & Edit', 'Website Structure', 'Website Content' (which is selected), 'Media Library', 'Products & Orders', 'Content Databases', 'Experience Management', 'User Database', 'Usage Statistics', 'Configuration', and 'Updates'. The main content area is titled 'Add New' and shows a form for creating a content item. The 'Primary Content' tab is active. The form includes fields for 'Title' and 'Content' (with a rich text editor). Other tabs visible include 'Revision History', 'Content Presentation', 'Additional Content', 'Meta Information', 'Advanced Scripting', 'Content Categories', 'Content Version', 'Access Restrictions', and 'Content Relations'. There are also buttons for 'Save & Close', 'Save', 'Preview', 'Validate', and workflow options like 'Archive', 'Publish', and 'Schedule'. On the right side of the content area, there are links for 'Email editors', 'Email publishers', and 'Email administrators'. At the bottom of the page, there's a footer with the text 'Asbru Web Content Management System v7.0 - Copyright © 1998-2014 Asbru Ltd. and its licensors. All rights reserved.'

2.1.12 View

Selecting the View link for a content item on an index administration page gives access to view the full details for that content item.

The basic, common details for all categories of content items are the content item's Title and Content which are displayed on the Primary Content tab as default.

A number of other tabs such as Revision History, Additional Content, Meta Information, Content Categories, Content Version, Access Restrictions, Content Relations and Content Dependencies may be available to view other details for the content item. Please see the following sections of this user guide for details on these other tabs and content item details as well as the other buttons and links on this administration page.



If you would like to view all the content item details – for example to print them, you can use the Show All link to the right of the tabs. This will expand all the tabs and display all the details for the content item. Selecting one of the tabs will go back to only display that tab's details for the content item.

The screenshot shows the Asbru Web Content Management System interface. At the top, there is a red header bar with the Asbru logo and navigation links for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, Experience Management, User Database, Usage Statistics, Configuration, and Updates. The user is logged in as 'admin'. Below the header is a search bar with options for Advanced Search and Search and Replace. To the left, there is a sidebar with a tree view of the website structure, starting with 'Pages' which includes 'About Us', 'Group', 'Type', 'Version', 'Status', 'Elements', 'Templates', 'Style Sheets', 'Scripts', 'Packages', and 'Bundles'. The main content area shows a content item titled 'About Us'. The 'Primary Content' tab is selected, displaying the title 'About Us' and the content 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam imperdiet erat pulvinar ante mollis non sodales orci rutrum. Nulla ac quam ut arcu rhoncus molestie. Donec in lectus eros.' Below this is a thumbnail image of a building and the heading 'Company Profile' with the same descriptive text. Other tabs available include Revision History, Content Presentation, Additional Content, Meta Information, Advanced Scripting, Content Categories, Content Version, Access Restrictions, Content Relations, and Content Dependencies. At the bottom of the content area, there is a 'Show All' link. The footer of the page includes links for Email editors, Email publishers, Email administrators, and a copyright notice: 'Asbru Web Content Management System v9.0 - Copyright © 1999-2014 Asbru Ltd. and its licensors. All rights reserved.'

2.1.13 Update

Selecting the View link for a content item on an index administration page gives access to update the content item details for that content item.

The basic, common details for all categories of content items are the content item's Title and Content which are available on the Primary Content tab as default. Depending on the category of content item being added, there will be an input field to edit the content item's actual content, or access to upload a file from your local computer to the web content management system as the content item's actual content.

A number of other tabs such as Revision History, Additional Content, Meta Information, Content Categories, Content Version, Access Restrictions, Content Relations and Content Dependencies may be available to enter other details for the content item. Please see the following sections of this user guide for details on these other tabs and content item details as well as the other buttons and links on this administration page.

If you would like to view all the content item details – for example to print them, you can use the Show All link to the right of the tabs. This will expand all the tabs and display all the details for the content item. Selecting one of the tabs will go back to only display that tab's details for the content item.



Above the tabs, “Save & Close” and “Save” buttons are available to save and thereby actually update the content item details in the web content management system.

- **Save**
Saves the entered content item details without leaving the Update administration page, so that you can continue to edit the content item details.
- **Save & Close**
Saves the entered content item details and leaves the Update administration page and returns to the index administration page.

Please note that if you open another page in the web content management system or in your web browser or close your web browser without first saving the content item, the content item will not actually have been updated in the web content management system and your edited content item details will be lost.

The screenshot shows the Asbru Web Content Management System's 'Update' administration page. At the top, there's a navigation bar with icons for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, Experience Management, User Database, Usage Statistics, Configuration, and Updates. Below the navigation bar, the main content area has a sidebar on the left containing links for Website Structure, Content (Pages, Bundle, Group, Type, Version, Status), Elements (Templates, Style Sheets, Scripts, Packages, Bundles), and a search bar. The main panel displays a form for editing a content item. It includes fields for Title (with 'About Us' selected), Content (with a rich text editor showing 'About Us'), and a preview area showing a thumbnail of a building. At the bottom of the main panel, there are tabs for Revision History, Primary Content, Content Presentation, Additional Content, Meta Information, Advanced Scripting, Content Categories, Content Version, Access Restrictions, Content Relations, and Content Dependencies. The Primary Content tab is active. At the very bottom of the page, there's a footer with the text 'Asbru Web Content Management System v2.0 - Copyright © 1995-2014 Asbru Ltd. All rights reserved.'

2.1.14 Delete

Selecting the Delete link for a content item on an index administration page gives access to delete the full details for that content item.

The basic, common details for all categories of content items are the content item’s Title and Content which are displayed on the Primary Content tab as default.

A number of other tabs such as Revision History, Additional Content, Meta Information, Content Categories, Content Version, Access Restrictions, Content Relations and Content



Dependencies may be available to view other details for the content item. Please see the following sections of this user guide for details on these other tabs and content item details as well as the other buttons and links on this administration page.

If you would like to view all the content item details – for example to print them, you can use the Show All link to the right of the tabs. This will expand all the tabs and display all the details for the content item. Selecting one of the tabs will go back to only display that tab's details for the content item.

Above the tabs, “Unpublish” and “Delete” buttons may be available to actually delete the content item from the web content management system.

- **Unpublish**
Unpublishes the content item so that it can no longer be viewed on the website, but the content item is kept in the web content management system where it can still be viewed, updated and published again; and leaves the Delete administration page and returns to the index administration page.
- **Delete**
Deletes the content item from the web content management system; and leaves the Delete administration page and returns to the index administration page.

Please note that if you open another page in the web content management system or in your web browser or close your web browser without first unpublishing or deleting the content item, the content item will not actually have been unpublished or deleted from the web content management system.



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and navigation links for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, Experience Management, User Database, Usage Statistics, Configuration, and Updates. Below the header, a search bar and a sidebar with various content categories like Pages, Bundles, Group, Type, Version, Status, Elements, Templates, Style Sheets, Scripts, Packages, and Bundles. The main content area displays a page titled 'About Us' with the title 'About Us' and some placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam imperdiet erat pulvinar ante mollis non sodales orci rutrum. Nulla ac quam ut arcu rhoncus molestie. Donec in lectus eros.' Below the title is a thumbnail image of a building and the heading 'Company Profile' with its own placeholder text. Another thumbnail image of a person is labeled 'Main Brands'. At the bottom of the page, there's a footer note: 'Asbru Web Content Management System v9.0 - Copyright © 1995-2014 Asbru Ltd. and its licensors. All rights reserved.'

2.1.15 Content Dependencies

As default content items, which other content items and website settings depend on, cannot be deleted. Before content items, which other content items and website settings depend on, can be deleted all content dependencies must be removed. For example, images used on pages cannot be deleted before the pages are updated and those images are removed from the pages.

The content dependencies for a content item can be viewed on the Content Dependencies tab when viewing, updating and deleting a content item in the Website Content and Media Library administration sections. Content dependencies are:

- If a content item is configured as the default website template or style sheet.
- If a content item is configured as the default page (homepage) or another special page.
- If a content item is configured as the default page for a micro-website.
- If other content items include or link to a content item.
- If a content item is the Content Presentation template or style sheet for other content items.
- If a content item is the default/master version for alternative content versions.
- If a content item is part of a Page Relations hierarchy or sequence with other content items.
- If a content item is used as an Additional Content element for other content items.

A content item's dependencies are listed on the Content Dependencies tab.



If you try to delete a content item, which other content items and website settings depend on, a warning is displayed, and the web content management system may not allow you to delete the content item.

The screenshot shows the Asbru Web Content Management System interface. The top navigation bar includes links for Home, Help, Logout, Browse & Edit, Website Structure, Website Content (which is selected), Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. The user is logged in as 'admin'. A warning message at the top states: 'WARNING: Other content items or website settings depend on this content item so it should not be deleted/unpublished.' Below this are buttons for Email editors, Email publishers, and Email administrators, along with options for Delete, Compare, and Restore. The main content area displays a tree view of content items under 'Content' (Pages, Elements, Templates, Style Sheets, Scripts, Packages, Bundles). A red box highlights the 'Pages' node. A 'Content Dependencies' section lists various pages and their counts: Utilities [44], Mrs. Anna Adams [122], Mr. George Brown [123], Brand 1 [22], Brand 2 [23], Key Facts & Figures [24], Management [25], History [26], Main Brands [21], Company Profile [20], Om Os [530], My Business [32], Products & Services [31], and My Business [532]. At the bottom, a note about content dependencies is provided: 'A content item may be used by other content items and website settings in which case it cannot/should not be deleted/unpublished to avoid broken links and missing images etc.'

2.2 Website Content Administration

For full access to manage your website content pages, elements, templates and style sheets you can use the Content Administration section of the Asbru Web Content Management system. You can access the Content Administration section through the Website Content link in the toolbar on any of the Asbru Web Content Management administration web pages.

The main page of the Content Administration section gives you access to manage the Pages, Elements, Templates, Style Sheets, Scripts, Packages and Bundles through the left-hand menu.



The left-hand menu also gives you access to your Website Structure which can also be used to manage the Pages of your website.

The main page of the Content Administration section also gives you access to check links to other content items and to other websites on all your Pages by selecting the “Check Links” button. This will generate a report page listing all your content items with warnings about any non-working links they may contain as well as indication of “orphan” content items, which do not seem to be used for anything on your website (but seemingly “orphan” content items may be used by special codes on the website or may be used by links from external websites).

Finally, the main page of the Content Administration section also gives you access to view a report with the meta data details, for example used for search engine optimization, for your website’s content items by selecting the “Meta Data” button.

The content administration section gives you easy access to create and maintain the content of your website. Please use the left-hand menu to access the content administration pages.

Pages
Access and maintain all the primary content pages of your website.

Elements
Access and maintain all the secondary content elements of your website.

Templates
Define graphic design templates to use for your content pages.

Style Sheets
Define style sheets for the text formatting and styling to use for your content pages.

Scripts
Define scripts for use of advanced programmed functionality on your content pages.

Packages
Access and maintain all content items for your website content packages (if any).

Website Structure
Organise pages hierarchically for dynamic navigation menus etc.

Asbru Web Content Management System v6.0 - Copyright © 1992-2011 Asbru Ltd. All rights reserved.

2.2.1 Website Structure Menu

Your website pages and products may be organised hierarchically (using the Website Structure section of the web content management system and the pages'/products' Content Relations).

Unfolding (selecting the “+” icon) the left-hand Website Structure “default” menu item will display your website’s default home page as well as other top-level and “orphaned” (unorganised) pages and products as additional menu items. Each of these will be displayed as a folder if it has any other pages and products organised under it in the website structure, or as a page if it does not have any other pages and products organised under it in the website structure. Each of the pages and products displayed as a folder menu item can be unfolded to display the pages and products organised under it in the website structure as additional menu items and so on.



Selecting any of the left-hand menu item page and product titles or ids will open the integrated administration page for the selected page or product.

If any “micro-websites” have been configured for your website then additional left-hand Website Structure menu items for your “micro-websites” may be displayed with access to their default home pages and their underlying pages and products in your website structure.

The screenshot shows the Asbru Web Content Management System interface. At the top, there's a navigation bar with icons for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. The 'Content' tab is selected. On the left, there's a search bar and a 'Website Structure' tree view. The tree includes 'My Business' (32), 'Min Konto' (622), 'Online Butik' (571), and other sections like 'Pages', 'Content', 'Bundles', 'Group', and 'Type'. The main content area is titled 'Content Administration' and contains sections for 'Pages', 'Templates', 'Scripts', 'Website Structure', 'Elements', 'Style Sheets', and 'Packages'. Each section has a brief description and a corresponding icon. At the bottom, there are buttons for 'Check Links', 'Do Not Check For Orphans', and 'Meta Data'. A footer at the bottom of the screen reads 'Asbru Web Content Management System v8.0 - Copyright © 1999-2011 Asbru Ltd. and its licensors. All rights reserved.'

2.2.2 Pages

Pages are the main content of your website. Page content is usually the primary content of your website pages and the reason why your users access your web page.

Pages’ primary content consists of “rich” formatted text as default but can also be changed to be edited as simple unformatted text. Pages can also have summary content – for example to be displayed in search results. Pages can be excluded from your website’s search results and/or breadcrumbs and menus – for example login pages and other special pages used for various website functionality. Pages can be published to website user friendly and search engine friendly filenames and website addresses.

2.2.2.1 Primary Content

2.2.2.1.1 Content

As default the actual page content is edited as “rich” formatted text using the integrated Asbru Web Content Editor. Generally, the content can simply be edited in WYSIWYG (What You See Is What You Get) mode similar to using a typical desktop word processing application, so that content can be created and updated with any specialist knowledge of the HTML and XHTML code web pages consists of. Technically, the content is HTML or XHTML code,



which you have access to view and edit in the integrated Asbru Web Content Editor if you need or want to. Please see the Website Editor Guide for details on using the integrated Asbru Web Content Editor.

Revision History **Primary Content** Content Presentation Additional Content Meta Information Advanced Scripting Content Categories Content Version Access Restrictions Content Relations Content Dependencies Show All

Primary Content
What is the title and text/images/file content of this content item?

Title
About Us

Content

About Us
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam imperdiet erat pulvinar ante mollis non sodales orci rutrum. Nulla ac quam ut arcu rhoncus molestie. Donec in lectus eros.

Company Profile
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Main Brands
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Key Facts & Figures
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Management
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

HTML > BODY > H1 <<< REMOVE

2.2.2.1.2 Summary

A shorter summary of the page's content can also be entered – for example to be displayed in your website search results and on your website's index/sitemap pages.

As default the summary is also edited as “rich” formatted text using the integrated Asbru Web Content Editor like the page content.

Revision History Primary Content Content Presentation Additional Content Meta Information Advanced Scripting Content Categories Content Version Access Restrictions Content Relations Content Dependencies Show All

Summary

Normal

Placeholder text: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam imperdiet erat pulvinar ante mollis non sodales orci rutrum. Nulla ac quam ut arcu rhoncus molestie. Donec in lectus eros.

HTML > BODY



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2.2.2.1.3 Content Format

As default the page content and summary is edited as “rich” formatted text using the integrated Asbru Web Content Editor as HTML or XHTML code.

If you need to enter content in another format than the default format configured for your website, you can change the page’s content format from “Default” to “HTML”, “HTML4”, “HTML5”, “XHTML”, “XML” or “Text”. Please note that the page must be saved for changes to the content format to take effect.

For example, if a page’s content format is changed to “Text”; the page is saved; and the page is updated again, then the page’s Content and Summary will be edited using a simple text input field instead of the “rich” text Asbru Web Content Editor.

Content Format	<input checked="" type="radio"/> Default - <input type="radio"/> HTML - <input type="radio"/> HTML4 - <input type="radio"/> HTML5 - <input type="radio"/> XHTML - <input type="radio"/> XML - <input type="radio"/> Text
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2.2.2.1.4 Searchable

As default all pages are included in your website’s search results, but you may want to exclude some pages such as for example login pages and other special pages used for various website functionality from your website search results.

Searchable	<input type="checkbox"/> Exclude this content from search results
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2.2.2.1.5 Breadcrumbs and Menus

As default all pages are included in your website’s dynamically generated breadcrumbs trails and menus if that website content management system functionality is used, but you may want to exclude some pages such as for example login pages and other special pages used for various website functionality from your website’s dynamically generated breadcrumbs trails and menus.

If a page is excluded from your website’s dynamically generated breadcrumbs trails and menus, it can still be used in your hierarchical website structure and the breadcrumb trail and menu functionality will still use its Content Relations to generate the breadcrumb trails and menus, but this page will simply not be displayed as part of them.

Breadcrumbs and Menus	<input type="checkbox"/> Exclude this content from breadcrumbs and menu extensions
-----------------------	--

2.2.2.1.6 Filename and URL

All pages in the web content management system are automatically given a unique id number, which can be used to view the page on the website using a “dynamic” web address – for example:

<http://www.yourwebsite.com/page.aspx?id=12345>
<http://www.yourwebsite.com/page.jsp?id=12345>
<http://www.yourwebsite.com/page.php?id=12345>

Pages can also be published to website user friendly and search engine friendly “static” website addresses – for example:

http://www.yourwebsite.com/about_us



To publish a page to such a website address, simply enter the last part of the website address as the page's filename – for example:

about_us

The URL displays which website address(es) you can use to view the page on your website.

Filename	<input type="text"/> Select
URL	/page.jsp?id=24

2.2.2.2 Content Presentation

As default pages on your website are displayed using the default template and style sheets configured for the page's group's or type's (if any), or the default template and style sheets configured for your website.

Alternatively, a template and one or more style sheets can be selected for individual pages in which case they will be used instead of the default template and style sheets. A page can also be displayed on its own without any template and style sheet by selecting the “-none-“ template and style sheet options. Select the “-default-“ options to display a page with the default template and style sheets, again.

You can use the template and style sheet “Select” buttons to open pop-up windows where you can select from your templates and style sheets in the web content management system. Only a single template can be selected for a page. Multiple style sheets can be selected for a page.

Revision History	Primary Content	Content Presentation	Additional Content	Meta Information	Advanced Scripting	Content Categories	Content Version	Access Restrictions	Content Relations	Content Dependencies	Show All
Content Presentation How shall this content be presented?											
Template <input type="text"/> Select											
Style Sheet <input type="text"/> Select											

Add New	Rename	Delete				
Content						
Templates						
<table border="1"><tr><td>Templates</td><td>Preview:</td></tr><tr><td><ul style="list-style-type: none">default - 1 columndefault - 2 column - centre, rightdefault - 2 column - left, centredefault - 3 column - left, centre, rightecommerce - 1 columnecommerce - 2 column - centreecommerce - 3 column - left, centre, rightecommerce frontpage - 2 columnecommerce product - digital - 2 columnsecommerce product - digital - 3 columnsecommerce product - physical - 1 columnecommerce product - physical - 2 columnsfeature page - 2 column - centrepersonal - 2 column - centre, rightpress releases - 3 column - left, right</td><td></td></tr></table>			Templates	Preview:	<ul style="list-style-type: none">default - 1 columndefault - 2 column - centre, rightdefault - 2 column - left, centredefault - 3 column - left, centre, rightecommerce - 1 columnecommerce - 2 column - centreecommerce - 3 column - left, centre, rightecommerce frontpage - 2 columnecommerce product - digital - 2 columnsecommerce product - digital - 3 columnsecommerce product - physical - 1 columnecommerce product - physical - 2 columnsfeature page - 2 column - centrepersonal - 2 column - centre, rightpress releases - 3 column - left, right	
Templates	Preview:					
<ul style="list-style-type: none">default - 1 columndefault - 2 column - centre, rightdefault - 2 column - left, centredefault - 3 column - left, centre, rightecommerce - 1 columnecommerce - 2 column - centreecommerce - 3 column - left, centre, rightecommerce frontpage - 2 columnecommerce product - digital - 2 columnsecommerce product - digital - 3 columnsecommerce product - physical - 1 columnecommerce product - physical - 2 columnsfeature page - 2 column - centrepersonal - 2 column - centre, rightpress releases - 3 column - left, right						
Content Item Id: <input type="text"/> Title: <input type="text"/>						
<input type="button"/> OK <input type="button"/> Cancel						



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2.2.2.3 Additional Content

2.2.2.3.1 Elements

Usually, a page's content is primary content of the web page on your website, but your web pages may also contain a number of additional content items, which are separate content items in the web content management system. This is very useful for content that is used on all or many of your website pages such as for example web page headers, footers, toolbar menus and navigation menus as well as secondary content such as news boxes that is not directly related to the primary page content. By having such content as separate content items in the web content management system, they can simply be updated once and the updates will automatically and immediately take effect on all your web pages with this content.

Any number and type of additional content elements can be configured for your website. As default pages on your website are displayed using the additional content items selected for the page's template. Alternatively, additional content items can be selected for individual pages in which case they will be used instead of the page's template's selected additional content items. The “-random-“option can be selected to display any random content item of that element class everytime the web page is viewed. A page can also be displayed without some of the additional content items by selecting the “-none-“ options. Select the “-default-“ options to display a page with the page's template's additional content items, again.

You can use the “Add” buttons for the different additional content elements to open pop-up windows where you can select from your content items in the web content management system. Multiple content items can be added for each additional content element. You can use the arrow up and arrow down buttons to reorder multiple added content items. You can use the “Remove” buttons to remove added content items again (it is not sufficient to simply unselect the added content items). Please note that if you select one of the “-default-“, “-none-“ or “-random-“ options then any added content items will automatically be removed when you “Save & Close” the page.



Revision Primary Content History Content Presentation Additional Content Meta Information Advanced Scripting Content Categories Content Version Access Restrictions Content Relations Content Dependencies Show All

Additional Content
Depending on the template this page may include additional content elements.

Element	Content	Add ▲▼ Remove
banner	- default - - none - - random - default - banner	Add ▲▼ Remove
breadcrumbs	- default - - none - - random -	Add ▲▼ Remove
featurebox1	- default - - none - - random -	Add ▲▼ Remove
featurebox2	- default - - none - - random -	Add ▲▼ Remove
featurebox3	- default - - none - - random -	Add ▲▼ Remove
featurebox4	- default - - none - - random -	Add ▲▼ Remove
footer	- default - - none - - random -	Add ▲▼ Remove
logo	- default - - none - - random -	Add ▲▼ Remove
menu	- default - - none - - random -	Add ▲▼ Remove
personal	- default - - none - - random -	Add ▲▼ Remove
toolbar	- default - - none - - random -	Add ▲▼ Remove
utilities	- default - - none - - random -	Add ▲▼ Remove

Add New Rename Delete

Content Elements Content Classes

- banner
- breadcrumbs
- featurebox1
- featurebox2
- featurebox3
- featurebox4
- footer
- logo
- menu
- personal
- toolbar
- utilities

Content Item
Id: Title: OK Cancel

Add New Rename Delete

banner

- default - banner
- default - banner (Danish)
- ecommerce - banner
- ecommerce - banner (Danish)

Preview:

2.2.2.3.2 Images

Three images can also be associated with a page. These images are not used in any specific way in the web content management system. Your website design and functionality can be developed to use these images in many different ways - for example, your website templates may display the images on your web pages; your website search results may display the



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images on your website; or the page may be a description for an image with links to view or download the image in three different formats or sizes.

The web content management system suggests that you use “image1” for a small, thumbnail image – for example to be displayed in your website search results; “image2” for a medium-sized image – for example to be displayed on your web pages; and “image3” for a large, high-resolution image – for example to be printed.

Image	Content	Select
image1 (Small)	- none -	<input type="button" value="Select"/>
image2 (Medium)	- none -	<input type="button" value="Select"/>
image3 (Large)	- none -	<input type="button" value="Select"/>

2.2.2.3.3 Files

Three files can also be associated with a page. These files are not used in any specific way in the web content management system. Your website design and functionality can be developed to use these files in many different ways - for example, to download the page’s content or a file described by the page in three different formats – for example Microsoft Word DOC, Adobe Acrobat PDF and Open Document Format ODF documents; or Zip, Sit and Tar downloadable file archives.

File	Content	Select
file1	- none -	<input type="button" value="Select"/>
file2	- none -	<input type="button" value="Select"/>
file3	- none -	<input type="button" value="Select"/>

2.2.2.3.4 Links

Three links can also be associated with a page. These links are not used in any specific way in the web content management system. Your website design and functionality can be developed to use these links in many different ways - for example as links to the original, third-party source websites for news stories.

Link	Content	Select
link1	- none -	<input type="button" value="Select"/>
link2	- none -	<input type="button" value="Select"/>
link3	- none -	<input type="button" value="Select"/>

2.2.2.4 Meta Information

Web pages can include hidden meta information about the web page’s content. This hidden meta information can for example be used by for search engine profiling and optimisation for search engines to index your website’s pages better as well as for other cataloguing and automated agent systems.

Three standard meta information attributes are used by web pages and the web content management system:

- Author
The page content’s author’s name and other details.
- Description
A brief summary of the page’s content – similar to the page’s Primary Content Summary, but in simple text without any formatting.



- Keywords
The page's content summarized to a few essential keywords.

Please note that the text you enter for these standard meta information attributes will always automatically be included on your website page as hidden meta information.

The screenshot shows a 'Meta Information' form within a larger interface. At the top, there is a navigation bar with tabs: Revision History, Primary Content, Content Presentation, Additional Content, **Meta Information**, Advanced Scripting, Content Categories, Content Version, Access Restrictions, Content Relations, and Content Dependencies. A 'Show All' link is also present. Below the tabs, the title 'Meta Information' is displayed in red, followed by the subtitle 'Summary content information for use by search engines etc.' Underneath, there are three input fields: 'Author' (empty), 'Description' (containing 'Description of our company.'), and 'Keywords' (empty). Each field has a corresponding 'Delete' button to its right.

2.2.2.4.1 Custom Meta Information

You can also add any number and type of other standard meta information attributes and your own custom meta information attributes. There are many different possible/suggested uses of other meta information.

To add other meta information attributes, enter the name of the meta information attribute and select “Add New”, which will add a new input field for that meta information attribute where you can enter its content/value. Select the “Delete” button for each meta information attribute to remove it again.

As default all meta information attributes will be included as hidden meta information on your website pages. You can define regular meta information as well as special “http-equiv” meta information – for example, an attribute named “Revised” with the value “1. May 2010” may be output as the HTML code:

```
<meta name="Revised" content="1. May 2010">
```

or for example, an attribute named “http-equiv Content-Type” with the value “text/html;charset=UTF-8” may be output as the HTML code:

```
<meta http-equiv="Content-Type" content="text/html;charset=UTF-8">
```

You can prevent your meta information from being included as hidden meta information on your website pages by selecting the “Internal Use Only” checkbox. Then that meta information can only be viewed in the web content management system, and on your website if your developed website functionality specifically displays the meta information.

The screenshot shows the 'Copyright' and 'Publisher' sections of the CMS. The 'Copyright' section contains a single input field with a 'Delete' button to its right. The 'Publisher' section contains a single input field with a 'Delete' button to its right. At the bottom of the screen, there is a horizontal bar with an 'Add New' button and an 'Internal Use Only' checkbox.

2.2.2.4.2 Robots

If a “robots” meta information attribute exists on your web pages, search engines may use this to index your website – for example to stop search engines from indexing and following links on some of your pages.



- index
This page should be indexed by search engines.
- noindex
This page should not be indexed by search engines.
- follow
Search engines should follow links on this page and eventually index them.
- nofollow
Search engines should not follow links on this page to index them.

Please note that such robots meta information are only guidelines, which search engines may or may not use.

Robots
<input type="text" value="noindex, nofollow"/> <input type="button" value="Delete"/>

2.2.2.4.3 Platform for Internet Content Selection (PICS)

The Platform for Internet Content Selection (PICS) is a standard for labelling web pages to for example help parents and teachers to control what children can access on the Internet; as well as code signing, privacy and intellectual property rights management. Please see <http://www.w3.org/PICS/> for details on PICS meta information.

Please note that “http-equiv-“ must be added before PICS meta information attribute names for the web content management system to recognize and handle them correctly.

http-equiv-PICS-Label
<input \"1994.11.05t08:15:0500\"="" \"1995.12.31\""="" http:="" labels="" on="" type="text" until="" v2.5\"="" value="PICS-1.1 \" www.gcf.org=""/> <input type="button" value="Delete"/>

2.2.2.4.4 Dublin Core

Dublin Core is a standard for many additional meta information attributes, which can be for web pages. Please see www.dublincore.org for details on Dublin Core meta information.

DC.Title
<input type="text"/> <input type="button" value="Delete"/>
DC.Subject
<input type="text"/> <input type="button" value="Delete"/>
DC.Date
<input type="text" value="YYYY-MM-DD"/> <input type="button" value="Delete"/>
DC.Language
<input type="text"/> <input type="button" value="Delete"/>
DC.Creator
<input type="text"/> <input type="button" value="Delete"/>

2.2.2.4.5 Custom Meta Information

You can also add any number and type of other standard meta information attributes and your own custom meta information attributes. There are many different possible/suggested uses of other meta information.

To add other meta information attributes, enter the name of the meta information attribute and select “Add New”, which will add a new input field for that meta information attribute where



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you can enter its content/value. Select the “Delete” button for each meta information attribute to remove it again.

2.2.2.4.6 User Segmentation

If your website uses the Experience Management Add-On module a number of user segments may have been configured to categorise your website visitors. When website visitors access your website they may be profiled and given an initial “weight” for each of your configured user segments. As the website visitors access different parts of your website, you can dynamically profile them and their interests and change their given “weights” for each of your configured user segments.

When a website visitor accesses a specific content you may want to increase their “weight” (interest in or affiliation with) for some of your configured user segments and/or decrease their “weight” for other of your configured user segments.

You can change the “weight” of all or some of your configured segments for each of your content items, and you can increase or decrease the “weight” or you can set it to a specific value. Select a segment and enter for example “+123” to increase the “weight”. Select a segment and enter for example “-456” to decrease the “weight”. Select a segment and enter for example “=789” to set the “weight” to a specific value.

The screenshot shows a user interface for managing user segments. At the top, a red banner displays the title "User Segmentation" and a subtitle "Dynamic user segmentation on access to this content". Below the banner is a table with three columns: "Segment", "Weight", and "Add New". The "Segment" column contains a dropdown menu. The "Weight" column contains an input field. The "Add New" column contains a button. The table has a light gray background and thin black borders between the cells.

2.2.2.5 Advanced Scripting

The basic content in the Asbru Web Content Management system consists of rich content, which is formatted text, images etc. You may also want to add so-called Dynamic HTML to your web pages to create advanced navigation menus, roll-over images and animations etc. using Javascript programming.

Any number of general purpose Javascript programs and libraries can be added as “script” content items in the web content management system for easy use with pages in the web content management system. This way the same scripts can be reused multiple times on different web pages, and the scripts can be updated in one place with immediate effect for all pages that use them.

A number of your pre-defined scripts can be selected for use on a page. Use “Select” to add additional scripts to list of scripts to be used for this page/template. The listed scripts must be “selected” (highlighted) to be used when saved - “Unselected” scripts will be removed from this page/template when saved. (The actual scripts are created and updated through the “Scripts” menu item).

For advanced use, you can also add page-specific Javascript code as well as special HTML and CSS code for a page. Creating and updating Advanced Scripting code require some specialist knowledge. Please see the HTML, Javascript, CSS and Dynamic HTML standards and other literature for details.

The HTML DOCTYPE web page header defines the HTML standard used for the web page. Leave blank to let web browsers detect and handle the web page HTML document type. The



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HTML DOCTYPE setting for a page/product overrides other HTML DOCTYPE settings defined for the template, page/product group, page/product type, micro-website, and website.

The HTML Attributes can be used to specify the XML namespace used for your XHTML or XML content (for example: xmlns="http://www.w3.org/1999/xhtml") or to specify a web page's manifest for offline web applications (for example: manifest="/manifest.aspx?id=123"). Any data entered as HTML Attributes will be included on your web pages as raw HTML code attributes for the HTML tag. Any data you enter as HTML Attributes must be valid HTML tag code or your web page may not be displayed correctly or at all. Javascript

Any data entered as HTML HEAD Code will be included on your web pages as raw HTML code inside the HTML HEAD tag. Any data you enter as HTML HEAD Code must be a full and valid HTML block or your web page may not be displayed correctly or at all. Javascript code must be enclosed by <SCRIPT> and </SCRIPT> tags and Cascading Style Sheets code must be enclosed by <STYLE TYPE="text/css"> and </STYLE> tags etc.

If you add any "<meta http-equiv="name" content="">" tags as HTML HEAD Code then the web content management system will automatically detect these and also output them as real HTTP headers. For example, this may be necessary for P3P header support in some web browsers.

Any data entered as HTML BODY Attributes will be included on your web page as raw HTML/Javascript code inside the HTML BODY tag. Please note that any CSS and Javascript code should be terminated with a semi-colon (;) character. Otherwise, your CSS and Javascript code may not work if both your template and page contain HTML BODY Attributes.



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Revision History	Primary Content	Content Presentation	Additional Content	Meta Information	Advanced Scripting	Content Categories	Content Version	Access Restrictions	Content Relations	Show All
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Advanced Scripting
Raw HTML and JavaScript for Dynamic HTML scripting.

Scripts

HTML DOCTYPE
 - default - HTML 4.01 Transitional HTML 4.01 Strict XHTML 1.0 Transitional XHTML 1.0 Strict XHTML 1.1
 HTML 5

HTML attributes

HTML HEAD code

HTML BODY attributes

2.2.3 Elements

Elements are usually secondary content on your website displayed as additional content on your website pages – such as for example headers, footers, toolbar menus and navigation menus as well as news boxes.

Elements consist of “rich” formatted text and are edited just like pages in the web content management system. They are just not viewed on their own on your website, but only on your web pages where they have been selected as Additional Content for your pages.



2.2.4 Templates

Templates determine the overall layout and design of your web pages and contain content that is common for all your website pages, or for different sections of your websites, or for different categories of pages on your website.

Templates consist of “rich” formatted text and are edited just like pages in the web content management system. They are just not viewed on their own on your website, but only “wrapped around” your page content and additional content items on your website pages.

In addition to the general content, templates must contain some special codes to indicate where the actual page content and additional content items should be inserted into the template page layout and design – for example:

- **@@@title@@@**
Defines where the viewed Page’s Title is to be displayed.
- **@@@content@@@**
Defines where the viewed Page’s Content is to be displayed.
- **@@@summary@@@**
Defines where the viewed Page’s Summary is to be displayed.
- **@@@toolbar.title@@@**
Defines where the viewed Page’s Additional Content “toolbar” Title is to be displayed.
- **@@@toolbar.content@@@**
Defines where the viewed Page’s Additional Content “toolbar” Content is to be displayed.



- **@@@menu.title@@@**
Defines where the viewed Page's Additional Content "menu" Title is to be displayed.
- **@@@menu.content@@@**
Defines where the viewed Page's Additional Content "menu" Content is to be displayed.

There is a large number of additional special codes that can be used for "programming" advanced website functionality. Please see the Website Developer Guide for details on special codes.

The screenshot shows the Asbru Web Content Management System interface. At the top, there is a navigation bar with links for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. The user is logged in as 'admin'. Below the navigation bar is a toolbar with buttons for Save & Close, Save, Preview, Validate, Add New, Unpublish, Delete, Archive, Publish, Schedule, Expire by, Assign to, and a dropdown for Email editors, Email publishers, and Email administrators. The main content area is titled 'Primary Content' and asks 'What is the title and text/images/file content of this content item?'. It contains a 'Title' field with 'default - 1 column' and a 'Content' rich text editor. Below the editor is a code preview area showing the generated HTML structure. The left sidebar shows a tree view of the website structure under 'Content' and 'Templates'.

2.2.4.1 Content Presentation

A template and a number of style sheets can be selected for templates like they can for pages in the web content management system.

If another template is selected for a template then the templates will be displayed inside each other. The "outer" template's "@@@content@@" special code will be replaced with the "inner" template's content, and the "inner" template's "@@@content@@" special code will be replaced with the viewed page's content. Usually, it is not recommended to use multiple levels of templates for clarity and for performance, but is an option if needed.

If a number of different style sheets are selected for both the template and for pages viewed using the template then all the selected style sheets for both the template and the page will be used.



2.2.4.2 Additional Content

A number of Additional Content Elements can be selected for templates like they can for pages in the web content management system. The Additional Content Elements selected for a template will be displayed for pages which use the template and for which other Additional Content Elements have been selected. If Additional Content Elements have been selected for a page then those Additional Content Elements will be displayed. If the Additional Content Elements for a page has been selected as “-default-“ then the page’s template’s Additional Content Elements will be displayed.

You can use the “Add” buttons for the different additional content elements to open pop-up windows where you can select from your content items in the web content management system. Multiple content items can be added for each additional content element. You can use the arrow up and arrow down buttons to reorder multiple added content items. You can use the “Remove” buttons to remove added content items again (it is not sufficient to simply unselect the added content items). Please note that if you select one of the “-default-“, “-none-“ or “-random-“ options then any added content items will automatically be removed when you “Save & Close” the template.

Please note that the Additional Content Elements will only be displayed if the template (or the page) contains special codes for the Additional Content Elements – for example the special code “@@@menu.content@@@” to display the Additional Content “menu” content item’s content.



ASBRU Web Content Management Logged in as: admin Update

Home Help Logout Browse & Edit Website Structure Website Content Media Library Products & Orders Content Databases User Database Usage Statistics Configuration Updates

Search for: Advanced Search Search and Replace

Website Structure - default -

Content Pages Bundles Group Type Version Status Elements Class Bundle Group Type Version Status Templates Style Sheets Scripts Packages Bundles

Email editors Email publishers Email administrators Compare Restore - current -

Archive Publish - Publish by: 2013-03-27 12:00 - Expire by:

Workflow: none Assign to: Comments:

Save & Close Save Preview Validate

Revision History Primary Content Presentation Additional Content Meta Information Advanced Scripting Content Categories Content Version Access Restrictions Content Dependencies Show All

Additional Content
Depending on the template this page may include additional content elements.

Element	Content	Actions
banner	- default - - none - - random -	Add ▲ ▼ Remove
breadcrumbs	- default - - none - - random - Breadcrumbs middle	Add ▲ ▼ Remove
featurebox1	- default - - none - - random -	Add ▲ ▼ Remove
featurebox2	- default - - none - - random -	Add ▲ ▼ Remove
featurebox3	- default - - none - - random -	Add ▲ ▼ Remove
featurebox4	- default - - none - - random - Page Toolbox	Add ▲ ▼ Remove
footer	- default - - none - - random - default - footer list	Add ▲ ▼ Remove
logo	- default - - none - - random - logo	Add ▲ ▼ Remove
menu	- default - - none - - random - default - vertical menu - levels 2+	Add ▲ ▼ Remove
personal	- default - - none - - random -	Add ▲ ▼ Remove
toolbar	- default - - none - - random - default - toolbar - children under "My Business"	Add ▲ ▼ Remove
utilities	- default - - none - - random - default - utilities list	Add ▲ ▼ Remove



About Additional Content

A number of content elements are defined for your website. (The default installation of the Asbru Web Content Management system includes pre-defined menu, toolbar, banner, news and logo content elements). Templates are created to display these menu, toolbar, banner, news and logo etc. content elements for all your web pages that are displayed using the templates. However, you may want to use different content elements for different templates and specific pages. You can select the additional content elements to be used as default for each presentation template as well as the additional content elements to be used to display for each of your website pages.

Use these additional input fields to select the additional content elements to be used for the templates and pages of your website. Select specific content elements to be displayed with this page, or select "- none -" to leave a content element empty for this page/template, or select "- random -" to select and display a random content element for this page/template. For Pages, you can also select "- default -" to use the default content element as defined for the template used to display the page.

When a page is displayed as a web page, the included content elements may be defined by the page or the template used to display the page.

- Where a specific content element is defined for the page that content element will be displayed.
- Where "- none -" is defined for the page nothing will be displayed even if a content element is defined for the template.
- Where "- random -" is defined for the page a random content element will be displayed.
- Where "- default -" is defined for the page the content element as defined for the template will be displayed.

For each additional content element only content elements of that content class will be listed and can be selected.

A number of content classes and elements are pre-defined, but you can configure any content classes and create any content elements to suit your requirements. Please see the Asbru Web Content Management User Guide for details.

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2.2.4.3 Meta Information

A number of standard and your own custom meta information attributes can be entered for templates like they can for pages in the web content management system. If the same meta information attribute names are used for both template and pages viewed using the template then both the meta information for the template and the page will be included as hidden meta information on the viewed web page on your website.

Logged in as: admin

Update

Save & Close Save Preview Validate - Add New - Unpublish Delete

Archive Publish Schedule - Publish by: 2011-06-26 11:31 - Expire by: Assign to:

Revision History Primary Content Additional Content Meta Information Advanced Content Content Access Version Restrictions Content Dependencies Show All

Meta Information
Summary content information for use by search engines etc.

Author

Description

Keywords

Add New Internal Use Only

About Meta Information
The basic content consists of the title and actual content. In addition to these additional meta information attributes can be entered for all content. The additional meta information attributes consist of Keywords, Description and Author input fields. Typically, these meta information attributes are used by websites for search engine profiling and optimisation as well as for other cataloguing and automated agent systems.

Use these additional input fields to create and update the meta information for the pages and other content of your website. The meta information will be included on your web pages as hidden codes, automatically, for search engines and other meta information compliant systems to use.

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2.2.4.4 Advanced Scripting

A number of your pre-defined scripts can be selected for use with a template like they can for pages in the web content management system. If different scripts are selected for both a template and pages viewed using the template then both the scripts for the template and the page will be for the viewed web page on your website.

The HTML DOCTYPE web page header defines the HTML standard used for the web page. Leave blank to let web browsers detect and handle the web page HTML document type. The HTML DOCTYPE setting for a template overrides other HTML DOCTYPE settings defined



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for the page/product group, page/product type, micro-website, and website, and can be overridden by other HTML DOCTYPE settings defined for an individual page/product.

HTML attributes, HTML HEAD code and HTML BODY attributes can also be entered for a template like they can for pages in the web content management system. If HTML attributes, HTML HEAD code and HTML BODY attributes are entered for both a template and pages viewed using the template then both the template and the page HTML attributes, HTML HEAD code and HTML BODY attributes will be used for the viewed web page on your website.



ASBRU

Logged in as: admin

Add New

Web Content Management

Home Help Logout Browse & Edit Website Structure Website Content Media Library Products & Orders Content Databases Experience Management User Database Usage Statistics Configuration Updates

Search for: Advanced Search Search and Replace

Website Structure - default -

Content Pages Bundle Group Type Version Status Elements Templates Style Sheets Scripts Packages Bundles

Email editors Email publishers Email administrators

Save & Close Save Preview - default - Validate

Archive Publish Schedule - Publish by: 2014-02-08 14:21 - Expire by:

Workflow: - none - Assign to:

Comments:

Revision History Primary Content Presentation Additional Content Meta Information Advanced Scripting Content Categories Content Version Access Restrictions Show All

Advanced Scripting
Raw HTML and JavaScript for Dynamic HTML scripting.

Scripts

HTML DOCTYPE

- default - HTML 4.01 Transitional HTML 4.01 Strict XHTML 1.0 Transitional XHTML 1.0 Strict XHTML 1.1 HTML 5

HTML attributes

HTML HEAD code

HTML BODY attributes

About Advanced Scripting
The basic content consists of rich content, which is formatted text, images etc. You may also want to add so-called Dynamic HTML to your web pages to create advanced navigation menus, roll-over images and animations etc. To support this the Advanced Scripting feature adds HTML HEAD Code and HTML BODY attributes.

Use these additional input fields to create and update the advanced scripting for the pages of your website.

- HTML Head Code**
Any data entered as HTML HEAD Code will be included on your web page as raw HTML code inside the HTML HEAD tag. Any data you enter as HTML HEAD Code must be a full and valid HTML block or your web page may not display correctly or at all. Javascript code must be enclosed by <SCRIPT> and </SCRIPT> tags and Cascading Style Sheets code must be enclosed by <STYLE TYPE="text/css"> and </STYLE> tags etc.
- HTML BODY Attributes**
Any data entered as HTML BODY Attributes will be included on your web page as raw HTML/Javascript code inside the HTML BODY tag. Please note that any CSS and Javascript code should be terminated with a semi-colon (;) character. Otherwise, your CSS and Javascript code may not work if both your template and page contain HTML BODY Attributes.

Creating and updating Advanced Scripting attributes require some specialist knowledge. Please see the HTML, Javascript, CSS and Dynamic HTML standards and other literature for details.

In relation to the Advanced Scripting feature you may also want to restrict access to the Advanced Scripting attributes to specific website administrators. Please see the Asbru Web Content Management User Guide for details.

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2.2.5 Style Sheets

Style sheets can be used to control the overall style and presentation with colours, fonts and margins etc. of the text and other content on your website. Use of style sheets is optional.



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Instead of and in addition to style sheets you can simply apply your preferred style and presentation directly to your content using the content editor. However, using style sheets you can make changes once, which automatically and immediately takes effect for all your website pages which use the style sheets.

Technically, the style sheets are CSS code. Creating and updating CSS code require some specialist knowledge. Please see the CSS standards and other literature for details.

2.2.5.1 Content

The style sheet content in the form of standard CSS code is edited using a simple text input field.

2.2.5.2 Filename and URL

All style sheets in the web content management system are automatically given a unique id number, which can be used to access the style sheet on the website using a “dynamic” web address – for example:

`http://www.yourwebsite.com/stylesheet.aspx?id=12345`
`http://www.yourwebsite.com/stylesheet.jsp?id=12345`
`http://www.yourwebsite.com/stylesheet.php?id=12345`

Style sheets can also be published to “static” website addresses – for example:

`http://www.yourwebsite.com/mystylesheet.css`

To publish a style sheet to such a website address, simply enter the last part of the website address as the style sheet’s filename – for example:

`mystylesheet.css`

Style sheets should usually only be published to a filename ending with “.css”.

The URL displays which website address(es) you can use to view the style sheet on your website.



The screenshot shows the Asbru Web Content Management System interface. The top navigation bar includes links for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. The user is logged in as 'admin'. The main content area displays a 'WARNING' message: 'Other content items or website settings depend on this content item so it should not be deleted/unpublished.' Below this, there are tabs for Email editors, Email publishers, and Email administrators. A toolbar with Save & Close, Save, Preview, Validate, Add New, Unpublish, and Delete buttons is present. The 'Content' tab is selected, showing the 'Primary Content' section with a title 'default' and a rich text editor containing the CSS code for the style sheet. The 'Meta Information' tab is also visible. On the left, a sidebar shows a tree view of website structure, including Content, Elements, and Style Sheets. The 'Style Sheets' node is currently selected. At the bottom, there are fields for 'Filename' (stylesheet.jsp?id=1) and 'URL' (/stylesheet.jsp?id=1).

2.2.5.3 Meta Information

Meta information for your style sheets is only used internally in the web content management system. The meta information for style sheets will not be included as hidden meta information on your website pages.

The screenshot shows the Asbru Web Content Management System interface. The top navigation bar and user login status are identical to the previous screenshot. The main content area displays a 'WARNING' message: 'Other content items or website settings depend on this content item so it should not be deleted/unpublished.' Below this, there are tabs for Email editors, Email publishers, and Email administrators. A toolbar with Save & Close, Save, Preview, Validate, Add New, Unpublish, and Delete buttons is present. The 'Meta Information' tab is selected, showing fields for 'Author', 'Description', and 'Keywords'. The 'Content' tab is also visible. On the left, a sidebar shows a tree view of website structure, including Content, Elements, and Style Sheets. The 'Style Sheets' node is currently selected. At the bottom, there are buttons for 'Add New' and 'Internal Use Only'.

2.2.6 Scripts

Scripts can be used for enhanced visual effects and content presentation as well as for advanced interactive functionality on your website. Use of scripts is optional. Instead of and



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in addition to scripts you can simply enter your JavaScript program code (if any) directly in content items’ “Advanced Scripting” tab or directly in the web content editor. However, using script content items you can make changes once, which automatically and immediately takes effect for all your website pages which use the scripts.

Technically, the scripts are JavaScript code. Creating and updating JavaScript code require some specialist knowledge. Please see the JavaScript standards and other literature for details.

2.2.6.1 Content

The script content in the form of standard JavaScript code is edited using a simple text input field.

2.2.6.2 Filename and URL

All scripts in the web content management system are automatically given a unique id number, which can be used to access the scripts on the website using a “dynamic” web address – for example:

`http://www.yourwebsite.com/script.aspx?id=12345`
`http://www.yourwebsite.com/script.jsp?id=12345`
`http://www.yourwebsite.com/script.php?id=12345`

Scripts can also be published to “static” website addresses – for example:

`http://www.yourwebsite.com/myscript.js`

To publish a script to such a website address, simply enter the last part of the website address as the script’s filename – for example:

`myscript.js`

Scripts should usually only be published to a filename ending with “.js”.

The URL displays which website address(es) you can use to view the script on your website.



```
function show_click_id(showchar, hidechat) {
    document.getElementById(click_id).style.display = '';
    document.getElementById(showchar).style.display = 'none';
    document.getElementById(hidechat).style.display = '';
}

function hide_click_id(showchar, hidechat) {
    document.getElementById(click_id).style.display = 'none';
    document.getElementById(hidechat).style.display = '';
    document.getElementById(showchar).style.display = '';
}
```

2.2.6.3 Meta Information

Meta information for your scripts is only used internally in the web content management system. The meta information for scripts will not be included as hidden meta information on your website pages.

Author	<input type="text"/>
Description	<input type="text"/>
Keywords	<input type="text"/>

Internal Use Only

2.2.7 Check Links

The Check Links Report available through the “Check Links” button on the main page of the Content Administration section as well as at the bottom of the website content administration index pages gives you access to an overview of potential problems with links used in the content of your website. The check links report lists the title and id for your content items as well as potential problems identified in the content:



- **OK**
All links in the content (if any) are working correctly.
- **ERROR**
One or more links in the content points to unreachable or non-existing websites and web pages.
Please note that some reported errors may be caused by the intentional use of special codes in the links, which only work correctly when the page is viewed on the website. Such links should not be updated or deleted without ensuring that they are not used for special website content/functionality.
- **ORPHAN**
No other content items or website configuration settings link directly to this content item, so it may be an unused content item which could be deleted.
Please note that the content item may still be used indirectly by other content items – for example through special codes and website forms used for advanced website content/functionality. Potentially orphaned content items should not be deleted without ensuring that they are not used indirectly by other content items.

Please note that the check links reports may be very large and take a long time to be generated, if you have a large number of content items and a large number of links to external websites in your content. The Do Not Check For Orphans option can be used to speed up the check links report if you have a large number of content items by not checking for orphan content items.

The screenshot shows the Asbru Web Content Management System interface. At the top, there's a navigation bar with icons for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. The title bar says "ASBRU" and "Web Content Management". It also shows "Logged in as: admin" and "Check Content Links".

The main area has a sidebar on the left with "Content" expanded, showing "Pages", "Bundles", "Group", "Type", "Version", "Status", "Elements", "Class", "Bundle", "Group", "Type", "Version", "Status", "Templates", "Style Sheets", "Scripts", "Packages", and "Bundles".

The right side is a large text area displaying a report of checked content items:

```
@@@include:database=Stores id=###id### Store Name@@@ (154) - ERROR:  
/@@@URL@@@ (@http://127.0.0.1/@@@URL@@@) - 404 Not Found  
  
About Us (19) - OK  
Accessibility (41) - OK  
Add New Event (239) - OK  
Add New Event - Validation Error (511) - OK  
Add New Event Thank You (246) - OK  
Advanced Search (40) - OK  
Advanced Search (478) - OK  
Afbestilling (595) - OK  
Aktienøgletal (604) - OK  
Apply for: @@@include:database=Jobs id=###jobid###.Job Title@@@ Role (58) - OK  
Articles of Association (230) - OK  
Blog Archive (402) - OK  
blog comment - 3 column - left, centre, right (630) - OK  
blog entry - 3 column - left, centre, right (629) - OK  
Board of Directors (232) - OK  
Brand 1 (22) - OK  
Brand 1 News (500) - OK  
Brand 2 (23) - OK  
Brand 2 News (501) - OK
```

At the bottom of the report area, there's a small footer: "Asbru Web Content Management System v8.0 - Copyright © 1999-2011 Asbru Ltd and its licensors. All rights reserved."



2.2.8 Meta Data Report

The Meta Data Report available through the “Meta Data” button on the main page of the Content Administration section gives you access to an overview of used and missing meta information data recommended for search engine indexing etc. The meta data report lists the meta information data for your pages and products and optionally your templates, style sheets, scripts, images, files and links as a web page or as a downloadable CSV format file (for use with third-party spreadsheet applications etc).

The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo, the text "Logged in as: admin", and a "Content Meta Data" button. Below the header is a black navigation bar with various icons and labels: Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. On the left, there's a sidebar with a search bar and a tree view of website structure, including sections for Content (Pages, Bundles, Group, Type, Version, Status), Elements (Class, Bundle, Group, Type, Version, Status), Templates, Style Sheets, Scripts, Packages, and Bundles. The main content area is titled "Content Meta Data" and contains instructions to select "Report" to generate a web page or download a CSV file. It also includes a "Generate Report" button and checkboxes for selecting report types: Web page, CSV file, Pages, Products, Templates, Style Sheets, Scripts, Images, Files, and Links. At the bottom of the page, a small footer bar reads "Asbru Web Content Management System v8.0 - Copyright © 1999-2011 Asbru Ltd and its licensors. All rights reserved."



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and navigation links: Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. Below the header is a search bar and a sidebar with links for Website Structure, Content (Pages, Bundles, Group, Type, Version, Status, Elements, Class, Version, Status, Templates, Style Sheets, Scripts, Packages, Bundles), and a Help link. The main content area is titled "Content Meta Data" and lists various content items with their details:

- @@@include:database=Stores:id=##id##:Store Name@@@ (Store Locator) (page) (154)
Author: MISSING
Description: MISSING
Keywords: MISSING
- About Us (About Us) (page) (19)
Author: MISSING
Description: Description of our company.
Keywords: MISSING
- Accessibility (Utilities) (page) (41)
Author: MISSING
Description: Important information about accessibility.
Keywords: MISSING
- Apply for: @@@include:database=Jobs:id=##jobid##:Job Title@@@ Role (Job Search) (Job Search) (page) (58)
Author: MISSING
Description: MISSING
Keywords: MISSING
- Articles of Association (Investor Relations) (page) (230)
Author: MISSING
Description: The full version of our Articles of Association.
Keywords: MISSING
- Board of Directors (Investor Relations) (page) (232)
Author: MISSING
Description: Read about the members of the board of directors.
Keywords: MISSING
- Brand 1 (About Us) (page) (22)
Author: MISSING
Description: Description of our brand 1.
Keywords: MISSING
- Brand 2 (About Us) (page) (23)
Author: MISSING
Description: Description of our brand 2.

At the bottom of the content area, it says "Asbru Web Content Management System v6.0 - Copyright © 1999-2011 Asbru Ltd. All rights reserved."

2.2.9 Validate Markup

The Validate Markup Report available through the “Validate Markup” button at the bottom of the website content administration index pages as well as the “Validate” button when adding and updating a content item gives you access to an overview of potential technical problems with your website content’s HTML/XHTML code. The validate markup report posts a copy of your website content to the World Wide Web Consortium’s (www.w3.org) HTML/XHTML validation service and displays potential technical problems with the content.

Please note that it is recommended, but not necessary, that your website content validates to the official standards for HTML/XHTML code. Validated website content is more likely to be displayed correctly and uniformly in different web browsers. However, most “invalid” website content will probably also be displayed acceptably in most web browsers.



ASBRU Logged in as: admin Validate Markup

Web Content Management

Home Help Logout Browse & Edit Website Structure Website Content Media Library Products & Orders Content Databases User Database Usage Statistics Configuration Updates

Search for: Advanced Search Search and Replace

Website Structure - default -

Content Pages Bundle Group Version Status Elements Class Bundle Group Type Version Status Templates Style Sheets Scripts Packages Bundles

About Us (19)

W3C Markup Validation Service

Check the markup (HTML, XHTML, ...) of Web documents

- Jump To:
- Notes and Potential Issues
- Congratulations - Icons

This document was successfully checked as HTML 4.01 Transitional!

Result: Passed. 1 warning(s)

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"
 "http://www.w3.org/TR/html4/loose.dtd">
<html>
<head>
<meta http-equiv="Content-Type" content="text/html; charset=UTF-8">
<meta name="author" content="">
<meta name="description" content="Description of our company.">
<meta name="keywords" content="">
<title>About Us</title>
<link rel="stylesheet" type="text/css" href="/stylesheet.jsp?id=1">
```

Source: Encoding: utf-8 (detect automatically) Doctype: HTML 4.01 Transitional Root Element: HTML

I ❤ VALIDATOR The W3C validators rely on community support for hosting and development. Donate and help us build better tools for a better web.

Options: Show Source Show Outline List Messages Sequentially Group Error Messages by Type Validate error pages Verbose Output Clean up Markup with HTML-Tidy

Help on the options is available.

Revalidate

Notes and Potential Issues

The following notes and warnings highlight missing or conflicting information which caused the validator to perform some guesswork prior to validation, or other things affecting the output below. If the guess or fallback is incorrect, it could make validation results entirely coherent. It is *highly recommended* to check these potential issues, and, if necessary, fix them and re-validate the document.

1. Using Direct Input mode: UTF-8 character encoding assumed

Unlike the "by URI" and "by File Upload" modes, the "Direct Input" mode of the validator provides validated content in the form of characters pasted or typed in the validator's form field. This will automatically make the data UTF-8, and therefore the validator does not need to determine the character encoding of your document, and will ignore any charset information specified.

If you notice a discrepancy in detected character encoding between the "Direct Input" mode and other validator modes, this is likely to be the reason. It is neither a bug in the validator, nor in your document.

Congratulations

The uploaded document was successfully checked as HTML 4.01 Transitional. This means that the resource in question identified itself as "HTML 4.01 Transitional" and that we successfully performed a formal validation of it. The parser implementations we used for this check are based on OpenSP (SGML/XML).

"valid" Icon(s) on your Web page

To show your readers that you have taken the care to create an interoperable Web page, you may display this icon on any page that validates. Here is the HTML you could use to add this icon to your Web page.

W3C HTML 4.01

```
<p>
<a href="http://validator.w3.org/check?uri=referer"></a>
</p>
```

A full list of icons, with links to alternate formats and colors, is available: If you like, you can download a copy of the icons to keep in your local web directory, and change the HTML fragment above to reference your local image rather than the one on this server. See also our help items related to documents transferred over secure protocols for these icons and the "uri=referer" feature.



The screenshot shows the W3C CSS Validation Service interface. At the top, it says "Validating CSS Style Sheets". Below that, a message says "If you use [CSS](#) in your document, you can check it using the [W3C CSS Validation Service](#)". There's a "Top" link and a navigation menu with links to Home, About, News, Docs, Help & FAQ, Feedback, and Contribute. Below the menu is the W3C open source logo. A "VALIDATOR" button is visible. At the bottom, it says "This service runs the W3C Markup Validator, v1.2+hg" and "Copyright © 1994-2011 W3C® (MIT, ERCIM, Keio). All Rights Reserved. W3C liability, trademark, document use and software licensing rules apply. Your interactions with this site are in accordance with our public and Member privacy statements." A small note at the very bottom of the page reads "Asbru Web Content Management System v8.0 - Copyright © 1998-2011 Asbru Ltd. and its licensors. All rights reserved."

2.2.10 Website Structure

Your website content pages and products can be ordered sequentially and hierarchically - for example to organise your website content pages into sections and sub-sections and pages etc. The website structure is defined by the individual content pages' and products' Content Relations, and you can edit these for the individual content pages and products. However, it will usually be easier to edit the content relations visually through the Website Structure section of the Asbru Web Content Management system. You can access the Website Structure Administration section through the Website Structure link in the toolbar on any of the Asbru Web Content Management administration web pages.

As default the Website Structure administration page displays the website structure for your default website's default home page as configured for your website. If you are using the micro-website features of the web content management system then a number of additional left-hand menu items may be displayed. Selecting a left-hand website structure menu item for a micro-website will display the website structure for that micro-website's default home page.

Please note that there is only a single, common website structure for all your website content across all your micro-websites. If some pages and products are part of both the default website's website structure and/or one or more micro-website website structures then the website structure for those pages and products will be the same and changing them for one (micro)website will also change them for the other (micro)websites.

Initially, only the top-level of your content pages and products are displayed and you can expand/unfold the relevant content pages and products and their sub-pages in the website structure. Optionally, you can also expand/unfold the entire website structure, but please note that this can result in a very large website structure administration page if you have a large number of website content pages and products. Typically, you should only expand/unfold the relevant website structure content pages and products.

Content pages and products that are organised hierarchically are displayed with the "parent" content page/product first and its "child" content pages/products indented under it. The "child" content pages/products can have their own "child" content pages/products indented under them and so on. Unfolding (selecting the "+" icon) a content page/product will display its sub-pages/products. Click and hold a content page/product title and move it left/right and up/down to change its position in the hierarchy.



Content pages/products are also organised sequentially under each "parent" content page/product. The first content page/product in a sequence is displayed first followed by the next content page/product in the sequence displayed with the same indentation below it and so on. Click and hold a content page/product title and move it up/down to change its position in the sequence.

When you move a content page/product its "child" content pages/products (and their "child" content pages/products) will also be moved so they continue to be "child" content pages/products under the moved content page/product.

Some uses of content relations also use so-called "top" content pages/products to define a group/sub-tree of content pages/products - for example to define a website section's dynamic sub-menu's "root" page, or to define a "topic" on a message board. A content page's/product's "parent" is the content page/product directly "above" it in the website structure. A content page's/product's "top" (if any) is its "parent" or "grand-parent" or "grand-grand-parent" etc. content page/product. "Top" content pages/products are displayed with a grey background on the Website Structure administration page. Click on a content page/product title (making its background grey) to define that that page/product is the "top" page/product for the content pages/products indented under it. Click on a grey content page/product title (making its background white) to define that that page/product is no longer the "top" page/product for the content pages/products indented under it.

After reorganising the content pages/products you must select the Save button to save the changed content relations and for them to take effect on your website and for other website administrators in the web content management system. Please note that saving website structure changes may take a long time if you have a large number of content pages/products on your website.

If you are using the staged publishing features, the Publish checkbox can be selected to apply the website structure changes to your published website pages/products, immediately (no other changes such as updated content will be applied to the published website pages/products – only the website structure changes will be applied to the published website pages/products). Otherwise, the website structure changes will only be applied to the staged/draft revisions of the content pages/products and the website structure changes will only be applied to the published website pages/products when the content pages/products are republished.



The screenshot shows the Asbru Web Content Management system interface. At the top, there's a red header bar with the Asbru logo and the title "Web Content Management". Below it, a toolbar has icons for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. The "Website Structure" tab is selected. The main content area is titled "Website Structure" and contains a tree view of website pages. It includes buttons for Save, Publish (content relations only), Expand All, and Collapse All. A note says: "Drag and drop page titles up, down, left and right to organise pages hierarchically. Click arrows next to page titles to expand/collapse display of their underlying pages. Click page titles to select/unselect them as the 'top' page for their underlying pages." The tree view lists categories like "My Business" (32), "Online Shop" (163), "My Account" (260), etc.

2.3 Media Library Administration

For full access to manage your website content images, files and links you can use the Library Administration section of the Asbru Web Content Management system. You can access the Library Administration section through the Media Library link in the toolbar on any of the Asbru Web Content Management administration web pages.

The main page of the Library Administration section gives you access to manage the Images, Files and Links through the left-hand menu.

The screenshot shows the Asbru Web Content Management system interface with the "Library" tab selected in the top navigation bar. The left sidebar has a search bar and a menu with categories: Library (Images, Bundles, Group, Type, Version, Status), Files (Bundles, Group, Type, Version, Status), and Links (Bundles, Group, Type, Version, Status, Packages, Bundles). The main content area is titled "Library Administration" and contains a note: "The library administration section gives you easy access to create and maintain the media library for your website. Please use the left-hand menu to access the library administration page." It then lists four sections: "Images" (Access and maintain images to use in your content pages, elements and templates), "Files" (Access and maintain files to use in your content pages, elements and templates), "Links" (Access and maintain frequently used links to use in your content pages, elements and templates), and "Packages" (Access and maintain all content items for your website content packages (if any)). Each section has a corresponding icon: a camera for Images, a folder for Files, a link for Links, and a trophy for Packages.

2.3.1 Images

Images are usually used as illustrations and general graphic design in the content of your pages and templates. Images can also be made available for your website visitors to download and print etc.



2.3.1.1 Content

Images consist of an image file uploaded from your local computer to the web content management system. You can upload image files in formats such as GIF, JPEG and PNG which your website has been configured to allow to be uploaded. Any type of image formats can be configured to be allowed to be uploaded by the superadmin website administrator.

Please note that movie formats and Flash animations/applications can and should usually also be configured as “image” formats and be uploaded to the web content management as images.

Select Browse to select a file from your local computer, or drag and drop a file from your local computer to the web browser window (if you are using a recent web browser version). Alternatively, if you have a recent version of the Flash pluing installed in your web browser you should have an additional “Choose Multiple Files” button next to the “Browse” button when you add a new image to the web content management system. Use this to select multiple files to be uploaded and added at the same time. When uploading and adding multiple files at the same time, the actual file names will be appended to the entered Title.

Below the content input field there is a preview of the selected image. (If you are using an older web browser version, the preview is of the previously selected image, and this preview will not be updated with your new image until you have saved your changes).

Please note that if you select one of the other “tabs” such as “Meta Information” after selecting multiple files, the files may be “unselected” with some web browser and Flash versions. So you may need to check/set all other content attributes first, before selecting multiple files and “Save”.

Please note that you cannot create and update the actual images directly through the web content management system. You must use a separate image editor application to create and update the actual images before uploading them to the web content management system.



2.3.1.2 Edit Image

If you are using a recent web browser version, you will have access to edit images directly in your web browser without using a separate image editor application. Select the Edit Image button to access the image editing functionality. You can resize, rotate and crop the image. Please note that you must resize and/or rotate the image before cropping it if you want to do both. Selecting resize or rotate will undo any cropping you have done.

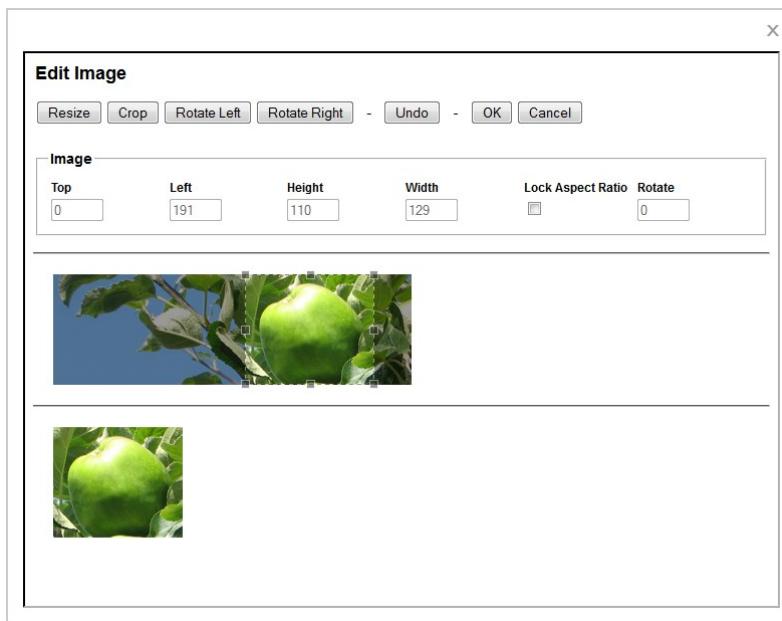
Resize – Select Resize to add three handles to the bottom, right and bottom-right of the image, and drag these handles to resize the image.

Rotate Left/Right – Select Rotate Left/Right to rotate the image 90 degrees anti-clockwise/clockwise.

Crop – Select Crop and then use your mouse (or alternative input device) to select what you want to become the top-left corner and drag to what you want to become the bottom-right corner of the image. The selected area will be highlighted with eight handles at corners and edges, which can be used to adjust the selected area. A preview of the cropped image will be displayed below the full image.

Lock Aspect Ratio – If the Lock Aspect Ratio is checked, Resize will keep the same height/width ratio, and Crop will select a square area.

Select OK to use the edited image and return to the image administration page where you can then Save the image. Select Cancel to discard the edited image and return to the image administration page.



2.3.1.3 Filename and URL

All images in the web content management system are automatically given a unique id number, which can be used to access the images on the website using a “dynamic” web address – for example:



http://www.yourwebsite.com/image.aspx?id=12345
http://www.yourwebsite.com/image.jsp?id=12345
http://www.yourwebsite.com/image.php?id=12345

Images are also published to “static” website addresses – for example:

http://www.yourwebsite.com/myimage.gif

To publish an image to such a website address, simply enter the last part of the website address as the image’s filename – for example:

myimage.gif

As default images are uploaded and published to their original filename located in the “image” folder on your website.

The URL displays which website address(es) you can use to view the image on your website. An image can be accessed both through its “dynamic”, “indirect” and “direct” website addresses:

- “Dynamic” website address:
http://www.yourwebsite.com/image.aspx?id=12345
http://www.yourwebsite.com/image.jsp?id=12345
http://www.yourwebsite.com/image.php?id=12345
- “Indirect” website address:
http://www.yourwebsite.com/image.aspx?myimage.gif
http://www.yourwebsite.com/image.jsp?myimage.gif
http://www.yourwebsite.com/image.php?myimage.gif
http://www.yourwebsite.com/image.aspx?MyImageTitle
http://www.yourwebsite.com/image.jsp?MyImageTitle
http://www.yourwebsite.com/image.php?MyImageTitle
- “Direct” website address:
http://www.yourwebsite.com/myimage.gif

Please note that if an image is accessed directly using its “static” website address then it is accessed outside of the web content management system and dynamic functionality such as access restrictions and versioning do not apply. For dynamic functionality such as access restrictions and versioning to take effect, an image must be accessed through its “dynamic” or “indirect” website addresses.

Filename	image/banner_narrow.jpg	Select
URL	/image.jsp?id=527	
	/image/banner_narrow.jpg	

2.3.1.4 Meta Information

Meta information for your images is only used internally in the web content management system. The meta information for images will not be included as hidden meta information on your website pages.



The screenshot shows a web-based administration interface. On the left, there's a sidebar with a tree view containing 'Files' (with 'Bundle', 'Group', 'Type', 'Version', 'Status') and 'Links' (with 'Bundle', 'Group', 'Type', 'Version', 'Status', 'Packages', 'Bundles'). The main content area has a header with tabs: 'Revision', 'Primary', 'Additional', 'Meta History', 'Content', 'Content Categories', 'Content Version', 'Access Restrictions', 'Content Relations', and 'Content Dependencies'. The 'Meta Information' tab is currently selected. Below the tabs, there's a section titled 'Meta Information' with a sub-instruction 'Summary content information for use by search engines etc.'. It contains three input fields: 'Author', 'Description', and 'Keywords', each with a text input box and a 'Show All' link. At the bottom of the main panel, there are buttons for 'Add New' and 'Internal Use Only'.

2.3.2 Files

Files are usually used for your website visitors to download and print etc. from your website pages. Files can also be used in the content of your pages for special types of content, which can be viewed using web browser plug-ins or external applications such as executable program files and Adobe Acrobat PDF and Microsoft Office documents etc.

2.3.2.1 Content

Files consist of any file uploaded from your local computer to the web content management system. You can upload any files in the formats such as DOC, PDF and ZIP which your website has been configured to allow to be uploaded. Any type of file formats (except for web server program script formats such as ASPX, JSP and PHP as well as CGI, PL and SH) can be configured to be allowed to be uploaded by the superadmin website administrator. Please note that movie formats and Flash animations/applications can and should usually also be configured as “image” formats and be uploaded to the web content management as images.

Select Browse to select a file from your local computer. Alternatively, if you have a recent version of the Flash pluing installed in your web browser you should have an additional “Choose Multiple Files” button next to the “Browse” button when you add a new file to the web content management system. Use this to select multiple files to be uploaded and added at the same time. When uploading and adding multiple files at the same time, the actual file names will be appended to the entered Title.

Please note that if you select one of the other “tabs” such as “Meta Information” after selecting multiple files, the files may be “unselected” with some web browser and Flash versions. So you may need to check/set all other content attributes first, before selecting multiple files and “Save”.

Please note that you cannot create and update the actual files directly through the web content management system. You must use a separate suitable application to create and update the actual files before uploading them to the web content management system.



The screenshot shows the Asbru Web Content Management System. At the top, there's a red header bar with the Asbru logo and the title "Web Content Management". Below it is a black navigation bar with various icons and links: Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. The main content area has a red warning message: "WARNING: Other content items or website settings depend on this content item so it should not be deleted/unpublished." Below this, there are buttons for Save & Close, Save, Add New, Unpublish, and Delete. There are also checkboxes for Archive, Publish, Schedule, and Publish by. A status bar at the bottom shows the date and time (2011-06-26 15:52) and an Expire to field. The left sidebar is titled "Library" and contains a tree view of content items under "Images": Bundle, Group, Type, Version, Status, Link, Bundle, Group, Type, Version, Status, Packages, and Bundles. The right side of the screen displays a detailed form for editing a content item. The "Primary Content" tab is selected, showing fields for Title (Articles of Association), Searchable (Exclude from search results), Breadcrumbs and Menus (Exclude from breadcrumbs and menu extensions), and File (Browse button pointing to Articles of Association.pdf).

2.3.2.2 Filename and URL

All files in the web content management system are automatically given a unique id number, which can be used to access the files on the website using a “dynamic” web address – for example:

<http://www.yourwebsite.com/file.aspx?id=12345>
<http://www.yourwebsite.com/file.jsp?id=12345>
<http://www.yourwebsite.com/file.php?id=12345>

Files are also published to “static” website addresses – for example:

<http://www.yourwebsite.com/myfile.pdf>

To publish a file to such a website address, simply enter the last part of the website address as the file’s filename – for example:

myfile.pdf

As default files are uploaded and published to their original filename located in the “file” folder on your website.

The URL displays which website address(es) you can use to access the file on your website. A file can be accessed both through its “dynamic”, “indirect” and “direct” website addresses:

- “Dynamic” website address:
<http://www.yourwebsite.com/file.aspx?id=12345>
<http://www.yourwebsite.com/file.jsp?id=12345>
<http://www.yourwebsite.com/file.php?id=12345>
- “Indirect” website address:
<http://www.yourwebsite.com/file.aspx?myfile.pdf>
<http://www.yourwebsite.com/file.jsp?myfile.pdf>
<http://www.yourwebsite.com/file.php?myfile.pdf>
<http://www.yourwebsite.com/file.aspx?MyFileName>



<http://www.yourwebsite.com/file.jsp?MyFileTitle>
<http://www.yourwebsite.com/file.php?MyFileTitle>

- “Direct” website address:
<http://www.yourwebsite.com/myfile.pdf>

Please note that if a file is accessed directly using its “static” website address then it is accessed outside of the web content management system and dynamic functionality such as access restrictions and versioning do not apply. For dynamic functionality such as access restrictions and versioning to take effect, a file must be accessed through its “dynamic” or “indirect” website addresses.

Filename	URL
/file/Articles of Association pdf	/file.jsp?id=268
	/file.jsp?file/Articles of Association pdf
	/file/Articles of Association pdf

2.3.2.3 Meta Information

Meta information for your files is only used internally in the web content management system. The meta information for files will not be included as hidden meta information on your website pages.

Revision History	Primary Content	Additional Content	Meta Information	Content Categories	Content Version	Access Restrictions	Content Relations	Content Dependencies
Meta Information Summary content information for use by search engines etc.								
Author <input type="text"/>								
Description <input type="text"/>								
Keywords <input type="text"/>								

2.3.3 Links

Typically, links to other websites in the content of your pages are direct links to the websites, but if you want website usage statistics for such links, or if you want links that can be updated once in one place, you can use indirect links instead. Links content items in the web content management system are usually used for website usage statistics for links to external web sites and pages, and for commonly used external links which may need to be updated from time to time. When a Library Link is updated, it is automatically and instantly updated for all your Pages, Elements and Templates. Links created directly through the content editor must be updated through the content editor everywhere they are used if/when they change.

2.3.3.1 Content

The links content in the form of any standard website address URL is edited using a simple text input field.



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and navigation links for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. Below the header, a search bar and a sidebar with a tree view of library items like Pages, Bundles, Groups, Types, Versions, Status, and URLs are visible. The main content area is titled 'Primary Content' and contains fields for Title, Searchable, and URL, along with checkboxes for Exclude from search results and Exclude from breadcrumbs.

2.3.3.2 URL

All links in the web content management system are automatically given a unique id number, which can be used to access the links on the website using a “dynamic” web address – for example:

<http://www.yourwebsite.com/link.aspx?id=12345>
<http://www.yourwebsite.com/link.jsp?id=12345>
<http://www.yourwebsite.com/link.php?id=12345>

The URL displays which website address(es) you can use to access the link on your website. A link can be accessed both through its “dynamic” and “indirect” website addresses:

- “Dynamic” website address:
<http://www.yourwebsite.com/link.aspx?id=12345>
<http://www.yourwebsite.com/link.jsp?id=12345>
<http://www.yourwebsite.com/link.php?id=12345>
- “Indirect” website address:
<http://www.yourwebsite.com/link.aspx?MyLinkTitle>
<http://www.yourwebsite.com/link.jsp?MyLinkTitle>
<http://www.yourwebsite.com/link.php?MyLinkTitle>



2.3.3.3 Meta Information

Meta information for your files is only used internally in the web content management system. The meta information for files will not be included as hidden meta information on your website pages.

The screenshot shows the Asbru Web Content Management System interface. It's similar to the previous URL configuration screen, but the active tab is 'Meta Information'. The main content area contains fields for Author, Description, and Keywords, along with checkboxes for Add New and Internal Use Only.



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2.4 Advanced Website Administration

2.4.1 Revision History

As default the web content management system does not include revision history information to track and document changes to your website content. However, you may want to add revision history information about what and why content has been changed – especially in relation to the publishing and archiving features.

The Revision History tab for your content items may be used to view details of when and by whom the content items were created and last updated, published and unpublished as well as to view and enter revision history notes for the content of your website:

- **Created**
Displays date and time as well as the website administrator username of when the content was created. This information is generated automatically when new content is added.
- **Updated**
Displays date and time as well as the website administrator username of when the content was last updated. This information is generated automatically when content is updated.
- **Published**
Displays date and time as well as the website administrator username of when the content was last published. This information is generated automatically when content is published.
- **Unpublished**
Displays date and time as well as the website administrator username of when the content was last unpublished. This information is generated automatically when content is unpublished.
- **Revision**
Describes what and why content was changed. This information is entered by the website administrators.

The revision history meta information will not be included on your web pages in any way but is purely for internal use by your website administrators through the web content management system.

The revision history meta information is also archived when the content is archived if the archiving features of the web content management system are used. By using both the revision history and archiving features you can keep track of the changes to your content.



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and navigation links: Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. Below the header, a search bar and a sidebar with a tree view of content items like Pages, Elements, and Bundles are visible. The main content area displays a warning message: "WARNING: Other content items or website settings depend on this content item so it should not be deleted/unpublished." It includes tabs for Revision History, Primary Content, Presentation, Additional Content, Meta Information, Advanced Scripting, Content Categories, Content Version, Access Restrictions, Content Relations, and Content Dependencies. Below these tabs, there are fields for Publish by (2011-06-26 15:56), Expire by, and Assign to (admin). A table shows the revision history with columns for Created, Updated, Published, and Unpublished. The first entry is from 2009-11-19 at 14:47:09 by admin.

Created	Updated	Published	Unpublished
2009-11-19 14:47:09 admin	2010-09-01 14:32:55 admin	2010-09-01 14:32:55 admin	

2.4.2 Meta Information

If you want to use additional custom meta information attributes throughout your website or for groups/types of content items, you may want to create one or more "content item templates" (not to be confused with "Templates").

Content item templates are just ordinary content items in the web content management system, which your website administrators can copy when they add new content to your website. Some attributes such as additional custom meta information attributes may be pre-defined for a content item template while other content attributes are left blank to be filled out when the content item template is copied to add new content items.

For example, if you want to use Dublin Core Metadata (<http://www.dublincore.org/>) for your web pages, you may want to create a content item named "- blank (Dublin Core) -". For this content item you can define the Dublin Core Metadata additional custom meta information attributes, which you want to use for your web pages. When your website administrators add new content, they can do so by copying the "- New Page (Dublin Core) -" content item and enter the relevant metadata into the pre-defined additional custom meta information attribute input fields.



2.4.3 Organising Many Pages, Products, Images, Files and Links

2.4.3.1 Content Categories – Packages, Groups and Types

If your website consists of a large number of content items it may be necessary or at least more convenient and efficient to organise your content items into a number of content packages, groups and types.

The Content Categories tab for your content items give you access to view/select what content package, group and type the content item is part of. Any number content groups and types can be configured for your website by your superadmin website administrator.

- **Package**
Any existing or new content package name can be entered for the content item. There is no special website or administration functionality for content packages except for easy access through the left-hand menus. Content packages are intended for use for larger and permanent content categories.
- **Bundle**
Any existing or new content bundle name can be entered for the content item. There is no special website or administration functionality for content bundles except for easy access through the left-hand menus. Content bundles are intended for use for smaller and ad-hoc content categories.
- **Class**
One of the pre-defined “page”, “template”, “stylesheet”, “script”, “image”, “file”, “link” or “product” classes or one of the element classes configured for your website.
- **Group**
One of the content groups configured for this class of content item in the web content management system for your website; or “-none-“. Each content group may have been configured to use different default templates and style sheets when the content group’s pages are viewed on the website. Each content group may also have been configured to use different access restrictions for the content group’s pages on the website



administration pages and on the website.

- **Type**
One of the content types configured for this class of content item in the web content management system for your website; or “-none-“. Each content type may have been configured to use different default templates and style sheets when the content type’s pages are viewed on the website. Each content type may also have been configured to use different access restrictions for the content type’s pages on the website administration pages and on the website.

The web content management system uses the terms Group and Type for generic content categories. You can define any groups and types you need to suit your requirements. Groups and Types do not have any special meaning in the web content management system but are simply a way to divide your content items into smaller and easier managed categories of content items.

The screenshot shows the Asbru Web Content Management interface. The top navigation bar includes links for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. The user is logged in as 'admin'. The main content area displays a 'Pages' item under 'Content Categories'. A warning message at the top says: 'WARNING: Other content items or website settings depend on this content item so it should not be deleted/unpublished.' Below this are buttons for Save & Close, Save, Preview, Validate, Add New, Unpublish, and Delete. There are also options for Archive, Publish, Schedule, Publish by (set to 2011-06-26 15:56), Expire by, Assign to (set to admin), and Show All. A table below lists revision history, primary content, presentation, meta information, advanced scripting, content categories, content version, access restrictions, content relations, and content dependencies. The 'Content Categories' section shows the item is categorized under 'Package' (page) and 'Group' (About Us). The 'Type' is listed as '-none-'.

2.4.4 Multi-Lingual and Other Multi-Version Content

Usually, you will just have a single version of your website, which eventually includes sections targeted at different users of your website. However, you may need multi-lingual or other multi-version content for your website:

- Multi-lingual content for different countries
- Differentiated content details for visitors, customers, partners and employees.
- Differentiated levels of technical content for novices and experts.
- Differentiated levels of explicit content for children and adults.
- Differentiated content for modem, broadband and wireless users.
- Personalised graphic design styles for users.

You may also need to customise some of your website content, templates, style sheets and program scripts to different web browser devices.

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With the web content management system's Experience Management Add-On module you may also define a number of user segments to categorise your website visitors and display different content versions to your different website visitor user segments; and you may want to conduct and analyse controlled experiments of displaying different content variants to different website visitors.

One way to do this is to create and manage multiple separate websites, but an easier and more efficient way may be to use the Content Versions feature. With the Content Versions feature you simply create your primary website content as for a simple single version website. Additionally, you create any number of alternative versions of all or selected parts of your website content. Alternative versions can be created for all your content including pages, elements, templates, style sheets, images, files and links.

The relevant alternative version of your website content will automatically be displayed to your website visitors according to your website configuration and your website visitors' preferences (through special language/version selection links on your website, or eventually their web browser language settings). Where an alternative version of the content is not available, the master/original/default version of the content will be displayed. This way it is very easy and efficient to create and manage multiple versions of your website content.

2.4.4.1 Content Versions

The Content Version tab for your content items give you access to view/select what content version the content item is. Any number and type of additional content versions can be configured for your website by your superadmin website administrator. Content items not specifically indicated to be of a given content version are considered to be the default/master version.

2.4.4.1.1 Master/Default Content Item

- Master/Default Content Item
 - – none –
Defines this content item to be the “master/default” version.
 - Content Title (of existing “original” content)
Defines this content item to be an alternative version of the selected “master/default” content item.

2.4.4.1.2 Language Version

- Language
 - blank
Defines this content item to be the “default” language version.
 - Content Version
Defines this content item to be an alternative language version of the selected “master/default” content item.

2.4.4.1.3 Web Browser Device Version

- Device
 - blank
Defines this content item to be the “default” web browser device version.



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- Web Browser Device
Defines this content item to be an alternative web browser device version of the selected “master/default” content item.

2.4.4.1.4 User Segment Version

- User Segment
 - blank
Defines this content item to be the “default” website visitor user segment version.
 - User Segment
Defines this content item to be an alternative website visitor user segment version of the selected “master/default” content item.

2.4.4.1.5 User Test Variant Version

- User Test Variant
 - blank
Defines this content item to be the “default” user test variant version.
 - User Test Variant
Defines this content item to be an alternative user test variant version of the selected “master/default” content item.

Content should only be defined as “master/default” content or as an alternative version of other “master/default” content (that is, normally, you should not create conversions without a master/default content item). First you should create your primary website content consisting of content defined as Master/Default content. Then you can create your additional content items consisting of content defined as your different alternative versions of content.

If you need to use combinations of both language and/or device and/or user segment and/or user test variant versions of a content item then all the different alternative content versions should be set to the same master/default content item – for example:

- About Us [master/default content item]
 - About Us [French content version]
 - About Us [French + Phone content version]
 - About Us [German content version]
 - About Us [German + Phone content version]

You should not define content versions of content versions – for example:

- About Us [master/default content item]
 - About Us [French content version]
 - About Us [Phone content version]
 - About Us [German content version]
 - About Us [Phone content version]



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and the title "Web Content Management". Below it is a toolbar with various icons: Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, Experience Management, User Database, Usage Statistics, Configuration, and Updates. The "Website Content" icon is highlighted. The main area has a left sidebar with a tree view of content items under "Content" (Pages, Bundles, Group, Type, Version, Status, Elements, Templates, Style Sheets, Scripts, Packages, Bundles). The main content area is titled "Content Version" and contains the following fields:

- Master/Default**: A dropdown menu labeled "none" with a "Select" button.
- Content Version**: A dropdown menu labeled "none" with a "Select" button.
- Language**: A dropdown menu labeled "none" with a "Select" button.
- Device**: A dropdown menu labeled "none" with a "Select" button.
- User Segment**: A dropdown menu labeled "none" with a "Select" button.
- User Test Variant**: A dropdown menu labeled "none" with a "Select" button.

At the bottom of the content area, there are tabs: Revision History, Primary Content, Content Presentation, Additional Content, Meta Information, Advanced Scripting, Content Categories, Content Version (which is selected), Access Restrictions, and Content Relations. There are also buttons for Save & Close, Save, Preview, Validate, Email editors, Email publishers, and Email administrators.

2.4.5 Website Structure and Dynamic Navigation Menus

You can simply create links to your website pages in your website navigation menu and/or toolbar and links between your website pages. However, you may also want to create dynamically generated, hierarchical navigation menus; templates with generic navigation links such as Up, Previous and Next; or automated slideshow presentation website pages etc. This is possible using the Content Relations feature.

2.4.5.1 Content Relations

The Content Relations tab for your content items give you access to view/select how content items are related to other content items. Your content items can be organized as a multi-level hierarchy:

- **Page Top**
Defines the highest-level start-page for this content item – for example, the main page of a website section, or the main page of a “document”/“publication” consisting of multiple related pages.
- **Page Up**
Defines the higher-level content item in relation to this content item.
- **Previous Page**
Defines the sequentially previous content item in relation to this content item.



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- Next Page
Defines the sequentially next content item in relation to this content item.
- First Page
Defines the sequentially first content item within the level of this content item – for example to the first page of a chapter in a “document”/“publication”.
- Last Page
Defines the sequentially last content item within the level of this content item – for example to the last page of a chapter in a “document”/“publication”.
- Other Related Content
Defines any number of other related content items – for example to additional product information/support pages, images and files for a product.
The other related content items are not automatically used in the website structure and dynamic website navigation menus.

Please note that selecting a content item’s content relations, does not automatically update the other selected content items’ content relations to point back at the content item. Typically, content relations should match and point back and forth between content items, and this will be handled automatically when using the Website Structure functionality to indirectly edit the content relations.

However, for advanced usage, multiple content items can have the same content relation to another content item, and content relations do not have to be reciprocal. For example, both page A and page B may point to page C as their “next” page, while page C points to page D as its “previous” page.

Your website structure and your content items’ content relations are used by the dynamic “menu” and “breadcrumbs” functionality of the web content management system as well as other functionality on your website. If you make changes to your website structure and your content item’s content relations they may automatically be reflected by the dynamically generated menus and breadcrumb trails and other dynamic content on your website.



The screenshot shows the Asbru Web Content Management system interface. At the top, there's a red header bar with the Asbru logo and navigation links like Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Configuration, Usage Statistics, and Updates. Below the header is a search bar and a sidebar with a tree view of content types: Content, Pages, Bundles, Group, Type, Version, Status, Elements, Class, Bundle, Group, Type, Version, Status, Templates, Style Sheets, Scripts, Packages, and Bundles. The main content area is titled 'Content Relations' and asks 'How is this content related to other content pages/elements?'. It lists several sections: Page Top, Page Up, Previous Page, Next Page, First Page, Last Page, and Other Related Content. Under 'Other Related Content', there's a dropdown menu with 'none' selected. At the bottom of the page, there are buttons for Save & Close, Save, Preview, and Validate, along with links to Email editors, Email publishers, and Email administrators. The footer contains the text 'Asbru Web Content Management System v8.1 - Copyright © 1999-2017 Asbru Ltd. and its licensors. All rights reserved.'

2.4.6 Archiving Content for Backup and Change Log/Audit Trail

The Asbru Web Content Management system may be configured to simply apply changes to your content when you save and publish it, and discard the previous copy of the content. However, the web content management system can also be configured so that you can keep copies of your old content as you make changes to it. You may want to keep copies of your old content as a backup, which you can restore if needed and/or as a change log/audit trail to track the content of and changes to your website. You can also compare different copies of your content to see exactly what was changed when.

Copies of your content items may be archived manually or automatically when a content item is saved, checked in or published depending on how the web content management system on your website has been configured.

With manual archiving you can choose when to make a archive copy of your content items – for example, before and after making significant changes. With automatic archiving every time a content item is saved, you can track all published as well as unpublished changes to your website content with details of what, when and by whom content was changed. With automatic archiving when a content item is checked in by a website administrator, you can track all committed changes by different website administrators without all the details for changes/revisions made by the same website administrator. With automatic archiving when a content item is published, you can track all published changes to your website content.

2.4.6.1 Archive Content Item

Content items may be archived automatically depending on how the web content management system on your website has been configured, and you may have access to an additional



Archive checkbox below the Save buttons. Use this additional checkbox to select if you want to archive your content when you Save or not:

- If the Archive checkbox is checked your content will be archived when you Save.
- If the Archive checkbox is unchecked your content will not be archived when you Save.

The screenshot shows the Asbru Web Content Management interface. The top navigation bar includes links for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. The user is logged in as 'admin'. In the main content area, there is a 'Search for:' field and a sidebar with a tree view of content types: Content (Pages, Bundle, Group, Type, Version, Status), Elements (Class, Bundle), and Templates (Screensheets, Scripts, Packages, Bundles). A red box highlights the 'Archive' checkbox in the 'Save & Close' dialog, which also contains 'Save', 'Preview', 'Validate', 'Add New', 'Unpublish', and 'Delete' buttons. Below the dialog, there are tabs for Revision History, Primary Content, Additional Content, Meta Information, Advanced Scripting, Categories, Content Access, Content Version, Content Restrictions, Content Relations, and Content Dependencies. A warning message at the top of the page reads: 'WARNING: Other content items or website settings depend on this content item so it should not be deleted/unpublished.'

2.4.6.2 Archive Multiple Content Items

On the content and library administration index pages you will have access to select multiple content items to be archived by checking the box next to the left of each content item and selecting the Archive button.

The screenshot shows the Asbru Web Content Management interface with the 'Pages' tab selected in the top navigation bar. The main content area displays a grid of content items with columns for Package, Bundle, Group, Type, Version, Page, ID, and Status. A red box highlights the 'Archive' checkbox in the first row of the grid, which also includes 'Select All', 'Publish', 'Schedule - Publish by:', 'Expire by:', and 'Move To' buttons. The sidebar on the left remains the same as the previous screenshot.

2.4.6.3 Compare and Restore Archived Content

When updating a content item additional Compare and Restore buttons and a list of copies of the content are added to your content editor pages. Select a copy of your content and Compare to view differences between the current copy and the selected copy of your content. Select a copy of your content and Restore to view/edit the selected copy of your content. You can select one of the following:

- Current Content (“- current content -“)
Your current content from the staging/work area.



- Published Content (“- published content -“)
The currently published content on your website.
- Archived Content (listed with its date, time and username)
Archived copies of your content.

Please note that the selected restored content is not actually restored unless you Save. When you save a restored copy of the content, the content is saved as the new current content – the old archived copy of the content remains unchanged.

WARNING: Other content items or website settings depend on this content item so it should not be deleted/unpublished.

Content Comparison

Title

My Account

Content

```
<h1>Welcome @@@user.username@@@</h1>Please use the links below to manage your account.<br><br><h2><a href="/page.jsp?id=587">My Orders</a></h2>View your orders.<br><br><h2><a href="/page.jsp?id=646">My Bills</a></h2>Download your bill/the status of your orders.<br><br><h2><a href="/page.jsp?id=589">Subscribe/Unsubscribe to Newsletter</a></h2>Subscribe to our newsletter for registered users.<br><br><h2><a href="/page.jsp?id=615">Register Your Product</a></h2>Register your product(s) to receive alerts for your product(s) and special offers.<br><br><h2><a href="/page.jsp?id=616">My Product Registrations</a></h2>View your product registrations and alerts for the products you have registered.<br><br><h2><a href="/page.jsp?id=478">Submit & View Support Tickets</a></h2>Submit or view your product support tickets.<br><br><h2><a href="/page.jsp?id=383">Product Forum</a></h2>Communicate about our products with other users of our products.<br><br><h2><a href="/page.jsp?id=330">My Event Registrations</a></h2>View the events you have registered for.<br><br><h2><a href="/personal/admin.jsp?id=373">Update Personal Details</a></h2>Change your email address, password and username.<br><br><h2><a href="/personal/admin.jsp?id=375">View & Edit My Personal Page</a></h2>Edit your own personal page.<br><br><h2><a href="/personal/admin.jsp?id=382">My Personal Page Preferences</a></h2>Edit your personal page preferences.<br><br>@@@if(display_iflicense==community@@@<h2><a target="_blank" href="/personal/@@@user.username@@@">View My Personal Page</a></h2>Open your own personal page in a new window.<br><br>@@@endiflicense==community@@@<h2><a href="/page.jsp?id=646">My Bills</a></h2>Download your bills in PDF format.<br><br>
```

Summary

2.4.6.4 Viewing and Managing Archived Content

The Archived icons/links for each listed content item on your content administration pages give access to list and manage archived copies of that content item. Then select View, Update and Delete to access and manage your archived content:

- View
Displays the archived content details.
- Restore
Restores the archived content to the content editor. Please note that the selected restored



content is not actually restored unless you Save it.

- Delete
Deletes the archived copy of your content.
- Select All
Selects all content items by checking the box next to the left of each content item.
- Deselect All
Deselects all content items by checking the box next to the left of each content item.
- Delete (selected)
The Delete (selected) button deletes all content items selected by checking the box to the left of each content item.

2.4.7 Staging, Previewing and Publishing Content

The Asbru Web Content Management system can be configured to use a very simple content publishing model. All content is simply published automatically and immediately when you



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save your content. However, the Asbru Web Content Management system can be configured to give you access to work on your content over a period of time, test your content and eventually get approval for your content before it is published at a future scheduled time as well as eventually it expires at a future scheduled time. The Asbru Web Content Management system can also be configured to give you access to schedule and queue multiple revisions of a content item to be published at different future scheduled times.

When the web content management system is configured to use manual publishing, there will be two copies of all content items in the web content management system: The working copy, which is only available to your website administrators through the web content management system administration pages; and the published copy which is available to your website visitors on your website.

The web content management gives you access to view your content items of different status; select if and when a content item should be published and eventually expire when it is added and updated; unpublish a content item instead of deleting it completely; and to publish multiple content items manually at once.

2.4.7.1 Website Administration with Publishing

Each content item in the web content management system has a given status depending on if and when it has been published and updated. As described in an earlier section of this user guide, a number of left-hand menu items give you access to manage content items of a given status:

- **New**
Content items, which have not been published.
- **Updated**
Content items, which have been updated since they were published.
- **Scheduled**
Content items, which have been scheduled to be published in the future.
- **Published**
Content items, which have been published.
- **Unpublished**
Content items, which have been unpublished.
- **Expiring**
Content items, which have been scheduled to expire in the future.
- **Expired**
Content items, which have expired according to their scheduled expiration.



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and the title "Web Content Management". Below it, a black navigation bar contains links for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. On the left, a sidebar menu is open under "Content". It has sections for Pages (with sub-options like New, Updated, Scheduled, Published, Unpublished, Expiring, Expired, Checked Out), Elements, Templates, Scripts, and Website Structure. To the right of the sidebar, the main content area is titled "Content Administration" and describes the section for creating and maintaining website content. It includes sections for Pages, Elements, Templates, Style Sheets, Scripts, Packages, and Website Structure, each with a brief description and a small icon. At the bottom of the content area, there are buttons for "Check Links", "Do Not Check For Orphans", and "Meta Data".

2.4.7.2 Publish Content Item

When you add or update a content item, you will see an additional Publish or Ready To Publish checkbox next to the Save button depending on your access permissions for the content item.

2.4.7.2.1 With Access Permissions To Publish

If you have access permissions to publish the content you are editing, you will see an additional Publish checkbox next to the Save button.

- If the Publish checkbox is checked your content will be published immediately when you Save.
- If the Publish checkbox is unchecked your content will not be published when you Save. The published content on your website will remain unchanged for your website users. Your new/updated content will be saved to a staging/work area in the Asbru Web Content Management system for you to return to update and publish your content at a later time. Before publishing your content you can use the Preview links on the content and library administration listings pages to see how your content will look if it is published.



The screenshot shows the Asbru Web Content Management System's Content administration interface. The left sidebar has a tree view with 'Content' expanded, showing 'Pages' (selected), 'Bundle', 'Group', 'Type', 'Section', 'Status', 'Elements', 'Class', and 'Bundle'. The main content area has a red warning message: 'WARNING: Other content items or website settings depend on this content item so it should not be deleted/unpublished.' Below this are buttons for 'Save & Close', 'Save', 'Preview', 'Validate', 'Add New', 'Unpublish', and 'Delete'. There are also links for 'Archive', 'Publish', 'Schedule', 'Publish by: 2011-06-26 16:22', 'Expire by:', and 'Assign to: admin'. At the bottom are tabs for 'Revision History', 'Primary Content' (selected), 'Presentation', 'Content', 'Additional Information', 'Advanced Scripting', 'Content Categories', 'Content Version', 'Access Restrictions', 'Content Relations', and 'Content Dependencies'. A note at the bottom says 'Primary Content: What is the title and text/images/file content of this content item?'.

2.4.7.2.2 Without Access Permissions To Publish

If you do not have access permissions to publish the content you are editing, you will see an additional Ready To Publish checkbox next to the Save button.

- If the Ready To Publish checkbox is checked an email will be sent to all other website administrators with access permissions to publish the content item when you Save.
- If the Ready To Publish checkbox is unchecked your content will not be published when you Save.

The published content on your website will remain unchanged for your website users. Your new/updated content will be saved to a staging/work area in the Asbru Web Content Management system for another website administrator, who has access permissions to publish the content, to publish the content at a later time. Before marking your content as ready for publishing you can use the Preview links on the content and library administration listings pages to see how your content will look if it is published.

This screenshot is identical to the one above, showing the Asbru Web Content Management System's Content administration interface. The left sidebar shows 'Content' expanded with 'Pages' selected. The main content area displays a warning message and includes tabs for 'Primary Content' and 'Presentation'.

2.4.7.3 Publish Multiple Content Items

On the content and library administration index pages you will have access to select multiple content items to be published by checking the box next to the left of each content item and selecting the Publish button.

Selected content items for which you do not have access permissions to update the content will be ignored and remain unchanged when you select Publish.



Selected content items for which you do not have access permissions to publish an email will be sent to all other website administrators with access permissions to publish the content item when you select Publish.

Selected content items for which you have access permissions to publish the content will be published immediately when you select Publish.

Package	Bundle	Group	Type	Version	Page	ID	Status
Store					@@@@include database:Stores id=##id## Store Name@@@	154	Published: 2010-09-01 14:32:59
About					About Us	19	Published: 2010-09-01 14:32:55
Utilities					Accessibility	41	Published: 2010-04-26 11:02:37
Events	Events				Add New Event	239	Published: 2010-06-23 16:35:25
Events	Events				Add New Event - Validation Error	511	Published: 2010-09-01 14:32:52
Events	Events				Add New Event Thank You	246	Published: 2010-09-01 14:32:52
Utilities					Advanced Search	40	Unpublished: 2010-09-23 18:17:23
Product					Advanced Search	478	Published: 2010-09-26 11:15:24
Custom	Danish				Alfabestilling	595	Published: 2010-04-26 17:05:08
Investor	Danish				Aktienagetal	604	Published: 2010-09-01 14:32:55
Job	Job				Apply for: @@@@include database:Jobs id=##id## Job Title@@@	58	Published: 2010-09-01 14:32:51
Investor	Job				Articles of Association	230	Published: 2010-05-26 10:07:49
					Board of Directors	232	Published: 2010-07-02 12:41:23

2.4.7.4 Unpublish Content Item

On the integrated administration page and when you “delete” a content item from the index administration page, you will see an additional Unpublish button next to the Delete button.

- **Unpublish**
Only deletes the content item from the website, but keeps it as a staging/work copy in the web content management system.
- **Delete**
Deletes the content item completely from both the website as well as from the web content management system.

WARNING: Other content items or website settings depend on this content item so it should not be deleted/unpublished.

Email editors Email publishers Email administrators

Save & Close Save Preview Validate Add New Unpublish Delete

Archive Publish Schedule - Publish by 2011-06-26 16:28 - Expire by Assign to: admin

Revision History Primary Content Additional Content Meta Information Advanced Scripting Content Categories Content Version Access Restrictions Content Relations Content Dependencies Show All

Primary Content
What is the title and text/images/file content of this content item?

2.4.7.5 Personal Workspace with Publishing

An additional Personal Workspace section listing new and updated content items, which you have access permissions to publish, will be displayed at the bottom of the web content



management system's main administration page ("Home"). This gives you easy access to content items, which you may need to publish.

The screenshot shows the Asbru Web Content Management system's home page. At the top, there is a navigation bar with icons for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. Below the navigation bar, a search bar is present with the placeholder "Search for... Advanced Search Search and Replace". On the left, there is a sidebar with a "Home" icon and a link to "Home". The main content area is titled "Welcome admin" and contains several management links: "Browse & Edit Website Content" (START HERE), "View User Guide", "Manage Website Content", "Manage Media Library", "Manage Products and Orders", "Manage Content Databases", "Manage User Database", "View Usage Statistics", "Configure System and Features", and "Add Website Functionality". Below these links, there are two tables: "Your updated unpublished content items" and "Your new unpublished content items", both showing a list of content items with columns for Package, Class, Bundle, Group, Type, Version, Content, Id, and Status. The "Your updated unpublished content items" table has 7 rows, and the "Your new unpublished content items" table has 1 row.

2.4.7.6 Scheduled Publishing and Expiration

When you add or update a content item, you may see additional Publish By and Expire By input fields next to the Save button depending on your access permissions for the content item.

Use these additional input fields to specify if and when you want to publish and/or to expire your content automatically at the specified date and time. Use the buttons next to the input fields to access a calendar to select the publishing/expiration date and time. Use this feature to publish news, press releases and special offers etc. at specific times; and to unpublish time-limited messages and special offers etc. at specific times.

The Publish By and Expire By dates and times must be specified using the date/time format: "YYYY-MM-DD hh:mm" where "YYYY" is the four digit year, "MM" is the two digit month number (01-12), "DD" is the two digit day of the month number (01-31), "hh" is the two digit hour (00-23), and "mm" is the two digit minute (00-59).

Please note that the Schedule checkbox input field should only be selected to schedule and queue multiple revisions of the same content item to be published at different times in the



future as described in the following section. To simply schedule the current content item to be published at a future date/time the Schedule checkbox should not be selected.

2.4.7.7 Scheduled Queued Publishing

As default there are two copies of each content item in the web content management system – the draft/staged copy and the published copy. However, it is also possible to schedule and queue multiple copies of a content item to be published at different dates/times in the future – for example to gradually reveal more information or to countdown to an event over a period of time.

When you add or update a content item, you may see an additional Schedule checkbox input field next to the Publish By and Expire By input fields and the Save button depending on your access permissions for the content item. Select this Schedule checkbox input field and use the Publish By input field to specify when you want to publish your content automatically at the specified date and time. This will add a third (or fourth or fifth etc.) copy of the content item to a special queue in the web content management system. These copies of the content item will be published at the given future Publish By dates/times. Please note that these scheduled and queued copies of the content item cannot be updated, but they can be viewed, restored, republished/rescheduled and deleted as described in the following sections.

2.4.7.8 Schedule Multiple Content Items

On the content and library administration index pages you will have access to select multiple content items to be scheduled to be published and to expire by checking the box next to the left of each content item and entering/selecting Publish By and/or an Expire By dates/times and selecting the Publish button. If the Schedule checkbox input field is selected copies of the selected content items will be added to the scheduled publishing queue in the web content management system.



2.4.7.9 Compare and Restore Scheduled Queued Content

When updating a content item additional Compare and Restore buttons and a list of copies of the content are added to your content editor pages. Select a copy of your content and Compare to view differences between the current copy and the selected copy of your content. Select a copy of your content and Restore to view/edit the selected copy of your content. You can select one of the following:

- Current Content (“- current content -“)
Your current content from the staging/work area.
- Published Content (“- published content -“)
The currently published content on your website.
- Scheduled Content (listed with its scheduled publish by date, time and username)
Scheduled queued copies of your content.

Please note that the selected restored content is not actually restored unless you Save. When you save a restored copy of the content, the content is saved as the new current content – the old scheduled queued copy of the content remains unchanged.



2.4.7.10 Viewing and Managing Scheduled Queued Content

The Scheduled icons/links for each listed content item on your content administration pages give access to list and manage scheduled queued copies of that content item. Then select View, Update and Delete to access and manage your scheduled queued content:

- **View**
Displays the scheduled queued content details.
- **Restore**
Restores the scheduled queued content to the content editor. Please note that the selected restored content is not actually restored unless you Save it.
- **Delete**
Deletes the scheduled queued copy of your content.
- **Select All**
Selects all content items by checking the box next to the left of each content item.
- **Deselect All**
Deselects all content items by checking the box next to the left of each content item.
- **Delete (selected)**
The Delete (selected) button deletes all content items selected by checking the box to the left of each content item.



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a navigation bar with links like Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. Below the navigation bar is a search bar with options for Advanced Search and Search and Replace. The main content area is titled 'Content' and contains a table of content items. The table has columns for Title, Updated, Published, Unpublished, and Revision. There are three entries for 'About Us':

Title	Updated	Published	Unpublished	Revision
About Us	2011-05-28 17:01:02	2011-05-27 12:00		
About Us	2011-05-28 17:01:15	2011-05-28 12:00		
About Us	2011-05-28 17:01:25	2011-05-29 12:00		

Below the table are buttons for Select All, Deselect All, and Delete. On the left side, there's a sidebar with a tree view of content structures under 'Content' (Pages, Elements, Templates, Style Sheets, Scripts, Packages, Bundles).

2.4.8 Content Checkout and Checkin and Assign To

You may simply always want all your website administrators to have access to update your website content. However, with multiple website administrators you may want to prevent other website administrators from updating specific content while you working on it. This is possible by using the content checkout and checkin functionality. Additionally, you may also want access to assign content items to other website administrators for them to do some work on the content items.

Depending on how the web content management system on your website has been configured, content items may be checked out manually or automatically when a content item is Updated or Saved; and content items may be checked in manually or automatically when updating a content item is Cancelled, or a content item is Saved, or a content item is Published.

2.4.8.1 Website Administration With Checkout/Checkin

Depending on the web content management system configuration for your website and your personal user account administrator preferences, for each content item listed on the index administration page there may be a Checkout or a Checkin link, or another website administrator's username if that website administrator has checked out the content item. There are also Checkout and Checkin buttons below the listed content items. Select these Checkout/Checkin links or the Checkout/Checkin buttons to manage other website administrators' access to update the content:

- **Checkout**
Prevent other website administrators access to update the content. Currently, the content has not been checked out by any website administrator and any website administrator have access to checkout and update the content.
- **Checkin**
Allow other website administrators access to update the content again. Currently, the content has been checked out by you. Only you and the superadmin have access to update and checkin the content.



- Other Website Administrator's Username
Currently, the content is checked out by the displayed website administrator and only that website administrator has access to update and checkin the content. However, if you are logged in as the superadmin website administrator as configured for your website, you can also select the website administrator username to checkin the content.

As described in an earlier section of this user guide, a number of left-hand menu items also give you access to manage content items that are checked out:

- Checked Out
Content that is currently checked out for editing by any website administrator.

Package	Bundle	Group	Type	Version	Page	Id	Status
			About		About Us	19	Updated: 2011-09-26 17:01:28
			About		Company Profile	20	Published: 2010-09-01 14:32:55
			Utilities		Contact Us	68	Published: 2010-09-01 14:32:55
			Customs		Customer Service	168	Published: 2010-09-01 13:09:31
			Utilities	Danish	Kontakt	561	Published: 2010-09-01 14:32:53
			Customs	Danish	Kundeservice	592	Published: 2010-09-01 14:24:40
			Customs	Danish	Leveringstider og priser	593	Published: 2010-09-01 14:33:03
			Utilities	Danish	Redskaber	560	Published: 2010-09-01 14:32:53
			Customs		Shipping Costs & Delivery Times	434	Published: 2010-09-01 14:32:48
			Utilities		Utilities	44	Published: 2010-09-01 14:32:55

2.4.8.2 Assign Content Item to Other Website Administrators

An Assign To select-box with assign to options are available under the Save buttons when adding and updating content items. The Assign To options are Creators, Editors, Developers, Publishers, Administrators and other website administrators' usernames. Select these Assign To options to assign the content to another website administrator causing the content to be checked out by the selected website administrator.

- Creators
Only website administrators with Create access permissions for the content item will have access to update the content item etc.
- Editors
Only website administrators with Update access permissions for the content item will



have access to update the content item etc.

- Developers
Only website administrators with Developers access permissions for the content item will have access to update the content item etc.
- Publishers
Only website administrators with Publish access permissions for the content item will have access to update the content item etc.
- Administrators
Only website administrators with Administrators access permissions for the content item will have access to update the content item etc.
- Other Website Administrator's Username
Only that website administrator will have access to update the content item etc.

The screenshot shows the Asbru Web Content Management System interface. The top navigation bar includes links for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. The user is logged in as 'admin'. The main content area displays a warning message: 'WARNING: Other content items or website settings depend on this content item so it should not be deleted/unpublished.' Below this, there are buttons for Save & Close, Save, Preview, Validate, Add New, Unpublish, and Delete. A 'Primary Content' section is shown with a text area for 'About Us' and a rich text editor for 'Content'. On the left, a sidebar shows a tree view of 'Content' with nodes for Pages, Bundles, Groups, Types, Versions, Status, Classes, Bundles, Groups, Types, Versions, and Packages. A dropdown menu for 'Assign to:' is open, listing 'creators', 'editors', 'publishers', and 'administrators'. The 'publishers' option is highlighted with a blue selection bar. A tooltip for 'publishers' shows the count '(publGreen (6))'.

2.4.8.3 Personal Workspace With Checkout/Checkin

A Personal Workspace section listing your currently checked out content items will be displayed at the bottom of the web content management system's main administration page ("Home"). This gives you easy access to content items you are working on currently.



ASBRU

Web Content Management

Logged in as: admin

Home Help Logout

Browse & Edit Website Structure Website Content Media Library Products & Orders Content Databases User Database Usage Statistics Configuration Updates

Search for: Advanced Search Search and Replace

Home

Welcome admin

The Asbru Web Content Management system gives you easy access to create and maintain the content of your website.

Browse & Edit Website Content START HERE Browse your website in administration mode and edit your content directly.

View User Guide Introduction to the system and information about advanced features.

Manage Website Content Access and manage all the pages/elements of your website.

Manage Media Library Access and manage all the images, files and hyperlinks for your website.

Manage Products and Orders Access and manage all the products on and orders from your website.

Manage Content Databases Access and manage the additional content databases for your website.

Manage User Database Access and manage the user database for your website.

View Usage Statistics View how your website visitors access your website content.

Configure System and Features Setup the Asbru Web Content Management System.

Add Website Functionality Import additional website functionality modules.

Your checked out content items

Package	Class	Bundle	Group	Type	Version	Content	Id		Status
page	About Us					About Us	19		Updated: 2011-05-25 17:01:25 Published: 2011-05-29 12:00 Checked Out: admin
page	About Us					Company Profile	20		Published: 2010-09-01 14:32:55 Checked Out: admin
page	Utilities					Contact Us	68		Published: 2010-09-01 14:32:58 Checked Out: admin
page	Customer Service					Customer Service	168		Published: 2010-09-01 13:09:31 Checked Out: admin
product	Digital Products 1	Feature				Digital Product 1	409		Published: 2010-09-25 09:18:12 Checked Out: admin
product	Digital Products 1	Feature	Danish			Digitalt Produkt 1	580		Published: 2010-09-25 09:18:32 Checked Out: admin
page	Utilities		Danish			Kontakt	561		Published: 2010-09-01 14:32:53 Checked Out: admin
page	Customer Service		Danish			Kundeservice	592		Published: 2010-09-01 14:24:40 Checked Out: admin
page	Customer Service		Danish			Leveringstider og priser	593		Published: 2010-09-01 14:33:03 Checked Out: admin
product	Member Products 1	Feature				Member Product 1	410		Published: 2010-09-25 09:18:49 Checked Out: admin
product	Physical Products 1	Feature				Product 1	169		Published: 2010-09-25 09:19:09 Checked Out: admin
product	Physical Products 1	Feature				Product 2	172		Published: 2010-09-25 09:19:20 Checked Out: admin
product	Physical Products 2	Feature				Product 3 - with options	173		Published: 2010-09-25 09:19:53 Checked Out: admin
product	Physical Products 1	Feature	Danish			Produkt 1	570		Published: 2010-09-25 09:21:22 Checked Out: admin
product	Physical Products 2	Feature	Danish			Produkt 3 - med valgmuligheder	581		Published: 2010-09-25 09:21:43 Checked Out: admin
page	Utilities		Danish			Redskaber	560		Published: 2010-09-01 14:32:53 Checked Out: admin
page	Customer Service					Shipping Costs & Delivery Times	434		Published: 2010-09-01 14:32:48 Checked Out: admin
product	Subscription Services 1	Feature				Subscription 1 - 1 Month	411		Published: 2010-09-25 09:20:19 Checked Out: admin
product	Subscription Services 1	Feature				Subscription 2 - 1 Year	488		Published: 2010-09-25 09:20:44 Checked Out: admin
page	Utilities					Utilities	44		Published: 2010-09-01 14:32:50 Checked Out: admin

Select All Deselect All Publish Delete Archive Checkout Checkin

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2.4.9 User Access Restrictions

As default all published content on your website is publicly available to all your website visitors. However, you may want to restrict access to some of your website content to specific registered users such as customers, partners and employees.

2.4.9.1 Editing Content Access Restrictions

When adding and updating a content item the Access Restrictions tab may give you access to set access restrictions for the content item. Access restrictions for a content item can be set to a specific user group and/or a specific user type and/or specific users.

- Public (“- public -“)
All visitors to your website including anonymous users, logged in and not logged in registered users and website administrators have access to view the content.
- Restricted (“- restricted -“)
Only registered users in your user database have access to view the content. Users are required to login using their username and password to view the content.
- Creator
Only the user who created this content has access to view the content.
- Specific Group/Type/User
Only registered users of the selected user group/type and the selected specific users have access to view the content. Users are required to login using their username and password to view the content.

If a content item is access restricted to both a user group and/or a user type and/or a specific user, users must meet all the access restrictions to view the content. The individual user access restrictions do not give access permission unless the users also match the user group/type access restrictions.

Access restrictions may be defined for individual content items as well as for content groups and/or types as well as for the entire website. Users must meet all access restrictions for a content item as well as its content group and content type as well as for the entire website.



The screenshot shows the Asbru Web Content Management interface. At the top, there's a red header bar with the Asbru logo and navigation links like Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. Below the header is a search bar and a sidebar with categories like Content (Pages, Bundles, Group, Type, Location, Status), Elements (Class, Bundle, Group, Type, Version, Status), and Templates (Style Sheets, Scripts, Packages, Bundles). The main content area displays a warning message: "WARNING: Other content items or website settings depend on this content item so it should not be deleted/unpublished." It shows tabs for Email editors, Email publishers, and Email administrators, with buttons for Save & Close, Save, Preview, Validate, Add New, Unpublish, Delete, Archive, Publish, Schedule, Publish by (set to 2011-06-29 12:00), Expire by, Assign to (set to admin), and Revision History. Below these are tabs for Primary Content, Additional Content, Meta Information, Advanced Scripting, Content Categories, Content Version, Access Restrictions (which is selected), Content Relations, and Content Dependencies. A "Show All" link is also present. A section titled "Access Restrictions" shows who has permission to access and manage the content item, noting that access restrictions can be defined for individual items, groups, types, and the entire website. It includes fields for View (Group: public, Type: public, Users: all), and a note about who has permission to view the content item.

2.4.10 Website Administrator Access Restrictions and Workflows

As default the Asbru Web Content Management system is configured to allow all website administrators access to manage all content and users of your website. However, with multiple website administrators you may want to manage your workflow and restrict different website administrators' permissions to specific actions and to specific content.

The Website Administrator Access Restrictions features and the Workflow features are two supplemental levels of administrator permissions in the Asbru Web Content Management system.

The basic Website Administrator Access Restrictions features defines a number of fixed website administrator “roles” – primarily “creators”, “editors” and “publishers” – which can be used to give different website administrators differentiated permissions to add, update and publish content items in the web content management system. These fixed website administrator roles define what different groups/types of website administrator have permissions to do but do not control the workflow of how the different website administrators coordinate to add, update and publish content except for a basic workflow: Website administrator “creators” and “editors” can add/update content items and can “check out” the content items to keep the additions/changes “private” while they are working on them. The website administrator “creators” and “editors” can “check in” the added/updated content items when they are ready for publishing. Finally, the website administrator “publishers” can publish the content items when they have been “checked in” by the website administrator “creators”/“editors”.

The Website Administrator Access Restrictions features define a fixed hierarchy of website administrator “roles”.

Superadmin			
The superadmin website administrator has permissions to do anything in the web content management system.			
Administrators			
The “Administrators” website administrators have permissions to do anything with their content items in the web content management system.			
Creators	Editors / Developers	Publishers	Viewers



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Website administrators with “Create” permissions can add new content items (by copying existing content items).	Website administrators with “Update” permissions can update content items. Website administrators with “Developers” permissions can also update the Advanced Scripting attributes.	Website administrators with “Publish” permissions can publish, unpublish and delete content items making it available/unavailable for website visitors.	Website administrators with “View” permissions can view published as well as unpublished content items in the web content management system.
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With the additional Workflow features the fixed website administrator “roles” can be subdivided into any number of different categories of “creators”, “editors” and “publishers” with different permissions at different stages of a sequence of steps required to add, update and publish content items. Any number of workflow “actions” and “states” and website administrator categories can be defined to control how and in what order adding, updating and publishing content items must be processed and approved by different website administrator groups/types. For example, content items added/updated by employees may require approval by their manager before the webmaster can publish the content items.

Superadmin											
Administrators											
Creators			Editors / Developers			Publishers			Viewers		
Website administrators with “Create” permissions can add new content items (by copying existing content items).	Website administrators with “Update” permissions can update content items. Website administrators with “Developers” permissions can also update the Advanced Scripting attributes.	Website administrators with “Publish” permissions can publish, unpublish and delete content items making it available/unavailable for website visitors.	Website administrators with “View” permissions can view published as well as unpublished content items in the web content management system.	C1	E1	E2	E3	P1	P2	P3	V1
...

2.4.10.1 Content Administration With Access Restrictions

Website administrators will only have access to manage content for which they have access permissions through the index administration pages:

- Administration (integrated)
Only gives access to View, Update, Publish, Delete and Add New etc. depending on the website administrator’s access permissions for the content.
- View
Requires website administrators to have View, Update, Publish, Developers or Administrators permission for the content



- **Update**
Requires website administrators to have Update, Publish, Developers or Administrators permission for the content.
- **Delete**
Requires website administrators to have Publish or Administrators permission for the content.
- **Add New**
Requires website administrators to have Create or Administrators permission for the existing content which is to be copied as a new content item. Only content for which the website administrator has permission will be listed. Website administrators cannot add new content unless they have permission to create copies of existing content. However, the superadmin website administrator as configured for your website can always add new content.

If a website administrator does not have permission to access some functionality the content item link (View, Add New, Update or Delete) for that functionality will not be displayed.

The screenshot shows the Asbru Web Content Management System interface. The top navigation bar includes links for Home, Help, Logout, Browse & Edit, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. On the left, a sidebar menu under 'Content' lists 'Pages' (selected), 'Groups', 'Type', 'Version', 'Status', 'Elements', 'Class', 'Group', 'Type', 'Version', 'Status', 'Templates', 'Style Sheets', 'Scripts', and 'Packages'. Under 'Website Structure', it lists 'Pages', 'Groups', 'Type', 'Version', 'Status', 'Products', 'Group', 'Type', 'Version', and 'Status'. The main content area displays a table titled 'Listing records 1-16 of 399' with columns: Package, Group, Type, Version, Status, Page, Id, and several actions (Preview, View, Update, Delete, Archived, Checkout). The table contains numerous rows of content items. At the bottom of the page, there are buttons for 'Select All', 'Deselect All', 'Check Links', 'Validate Markup', 'Publish', 'Delete', 'Archive', 'Checkout', 'Checkin', 'Move To...', 'Type', and 'Folder'.

2.4.10.2 Editing Content Access Restrictions

When adding and updating a content item the Access Restrictions tab may give you access to set access restrictions for the content item. Access restrictions for a content item can be set to a specific user group and/or a specific user type and/or specific users.

- **View**
Defines who has access to view the content on your website.



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- Create
Defines who has access to add new content as a copy of this content.
- Update
Defines who has access to update this content.
- Publish
Defines who has access to publish this content.
- Developers
Defines who has access to create and update the Advanced Scripting attributes for this content.
- Administrators (“Owners”)
Defines who has full access to manage this content including all of the above.
Important: The “Administrators” can do anything with the content regardless of the other View, Create, Update, Publish and Developers access restrictions, so the “Administrators” must be strictly access restricted for the other access restrictions to have any effect.

Access restrictions for a content item can be set to a specific user group and/or a specific user type and/or specific users:

- Public
Gives all website visitors permission to use this content management feature (for example through Community Add-On applications).
- Restricted
Gives all registered users (not only website administrators) permission to use this content management feature (for example through Community Add-On applications).
- Creator
Gives the creator of the content item permission to use this content management feature (for example through Community Add-On applications).
- All (administrators)
Gives all website administrators permission to use this content management feature.
- Specific Group/Type/User
Restricts permission to use this content management feature to website administrators of the selected user group/type and the selected specific users.

If a content item is access restricted to both a user group and/or a user type and/or a specific user, users must meet all the access restrictions to view the content. The individual user access restrictions do not give access permission unless the users also match the user group/type access restrictions.

Access restrictions may be defined for individual content items as well as for content groups and/or types as well as for the entire website. Website administrators must meet all access



restrictions for a content item as well as its content group and content type as well as for the entire website.

The screenshot shows the Asbru Web Content Management System interface. At the top, there's a navigation bar with icons for Home, Help, Logout, and various management functions like Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. The user is logged in as 'admin'. Below the navigation is a search bar and a sidebar with a tree view of content types: Pages, Group, Type, Version, Status, Class, Bundle, Group, Type, Version, Status, Templates, Style Sheets, Scripts, Packages, and Bundles. The main content area displays a 'WARNING: Other content items or website settings depend on this content item so it should not be deleted/unpublished.' message. It includes tabs for Email editors, Email publishers, and Email administrators. Below this are buttons for Save & Close, Save, Preview, Validate, Add New, Unpublish, and Delete. There are also Publish, Schedule, Publish by (set to 2011-06-29 12:00), Expire by, and Assign to dropdowns. A 'Content' tab is selected, showing sub-tabs for History, Primary Content, Additional Content, Meta Information, Advanced Scripting, Content Categories, Content Version, Access Restrictions, Content Relations, and Content Dependencies. The 'Access Restrictions' tab is active. The page lists several permission levels: View, Create, Update, Publish, Developers, Administrators, and Full Access. Each level has dropdowns for Group, Type, and Users, with 'all' selected in most cases. Buttons for Select and Save are present at the bottom of each section. The footer of the page includes the text 'Asbru Web Content Management System v.2 - Copyright © 1998-2011 Asbru Ltd. and its licensors. All rights reserved.'

2.4.10.3 Content Editing With Access Restrictions

When adding and updating a content item, website administrators will only have access to create and update content attributes for which they have access permissions:

- **Publish / Ready To Publish**
Publish requires website administrators to have Publish or Administrators permission for the content.
Ready To Publish requires website administrators to have Create, Update or Developers permission for the content.
- **Primary Content**
Requires website administrators to have Create, Update, Publish, Developers or Administrators permission for the content.
- **Advanced Scripting**
Requires website administrators to have Developers or Administrators permission for the content.



- Content Definition
Requires website administrators to have Administrators permission for the content.
- Access Restrictions
Requires website administrators to have Administrators permission for the content.
- Other optional feature content attributes (if enabled)
Requires website administrators to have Create, Update, Publish, Developers or Administrators permission for the content.

2.4.10.4 Coordinating With Other Content Administrators

When adding and updating a content item, website administrators have easy access to email a content item's other website administrators. Email links are available at the top of the content administration web pages:

- Email editors
Emails all website administrators with access permissions to update the content item - for example to ask them to edit or review the content.
- Email publishers
Emails all website administrators with access permissions to publish the content item - for example to ask them to publish, unpublish or delete the content.
- Email administrators
Emails all website administrators with full access permissions for the content item - for example to ask them to change the content categories or to change the access restrictions.



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2.4.10.5 Website Administrator Workflows

As default website administrators are not required to create and update the website content in any specific order except that a website administrator with Publish access permissions must publish content items after they have been added and updated. However, you may want your website content changes to go through certain workflow steps – for example that added and updated content is approved by a manager and/or the marketing department and/or the legal department before it is published.

A workflow consists of a number of workflow actions each of which defines a change in a content item's status and who has permissions to do this. Website administrators only have access to update etc. a content item if they have access permissions to do so in the content item's current workflow status.

2.4.10.6 Content Administration With Workflows

Add New, Update and Delete functionality etc. requires website administrators to have access permissions for these actions as described previously. Additionally, website administrators must also have permissions for one or more workflow actions as defined by the workflow definitions – either starting a new workflow or continuing an already started workflow. For content items without access permissions as well as workflow permissions Add New, Update and Delete links will not be available.

- **Administration (integrated)**
Only gives access to View, Update, Publish, Delete and Add New etc. depending on the website administrator's access permissions as well as the permissions for the workflow actions in the content item's current workflow status.
- **Update**
Requires website administrators to have Update, Publish, Developers or Administrators permission for the content as well as permission for one or more workflow actions in the content item's current workflow status.
- **Delete**
Requires website administrators to have Publish or Administrators permission for the content as well as permission for one or more workflow actions in the content item's current workflow status.
- **Add New**
Requires website administrators to have Create or Administrators permission for the existing content which is to be copied as a new content item as well as permission for one or more workflow actions in the content item's current workflow status. Only content for which the website administrator has permission will be listed. Website administrators cannot add new content unless they have permission to create copies of existing content. However, the superadmin website administrator as configured for your website can always add new content.

For content items currently in an active workflow, the Status column displays the current workflow state followed by the general New/Updated/Published status for the content.

Under the listed content items an additional Workflow select-box is displayed for website administrators to select a workflow action for multiple content items. The left-hand checkboxes for the listed content items can be selected followed by “Publish” or “Move To”



to apply the selected workflow action to the selected content items. “Move To” updates the selected content items with the selected workflow action without publishing them. “Publish” updates the selected content items with the selected workflow action and publishes them. Please note that all listed workflow actions may not be available for all listed content items as the listed content items can have different access restrictions and can be in different workflow states etc. If a workflow action is selected for content items for which the workflow action is not permitted the workflow action is simply ignored for those content items and only applied to the other content items for which the workflow action is permitted.

The screenshot shows a web-based content management interface. At the top, there's a navigation bar with links for Home, Help, Logout, and various site management functions like Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. On the left, a sidebar menu includes sections for Website Structure, Content (with sub-options like Page, Bundle, Group, Type, Version, Status, Class, Job, Custom, and About), Templates, Style Sheets, Scripts, Packages, and Bundles. The main area displays a table titled "Listing records 1-14 of 385". The columns are Package, Bundle, Group, Type, Version, Page, Id, and Status. The table lists various content items such as Store, About, Utilities, Events, Events, Events, Utilities, Product, Customs, Investor, Job, and About, each with a unique ID and status (e.g., Published, Unpublished). Below the table are buttons for Select All, Deselect All, Check Links, Validate Markup, Checkout, Checkin, Archive, Delete, Publish, Schedule - Publish by, and a Comments input field. There are also dropdown menus for Group, Type, Workflow, and Folder.

2.4.10.7 Editing Content Workflow Status

When viewing, adding and updating a content item, you may have access to a Workflow select-box and an additional Comments input field below the Save buttons.

The Workflow select-box displays the current workflow state for the content as well as a number of options for the various workflow actions which the website administrator has permissions to for the edited content in its current workflow state. Saving the content without selecting one of the Workflow options will save the content without changing its workflow state. Selecting one of the Workflow options and saving the content will save the content and apply the workflow action to the content and change the content’s workflow state as defined for the selected workflow action and eventually also automatically make other changes to the content item.

The Comments input field can be used to enter information about the content and further work to be done etc. to the next website administrators in the workflow. The entered Comments are not saved in the web content management system, but are simply emailed to the next website administrators in the workflow.

Typically, a workflow action will pass the content item on to other website administrators – for example for them to make changes to the content, review the content, approve the content, or publish the content. Eventually, workflow actions can also be used to change the workflow status of the content item for the website administrator’s own use – for example labelling the content item as being placeholder, outline, draft or finished content. Any number and type of workflows and workflow actions can be configured for your website by the superadmin website administrator.



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and navigation links: Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. The 'Logout' link is underlined, indicating it's the current page. Below the header is a search bar with 'Search for:' and 'Advanced Search' options. On the left, a sidebar titled 'Web Content Management' shows a tree structure of content items: default, Content (Pages, Elements), Prima (Pages, Elements, Templates, StyleSheets, Scripts, Packages, Bundles), and Company Profile (Pages, Elements). The 'About Us' page is currently selected. The main content area displays the 'About Us' page with its title and content. A modal dialog box is open over the content, titled 'Edit Content Item'. It contains fields for 'Workflow' (set to 'none'), 'Comments' (empty), 'Revision History' (listing several approval states like 'Approved', 'Pending', 'Rejected', etc.), and 'Title' ('About Us'). There are tabs for 'Content', 'Access Restrictions', 'Content Relations', and 'Dependencies'. At the bottom of the dialog, there are buttons for 'Save & Close', 'Save', 'Preview', 'Validate', 'Add New', 'Unpublish', and 'Delete'. The status bar at the bottom of the interface shows 'Asbru Web Content Management System v1.2 Copyright © 1998-2011 Asbru Ltd. All rights reserved.'

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•**3****User Database Administration**

As default the Asbru Web Content Management system is configured for public access websites and single website administrator web content management only. This means that all visitors to your website have access to your entire website and that you have single “superadmin” website administrator user of the Asbru Web Content Management system. However, you may want to restrict access to some of your content to registered website visitors, and you may want multiple website administrators to create and manage your website content via the Asbru Web Content Management system.

3.1 User Administration

For full access to manage your website user database, you can use the User Database Administration section of the Asbru Web Content Management system. You can access the User Database Administration section through the User Database link in the toolbar on any of the Asbru Web Content Management administration web pages.

The main page of the User Administration section gives you access to manage the Users through the left-hand menu item:

- Search For - finds all users matching the enter search words.
- Administrators – list all website administrator users in the user database.
- Templates - lists users without passwords.
Users without passwords cannot login but can be used to define different user templates, which can be copied to add new users and website administrators.
- Users - lists all users in the user database.
 - User Groups – lists all users of the selected user group.
 - User Types – lists all users of the selected user type.
- Status – lists all users with the selected status in the user database.
 - Pending - lists users who have not been activated yet.
 - Active - lists activated users who can login.
 - Expiring – lists users who have been notified and are about to expire.
 - Expired - lists users who have expired.



3.1.1 Index

The main page is an index listing all the relevant users ordered by username with links for each user as described in the following sections.

3.1.1.1 User Groups and User Types

The web content management system on your website may be configured to use any number of user groups and user types to make it faster and easier to handle a large number of users; to give different user groups/types different permissions to access restricted content on your website; to give different website administrator user groups/types different permissions to manage your website content in the web content management system; and to give different website administrator user groups/types different permissions to manage your website user database.

Selecting one of the Group or Type menu items will only list users of the selected group or type. Selecting the Users menu item still list all your users. The user lists include a column displaying each user's group and type.

3.1.1.2 List Paged

Users are always ordered alphabetically by the username. Select the First, Previous, Next, Last and page number links or use the scrollbar to browse through the users.

All text may not be visible in the default width columns. The full text is displayed by the web browser when the cursor is held over the text. Alternatively, the column widths can be resized by dragging the space between the column headers left and right.

3.1.1.3 List All

Select any of the index listing column heading texts such as User, Username and Id to sort the listed users by the selected column.

3.1.1.4 Move To

The user lists also include a Move To button and a Group and a Type list, which can be used to move selected users to another group and/or type. Only users for which the website



administrator has Administrator access permissions can be moved. Selected users for which the website administrator does not have Administrator access permissions are ignored and the users are not moved.

The screenshot shows the Asbru Web Content Management System interface. At the top, there's a navigation bar with links like Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. The 'Users' link is highlighted. On the left, there's a sidebar with a tree view of categories: Users, Administrators, Groups, Types, Status, and Templates. Under 'Users', 'Users' is also expanded. The main area displays a table titled 'Listing records 1-8 of 8'. The table columns are Class, Group, Type, Name, Username, Id, View, Update, and Delete. The data rows include:

Class	Group	Type	Name	Username	Id	View	Update	Delete
Register			Hanne	hanne	8	View	Update	Delete
Register			John Smith	johnsmith	5	View	Update	Delete
Register			Mary Brown	marybrown	7	View	Update	Delete
template	Register	master: 1 month subscriber	master: 1 month subscriber	master: 1 month subscriber	2	View	Update	Delete
template	Register	master: 1 year subscriber	master: 1 year subscriber	master: 1 year subscriber	3	View	Update	Delete
template	Register	master: digital product	master: digital product customer	master: digital product customer	4	View	Update	Delete
template	Register	master: user registered online	master: user registered online	master: user registered online	1	View	Update	Delete
administ	Human		Paul Green	paulgreen	6	View	Update	Delete

At the bottom of the table, there are buttons for Select All, Deselect All, Delete, Email Selected, Move To, Group, Type, and a dropdown menu.

3.1.1.5 Email Users

The user lists include an Email Selected button, which can be used to send an email to the selected users.

The selected users' email addresses will automatically be added to the BCC input field, which should be used for external emails to unrelated recipients so that they cannot see each other's email addresses. Alternatively, the TO and CC input fields may be used if the recipients should be able to see and reply to each other's email addresses.

The Select and Copy buttons above the Subject and Content input fields can be used to select an existing content item from the web content management system to be used as a template for email to be sent. The selected content item's content can be edited before it is emailed, and the selected content item's content will not be updated doing this. Alternatively, the email's subject and content can simply be entered into the Subject and Content input fields.

The email message can use richly formatted content including images etc. from the web content management system. For recipients with email client software without support for richly formatted content, an alternative plain text version of the content may also be entered – for example simply by copying and pasting the richly formatted content from the Content input field to the Content (plain text) input field.

Select the Send Email button to actually send the email message. If you select another link or close your web browser without first selecting Send Email, the email message will be ignored and no email will be sent.



ASBRU

Web Content Management

Logged in as: admin

Send Email

Home Help Logout

Browse & Edit Website Structure Website Content Media Library Products & Orders Content Databases User Database Usage Statistics Configuration Updates

Search for:

Send Email

Send Email

From: admin@asbrusoft.com

To: admin@asbrusoft.com

Cc:

Bcc: Jane.Doe@asbrusoft.com
John.Doe@asbrusoft.com

Subject:

Content:

Normal

HTML > BODY > BB <<< REMOVE

Content (plain text):



3.1.1.6 Print

If one or more special pages have been configured as “printing pages” for your website, you can select one of the “printing pages” to display and optionally print (using your web browser’s print functionality) the selected content items.

3.1.2 View

The View link displays the user and its attributes and settings in the Asbru Web Content Management system.

The screenshot shows the Asbru Web Content Management system interface. At the top, there is a navigation bar with icons for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. The title bar says "ASBRU Web Content Management". Below the navigation bar, it says "Logged in as: admin". On the left, there is a sidebar with a search field and a tree view of users, administrators, templates, and users. The main content area has tabs for User Details, User Login, User Categories, Access Restrictions, Activation, Home/Invoice, Work/Delivery, Payment, and Administrator Preferences. The "User Login" tab is active and contains fields for Username (paulgreen) and Password (paulgreen). Below these fields is a "About User Login" section with a description and a bulleted list: "Required username and password to be used as authentication to view restricted access content and/or to access the web content management system." The bullet points explain that the Username is the unique id used to identify the user and the Password is the secret code/phrase used to authenticate the user's identity.

3.1.3 Update

The Update link opens the user in the user editor page with access to update the user attributes.



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and the text "Logged in as: admin". Below the header is a toolbar with various icons for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. On the left, a sidebar menu shows categories like Users, Administrators, Templates, and a expanded "Users" section with Group, Type, and Status options. The main content area has a "Save" button at the top. It displays a "User Login" form with fields for "Username" (paulgreen) and "Password" (paulgreen). Below the form is a "About User Login" section with a bulleted list explaining the requirements for username and password.

3.1.4 Delete

The Delete link displays the user and gives access to confirm to delete the user.

This screenshot is similar to the previous one, showing the User Login page. However, there is a "Delete" button added above the "Save" button in the main content area. The rest of the interface, including the sidebar and the "About User Login" information, remains the same.

3.1.5 Add New

Finally, the index listing includes access to create new users.



To the right above the user listing an Add New link may be displayed depending on your website administrator permissions. This gives access to create a new blank user.

Below the user listing another list of users and an Add New button may be displayed depending on your website administrator permissions. These give access to select an existing user and create a new user as a copy of the selected existing user. You can use this method to add new users to quickly set the correct attributes for your new user.

The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and the text "Logged in as: admin". Below the header is a black navigation bar with various icons and links: Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. On the far right of the navigation bar, there's a link "Add New User". The main content area has a white background. On the left, there's a sidebar with a tree view under the "Users" category, showing Administrators, Templates, and Users (with Group, Type, and Status sub-options). In the center, there's a form titled "User Login". It has two input fields: "Username" (containing "paulgreen") and "Password" (containing "paulgreen"). Below these fields is a "Save" button. At the bottom of the login form, there's a section titled "About User Login" with the following text: "Required username and password to be used as authentication to view restricted access content and/or to access the web content management system." It lists two requirements: "Username: Unique id used to identify the user." and "Password: Secret code/phrase used to authenticate the user's identity." At the very bottom of the page, there's a small footer bar with the text "Asbru Web Content Management System v0.8 - Copyright © 1999-2011 Asbru Ltd. All rights reserved."

3.2 Editing Users

The user editor web page gives you access to create and edit registered users and website administrators of your website. The user editor page is accessible from the user administration pages through the Add New and Update links.

The basic user editor web page includes a User Details block with Name, Email Address and Notes input fields as well as a User Login block with Username and Password input fields. Simply edit the text in the Name, Email, Notes, Username and Password input fields to create/update the user attributes and select Save to store the changes. If you select another link or close your web browser without first selecting Save, any changes you have made will be ignored and no changes will be made to the user.

3.2.1 User Login

Each user account must have a username and a password. If a user account is added or updated without a password then that user account will become a “user template”. It is not possible to login as a “user template” without password. A “user template” can only be used to add new user accounts for website users and website administrators.



3.2.2 User Details

The User Details give you access to enter a number of standard attributes for users. You can also define any number and type of additional user details attributes for your users. Enter a user details attribute name of your choice in the input field below the Notes input field and select the Add New button to add an additional user details attribute with that name. You can then enter data for that additional user detail attribute or delete it again.

3.2.3 User Home/Invoice, Work/Delivery and Payment Details

The user editor pages may give you access to additional Home/Invoice Details, Work/Delivery Details and Payment Details tab attributes. Use these attributes to store additional details about each user account.



ASBRU Web Content Management Logged in as: admin Update User

Home Help Logout Browse & Edit Website Structure Website Content Media Library Products & Orders Content Databases Experience Management User Database Usage Statistics Configuration Updates

Search for:

Users

- Administrators
- Group
- Type
- Status
- Templates
- Users
 - Group
 - Type
 - Status

Save

User Details	User Login	User Categories	Access Restrictions	Activation	Home/Invoice Details	Work/Delivery Details	Payment Details	Administrator Preferences
--------------	------------	-----------------	---------------------	------------	-----------------------------	-----------------------	-----------------	---------------------------

Home / Invoice Details
This user's home / invoice address and contact details.

Name
Organisation
Address

Postal/Zip Code
City
State
Country
Phone
Fax
Email
Website

ASBRU Web Content Management Logged in as: admin Update User

Home Help Logout Browse & Edit Website Structure Website Content Media Library Products & Orders Content Databases Experience Management User Database Usage Statistics Configuration Updates

Search for:

Users

- Administrators
- Group
- Type
- Status
- Templates
- Users
 - Group
 - Type
 - Status

Save

User Details	User Login	User Categories	Access Restrictions	Activation	Home/Invoice Details	Work/Delivery Details	Payment Details	Administrator Preferences
--------------	------------	-----------------	---------------------	------------	----------------------	------------------------------	-----------------	---------------------------

Work / Delivery Details
This user's work / delivery address and contact details.

Name
Organisation
Address

Postal/Zip Code
City
State
Country
Phone
Fax
Email
Website



3.3 Organising Many Website Users and Website Administrators

3.3.1 Editing User Class, User Groups and User Types

The basic user database simply includes lists of users and website administrators. If you have a large number of users and website administrators it may be necessary or at least more convenient and efficient to organise your users and website administrators into user groups and/or types. You may also need to give different groups and/or types of users different permissions to access different content of your website; and to give different groups and/or types of website administrators different permissions to manage different content items in the web content management system.

The Asbru Web Content Management system uses the terms Groups and Types for generic user categories. You can define any groups and types you need to suit your requirements. Groups and Types do not have any special meaning in the Asbru Web Content Management system but are simply a way to divide your users into smaller and easier managed categories of users.

The User Categories tab on the user editor pages also give you access to additional User Class, Group and Type attributes. Use these attributes to categorise which class, group and type of user each of your users is of, or select “- none -“ if you do not want to define the user as of any specific group or type.

The user can also be defined as being of any other additional group and type of user by selecting the Additional Groups and Additional Types attributes.

Users, who are part of different primary and additional user groups and types, may have permissions to access different access restricted content on your website; and website administrators may have permissions to view, add, update, publish and delete different content items etc. on the web content management system administration pages.

- Class

- Administrator

Defines if the user is a website administrator/editor with permission to access the web content management system administration pages.



- Group
Defines the user's primary user group.
- Type
Defines the user's primary user type.
- Additional Groups
Defines additional user groups which the user is part of.
- Additional Types
Defines additional user types which the user is part of.

3.4 Scheduled Activation and Expiration of User Accounts

3.4.1 Editing User Activation & Expiration

As default user accounts are activated immediately and never expire. However, you may want to use scheduled activation and expiration for time-limited subscription and trial period user accounts and temporary website administrator user accounts etc. User accounts will only be activated and have access to restricted access content and eventually the web content management system during the specified period of time.

The Activation & Expiration tab attributes can be used to schedule when each user account should be activated and/or expire, or leave blank to activate the user account immediately and permanently (until updated or deleted). Optionally, activation and/or expiration emails can be sent to the user when the user account is activated and/or expires. A notification email can also be scheduled to be sent when a user account is about to expire.



The activation and expiration dates/times must be entered in the format "YYYY-MM-DD hh:mm:ss" - for example "2000-12-31 23:59:59" for 1 second to midnight on New Year's Eve 2000.

Please note that sending of activation, notification and expiration emails happens the first time your website is accessed after the scheduled dates/times, so depending on how busy your website is the emails may be sent some time after the scheduled dates/times. For guaranteed email delivery shortly after the scheduled dates/times on very lightly used websites, you may need/want to setup automated periodical access of your website.

The screenshot shows the Asbru Web Content Management interface. At the top, there is a navigation bar with various icons and links: Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, Experience Management, User Database, Usage Statistics, Configuration, and Updates. The title bar says 'ASBRU Web Content Management'. Below the navigation bar, a sidebar on the left lists categories: Users, Administrators, Group, Type, Status, and Templates. The main content area is titled 'Activation & Expiration' and contains fields for 'Activate On', 'Activation Email', 'Notify On', 'Notification Email', 'Expire On', and 'Expiration Email'. Buttons for 'Save' and 'Cancel' are at the bottom of the form.

3.5 Website Administrator Preferences

As default all website administrator use the default web content editor and administration settings as configured for the web content management system. However, the User Administrator Preferences may be used to give website administrators access to personal preferences to customize their access to the web content management system administration pages - for example to only give some website administrators a simple web content editor toolbar with basic functionality and access to the Website Content administration section and its Pages menu, while other website administrators have access to the full web content editor toolbar functionality and all the administration sections and menus.

3.5.1 Editing User Website Administrator Preferences

The user editor pages may give you additional Administrator Preferences tab attributes. Use these attributes to configure personal website administrator preferences for each website administrator user account. If personal website administrator preferences are configured these will be used for the website administrator user account instead of the default settings configured for the web content management system.

This screenshot shows the same Asbru interface as the previous one, but the main content area is titled 'Administrator Preferences'. It displays the message 'Personal website administrator preferences for this user.' Below this message is a table with tabs for User Details, User Login, User Categories, Access Restrictions, Activation, Home/Invoice Details, Work/Delivery Details, Payment Details, and Administrator Preferences. A 'Save' button is located at the bottom of the form.

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3.5.1.1 Content Editor

For access to the web content management system administration pages using web browsers without support for richly formatted text using the default web content editor, the user account can be configured to use simple, standard HTML TEXTAREA input fields instead.



3.5.1.2 Asbru Web Editor

Access to upload images through the web content editor may be enabled or disabled for individual user accounts.

The size of the web content editor input field, and the output of using the Enter key, and the technical format generated by the web content editor can be configured for individual user accounts.

The web content editor toolbar can be customized for individual user accounts for some users to have access to simplified functionality, and other users to have access to extended functionality.

The web content editor format, font name and font size options as well as customised Javascript functions can also be customized for individual user accounts for some users to have access to simplified or extended functionality.

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The screenshot shows the 'Asbru Web Editor' configuration interface. It includes sections for 'Image upload' (with radio buttons for 'default', 'Enable image upload', and 'Disable image upload'), 'HTML format' (radio buttons for 'default', 'HTML', 'HTML4', 'HTML5', and 'XHTML'), 'Input field size' (Width and Height input fields), 'Output on Enter key' (Enter, Ctrl+Enter, Shift+Enter, Alt+Enter input fields), and a 'Toolbar' section with several empty input fields. Below these are sections for 'Format Options', 'Font Name Options', 'Font Size Options', and 'Custom Javascript Functions', each containing a large empty text area.

3.5.1.3 Hide Administration Sections and Menus

The different administration sections and menu items can also be hidden from some website administrators. Different administration sections and menu items can be configured for each website administrator. All the different administration sections (at the top of all the web content management administration pages) and the major left-hand menu items are listed with a checkbox input field next to each of them. Select the checkbox and Save to configure the selected administration sections and menu items to be hidden from the website administrator. (If Databases Add-On module, E-Commerce Add-On module and Statistics Add-On module software licenses are configured for your website, additional administration sections and menu items will be listed and can be configured).

**Hide Administration Sections And Menus**

- Personal Workspace
 - Checked Out Content Items
 - Updated Unpublished Content Items
 - New Unpublished Content Items
 - Expired Content Items
 - Workflow Content Items
- Browse & Edit
 - Website Structure
- Content
 - Website Structure
 - Pages
 - Elements
 - Templates
 - Style Sheets
 - Scripts
 - Packages
 - Bundles
- Library
 - Images
 - Files
 - Links
 - Packages
 - Bundles
- E-Commerce
 - Products
 - Stock
 - Orders
 - Packages
 - Bundles
- Databases
 - Content
 - Export
 - Import
- Experience
 - Segments
 - User Tests
 - Heatmaps
- Users
 - Administrators
 - Templates
 - Users
- Usage
 - Summary
 - What
 - Websites/Domains
 - Website Content
 - Media Library
 - Products & Orders
 - Content Databases
 - When
 - Daily
 - Weekly
 - Monthly
 - Yearly
 - Hours
 - Weekdays
 - Days
 - Weeks
 - Months
 - Who
 - Countries
 - Visitors
 - Robots
 - Operating Systems
 - Web Browsers
 - Users
 - Why
 - Referrers
 - Search Engines
 - Search Queries
 - Search Words
 - How
 - Entry
 - Paths
 - Exit
 - Duration
 - Visits
 - Updates

3.5.1.4 Personal Workspace Sections

The different personal workspace sections can also be customised for some website administrators. Different personal workspace sections can be configured for each website administrator. Enter the different personal workspace sections codes and Save to configure the personal workspace sections for the website administrator. If Statistics Add-On module software license is configured for your website, usage statistics reports such as for example daily, weekly and monthly summary usage statistics reports can also be configured to be displayed on the personal workspace. Please see the Configuration Guide for details on the

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personal workspace sections codes and usage statistics reports codes to be used to configure the personal workspace sections.

Personal Workspace Sections

Personal Workspace Sections

3.5.1.5 Index Pages Columns

The columns and links displayed on the administration index pages are customisable. Different index pages columns can be configured for each website administrator. Enter the different index pages columns codes and Save to configure the index pages columns for the website administrator. Please see the Configuration Guide for details on the index pages columns codes to be used to configure the index pages columns.

Index Pages Columns

Personal Workspace

Website Content

Media Library

E-Commerce Products

E-Commerce Stock

E-Commerce Orders

Experience Management Segments

Experience Management User Tests

Experience Management Heatmaps

User Database

Micro-Sites

Index Pages Columns
Personal Workspace
Website Content
Media Library
E-Commerce Products
E-Commerce Stock
E-Commerce Orders
Experience Management Segments
Experience Management User Tests
Experience Management Heatmaps
User Database
Micro-Sites

3.5.1.6 Index Pages Menus

As default with the content categories classes, groups, types, versions and workflows features enabled, a combination of class, group, type, version and status/workflow menu items can be selected to only display content items common for all the selected menu item categories. Optionally, the web content management system can be configured to only select and use a single menu item content category at a time displaying all content items for the one selected menu item content category.

- Default website configuration setting
Use the default website configuration setting for the website administrator.
- Select combination of content bundle, group, type, version, status and package
A combination of multiple content categories menu items can be selected and only content items matching all the selected content category menu items are displayed.
- Select single content bundle, group, type, version, status or package
Only a single content category menu item can be selected at a time and all content items matching the one selected content category menu are displayed.

Index Pages Menus

Default website configuration setting.

Select combination of content bundle, group, type, version, status and package.

Select single content bundle, group, type, version, status or package.

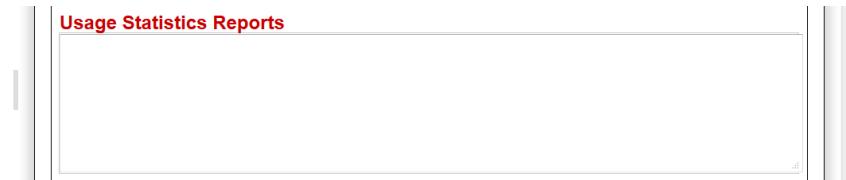
Index Pages Menus
<input checked="" type="radio"/> Default website configuration setting.
<input type="radio"/> Select combination of content bundle, group, type, version, status and package.
<input type="radio"/> Select single content bundle, group, type, version, status or package.



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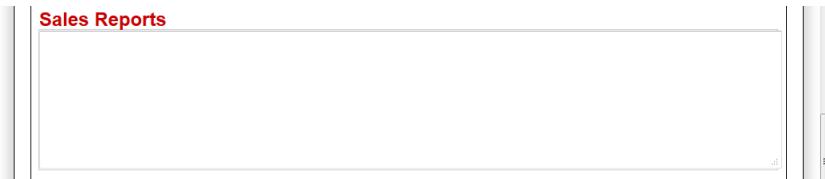
3.5.1.7 Usage Statistics Reports

Custom usage statistics reports can be defined to combine any number and type of individual reports and to be available through usage statistics left-hand menu items. Different custom usage statistics reports can be configured for each website administrator. Enter the different usage statistics reports codes and Save to configure the usage statistics reports for the website administrator. Please see the Configuration Guide for details on the usage statistics reports codes to be used to configure the usage statistics reports.



3.5.1.8 Sales Reports

Custom sales reports can be defined to combine any number and type of individual reports and to be available through sales reports left-hand menu items. Different custom sales reports can be configured for each website administrator. Enter the different sales reports codes and Save to configure the sales reports for the website administrator. Please see the Configuration Guide for details on the sales reports codes to be used to configure the sales reports.



3.6 User Database Access Restrictions

As default the Asbru Web Content Management system is configured to allow all website administrators access to manage your user database. However, with multiple website administrators you may want to restrict different website administrators' permissions to specific users.

The basic Website Administrator Access Restrictions features defines a number of fixed website administrator "roles" – primarily "creators", "editors" and "administrators" – which can be used to give different website administrators differentiated permissions to view, add, update and delete user accounts in the web content management system.

3.6.1 User Administration With Access Restrictions

Website administrators will only have access to manage user accounts for which they have access permissions through the index administration pages:

- View
Requires website administrators to have View, Create, Update, Delete or Administrators permission for the user account.
- Update
Requires website administrators to have Update, Delete or Administrators permission for



the user account.

- Delete
Requires website administrators to have Delete or Administrators permission for the user account.
- Add New
Requires website administrators to have Create or Administrators permission for the existing user account which is to be copied as a new user account. Only user accounts for which the website administrator has permission will be listed. Website administrators cannot add new user accounts unless they have permission to create copies of existing user accounts. However, the superadmin website administrator as configured for your website can always add new user accounts.

If a website administrator does not have permission to access some functionality the user account link (Add New, Update or Delete) for that functionality will not be displayed.

Class	Group	Type	Name	Username	Id	View	Update	Delete
Register			Hanne	hanne	8	View	Update	Delete
Register			John Smith	johnsmith	5	View	Update	Delete
Register			Mary Brown	marybrown	7	View	Update	Delete
template Register			master: 1 month subscriber	master: 1 month subscriber	2	View	Update	Delete
template Register			master: 1 year subscriber	master: 1 year subscriber	3	View	Update	Delete
template Register			master: digital product	master: digital product customer	4	View	Update	Delete
template Register			master: user registered online	master: user registered online	1	View	Update	Delete
administ Human			Paul Green	paulgreen	6	View	Update	Delete

3.6.2 Editing User Access Restrictions

When adding and updating a user account the Access Restrictions tab may give you access to set access restrictions for the user account. Use these additional input fields to define the user administration access restrictions for the user management features. Access restrictions for a user account can be set to a specific user group and/or a specific user type and/or specific users. Please note that these access restrictions determine which website administrators have permissions to manage this user account. These access restrictions do not determine which content items etc. this user account has permissions for – except eventually permissions to update their own user account.

- View
Defines who has access to view this user account's details.
- Create
Defines who has access to add new users as a copy of this user account.



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- Update
Defines who has access to update this user account.
- Delete
Defines who has access to delete this user account.
- Administrators (“Owners”)
Defines who has full access to manage this user account including all of the above.
Important: The “Administrators” can do anything with the content regardless of the other View, Create, Update and Delete access restrictions, so the “Administrators” must be strictly access restricted for the other access restrictions to have any effect.

Access restrictions for a user account can be set to a specific user group and/or a specific user type:

- Public
Gives all website visitors permission to use this user management feature (for example through Community Add-On applications).
- Restricted
Gives all registered users (not only website administrators) permission to use this user management feature (for example through Community Add-On applications).
- All (administrators)
Gives all website administrators permission to use this content management feature.
- Specific Group/Type/User
Restricts permission to use this user management feature to website administrators of the selected user group/type.

If a user account is access restricted to both a user group and/or a user type, users must meet both the access restrictions to access the content.



The screenshot shows the 'Update User' interface for a user account. The top navigation bar includes links for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, Experience Management, User Database, Usage Statistics, Configuration, and Updates. The current page is titled 'Update User' under 'Web Content Management'. On the left, there's a sidebar with a search bar and a tree view of 'Users' (Administrators, Templates, Users, Group, Type, Status). The main content area has tabs for User Details, User Login, User Categories, Access Restrictions, Activation Expiration, Home/Invoice Details, Work/Delivery Details, Payment Details, and Administrator Preferences. The 'Access Restrictions' tab is active, displaying a section titled 'Access Restrictions' with the sub-instruction 'Who has permission to access and manage this user?'. It contains four groups: View, Create, Update, and Delete, each with a 'Group' dropdown set to 'User Managers' and a 'Type' dropdown set to 'all (administrators)'. Below these groups is another section for 'Administrators' with similar settings.

3.6.3 User Editing With Access Restrictions

When adding and updating a user account, website administrators will only have access to create and update content attributes for which they have access permissions:

- User Details and User Login
Requires website administrators to have Create, Update, Delete or Administrators permission for the user account.
- User Categories
Requires website administrators to have Administrators permission for the user account.
- Access Restrictions
Requires website administrators to have Administrators permission for the user account.

The screenshot shows the 'Update User' interface for a user account. The top navigation bar and sidebar are identical to the previous screenshot. The main content area has tabs for User Details, User Login, User Categories, Access Restrictions, Activation Expiration, Home/Invoice Details, Work/Delivery Details, Payment Details, and Administrator Preferences. The 'User Login' tab is active, displaying a form with 'Username' and 'Password' fields, both containing the value 'paulgreen'.



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Community Add-On Module

The Community Add-On module for the Asbru Web Content Management system enables you to create and manage user community websites and turn your website visitors into participating users.

You can define pages for your website visitors to register as users to get access to personalised content, email newsletters, and access restricted content and services.

You can define personal pages for registered users for them to use as a personal business card web page and to access personalised content.

You can define personal administration pages for registered users to update their personal details, select their personal content preferences, and update their personal business card web page.

You can send email newsletters and other messages to registered users and website administrators.

You can define any number of guestbooks, message boards, weblogs and similar applications. Such applications can be made public for access by all website visitors or the applications can be restricted for access by specific registered users and/or website administrators only.

Combined with the E-Commerce Add-On module you can give your website visitors/customers access to view and post their own product reviews.

For maximum flexibility the Community Add-On applications are implemented just like any other content in the Asbru Web Content Management system. This means that all the Community Add-On applications are fully customisable using the Asbru Web Content Management system features, and the Community Add-On applications can be combined with the general web content management system features such as access restrictions, archiving and workflow. You can also create your own applications similar to (or completely different from) the default Community Add-On applications.

4.1 User Group/Type Subscriptions

Website administrators can assign registered users to the different user types/groups configured for the website through the User Database administration section of the web content management system. However, you may also want to add "subscribe" and "unsubscribe" links on your web pages and in your emails for users to manually subscribe to and unsubscribe from your user groups/types. For example, to subscribe to and to unsubscribe from user types/groups used for email newsletters etc.

If your user groups/types are configured with access restrictions to allow your registered website users to subscribe to them, the Community Add-On module also adds additional User Groups and User Types sections to the web content editor Insert Hyperlink dialog window. Select the User Groups and User Types sections to list "subscribe to" and "unsubscribe from" links for the user groups/types with "subscribe" access restrictions.

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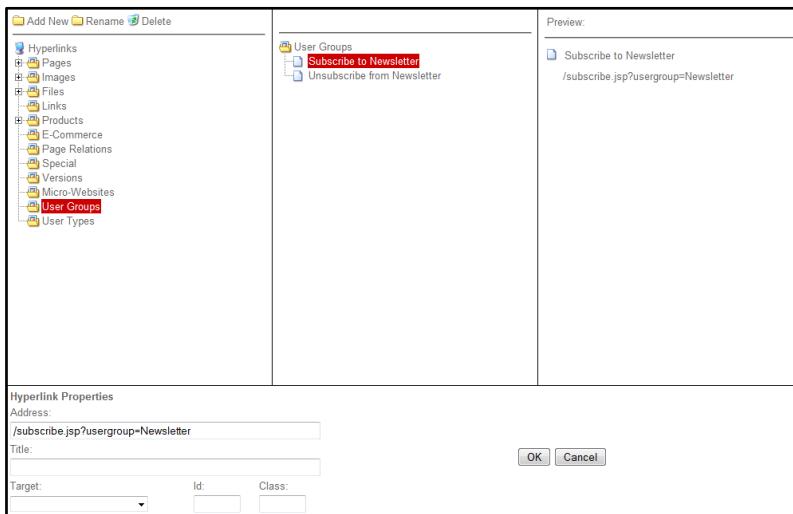
As default users are redirected to the default website homepage after subscribing and unsubscribing. However, a "redirect" parameter can also manually be added to subscribe and unsubscribe links to redirect users to another web page after subscribing and unsubscribing. For example:

/subscribe.aspx?usergroup=Newsletter&redirect=%2Fpage.aspx%3Fid%3D123

/subscribe.jsp?usergroup=Newsletter&redirect=%2Fpage.jsp%3Fid%3D123

/subscribe.php?usergroup=Newsletter&redirect=%2Fpage.php%3Fid%3D123

where "123" is the page id for the page to be displayed. The "%2F", "%3F" and "%3D" are simply specially encoded "/", "?" and "=" characters, which must be encoded in this way for the links to work correctly in web browsers.



4.2 Email Newsletters and Messages

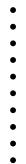
The Community Add-On module gives website administrators access to email newsletters and other messages to registered users and website administrators.

The User Database administration pages have an additional button at the bottom of the user listings to email the selected users. Whole user groups/types or individual users can easily be selected through the User Database administration menu items and the user listings. After selecting the users to be emailed, select the Email Selected button to proceed to the Send Email administration page.

This gives you easy access to email new, updated and requested content pages from your website to registered users and website administrators. Simply create your newsletters, press releases, special offers and campaign emails etc. as any other content in the web content management system before emailing it to selected users from the User Database administration pages. You can also create a number of content pages to be used as templates for standard email messages to be sent to registered users and website administrators regularly.



Please see the User Database Administration section of this user guide for details.

**5****E-Commerce Add-On Module**

The E-Commerce Add-On module for the Asbru Web Content Management system enables you to create and manage e-commerce websites and turn your website visitors into website customers.

You can define any number of products and product pages using the full flexibility and power of the Asbru Web Content Management system. Your website visitors can browse and search product pages like any other pages on your website.

For easy updates of product prices and other product details and synchronization with existing product databases, product details can be easily exported from and imported into the Asbru Web Content Management system E-Commerce Add-On module.

Any currency and any number of currencies can be defined and used for your products with automatic handling of currency exchange rates. You can also create multiple versions of your website for different markets with each version using the local currency with automatic handling of currency exchange rates.

From your product pages, your website customers can select to add the products they want to their virtual website shopping cart. When your website customers have selected all the products they are interested in they can proceed to checkout and order the selected products by entering their payment, delivery and invoice details. Optionally, your website customers can pay for their orders by credit/debit card through the PayPal (www.paypal.com) payment processing service provider or another payment service provider.

Any type of shipping costs and taxes can be defined for different products, product types, product groups, order quantities, order totals and delivery countries and states.

Your website customers are sent order confirmations by email and your website order administrators are sent order notifications by email for all completed orders. All completed orders are also stored in your website database for easy order administration and as backup for the email notifications so that no orders are lost due to eventual email problems.

All product, shopping cart, checkout and ordering web pages as well as order confirmation and order notification email messages are fully customisable using the Asbru Web Content Management system features.

The E-Commerce Add-On Module features are included in the basic Asbru Web Content Management system and only require a valid software license key to be unlocked.

5.1 Products & Orders Administration

For full access to manage your website products and website orders you can use the E-Commerce Administration section of the Asbru Web Content Management system. You can access the E-Commerce Administration section through the Products & Orders link in the toolbar on any of the Asbru Web Content Management administration web pages.

The main page of the E-Commerce Administration section gives you access to manage the Products, Packages, Bundles and Stock through the left-hand menu.



The main page of the E-Commerce Administration section also gives you access to manage your website orders and to view sales reports if you have order administration access permissions.

The main page of the E-Commerce Administration section may also display some sales report data as configured for your website - available to view for all website administrators, not just for website administrators with order administration access permissions with access to the full sales reports.

	Customers	Orders	Order Items	Quantity	Sales	Discounts	Tax	Shipping	Total
Total	2	3	3	7	1,400.00	0.00	0.00	0.00	0.00
Average per customer	-	1.50	1.50	3.83	466.67	0.00	0.00	0.00	0.00
Average per order	-	-	1.00	2.33	466.67	0.00	0.00	0.00	0.00
Average per orderitem	-	-	-	2.33	466.67	0.00	0.00	0.00	0.00
Average per product	-	-	-	-	200.00	0.00	0.00	0.00	0.00

	Customers	Orders	Order Items	Quantity	Sales	Discounts	Tax	Shipping	Total
Total	8	11	11	15	2,320.00	80.00	113.00	35.50	1,068.50
Average per customer	-	1.38	1.38	1.88	290.00	10.00	14.12	4.44	133.56
Average per order	-	-	1.00	1.36	210.91	7.27	9.27	3.23	87.14
Average per orderitem	-	-	-	1.36	210.91	7.27	10.27	3.23	97.14
Average per product	-	-	-	-	154.67	5.33	7.53	2.37	71.23

	Customers	Orders	Order Items	Quantity	Sales	Discounts	Tax	Shipping	Total
Total	19	33	34	43	3,440.00	260.00	129.00	38.50	1,807.50
Average per customer	-	1.74	1.79	2.26	181.05	13.68	6.79	2.03	95.13
Average per order	-	-	1.03	1.36	242.24	17.27	17.27	5.77	1,257.57
Average per orderitem	-	-	-	1.26	101.18	7.85	9.79	1.13	53.16
Average per product	-	-	-	-	80.00	6.05	3.00	0.90	42.03

5.2 Product Administration

The product administration is very similar to and part of the ordinary content administration. The product administration is exactly like the page administration except for a number of additional left-hand menu items for products with different stock status; and for a number of additional product details, which can be specified for products. Otherwise, the product administration is as easy to use, flexible and powerful as the page administration.

Select the Products & Orders - Products menu item link to access the Products administration.



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a navigation bar with icons for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. The title bar says "ASBRU Web Content Management". Below the navigation bar, a sidebar on the left lists E-Commerce categories: Products (selected), Group, Type, Version, Status, Stock Status, Packages, Stock, Orders, and Sales. The main area displays a grid of products with columns for Package, Group, Type, Version, Product, Id, and Status. Each row shows a thumbnail, the product name, its type (Digital or Physical), its status (Feature or Subscript), and its ID. The status column includes a small icon and a timestamp indicating when it was published. At the bottom of the main area, there are buttons for Select All, Deselect All, Check Links, Validate Markup, Checkout, Checkin, Archive, Delete, Publish, Move To, and a dropdown for Type and Folder.

Package	Group	Type	Version	Product	Id	Status
Digital	Feature			Digital Product 1	409	Published: 2010-09-25 09:18:12
Digital	Feature	Danish		Digital Produkt 1	580	Published: 2010-09-25 09:18:32
Member	Feature			Member Product 1	410	Published: 2010-09-25 09:18:49
Physical	Feature			Product 1	169	Published: 2010-09-25 09:19:09
Physical	Feature			Product 2	172	Published: 2010-09-25 09:19:29
Physical	Feature			Product 3 - with options	173	Published: 2010-09-25 09:19:53
Physical	Feature	Danish		Produkt 1	570	Published: 2010-09-25 09:21:22
Physical	Subscript	Danish		Produkt 3 - med valgmuligheder	581	Published: 2010-09-25 09:21:43
Subscript	Feature			Subscription 1 - 1 Month	411	Published: 2010-09-25 09:20:19
Subscript	Feature			Subscription 2 - 1 Year	488	Published: 2010-09-25 09:20:44

5.2.1 Stock Status

Optionally, you can use the web content management system to handle your product stock. The main page of each of these sections gives you access to manage the products of different stock status on your website through the left-hand menu.

- **Unlimited**
Products that are in unlimited stock.
- **In Stock**
Products that are in stock and above the set low stock amount.
- **Low Stock**
Products that are in stock but below the set low stock amount.
- **Out Of Stock**
Products that are out of stock and which cannot be pre/back-ordered.
- **Pre/Back-Orderable**
Products that are out of stock but which can be pre/back-ordered (but have not been pre/back-ordered yet).
- **Pre/Back-Ordered**
Products that are out of stock but which have been pre/back-ordered.



The screenshot shows the Asbru Web Content Management System interface. The top navigation bar includes links for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. The main content area displays a table titled "Listing records 1-10 of 10" showing product details. The columns are Package, Group, Type, Version, Product, Id, and Status. The table contains 10 rows of product information, such as Digital Product 1, Digital Product 1, Member Product 1, etc. At the bottom of the table are buttons for Select All, Deselect All, Check Links, Validate Markup, Checkout, Checkin, Archive, Delete, Publish, Unpublish, and Move To.

5.2.2 Editing Product

Editing a product is exactly like editing ordinary content pages except for a few simple additions.

Additional Product Details and Product Delivery attributes are included for entering the product order details such as the price per item and order code as well as product options.

Editing the product information text and images etc. is done using the ordinary web editor. The only difference is the option to include some special codes to display the product details such as the price.

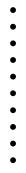
The screenshot shows the Asbru Web Content Management System interface for editing a product. The top navigation bar is identical to the previous screenshot. The main content area shows a form for editing a "Primary Content" item. The form includes fields for Title (Product1), Content (with a rich text editor), Description (Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam imperdiet erat pulvinar ante mollis non sodales erci natus. Nulla ac quam ut arcu rhoncus molestie. Donec in lectus eros.), Benefits (Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam imperdiet erat pulvinar ante mollis non sodales erci natus. Nulla ac quam ut arcu rhoncus molestie. Donec in lectus eros. Sed sit amet sapien vitae purus consectetur interdum. Nulla ultrices accu id magna ultrices cursus.), and Features (Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam imperdiet erat pulvinar ante mollis non sodales erci natus. Nulla ac quam ut arcu rhoncus molestie. Donec in lectus eros. Sed sit amet sapien vitae purus consectetur interdum.). Below these are sections for Product Specifications and Specification.

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5.2.2.1 Product Details

For products, additional Product attributes are added to your content editor pages. Use these additional input fields to create and update your product details:

- **Product Code**
The unique product code as used by your order processing to identify the exact product ordered.
- **Price Per Item**
The sales price currency and amount payable by your website customers for one item of the product for the given period - “once” for one-off purchased products – or “per day”, “per week”, “per two weeks”, “per month”, “per two months”, “per quarter”, “per half-year” or “per year” for subscription products.
- **Cost Per Item**
The cost price for one item of the product in stock or to be restocked (for optional basic stock value, profit and restocking cost calculations).
- **Weight**
The weight (in kg) per product item.
- **Width**
The width (in cm) per product item.
- **Height**
The height (in cm) per product item.
- **Depth**
The depth (in cm) per product item.
- **Volume**
The volume (in liter) per product item.
- **Brand**
The product brand (if relevant, for product variants stocked from different brands).
- **Colour**
The product colour (if relevant, for products variants stocked in different colours).
- **Size**
The product size (if relevant, for product variants stocked in different sizes)
- **Product Details - Add New**
Any number of additional product details attributes can be defined by entering a name for the product attribute and selecting Add New. Then a new product details input field for that product attribute will be displayed.
- **Product Options - Add New**
Any number of product options attributes can be defined by entering a name for the product option and selecting Add New. Then a new product options input field for that



product option will be displayed. Leave the product options input field blank for customers to enter a value into it on the E-Commerce Add-On shopping cart page. Enter a number of pre-defined production option values for customers to select between into the product options input field with one product option value per line.

Please note that product options should not be used for product variants with individual stock amounts if you use the web content management system to manage your product stock amounts – such product variants should be added as different products each with their own product stock etc.

The product details and product options are used by the E-Commerce Add-On shopping cart, checkout, order confirmation and order notification functionality. The product details can also be displayed on your product pages as described in the following section.

In relation to automated product delivery (see 5.2.2.2 Product Delivery) a number of special Product Options with the following names can be defined:

- `user:scheduled_publish`
Sets the Scheduled Publish date/time for the created user account to the given value instead of using the value from the copied Product Delivery User Template user account.
- `user:scheduled_publish_email`
Sets the Scheduled Publish Email page id for the page to be emailed to the created user account to the given value instead of using the value from the copied Product Delivery User Template user account.
- `user:scheduled_notify`
Sets the Scheduled Notify date/time for the created user account to the given value instead of using the value from the copied Product Delivery User Template user account.
- `user:scheduled_notify_email`
Sets the Scheduled Notify Email page id for the page to be emailed to the created user account to the given value instead of using the value from the copied Product Delivery User Template user account.
- `user:scheduled_unpublish`
Sets the Scheduled Expiration date/time for the created user account to the given value instead of using the value from the copied Product Delivery User Template user account.
- `user:scheduled_unpublish_email`
Sets the Scheduled Expiration Email page id for the page to be emailed to the created user account to the given value instead of using the value from the copied Product Delivery User Template user account.



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and navigation links like Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. Below the header is a left sidebar with a tree view of E-Commerce categories: Products (selected), Group, Type, Version, Status, Stock Status, Packages, Stock, Orders, and Sales. The main content area displays a product detail form for 'Item Id: #4PRD001'. The form includes tabs for History, Product Details, Delivery, Stock, Primary Content, Content Presentation, Additional Information, Meta, Advanced Scripting, Content Categories, Content Version, Access Restrictions, Content Relations, and Content Dependencies. Under 'Product Details', there are fields for Product Code ('Item Id: #4PRD001'), Price per Item ('- default - (€) 100 once'), Cost per Item (''), Weight ('1 kg'), Width x Height x Depth ('100 cm x 200 cm x 300 cm'), Volume ('3 liter'), Brand (''), Colour (''), and Size (''). There are also sections for 'Product Options' and 'Order options for shopping cart'.

5.2.2.2 Product Delivery

Upon successful order and payment completion products content can be displayed or emailed to the customers. Product delivery can also create a new user account for the customer and execute special custom extension programs to generate and deliver products programmatically.

- New ~ Renew ~ Add-On
Define if product delivery is to be handled as a new customer or as a renewal or an add-on for an existing customer.
- Send Email
A page to be emailed to the customer for this product upon successful order and payment.
- Display Page
A page to be displayed to the customer for this product upon successful order and payment completion.
- Custom Extension Program
A custom extension program to be run for this product to check its availability and/or upon successful order and payment completion.
The Asbru Web Content Management system E-Commerce Add-On module enables you to create your own product availability and/or product delivery custom extension program scripts and to use third-party developed extensions. Please see the Programming API Guide for details
- Product availability custom/third-party extensions can be used on product, shopping cart and checkout pages to check if a product is available. For example, to check your own external stock inventory system to see if a product is in stock; or to check a supplier's external stock inventory system to see if a product is in stock and can be ordered; or to check if non-physical products such as usernames, email addresses and Internet domain names are available or have already be registered.



- *Product delivery custom/third-party extensions can be used to automatically generate digital products and to update external systems when a product has been ordered. For example, to update your own external stock inventory system; or place an order with a supplier; or to generate/deliver non-physical products such as usernames, email addresses and Internet domain names.*

- **User Template**

A user account to be copied to create a new user account for the customer upon successful order and payment completion.

The screenshot shows the Asbru Web Content Management system interface. At the top, there is a navigation bar with various icons and links: Home, Help, Logout, Browse & Edit, Website Structure, Websites Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. The title bar says "Logged in as: admin". Below the navigation bar, there is a search bar and a sidebar with a tree view of E-Commerce categories: Products, Type, Version, Status, Packages, Stock, Orders, and Sales. The main content area displays a configuration page for "Product Delivery". It includes sections for "Send Email", "Display Page", "Custom Extension Program", and "User Template". There are buttons for Save & Close, Save, Preview, Validate, Add New, Unpublish, Delete, Archive, Publish, Expire, Assign To, and a toolbar with Email editors, Email publishers, and Email administrators. A warning message at the top states: "WARNING: Other content items or website settings depend on this content item so it should not be deleted/unpublished".

5.2.2.3 Product Stock

As default, products are in unlimited stock and can always be ordered by your website customers. Optionally, the web content management system can automatically handle your product stock quantities, and display information about the current stock to your website customers, and restrict your website customers from ordering products that are not currently in stock.

- **In Stock**

- **Current Stock**

The quantity of the product, which you have in stock.

- **Add**

Increase the current stock quantity by the entered amount (on “Save”).

- **Subtract**

Decrease the current stock quantity by the entered amount (on “Save”).

- **Set To**

Set the current stock quantity to the entered amount (on “Save”).

- **In Stock Comment**

The text to be displayed on your product and shopping cart pages when the



product is in stock and above the low stock threshold quantity.

- Ordered Stock
 - Ordered Stock

The additional quantity of the product, which you have ordered to stock but have not received, yet.
The ordered stock quantity is for administrative purposes only and is not counted as current stock by the website and web content management system.
 - Add

Increase the current stock quantity by the entered amount (on “Save”).
 - Subtract

Decrease the current stock quantity by the entered amount (on “Save”).
 - Set To

Set the current stock quantity to the entered amount (on “Save”).
- Low Stock
 - Low Stock Threshold

The quantity left of the product at which it should be restocked.
 - Low Stock Comment

The text to be displayed on your product and shopping cart pages when the product is in stock but the low stock threshold quantity.
- Out Of Stock
 - Back/Pre-Ordering
 - Enabled

Website customers can still order the product even if it is not currently in stock.
The current stock quantity for this product is automatically decreased when your website customers order products with this setting.
 - Disabled

Website customers cannot order the product if it is not currently in stock.
The current stock quantity for this product is automatically decreased when your website customers order products with this setting.
 - Unlimited

Website customers can always order the product.
The current stock quantity for this product is not automatically checked and decreased when your website customers order products with this setting.



- **Out Of Stock Stock Comment**
The text to be displayed on your product and shopping cart pages when the product is not in stock.
- **Stock Location**
The product stock location for the product (for order packaging lists and stock lists etc).

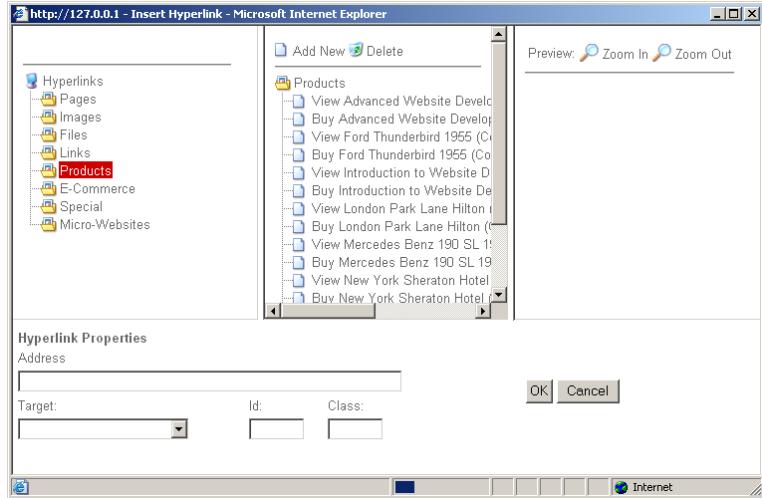
The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and navigation links like Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. Below the header is a search bar and a sidebar with a tree view of E-Commerce categories: Products (selected), Group, Unit, Version, Status, Stock Status, Packages, Stock, Orders, and Sales. The main content area is titled 'Product Stock' and contains sections for In Stock, Ordered Stock, Low Stock, Out Of Stock, and Stock Location, each with configuration fields and comments. There are tabs for Revision History, Product Details, Delivery, Product Stock, Primary Content, Additional Content, Meta Information, Advanced Scripting, Content Categories, Content Version, Content Access Restrictions, Content Relations, and Content Dependencies. Buttons for Save & Close, Save, Preview, Validate, Add New, Unpublish, Delete, Archive, Publish, Expire by, and Assign to are visible at the top of the form.

5.2.2.4 Insert Hyperlink

The final addition to editing products compared to editing any other content is a number of additional hyperlinks to the e-commerce functionality and your products.

Select “Insert Hyperlink” in the web editor to access the usual Insert Hyperlink web page, which includes additional categories and hyperlinks for the e-commerce functionality and your products:

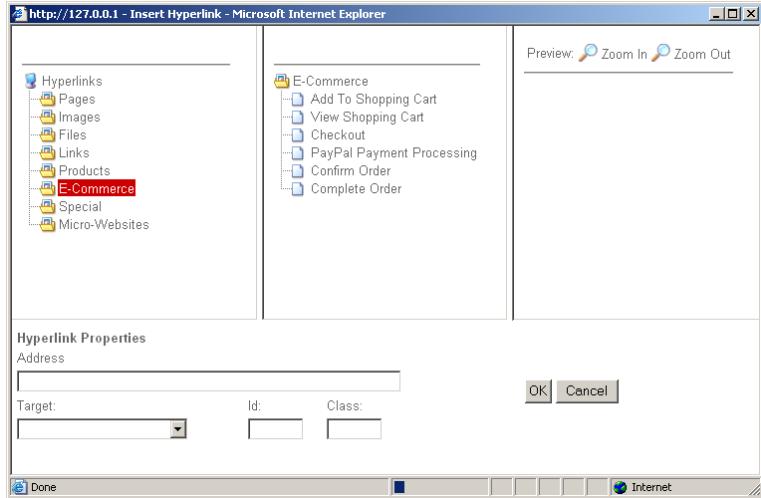
- **Products:**
Hyperlinks to view and buy each of your products



- **E-Commerce:**

Hyperlinks to the e-commerce functionality

- Add To Shopping Cart
Your website customers select this hyperlink to add the currently viewed product to their website shopping cart.
- View Shopping Cart
Your website customers select this hyperlink to view the products in their website shopping cart.
- Checkout
Your website customers select this hyperlink to proceed to checkout with the products in their website shopping cart.
- PayPal Payment Processing
Your website customers select this hyperlink to pay for their order by credit/debit card through the PayPal (www.paypal.com) payment processing service provider.
- Confirm Order
Your website customers select this hyperlink to confirm ordering the products in their website shopping cart.
- Complete Order
Your website customers select this hyperlink to complete ordering the products in their website shopping cart.



These additional hyperlinks may also be included in content templates instead of or in combination with being included in the product page.

5.3 Stock Administration

The stock administration is similar to the product administration with left-hand menu items for product groups and types as well as stock status. Otherwise, the stock administration gives access to view and update the product stock quantities directly from the index administration pages.

Select the Products & Orders - Stock menu item link to access the Stock administration.

For each product you can view and edit the current stock and ordered stock quantities.

If the product title or another product administration link is selected for one of the products on the stock administration index page, you will leave the stock administration pages and access the product administration page for the selected product.

5.3.1 Current Stock

For each product you can view and edit the current stock quantities:

- Current Stock
Displays the current stock quantity for the product.
- Stock Update
Enter “+10” to increase the current stock quantity by 10; “-10” to decrease the current stock quantity by 10; or “=10” to set the current stock quantity to 10 (replace “10” with any quantity). The current stock quantity and the stock comment will be updated immediately. Enter “?” to refresh the displayed current stock quantity (if additional website orders have been placed for the product decreasing the current stock quantity after selecting the stock administration page).

5.3.2 Ordered Stock

For each product you can view and edit the ordered stock quantities:



- Ordered Stock
Displays the ordered (by you to stock) stock quantity for the product.
- Ordered Update
Enter “+10” to increase the ordered stock quantity by 10; “-10” to decrease the ordered stock quantity by 10; or “=10” to set the ordered (restocked) stock quantity to 10 (replace “10” with any quantity). The ordered (by you to stock) stock quantity will be updated immediately.

Group	Type	Product	Id	Current Stock	Stock Update	Stock Comment	Low Stock Threshold	Ordered Stock	Ordered Update
Digital...	Feature	Digital Product 1	409	0		Immediate Download	0	8	
Member...	Feature	Member Product 1	410	325		Only for members	0	0	
Physical...	Feature	Product 1	169	42		In stock and available now for	10	50	
Physical...	Feature	Product 2	172	100		45% Discount	0	0	
Physical...	Feature	Product 3 - with options	173	1222		Great Price	0	0	
Subscription...	Feature	Subscription 1 - 1 Month	411	0		Free Trial	0	0	
Subscription...	Feature	Subscription 2 - 1 Year	488	0		1 Year Subscription	0	0	

5.4 Order Administration

When your website customers complete an order through your website, the order details are stored in the Asbru Web Content Management system E-Commerce Add-On module database.

The order administration is similar to the product administration with left-hand menu items for product groups and types and stock status as well as for the order status.

Select the Products & Orders - Orders menu item link to access the Orders administration.

Id	Created	Paid	Closed	Delivery Email	Status
1	2012-06-21 13:53			test@asbrusoft.com	open



5.4.1 Index

The main page of the order administration is an index listing all the current orders ordered by date and time with links for each order as described in the following sections.

5.4.1.1 Product Groups and Types

Select a product group and/or product type to list all orders for products of the selected product group and/or product type (the listed orders may also be for other products of other product groups and types). Using the email functionality this gives you easy access to contact all your website customers for specific product groups and types.

Listing records 1-1 of 1

	Id	Created	Paid	Closed	Delivery Email	Status					
<input type="checkbox"/>	1	2012-06-21 13:53:			test@asbrusoft.com	- open -	Checkout	View	Update	Delete	

Page: << First - < Previous - 1 - Next > - Last >>

- blank - Add New List paged

Select All Deselect All Checkout Checkin Delete Email Open Close Move To: Workflow: Print Shipping labels (639)

5.4.1.2 Stock Status

Select a stock status to list all orders for products with the selected stock status (the listed orders may also be for other products with another stock status).

Listing records 1-1 of 1

	Id	Created	Paid	Closed	Delivery Email	Status					
<input type="checkbox"/>	1	2012-06-21 13:53:			test@asbrusoft.com	- open -	Checkout	View	Update	Delete	

Page: << First - < Previous - 1 - Next > - Last >>

- blank - Add New List paged

Select All Deselect All Checkout Checkin Delete Email Open Close Move To: Workflow: Print Shipping labels (639)



5.4.1.3 Order Status

Select an order status to list all orders with the selected order status.

- New
New orders placed by website customers or through the order administration.
- Open
Current orders which have been updated through the order administration.
- Paid
Current orders which have been paid for by the website customers.
- Closed
Old orders which have been closed.
- Workflow
The order administration workflow states configured for your website.

The screenshot shows the Asbru Web Content Management System interface. The top navigation bar includes links for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. The main content area displays a grid of order records with columns for Id, Created, Paid, Closed, Delivery Email, and Status. The grid shows one record with Id 1, Created on 2012-06-21 13:53, Paid and Closed status, Delivery Email test@asbrusoft.com, and Status - open -. There are buttons for Checkout, View, Update, and Delete. Below the grid are buttons for Select All, Deselect All, Checkout, Checkin, Delete, Email, Open, Close, Move To, and Print. A dropdown menu shows 'Workflow labels (639)'. The left sidebar shows a tree view of E-Commerce categories like Products, Stock, and Orders. The Orders category is expanded, showing sub-categories Group, Type, and Order Status. The Order Status category is also expanded, showing sub-options like - all -, new, open, paid, closed, and Workflow. The bottom of the page includes a footer with copyright information: 'Asbru Web Content Management System v2.1 - Copyright © 1998-2011 Asbru Ltd. and its licensors. All rights reserved.'

5.4.1.4 List Paged

Orders are ordered by date and time. Select the First, Previous, Next, Last and page number links or use the scrollbar to browse through the orders.

All text may not be visible in the default width columns. The full text is displayed by the web browser when the cursor is held over the text. Alternatively, the column widths can be resized by dragging the space between the column headers left and right.

5.4.1.5 List All

Select any of the index listing column heading texts such as Created, Paid, Closed, Delivery Email and Id to sort the listed orders by the selected column.



5.4.1.6 Checkout

The selected orders will be checked out (locked) by you in the web content management system, so that other website administrators cannot update them. Please see section 2.4.8 Content Checkout and Checkin and Assign To for details.

5.4.1.7 Checkin

The selected orders will be checked in (unlocked) by you in the web content management system, so that other website administrators can update them again. Only orders checked out by you will be checked in. Orders not checked out by you will simply not be checked in. Please see section 2.4.8 Content Checkout and Checkin and Assign To for details.

5.4.1.8 Delete

The selected orders will be deleted completely from the web content management system. First, the selected orders will be listed, and they will only actually be deleted if you confirm to delete them by selecting the “Delete All” button.

5.4.1.9 Email Customers

The order lists include an Email button, which can be used to send an email to the selected website customers.

The selected orders' email addresses will automatically be added to the BCC input field, which should be used for external emails to unrelated recipients so that they cannot see each other's email addresses. Alternatively, the TO and CC input fields may be used if the recipients should be able to see and reply to each other's email addresses.

The Select and Copy buttons above the Subject and Content input fields can be used to select an existing content item from the web content management system to be used as a template for email to be sent. The selected content item's content can be edited before it is emailed, and the selected content item's content will not be updated doing this. Alternatively, the email's subject and content can simply be entered into the Subject and Content input fields.

The email message can use richly formatted content including images etc. from the web content management system. For recipients with email client software without support for richly formatted content, an alternative plain text version of the content may also be entered – for example simply by copying and pasting the richly formatted content from the Content input field to the Content (plain text) input field.



Select the Send Email button to actually send the email message. If you select another link or close your web browser without first selecting Send Email, the email message will be ignored and no email will be sent.

The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and the title "Web Content Management". Below the header, a navigation menu bar contains links for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. On the far right of the header, there's a "Send Email" button. The main content area is titled "Send Email". It has several input fields: "From:" (admin@asbrusoft.com), "To:" (admin@asbrusoft.com), "Cc:", and "Bcc:" (Jane.Doe@asbrusoft.com, John.Doe@asbrusoft.com). Below these fields are "Subject:" and "Content:" sections. The "Content:" section includes a rich text editor toolbar with various icons for text formatting, tables, and images. At the bottom of the page, there's a footer bar with the text "Asbru Web Content Management System v8.0 - Copyright © 1999-2011 Asbru Ltd. All rights reserved."



5.4.1.10 Open

The selected (closed) orders will be reopened and marked as “open” in the order administration.

5.4.1.11 Close

The selected (new/open/paid) orders will be closed and marked as “closed” in the order administration.

5.4.1.12 Move To Workflow

The order lists may also include a Move To button and a Workflow list, which can be used to move selected orders to another order administration workflow state. Only orders for which the website administrator has workflow access permissions can be moved. Selected orders for which the website administrator does not have workflow access permissions are ignored and the orders are not moved.

Listing records 1-1 of 1

ID	Created	Paid	Closed	Delivery Email	Status	Action
1	2012-06-21 13:53:			test@asbrusoft.com	- open -	Checkout View Update Delete

Select All Deselect All Checkout Checkin Delete Email Open Close Move To Workflow: Print Shipping labels (639)

5.4.1.13 Print

If one or more special pages have been configured as “printing pages” for your orders, you can select one of the “printing pages” to display and optionally print (using your web browser’s print functionality) the selected orders.

Listing records 1-1 of 1

ID	Created	Paid	Closed	Delivery Email	Status	Action
1	2012-06-21 13:53:			test@asbrusoft.com	- open -	Checkout View Update Delete

Select All Deselect All Checkout Checkin Delete Email Open Close Move To Workflow: Print Shipping labels (639)

5.4.2 View

The View link displays the order details.



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5.4.3 Update

The Update link gives access to update the order details.

5.4.4 Delete

The Delete link displays the order and gives access to confirm to delete the order.

5.4.5 Add New

Finally, the index listing includes access to create new orders.

To the right above the order listing an Add New link may be displayed depending on your website administrator permissions. This gives access to create a new blank order.

5.4.6 Editing Order

5.4.6.1 Order Status

For each order you can view and edit the order status:

- Open
The order is still current and marked as open in the order administration.
- Closed
The order handling has been completed and it is marked as closed in the order administration.
- Workflow
The order is still current and a number of order administration workflow actions as configured for your website may be available to handle the order to mark its current state and to pass it on to other website order administrators.
- Assign To
The order handling may be assigned to a specific website order administrator.
- Order Status Description
Description of the current status for the order.
- Placed
The date/time the order was placed on the website or through the order administration.
- Updated
The last date/time the order was updated through the order administration.
- Closed
The eventual date/time the order was closed.
- Paid
The eventual date/time the order was paid for.
- Send order status tracking email to customer
When you save updated order details, you can select to email the order status and other order details to the customer.



5.4.6.2 Payment Details

Your website customer's payment details (as stated by himself/herself and unverified when registering as a website user).

- Card Type
- Card Number
- Card Issued
- Card Expiry
- Card Verification Code
- Name On Card
- Postal/Zip Code

5.4.6.3 Delivery Details

Your website customer's delivery details (as stated by himself/herself and unverified).



- Email
- Website
- Name
- Organisation
- Address
- Postal/Zip Code
- City
- State
- Country
- Phone Number
- Fax Number

The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo, the text "Logged in as: admin", and a "Add New Order" button. Below the header is a navigation menu with icons for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. On the left, there's a sidebar with a search bar and a tree view of E-Commerce categories: E-Commerce, Products, Packages, Stock, Orders, Group, Type, Order Status, Stock Status, Export Orders, Export Order Items, and Sales. The main content area has tabs for Order Status Details, Payment Details, Delivery Details, Invoice Details, Order Items, and Order Totals. The "Delivery Details" tab is active, showing fields for Email, Website, Name, Organisation, Address, Postal/Zip Code, City, State, Country, Phone Number, and Fax Number. There are also buttons for Save and Send order status tracking email to customer.

5.4.6.4 Invoice Details

Your website customer's invoice details (as stated by himself/herself and unverified).

- Email
- Website
- Name
- Organisation
- Address
- Postal/Zip Code
- City
- State
- Country
- Phone Number
- Fax Number



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and navigation links: Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. Below the header, a left sidebar has a tree view of E-Commerce categories: Products, Packages, Stock, Orders (selected), Sales, Group, Type, Order Status, Stock Status, Export Orders, Export Order Items. The main content area has tabs for Order Status, Payment Details, Delivery Details, Invoice Details (selected), Order Items, and Order Totals. Under 'Invoice Details', there are fields for Email, Website, Name, Organisation, Address, Postal/Zip Code, City, State, Country, Phone Number, and Fax Number. A 'Save' button is at the top left of this section. At the bottom of the main content area, there's a footer bar with the text 'Asbru Web Content Management System v3.1 - Copyright © 1999-2011 Asbru Ltd. and its licensors. All rights reserved.'

5.4.6.5 Order Items

The products ordered by your website customer.

- Quantity
 - Product Code
 - Product Title
 - Item Price
 - Total Price
- Add New button to add order items to the order.
- View, Update and Delete links to handle each order item.

The screenshot shows the Asbru Web Content Management System interface. The layout is similar to the previous screenshot, with the same header and sidebar. The main content area now displays a table titled 'Order Items' with columns: Quantity, Product, Item Price, and Total Price. There are two rows of data:

Quantity	Product	Item Price	Total Price	Action
1	Item Id #54PRD001 Product 1	£ 100.00	£ 100.00	View Update Delete
1	Item Id #21PRD002 Product 2	£ 200.00	£ 200.00	View Update Delete

A 'Save' button is at the top left of the table area. At the bottom of the main content area, there's a footer bar with the text 'Asbru Web Content Management System v3.1 - Copyright © 1999-2011 Asbru Ltd. and its licensors. All rights reserved.'

5.4.6.6 Order Item

For each order item you can view and edit the order item details:



- Product selector to get the default product details for a new order item.
- Product Title
- Product Order Code
- Currency
- Item Price
- Period (for recurring payments)
- Quantity
- Gross (item price x quantity)
- Discount Amount and Description
- Subtotal (gross – discount)
- Tax Amount and Description
- Shipping Amount and Description
- Total Price (subtotal + tax + shipping)
- Order Options

Please note that unsaved order details changes, may be lost if you view, update or delete an order item.

The screenshot shows the 'Update Order Item' page in the Asbru CMS. The top navigation bar includes links for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. The main content area is titled 'Order Item' and contains sections for 'Product Details' and 'Order Details'. In 'Product Details', a dropdown menu is open for 'Product'. In 'Order Details', fields include 'Quantity' (1), 'Gross' (100.00), 'Discount' (0.00), 'Subtotal' (100.00), 'Tax' (20.00, 20% VAT), 'Shipping' (0.00), and 'Total Price' (120.00). A 'Save' button is at the top left of the form.

5.4.6.7 Order Totals

The order totals for the products ordered by your website customer.

- Quantity
- Currency
- Gross (excluding discount, shipping and tax)



- Discount Amount and Description (order items)
- Discount Amount and Description (order)
- Subtotal (gross – discount)
- Tax Amount and Description (order items)
- Tax Amount and Description (order)
- Shipping Amount and Description (order items)
- Shipping Amount and Description (order)
- Total (subtotal + tax + shipping)

The screenshot shows the 'Order Totals' section of the Asbru WCM interface. The page includes a sidebar with E-Commerce categories like Products, Packages, Stock, Orders, Sales, and a main content area with tabs for Order Status, Payment Details, Delivery Details, Invoice Details, Order Items, and Order Totals. The Order Totals tab is active, showing the following data:

Order Totals	
Quantity	2
Currency	£
Gross	300.00
Discount:	0.00
	0.00
Subtotal	300
Tax:	60.00 20% VAT
	0.00
Shipping:	0.00
	0.00
Total	360

5.4.7 Export Orders

The Export Orders link gives access to export all order details (without order item details) to a file on your local computer. The exported data file is a “.csv” format file and can be opened and edited using a text editor or a spreadsheet application.

The screenshot shows the 'Export Order Details' page. The page includes a sidebar with E-Commerce categories like Products, Packages, Stock, Orders, Sales, and a main content area with tabs for Export, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. The Export tab is active, displaying the following instructions:

Select "Export" to generate and download a ".csv" format file with your order details (without order item details).

Your order details in the generated ".csv." format file can be opened using desktop applications such as spreadsheets, databases and text editors.



5.4.8 Export Order Items

The Export Order Items link gives access to export all order and order item details to a file on your local computer. The exported data file is a “.csv” format file and can be opened and edited using a text editor or a spreadsheet application.

The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and the title "Export Order & Order Item Details". Below the header is a black navigation bar with various icons and links: Home, Help, Logout, Browse & Edit, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. To the left of the main content area is a sidebar titled "E-Commerce" which includes "Products", "Orders", and "Packages". Under "Products", there are sub-options for "Group", "Type", "Version", and "Status". Under "Orders", there are sub-options for "Export Orders" and "Export Order Items". The main content area has a red header "Export Order & Order Item Details" and a sub-header "Select "Export" to generate and download a ".csv" format file with your order and order item details." It features a single button labeled "Export". Below the button, a note states: "Your order and order item details in the generated ".csv." format file can be opened using desktop applications such as spreadsheets, databases and text editors." At the bottom of the page, a red footer bar displays the text "Asbru Web Content Management System v7.3 - Copyright © 1999-2010 Asbru Ltd. and its licensors. All rights reserved."

5.5 Sales Reports

You have access to view your sales reports through the Products & Orders section on all web content management system administration web pages. Select the Products & Orders - Sales menu item link to access the Sales Reports administration.

A number of default sales reports available to all order administrators may be displayed on the main Products & Orders administration page depending on how the web content management system is configured for your website – as default daily, weekly and monthly summary sales reports are displayed. Please see 5.1 Products & Orders Administration for details.

All the individual sales reports web pages are available through a number of left-hand menu items as described in the following sections.



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and navigation links for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, Experience Management, User Database, Usage Statistics, Configuration, and Updates. Below the header is a search bar and a sidebar with a tree view of website content categories like E-Commerce, Products, Packages, Bundles, Stock, Orders, Sales, What, When, Who, Why, and How.

The main content area is titled "E-Commerce Administration" and contains a brief introduction: "The e-commerce administration section gives you easy access to create and maintain your website products and orders. Please use the left-hand menu to access the e-commerce administration page."

Under "Products", there are two sections: "Products" (Access and maintain all the product content pages of your website) and "Orders" (Access and maintain all the orders placed through your website). To the right of these sections are three circular icons representing a shopping cart, a package, and coins.

Under "Sales", there are sections for "Summary", "What", "When", and "Who". Each section has a corresponding icon to its right.

Below these sections are three summary tables for sales data:

Sales - Summary - Today									
Total	Customers	Orders	Order Items	Quantity	Sales	Discounts	Tax	Shipping	Total
	0	0	0	0	0.00	0.00	0.00	0.00	0.00

Sales - Summary - This Week									
Total	Customers	Orders	Order Items	Quantity	Sales	Discounts	Tax	Shipping	Total
	0	0	0	0	0.00	0.00	0.00	0.00	0.00

Sales - Summary - This Month									
Total	Customers	Orders	Order Items	Quantity	Sales	Discounts	Tax	Shipping	Total
	0	0	0	0	0.00	0.00	0.00	0.00	0.00

At the bottom of the page, a small footer note reads: "Asbru Web Content Management System v9.0 - Copyright © 1999-2014 Asbru Ltd. and its licensors. All rights reserved."

5.5.1 General

Most of the sales reports have the same structure and similar data as described in this section.



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and the text "Logged in as: admin". Below the header is a navigation bar with various icons and links: Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. On the left, there's a sidebar with a search bar and a tree view of website domains. The main content area displays a sales report for the domain "localhost". The report includes columns for Website/Domain, Customers, Orders, Order Items, Quantity, and Sales. The data shows 1 customer, 1 order, 1 order item, and a total sale of 100.00. The report also includes a color-coded progress bar at the bottom.

Website/Domain	Customers	Orders	Order Items	Quantity	Sales
localhost	1 (100.0%)	1 (100.0%)	1 (100.0%)	1 (100.0%)	100.00 (100.0%)
Total	1	1	1	1	100.00

5.5.1.1 All or Top data

Most of the sales reports display data ranked by popularity with the most popular data displayed first. As default all data are displayed, but some sales reports may become very large, so you may want to only display the most popular data.

Near the top of all the sales reports pages you can select if you want All or only the Top 10 / 25 / 50 / 100 / 250 / 500 / 1000 most popular data. Select how much data to display and then select the Refresh button. Your selection is remembered by the web content management system and used for all subsequently viewed sales reports. You can change your selection at any time.

Please note that not all sales reports display data ranked by popularity. For some sales reports this setting will not change the displayed data.



Customers	Orders	Order Items	Quantity	Sales
1 (100.0%)	1 (100.0%)	1 (100.0%)	1 (100.0%)	100.00 (100.0%)
1	1	1	1	100.00

5.5.1.2 Currency

As default the sales reports display data for all orders in all currencies (if you are using multiple different currencies for different products and micro-websites). Orders in other currencies than the default currency for your website are included with amounts at the exchange rate to the default currency at the time the orders were placed.

Near the top of all the sales reports pages you can select if you want to include data for All orders in all currencies or only data for orders in a specific currency. Select the currency of the orders to include data for and then select the Refresh button. Your selection is remembered by the web content management system and used for all subsequently viewed sales reports. You can change your selection at any time.

Please note that selecting a specific currency only includes data for orders placed in that currency – data for orders placed in other currencies than the selected currency are not included and exchanged to the selected currency. Only the All option includes data for all orders placed in any currency exchanged to the default currency rate at the time the orders were placed.



Website/Domain	Order Items	Quantity	Sales
localhost	1 (100.0%)	1 (100 %)	1 (100.0%) 100.00 (100.0%)
Total	1	1	100.00

5.5.1.3 Period

All sales reports are for a specific period. As default the period is Now (last 30 minutes), which only displays data for the currently/recently active website customers. Alternatively, you may want to view data for a longer/older period of time.

Near the top of all the sales reports pages you can select the period to be used for the sales reports:

- Now (last 30 minutes)
- Today - since midnight
- Last 24 Hours - from now
- Yesterday
- This Week - since Monday
- Last 7 Days - from today
- Last Week - Monday to Sunday
- Last 14 Days - from today
- This Month - since the first day of the month
- Last 30 Days - from today
- Last Month - from the first to the last day of the month (1.-28./29./30./31.)
- This Quarter - since the first day of the quarter
(January 1. / April 1. / July 1. / October 1.)
- Last 3 Months - from today
- Last Quarter - from the first to the last day of the quarter (January 1. - March 31. / April 1. - June 30. / July 1. - September 30. / October 1. - December 31.)



- This Half Year - from the first day of the half year (January 1. / July 1.)
- Last 6 Months - from today
- Last Half Year - from the first to the last day of the quarter (January 1. - June 30. / July 1. - December 31.)
- This Year - from the first day of the year
- Last 12 Months - from today
- Last Year - from the first to the last day of the year (January 1. - December 31.)

It is also possible to select/enter any other period start and end dates/times using the date/time input fields and selectors next to the pre-defined period options.

The screenshot shows the Asbru Web Content Management System interface. The top navigation bar includes links for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. The 'Usage Statistics' link is highlighted. The main content area features a search bar and a sidebar with categories like E-Commerce, Sales, Who, Why, and How. The central panel displays a report titled 'Customers' for 'localhost'. The report table shows 1 customer (100%) and 1 order (100.00). A dropdown menu for selecting a period is open, listing options such as 'All Time', 'Now (last 30 minutes)', 'Last 24 Hours', 'Yesterday', 'This Week', 'Last 7 Days', 'LastWeek', 'Last 14 Days', 'This Month', 'Last 28-31 Days', 'Last 3 Months', 'Last Quarter', 'Last 3 Months', 'Last 3 Quarter', 'This Half-Year', 'Last6 Months', 'LastHalf-Year', 'This Year', and 'Last 12 Months'. Below the report is a note: 'Asbru Web Content Management System v7.0 - Copyright © 1995-2014 Asbru Ltd. and its licensors. All rights reserved.'

5.5.1.4 Customers

Most usage statistics reports include data for the number of customers. Customers are identified by their user account username if registered and logged in to your website. Additionally, unregistered and not logged in website customers are counted as “customers” for each website visit “session”.

Please note that the number of customers is an approximation. It may not always be possible to identify each individual website customer.

- If an unregistered or not logged in website customer opens multiple web browsers or web browser windows each of these may be reported as a separate session (depending on how your web server issues and tracks session ids and depending on if the website customer's web browsers share or does not share the issued session id).



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- If an unregistered or not logged in website customer clears "cookies" in the web browser a new session may be started (depending on how your web server issues and tracks session ids).
- If an unregistered or not logged in website customer disables "cookies" in the web browser each request by that website customer may be reported as a separate session (depending on how your web server issues and tracks session ids).

5.5.1.5 Orders

Most sales reports include data for the number of orders placed within the selected period.

5.5.1.6 Order items

Most sales reports include data for the number of order items for all the orders placed within the selected period.

5.5.1.7 Quantity

Most sales reports include data for the quantity for all the order items for all the orders placed within the selected period.

5.5.1.8 Sales

Most sales reports include data for the total sales amount (excluding tax and shipping) for all the quantities for all the order items for all the orders placed within the selected period.

5.5.1.9 User Segments and User Tests

If your website uses the Experience Management Add-On module some of the sales reports will include additional details for each of your configured user segments and user tests as well as combinations of your configured user segments and user tests.



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and navigation links: Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, Experience Management, User Database, Usage Statistics, Configuration, and Updates. Below the header is a search bar and a sidebar menu with categories like E-Commerce, Sales, and Websites/Domains. The main area displays five stacked sales reports for the website 'localhost' under different segments: 'Customers', 'User Segment (individual)', 'User Test (individual)', 'User Segments (combinations)', and 'User Segments + Tests (combinations)'. Each report includes columns for Customers, Orders, Order Items, Quantity, and Sales, with specific data for each segment.

Website/Domain	Customers	Orders	Order Items	Quantity	Sales
localhost	1 (100.0%)	1 (100.0%)	1 (100.0%)	1 (100.0%)	100.00 (100.0%)
Total	1	1	1	1	100.00

Website/Domain	Customer Segment	Customers	Orders	Order Items	Quantity	Sales
localhost	1 (100.0%)	1 (100.0%)	1 (100.0%)	1 (100.0%)	1 (100.0%)	100.00 (100.0%)
Total	1	1	1	1	1	100.00

Website/Domain	User Segment (individual)	Customers	Orders	Order Items	Quantity	Sales
localhost	1 (100.0%)	1 (100.0%)	1 (100.0%)	1 (100.0%)	1 (100.0%)	100.00 (100.0%)
Total	1	1	1	1	1	100.00

Website/Domain	User Test (individual)	Customers	Orders	Order Items	Quantity	Sales
localhost	1 (100.0%)	1 (100.0%)	1 (100.0%)	1 (100.0%)	1 (100.0%)	100.00 (100.0%)
Total	1	1	1	1	1	100.00

Website/Domain	User Segments (combinations)	Customers	Orders	Order Items	Quantity	Sales
localhost	1 (100.0%)	1 (100.0%)	1 (100.0%)	1 (100.0%)	1 (100.0%)	100.00 (100.0%)
Total	1	1	1	1	1	100.00

Website/Domain	User Tests (combinations)	Customers	Orders	Order Items	Quantity	Sales
localhost	1 (100.0%)	1 (100.0%)	1 (100.0%)	1 (100.0%)	1 (100.0%)	100.00 (100.0%)
Total	1	1	1	1	1	100.00

Website/Domain	User Segments + Tests (combinations)	Customers	Orders	Order Items	Quantity	Sales
localhost	1 (100.0%)	1 (100.0%)	1 (100.0%)	1 (100.0%)	1 (100.0%)	100.00 (100.0%)
Total	1	1	1	1	1	100.00

5.5.2 Personal and Customised Combined Reports

A number of custom sales reports which can combine the various other individual sales reports can be defined for your website and for individual website administrators. The defined personal and customised sales reports configured for your website and the user account administrator preferences are displayed as left-hand menu items under the Sales Reports menu item.



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and the text "Logged in as: admin". Below the header is a navigation bar with various icons and links: Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. On the left, there's a sidebar with a search bar and a tree view of website management categories: E-Commerce, Products, Packages, Bundles, Stock, Orders, Sales, Reports (with "Example" selected), What (Websites/Domains, Products), When (Daily, Weekly, Monthly, Yearly, Hours, Weekdays, Days, Weeks, Months), Who (Countries, Operating Systems, Web Browsers, Devices, Users), Why (Affiliates, Referrers, Search Engines, Search Queries, Search Words), and How (Entry). The main content area is titled "Example" and contains three tables: "Sales - Summary - Today", "Sales - Summary - This Week", and "Sales - Summary - This Month". Each table has columns for Total, Customers, Orders, Order Items, Quantity, Sales, Discounts, Tax, Shipping, and Total.

5.5.3 Summary

Displays overall summary data for your website(s):

- Total customers, orders, orderitems, quantity and sales as well as discounts, tax, shipping and totals.

5.5.4 What

The following sales reports display various data about what your website customers are accessing and ordering on your websites.

5.5.4.1 Websites/Domains

Displays which website domain name Internet addresses your website customers use to access your website(s). The number of customers, orders, orderitems, quantity and sales for each website address are displayed ordered by popularity.

You may use a number of different alias website addresses (Internet domain names and sub-domain names as well as IP-numbers), which leads to your website. Data for each website address is displayed.

You may also use the web content management system's Micro-Websites feature for multiple websites or sections of your website. Data for each micro-website address is displayed.

5.5.4.2 Products

Displays data for each of your product content items ordered by popularity.



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Select View to open a product in a new web browser window.

5.5.4.2.1 Groups

Displays data for each of your product groups ordered by popularity.

5.5.4.2.1.1 Group

Displays data for each product in the selected product group ordered by popularity.

5.5.4.2.2 Types

Displays data for each of your product types ordered by popularity.

5.5.4.2.2.1 Type

Displays data for each product of the selected product type ordered by popularity.

5.5.5 When

The following sales reports display various data about when your website customers are visiting your websites and placing orders.

5.5.5.1 Daily

Displays data for each day of the selected period.

5.5.5.2 Weekly

Displays data for each week of the selected period.

5.5.5.3 Monthly

Displays data for each month of the selected period.

5.5.5.4 Yearly

Displays data for each year of the selected period.

5.5.5.5 Hours

Displays data for each hour of the day.

5.5.5.6 Weekdays

Displays data for each day of the week.

5.5.5.7 Days

Displays data for each day of the month.

5.5.5.8 Weeks

Displays data for each week of the year.

5.5.5.9 Months

Displays data for each month of the year.

5.5.6 Who

The following sales reports display various data about who your website customers are.

5.5.6.1 Countries

Displays data for each country your website customers are visiting from ordered by activity.



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Please note that website customer countries are an approximation. It may not always be possible to identify the country each individual website customer is visiting from. Some website customer may visit from companies, organisations and international Internet service providers, which use the international .com, .org and .net Internet addresses.

5.5.6.2 Operating Systems

Displays data about the operating systems and operating system versions your website customers are using ordered by popularity.

5.5.6.3 Web Browsers

Displays data about the web browsers and web browser versions your website customers are using ordered by popularity.

5.5.6.4 Devices

Displays data about the web browser devices your website customers are using ordered by popularity.

5.5.6.5 Users

Displays data about your registered and logged in website customers ordered by activity.

5.5.6.5.1 Groups

Displays data for each of your user groups ordered by activity.

5.5.6.5.1.1 Group

Displays data for each user in the selected user group ordered by activity.

5.5.6.5.2 Types

Displays data for each of your user types ordered by activity.

5.5.6.5.2.1 Type

Displays data for each user of the selected user type ordered by activity.

5.5.7 Why

The following usage statistics reports displays various data about why your website visitors are visiting your websites.

5.5.7.1 Affiliates

Displays data about the affiliates, which link to your websites ordered by popularity.

5.5.7.2 Referrers

Displays data about the referrer websites and pages, which link to your websites ordered by popularity.

Select a referrer website address or web page address to open that website or web page in a new web browser window.

5.5.7.3 Search Engines

Displays data about Internet search engine services used by your website customers to find your websites ordered by popularity.



Select a search engine name to open that search engine website in a new web browser window.

5.5.7.4 Search Queries

Displays data about the Internet search engine service search queries used by your website customers to find your websites ordered by popularity.

5.5.7.5 Search Words

Displays data about the Internet search engine service search words used by your website customers to find your websites ordered by popularity.

5.5.8 How

The following sales reports display various data about how your website customers use your websites.

5.5.8.1 Entry

Displays data about the first pages your website customers visit on your websites ordered by popularity.

The entry pages may be pages, which your website customers enter directly into their web browser or have bookmarked in their web browser; or pages, which other web sites and Internet search engine services link to.



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6

Databases Add-On Module

All content in the Asbru Web Content Management system is stored in a database, but the Databases Add-On module enables you to create additional, special content databases for structured content that may not be suitable to be presented and managed as ordinary website content pages.

You can define any number of special content databases for different types of data, and you can define any number of attributes/fields for the content in the databases. Special content databases can contain a wide variety of data types including simple text, HTML text, numbers, dates, select options, radio buttons, checkboxes, usernames and email addresses as well as references to other content items (pages, images and files etc).

Special content databases can be used to give your website visitors access to search for and view content in the databases. Searches can be for each individual attribute/field in the content database. How the special content databases are searched and displayed is fully customizable using the general content administration features of the Asbru Web Content Management system and a few, simple special codes.

Special content databases can also be used to collect data from your website visitors. You can create web page forms where the posted form data are stored in a special content database, and an email notification can be sent to the special content database website administrators.

6.1 Content Databases Administration

For access to manage your special content databases you should use the Content Databases Administration section of the Asbru Web Content Management system. You can access the Content Databases Administration section through the Content Databases link in the toolbar on any of the administration web pages.

The main page of the Content Databases Administration section gives you access to manage your special content databases through the left-hand menu. For each content database there are menu items for managing the data in the database (menu items under the Content menu heading); exporting the data from the database to a file (menu items under the Export menu heading); and importing data from a file to the database (menu items under the Import menu heading).



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and the title "Content Databases". Below the header is a black navigation bar with various icons and links: Home, Help, Logout, Browse & Edit, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. On the left, a sidebar menu under "Content" includes "Customer Bills", "Email Addresses", "Event Registrations", "Events" (which is expanded to show "Annual General Meeting", "Childrens Charity Auction", "First Quarter Results", and "My Corporation Exhibition"), "Job Applications", "Job Directory", "Jobs", "Product Database", "Product Registrations", "Stores", and "Support Tickets". Below this is an "Import" section. The main content area is titled "Content Databases Administration" and contains three sections: "Content" (Access and maintain all the content in your databases), "Export" (Export content from your databases to a local file), and "Import" (Import content from a local file into your databases). There are also three circular icons on the right side of the content area.

6.1.1 Index

Select one of your special content databases in the left-hand menu under the Content menu heading to access the database administration index page for that database. The database administration index page lists all the data records in the selected database. As default the data records are listed alphabetically by the first text attribute/field in the database with links for each data item as described in the following sections. Optionally, your special content databases may have been configured to display other attributes/fields on the database administration index pages.

The screenshot shows the Asbru Web Content Management System interface, similar to the previous one but with a different database selected. The "Events" database is highlighted in the sidebar under the "Content" menu. The main content area displays a table of events with columns for Title, Id, View, Update, and Delete. The table contains four rows: "Annual General Meeting" (Id 29), "Childrens Charity Auction" (Id 31), "First Quarter Results" (Id 28), and "My Corporation Exhibition" (Id 30). At the bottom of the table are buttons for "Select All", "Deselect All", and "Delete". Above the table, there are buttons for "Add New" and "List paged". The footer of the page reads "Asbru Web Content Management System v7.3 - Copyright © 1999-2010 Asbru Ltd. and its licensors. All rights reserved."

6.1.2 View

The View link displays the data item as defined for the database.



ASBRU

Web Content Management

Home Help Logout

Browse & Edit Website Content Media Library Products & Orders Content Databases User Database Usage Statistics Configuration Updates

Databases

- Content
 - Customer Bills
 - Email Addresses
 - Event Registrations
 - Events**
 - Job Applications
 - Job Directory
 - Jobs
 - Product Database
 - Product Registrations
 - Stores
 - Support Tickets
- Export
- Import

Content Database Data

Title Annual General Meeting

Category Conference

Location New York, US

From 2021-10-27 19:00

To 2021-10-27 21:00

Description AGM where annual results are presented and other matters are discussed.

Details
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam imperdiet erat pulvinar ante mollis non sodales orci rutrum. Nulla ac quam ut arcu rhoncus molestie. Donec in lectus eros. Sed sit amet sapien vitae purus consectetur interdum. Nulla ultrices arcu id magna ultrices cursus. Ut sed ante odio, et ullamcorper augue.
[Download Agenda](#)

Signup Required

Signup Expiry 2021-10-20

Created By admin

Created Date 2010-03-16 13:12:09

Type Shareholder

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6.1.3 Update

The Update link gives access to edit the data item attributes/fields as defined for the database. Select Save to update the data in the database.



ASBRU

Web Content Management

Update Content Database Data

Home Help Logout

Browse & Edit Website Content Media Library Products & Orders Content Databases User Database Usage Statistics Configuration Updates

Databases Content Customer Bills Email Addresses Event Registrations Events Job Applications Job Directory Jobs Product Database Product Registrations Stores Support Tickets Export Import

Save

Content Database Data

Title
Annual General Meeting

Category
Conference

Location
New York, US

From
2021-10-27 19:00

To
2021-10-27 21:00

Description
AGM where annual results are presented and other matters are discussed.

Details

HTML > BODY > E <<< REMOVE

Signup
 Required
 Not Required

Signup Expiry
2021-10-20

Created By

Created Date
2010-03-16 13:12:09

Type
Shareholder

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6.1.4 Delete

The Delete link displays the data item and gives access to confirm to delete the data item.



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and the text "Delete Content Database Data". Below the header is a navigation menu with icons for Home, Help, Logout, Browse & Edit, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. On the left, a sidebar titled "Databases" has a tree view with "Content" expanded, showing "Customer Bills", "Email Addresses", "Event Registrations", "Events" (which is selected), "Job Applications", "Job Directory", "Jobs", "Product Database", "Product Registrations", "Stores", and "Support Tickets". Under "Events", there are sub-options for "Export" and "Import". The main content area is titled "Content Database Data" and contains a "Delete" button. It includes fields for "Title" (Annual General Meeting), "Category" (Conference), "Location" (New York, US), "From" (2021-10-27 19:00), "To" (2021-10-27 21:00), "Description" (AGM where annual results are presented and other matters are discussed), and a "Details" text area with placeholder text about Lorem ipsum dolor sit amet. There are also fields for "Signup" (Required), "Signup Expiry" (2021-10-20), "Created By" (admin), "Created Date" (2010-03-16 13:12:09), and "Type" (Shareholder). At the bottom of the content area, there's a "Download Agenda" link. The footer of the page is a red bar with the text "Asbru Web Content Management System v7.3 - Copyright © 1999-2010 Asbru Ltd. and its licensors. All rights reserved."

6.1.5 Add New

Finally, the index listing includes access to create new data items.

To the right above the data listing items an Add New button may be displayed. This gives access to create a new data item.



ASBRU

Web Content Management

Add New Content Database Data

Home Help Logout

Browse & Edit Website Content Media Library Products & Orders Content Databases User Database Usage Statistics Configuration Updates

Databases Content Customer Bills Email Addresses Event Registrations Events Job Applications Job Directory Jobs Product Database Product Registrations Stores Support Tickets Export Import

Save

Content Database Data

Title

Category

Location

From

To

Description

Details

HTML > BODY > BB <<< REMOVE

Signup
 Required
 Not Required

Signup Expiry

Created By

Created Date

Type Shareholder

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6.1.6 Insert Hyperlink

Special content databases may simply be used for administrative purposes by website administrators through the web content management system, but typically special content databases are used as content on the website.

Special website pages can be created to search and display data from your special content databases. Special website forms can also be created to collect data from your website visitors and post the data to your special content databases. Finally, data from your special content databases may be included on your website content and product pages. For example as supplemental information to the basic content/product attributes used in the general web content management system. Please see the Website Developer Guide for details.



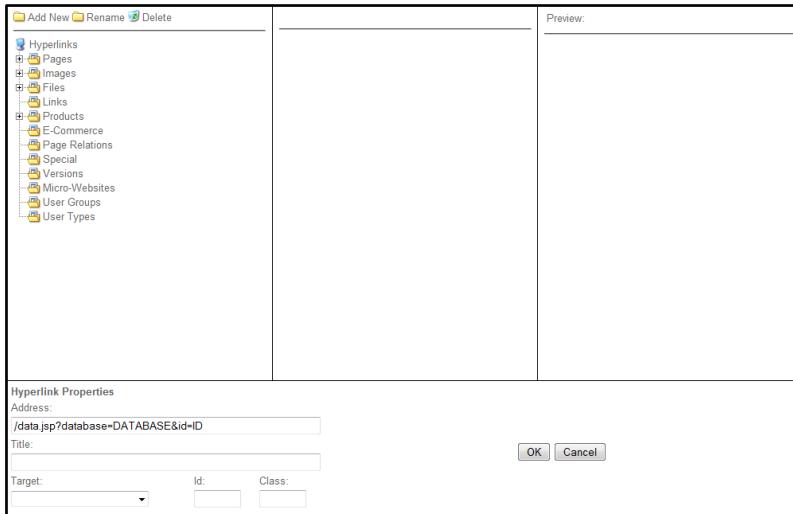
•

Eventually, you may also want add links to display specific content databases data on your website. Select "Insert Hyperlink" in the web editor to access the usual Insert Hyperlink web page, and manually enter the website address for your content databases data:

- Address:
/data.aspx?database=DATABASENAME&id=ID
/data.jsp?database=DATABASENAME&id=ID
/data.php?database=DATABASENAME&id=ID

The "DATABASENAME" must be the exact name of the special content database and "ID" must be the id (as displayed on the content databases administration index page for the special content database) for the data item to be displayed.

The special content database data item will be displayed using the "Default view data page" configured for the special content database.



6.1.7 Export

Select one of your special content databases in the left-hand menu under the Export menu heading to export the data from the selected database to a file on your local computer. The database configuration details are displayed as a reminder of the type and format of the data to be exported. Select Export to export and download the data file.

The exported data file can be opened and edited using a text editor or a spreadsheet application or the exported data file can be imported into another database or another application.



The screenshot shows the Asbru Web Content Management System interface. The top navigation bar includes links for Home, Help, Logout, Browse & Edit, Website Content, Media Library, Products & Orders, Content Databases, User Database, Usage Statistics, Configuration, and Updates. The left sidebar has sections for Databases, Content (with Events selected), Export (Customer Bills, Email Addresses, Event Registrations, Events, Job Applications, Job Directory, Jobs, Product Database, Product Registrations, Stores, Support Tickets), and Import. The main content area is titled 'Export Content Database Data' and shows a table for 'Database Content'. The table has columns for Name, Type, Properties, and Index. The 'Events' row is expanded, showing details like Title (Plain text), Category (Select(single)), and Details (Rich text (HTML)). Other rows include Location, From, To, Description, Signup, Signup Expiry, Created By, Created Date, and Type.

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6.1.8 Import

Select one of your special content databases in the left-hand menu under the Import menu heading to import data from a file on your local computer to the selected database. The database configuration details are displayed as a reminder of the type and format of the data to be imported. Select a file on your local pc and select Import to upload and import the data file.

As default the imported data are added to the database in addition to existing data in the database. Select the Delete Data checkbox to delete all existing data from the database and replace them with the data in the imported file.

The imported data file must have the exact same data format as an exported data file or the imported data in the database may be wrong. If changes have been made to the database configuration, a previously exported data file may not be imported correctly.



ASBRU

Web Content Management

Home Help Logout

Browse & Edit Website Content Media Library Products & Orders Content Databases User Database Usage Statistics Configuration Updates

Import Content Database Data

Import Browse...

Delete data

Database Access Special Content

Database Content

What is the name of this database and which types of content does it contain.

Database

Events

Content

Name	Type	Properties	Index
Title	Plain text	Columns 80 Rows 1	<input type="checkbox"/>
Category	Select (single)	Size <input type="text"/> Options Announcement Meeting Product Presentation Seminar Briefing Conference	<input type="checkbox"/>
Location	Plain text	Columns 80 Rows 1	<input type="checkbox"/>
From	Date / time	Format YYYY-mm-dd HH:MM:SS	<input type="checkbox"/>
To	Date / time	Format YYYY-mm-dd HH:MM:SS	<input type="checkbox"/>
Description	Plain text	Columns 80 Rows 1	<input type="checkbox"/>
Details	Rich text (HTML)	Width 800 Height 600	<input type="checkbox"/>
Signup	Radio buttons	Options Required Not Required	<input type="checkbox"/>
Signup Expiry	Date / time	Format YYYY-mm-dd HH:MM:SS	<input type="checkbox"/>
Created By	Created by username		<input type="checkbox"/>
Created Date	Created date / time		<input type="checkbox"/>
Type	Select (single)	Size <input type="text"/> Options Shareholder Product Other	<input type="checkbox"/>

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**7****Experience Management Add-On Module**

The Experience Add-On module gives website administrators access to detailed segmentation of the website visitors and personalisation of the website content; and to conduct and analyse experiments with different variants of your website content; as well as to detailed analysis of how the website and individual web pages are used by the website visitors.

7.1 Experience Management

You have access to configure and manage your website visitor user segments and tests and heatmaps through the Experience Management section on all web content management system administration web pages.

All the individual experience management web pages are available through a number of left-hand menu items as described in the following sections.

The screenshot shows the Asbru Web Content Management system interface. At the top, there's a navigation bar with the Asbru logo, the title 'Web Content Management', and a 'Logged in as: admin' message. Below this is a horizontal menu bar with various icons and labels: Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, Experience Management (which is highlighted in red), User Database, Usage Statistics, Configuration, and Updates. On the left side, there's a vertical sidebar with a tree view of sections: Experience, Segments, User Tests, and Heatmaps. The main content area is titled 'Experience Management' and contains a brief description: 'The experience management administration section gives you easy access to your website user segments, tests and heatmaps.' It also includes three sections with icons and descriptions: 'Segments' (Configure, access and maintain all your website user segments), 'User Tests' (Configure, access and maintain all your website user tests), and 'Heatmaps' (Configure, access and maintain all your website content heatmaps). The bottom of the page has a footer with the text 'Asbru Web Content Management System v1.0 - Copyright © 1998-2014 Asbru Ltd. and its licensors. All rights reserved.'

7.1.1 User Segments

Website visitors can automatically be categorised into different user segments based on the available data for anonymous website visitors and registered users as well as dynamically based on how they use the website. The website content can then be personalised to display different versions of content to different user segments, which is likely to result in a better experience for and better response from website visitors.

7.1.1.1 Configuration

Any number of website visitor user segments can be configured through the Segments left-hand menu item, which will list all existing configured website visitor user segments with access to view, update and delete each of them as well as to add new website visitor user segments.



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and the text "Web Content Management". Below it, a navigation bar has "Logged in as: admin" and a "Segments" tab highlighted in red. The main content area shows a table with columns: Segment, Description, Weight, Active, From, To, and Add New. The first row of the table is selected, with "Segments" highlighted in red. On the left side, there's a sidebar with icons for Experience, Segments (which is selected), User Tests, and Heatmaps.

Select Add New, View, Update or Delete to configure the website visitor user segment details.

7.1.1.1.1 User Segment

Defines the basic details for the user segment.

- Segment (required)
The segment id/name that is assigned to website visitors who match the website visitor/user attributes configured for this user segment. Multiple configured user segments can use the same segment id/name if different sets of attributes are used to identify the relevant website visitors. For example, one configured user segment may identify a website visitor's country from their Internet address domain name; and a second configured user segment may identify a website visitor's country from their registered home/invoice details; and a third configured user segment may identify a website visitor's country from their registered work/delivery details.
- Description
A description of the configured user segment for administrative purposes only and to distinguish between multiple configured user segments with the same segment id/name.
- Weight (initial)
The initial weight assigned to the website visitor for the user segment. This should be a numeric positive (associated/interested) or negative (not associated/interested) value indicating the website visitors' initial association with or interest in the user segment.
- Active
Only configured user segments that are set as active are actually used and applied to website visitors.
 - From
If date/time is given, the user segment will only be used after that date/time.
 - To
If date/time is given, the user segment will only be used until that date/time.



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a red header bar with the Asbru logo and the text "Logged in as: admin". Below the header is a toolbar with various icons: Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, Experience Management, User Database, Usage Statistics, Configuration, and Updates. On the far right of the toolbar, there's a button labeled "Add New User Segment". The main content area has a sidebar on the left with links like Experience, Segments (which is highlighted in red), User Tests, and Heatmaps. The main panel is titled "User Segment" and contains sub-sections for "About User Segment" (with fields for Segment, Description, and Weight (initial)), and "Active From To" (with checkboxes and date/time input fields). There's also a "Save" button at the top of the main panel.

7.1.1.1.2 Website Visitor

Defines the basic details for website visitors for whom this user segment should be used. These details are available for all website visitors – anonymous website visitors as well as registered users. The user segment will only be used for website visitors who match all the website visitor and user details configured for the user segment.

- Date & Time
Defines the date/time for when a website visitor's visit begins, and eventually the date/time for when a registered website user logs in. Please note that configured user segments are only applied to website visitors when a new website visit begins, and eventually again when/if a registered website user logs in. Configured user segments are not re-applied to website visitors continuously throughout their visit to the website.
 - Year
A given year (YYYY); a range of years (YYYY-YYYY), until the end of a year (<YYYY); after the beginning of a year (>YYYY).
 - Month
A given month (MM); a range of months (MM-MM), until the end of a month (<MM); after the beginning of a month (>MM).
 - Day
A given day (DD); a range of days (DD-DD), until the end of a day (<DD); after the beginning of a day (>DD).
 - Hour
A given hour (HH); a range of hours (HH-HH), until the end of an hour (<HH); after the beginning of an hour (>HH).



- Minute
A given minute (MM); a range of minutes (MM-MM), until the end of a minute (<MM); after the beginning of a minute (>MM).
 - Second
A given second (SS); a range of seconds (SS-SS), until the end of a second (<SS); after the beginning of a second (>SS).
 - Week
A given week (WW); a range of weeks (WW-WW), until the end of a week (<WW); after the beginning of a week (>WW).
 - Weekday
A given weekday.
- Internet Address and Web Browser
Defines the website visitor's basic Internet address and web browser details.
 - IP Address
A given Internet IP address (999.999.999.999), the first part of an Internet IP address (999.999.999.), the last part of an Internet IP address (.999.999.999).
 - Domain Name
A given Internet domain name address (xxx.xxxxx.xxx), the first part of an Internet domain name address (xxx.xxxxx.), the last part of an Internet domain name address (.xxxxx.xxx).
 - User-Agent
A part of the user-agent web browser identification string.
 - Web Browser
A given web browser as identified by the web content management system.
 - Web Browser Version
A full or partial web browser version number or id.
 - Operating System
A given operating system as identified by the web content management system.
 - Operating System Version
A full or partial operating system version number or id.
 - Device Type
A given web browser device type as identified by the web content management system.
 - Device
A given web browser device as identified by the web content management system.



- Device Version
A full or partial device version number or id.
- Preferred Language
The website visitor's web browser's preferred language setting language code (for example: "en", "en-gb", "en-us", "da"); or NOT the website visitor's web browser's preferred language setting language code (for example: "!en", "!en-gb", "!en-us", "!da").
- Accepted Languages
The website visitor's web browser's accepted languages setting language code (for example: "en", "en-gb", "en-us", "da"); or NOT the website visitor's web browser's accepted languages setting language code (for example: "!en", "!en-gb", "!en-us", "!da").
- Website Referrer
If a website visitor has been referred to your website from another website, this may be known to the web content management system depending on the website visitor's web browser.
 - Domain Name
A given Internet domain name address (xxx.xxxxx.xxx), the first part of an Internet domain name address (xxx.xxxxx.), the last part of an Internet domain name address (.xxxxx.xxx).
 - Path
The full or first part of the referring web page (/xxxxx/xxxxx/).
 - Query
Part of the referring web page query parameters (for example an affiliate id or a search query).
 - Search Engine
A given search engine as identified by the web content management system.
 - Search Query
Part of the search engine query phrase/words.
- Website Entry
The web page on your website on which the website visitor's visit began.
 - Content ID
A given page/product content item id number in the web content management system.
 - Content Class
A given content item content class (for example: "page", "product", "data").
 - Content Database
A given custom content database name in the web content management system.



- Domain Name
A given Internet domain name address (xxx.xxxxx.xxx), the first part of an Internet domain name address (xxx.xxxxx.), the last part of an Internet domain name address (.xxxxx.xxx).
- Path
The full or first part of the first requested web page/product (/xxxxx/xxxxx/).
- Query
Part of the first requested web page/product query parameters (for example an affiliate id or a search query).

The screenshot displays the Asbru Web Content Management System's User Segment configuration screen. At the top, a red header bar shows the Asbru logo and the text "Logged in as: admin". Below the header is a navigation menu with various icons and labels: Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, Experience Management, User Database, Usage Statistics, Configuration, and Updates. The "Segments" icon is highlighted with a red border. The main content area has a title "Website Visitor" and a note: "These attributes are matched for new website visits by anonymous website visitors and registered users." It contains several sections with dropdown menus and input fields:

- Date & Time**: Fields for Year, Month, Day, Hour, Minute, Second, and Weekday.
- Internet Address and Web Browser**: Fields for IP Address, Domain Name, User-Agent, Web Browser, Web Browser Version, Operating System, Operating System Version, Device Type, Device, Device Version, Preferred Language, and Accepted Languages.
- Website Referrer**: Fields for Domain Name, Path, Query, Search Engine, and Search Query.
- Website Entry**: Fields for Content ID, Content Class, Content Database, Domain Name, Path, and Query.

7.1.1.3 User Details

Defines the user details for logged in registered website visitors for whom this user segment should be used. These details are only available for registered website users and only when/after they login. The user segment will only be used for website visitors who match all the website visitor and user details configured for the user segment.

- Title
A given title; or “?” for no registered title.



- Name
A given name; or “?” for no registered name.
- Organisation
A given organisation; or “?” for no registered organisation.
- Email
A full or partial email address; or “?” for no registered email address.
- Gender
A given gender.
- Age
A given age (YYY); an age range (YYY-YYY); under a given age (<YYY); over a given age (>YYY) ; or “?” for no registered age.
- Birthdate
 - Day
A given day (DD); a range of days (DD-DD), until the end of a day (<DD); after the beginning of a day (>DD) ; or “?” for no registered day.
 - Month
A given month (MM); a range of months (MM-MM), until the end of a month (<MM); after the beginning of a month (>MM) ; or “?” for no registered month.
 - Year
A given year (YYYY); a range of years (YYYY-YYYY), until the end of a year (<YYYY); after the beginning of a year (>YYYY) ; or “?” for no registered year.
- Notes
Part of registered notes; or “?” for no registered notes.
- Additional User Details
Part of registered additional user details; or “?” for no registered additional user details.



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a navigation bar with icons for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, Experience Management, User Database, Usage Statistics, Configuration, and Updates. The title bar says 'ASBRU Web Content Management' and 'Logged in as: admin'. On the left, there's a sidebar with links for Experience, Segments (which is selected), User Tests, and Heatmaps. The main content area has a 'Save' button at the top. Below it is a table with tabs for User Segment, Visitor, User Details, User Login, User Categories, Activation, Expiration, Home/Invoice, Work/Delivery, and Payment. The 'User Details' tab is active. A section titled 'User Details' contains fields for Title, Name, Organisation, Email, Gender, Age, Birthdate (with dropdowns for Day, Month, Year), and Notes. There's also an 'Add New' button.

7.1.1.1.4 User Login

Defines the user login details for logged in registered website visitors for whom this user segment should be used. These details are only available for registered website users and only when/after they login. The user segment will only be used for website visitors who match all the website visitor and user details configured for the user segment.

- Username
Part of registered username.
- Password
Part of registered password (XXXXX); or password length shorter than given number (<99); or password length longer than given number (>99).

The screenshot shows the Asbru Web Content Management System interface, similar to the previous one but with different active tabs. The navigation bar and sidebar are identical. The main content area has a 'Save' button at the top. Below it is a table with tabs for User Segment, Visitor, User Details, User Login, User Categories, Activation, Expiration, Home/Invoice, Work/Delivery, and Payment. The 'User Login' tab is active. A section titled 'User Login' contains fields for Username and Password.

7.1.1.1.5 User Categories

Defines the user categories for logged in registered website visitors for whom this user segment should be used. These details are only available for registered website users and only



when/after they login. The user segment will only be used for website visitors who match all the website visitor and user details configured for the user segment.

- Class - Administrator
Logged in website administrator.
- Group
A given user group; or “?” for no registered user group.
- Type
A given user type; or “?” for no registered user type.

7.1.1.1.6 Activation and Expiration

Defines the user account activation and expiration details for logged in registered website visitors for whom this user segment should be used. These details are only available for registered website users and only when/after they login. The user segment will only be used for website visitors who match all the website visitor and user details configured for the user segment.

- Activate On
On a given full or partial date/time (YYYY-MM-DD hh:mm:ss); or before a given full or partial date/time (<YYYY-MM-DD hh:mm:ss); or after a given full or partial date/time (>YYYY-MM-DD hh:mm:ss).
- Notify On
On a given full or partial date/time (YYYY-MM-DD hh:mm:ss); or before a given full or partial date/time (<YYYY-MM-DD hh:mm:ss); or after a given full or partial date/time (>YYYY-MM-DD hh:mm:ss).
- Expire On
On a given full or partial date/time (YYYY-MM-DD hh:mm:ss); or before a given full or partial date/time (<YYYY-MM-DD hh:mm:ss); or after a given full or partial date/time (>YYYY-MM-DD hh:mm:ss).



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a navigation bar with icons for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, Experience Management, User Database, Usage Statistics, Configuration, and Updates. The title 'ASBRU' is on the left, and 'Logged in as: admin' is in the center. On the left sidebar, there are links for Experience, Segments (which is highlighted in red), User Tests, and Heatmaps. The main content area has a 'Save' button at the top left. Below it is a tabbed menu with 'Activation' and 'Expiration' selected. A sub-section titled 'Activation & Expiration' contains the text: 'These attributes are matched when registered users login to the website.' It includes fields for 'Activate On:', 'Notify On:', and 'Expire On:'.

7.1.1.1.7 Home/Invoice Details

Defines the home/invoice details for logged in registered website visitors for whom this user segment should be used. These details are only available for registered website users and only when/after they login. The user segment will only be used for website visitors who match all the website visitor and user details configured for the user segment.

- Name
Part of a given name; or “?” for no registered name.
- Organisation
A given organisation; or “?” for no registered organisation.
- Address
Part of a given address; or “?” for no registered address.
- Postal/Zip Code
A full or first part of given postal/zip code; or “?” for no registered postal/zip code.
- City
A given city; or “?” for no registered city.
- State
A given state; or “?” for no registered state.
- Country
A given country; or “?” for no registered country.
- Phone
A full or first part of given phone number; or “?” for no registered phone number.
- Fax
A full or first part of given fax number; or “?” for no registered fax number.
- Email
A full or partial email address; or “?” for no registered email address.
- Website
A full or partial website address; or “?” for no registered website address.



The screenshot shows the Asbru Web Content Management System interface. At the top, there's a navigation bar with icons for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, Experience Management, User Database, Usage Statistics, Configuration, and Updates. The title bar says "ASBRU" and "Web Content Management". It also shows "Logged in as: admin". On the left, there's a sidebar with links for Experience, Segments (which is highlighted), User Tests, and Heatmaps. The main content area has a "Save" button at the top. Below it, there's a table with tabs: User Segment, Visitor, User Details, User Login, User Categories, Activation, Home/Invoice (which is selected and highlighted in red), Expiration, Work/Delivery Details, and Payment Details. Under the "Home / Invoice Details" tab, there's a note: "These attributes are matched when registered users login to the website." To the left of this note, there's a list of attributes: Name, Organisation, Address, Postal/Zip Code, City, State, Country, Phone, Fax, Email, and Website. Each attribute has a corresponding input field below it.

7.1.1.1.8 Work/Delivery Details

Defines the work/delivery details for logged in registered website visitors for whom this user segment should be used. These details are only available for registered website users and only when/after they login. The user segment will only be used for website visitors who match all the website visitor and user details configured for the user segment.

- Name
Part of a given name; or “?” for no registered name.
- Organisation
A given organisation; or “?” for no registered organisation.
- Address
Part of a given address; or “?” for no registered address.
- Postal/Zip Code
A full or first part of given postal/zip code; or “?” for no registered postal/zip code.
- City
A given city; or “?” for no registered city.
- State
A given state; or “?” for no registered state.
- Country
A given country; or “?” for no registered country.
- Phone
A full or first part of given phone number; or “?” for no registered phone number.
- Fax
A full or first part of given fax number; or “?” for no registered fax number.



- Email
A full or partial email address; or “?” for no registered email address.
- Website
A full or partial website address; or “?” for no registered website address.

The screenshot shows the Asbru Web Content Management system's user interface. At the top, there's a navigation bar with icons for Home, Help, Logout, and various management functions like Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, Experience Management, User Database, Usage Statistics, Configuration, and Updates. The title bar says 'ASBRU Web Content Management' and indicates the user is 'Logged in as: admin'. On the left, there's a sidebar with links for Experience, Segments (which is currently selected), User Tests, and Heatmaps. The main content area has a 'Save' button at the top. Below it, there's a table with several tabs: User Segment, Website Visitor, User Details, User Login, User Categories, Activation Expiration, Home/Invoice Details, Work/Delivery Details (which is highlighted in red), and Payment Details. Under the 'Work / Delivery Details' tab, there's a note: 'These attributes are matched when registered users login to the website.' To the right of the note is a large text input field containing a list of fields: Name, Organisation, Address, Postal/Zip Code, City, State, Country, Phone, Fax, Email, and Website.

7.1.1.9 Payment Details

Defines the payment details for logged in registered website visitors for whom this user segment should be used. These details are only available for registered website users and only when/after they login. The user segment will only be used for website visitors who match all the website visitor and user details configured for the user segment.

- Card Type
A given card type; or “?” for no registered card type.
- Card Number
A full or first part of given card number; or “?” for no registered card number
- Card Issued
 - Month
A given month (MM); before a given month (<MM); after a given month (>MM); or “?” for no registered month.
 - Year
A given year (YYYY); before a given year (<YYYY); after a given year (>YYYY); or “?” for no registered year.
 -
- Card Expiry



- Month
A given month (MM); before a given month (<MM); after a given month (>MM); or “?” for no registered month.
- Year
A given year (YYYY); before a given year (<YYYY); after a given year (>YYYY); or “?” for no registered year.
- Name On Card
A full or partial name; or “?” for no registered name.
- Postal/Zip Code
A full or first part of given postal/zip code; or “?” for no registered postal/zip code.

The screenshot shows the Asbru Web Content Management system interface. At the top, there's a navigation bar with icons for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, Experience Management, User Database, Usage Statistics, Configuration, and Updates. The title bar says 'ASBRU Web Content Management' and 'Logged in as: admin'. Below the navigation bar, on the left, is a sidebar with links for Experience, Segments (which is currently selected), User Tests, and Heatmaps. The main content area has a 'Save' button at the top. It's titled 'Payment Details' with the sub-instruction 'These attributes are matched when registered users login to the website.' Below this, there are input fields for Card Type, Card Number, Card Issued, Card Expiry, Name On Card, and Postal/Zip Code.

7.1.1.2 Personalised Content

When you have configured a number of user segments you will have access to add and manage personalised website content, media and products etc. for the configured user segments through the left-hand menu items for each of the the configured user segments.

The screenshot shows the Asbru Web Content Management system interface. At the top, there's a navigation bar with icons for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, Experience Management, User Database, Usage Statistics, Configuration, and Updates. The title bar says 'ASBRU Web Content Management' and 'Logged in as: admin'. Below the navigation bar, on the left, is a sidebar with links for Experience, Segments (which is currently selected), User Tests, and Heatmaps. The main content area shows a table titled 'Segments' with columns for Segment, Description, Weight, Active, From, To, and Actions (View, Update, Delete). The table contains three rows: Customer, Investor, and Job seeker, all with a weight of 0 and the Active checkbox checked. There are 'View', 'Update', and 'Delete' buttons for each row.

7.1.1.2.1 Index

Selecting one of the left-hand menu items for your configured user segments gives access to the administration index page for the selected user segment. The administration index page is similar to the general administration index pages in the Website Content and Media Library sections of the web content management system. All content items that have been added as user segment specific alternative versions of your website content as well as the original default/master content items will be listed on the administration index page.



Package	Class	Group	Type	Version	Device	Segment	Variant	Content	Id	Status
								My Business	32	Published: 2013-08-08 13:42:37
	page	Home				Job seeker		My Business	692	Published: 2014-03-10 14:11:15
								About Us	19	Published: 2013-08-22 13:11:48
							Job seeker	About Us	693	Published: 2014-03-10 14:11:32 Checked Out: admin
								Company Profile	20	Published: 2013-08-22 12:23:46 Checked Out: admin
							Job seeker	Company Profile	694	Published: 2014-03-10 14:11:51 Checked Out: admin

Buttons at the bottom include: Select All, Deselect All, Check Links, Validate Markup, Checkout, Checkin, Archive, Delete, Remove, Publish by ..., Expire by ..., Move To: Group, Type, Folder.

7.1.1.2.2 Add New

Select Add New to add a new user segment specific content version of your website content personalised for that user segment of website visitors. You can add a new content item as a new copy of an existing content item, or you can update an existing content item to be an alternative version of another existing content item.

To add a new content item as a new copy of an existing content item, select one of your existing website content items as the master/default content item; and select “new” as the segment content item; and select “OK”. This will open the normal administration page to add a new content item as a copy of the existing selected content item, where you can edit the title and primary content etc. and select “Save” to actually create the new content item. On the Content Version tab the relevant attributes will automatically have been set – the master/default content item will have been set to the selected existing content item, and the user segment will have been set – these attributes should not be changed.

To update an existing content item to be an alternative version of another existing content item, select one of your existing website content items (the “original”) as the master/default content item; and select the other existing content item (the alternative version of the “original”) as the segment content item; and select “OK”. This will open the normal administration page to update the existing selected content item (the alternative version of the “original”), where you can edit the title and primary content etc. and select “Save” to actually update the existing content item to be an alternative user segment version of the selected master/default content item. On the Content Version tab the relevant attributes will automatically have been set – the master/default content item will have been set to the selected existing content item, and the user segment will have been set – these attributes should not be changed.

After adding a new user segment specific content item version, the administration index page will list the new user segment specific content item as well as its master/default content item.



•
•
•

The dialog box has a title 'Add New User Segment Version' and a subtitle 'Add a new segment content item as a copy and segment version of an existing content item; or use an existing content item as a segment version of another existing content item.' It contains three dropdown menus: 'Master/Default Content Item' (Please select a content item: dropdown menu), 'Segment Content Item' (Please select 'new' or a content item: dropdown menu), and 'Segment' (Job seeker dropdown menu). At the bottom are 'OK' and 'Cancel' buttons.

7.1.1.2.3 Remove

Select the checkbox to the left of a user segment specific content version of your website content on the user segments administration index page and then select the Remove button to remove the content item from the user segment. This will not delete the content item but simply remove it from the user segments administration and stop it from being used as a user segment specific content version of your website (by clearing the Content Version User Segment attribute for the content item).

7.1.1.3 Website Content

When a website visitor starts a new visit to your website (and again if/when they login as a registered website user) they will automatically be profiled using your configured user segments. All matching configured user segments will be assigned to the website visitor, and when they access any website content for which alternative, user segment specific content versions exists, that version of the content item will be displayed instead of the default/master content item. If multiple, alternative, user segment specific content versions exist, the content version for the website visitor's highest weighted user segment will be displayed.

7.1.1.3.1 Dynamic Profiling

The configured user segments assigns fixed, initial weight values to matching website visitors. Optionally, you may want to dynamically modify website visitors' weights for your different configured user segments depending on which of your website content they access. For example, when a website visitor accesses your careers and job listings web pages, you may want to increase their weight (interest in) your configured "job seeker" user segment.

You can update any page and product etc. in the web content management system to dynamically profile website visitors who access those pages and products etc. This is done through the general Website Content, Media Library and Products & Orders web content management system sections administration pages. When you add new or update your website content items you can define dynamic profiling for one or more of your configured user segments. Please see the 2.2.2.4.6 User Segmentation section for details.



The screenshot shows the Asbru Web Content Management interface. At the top, there's a red header bar with the Asbru logo and the text "Logged in as: admin". Below the header is a toolbar with various icons: Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, Experience Management, User Database, Usage Statistics, Configuration, and Updates. On the far right of the toolbar is a button labeled "Add New".

The main content area has a left sidebar with a tree view of content types: Website Structure (selected), Content (expanded), Pages (selected), and other categories like Elements, Class, Status, Templates, Style Sheets, Scripts, Packages, and Bundles.

The central panel displays a form for managing a "Page". It includes fields for "Save & Close", "Save", "Preview", "Validate", "Archive", "Publish" (checkbox checked), "Schedule - Publish by: 2014-02-11 13:34", "Expire by:", "Workflow" (none selected), "Assign to:", and "Comments".

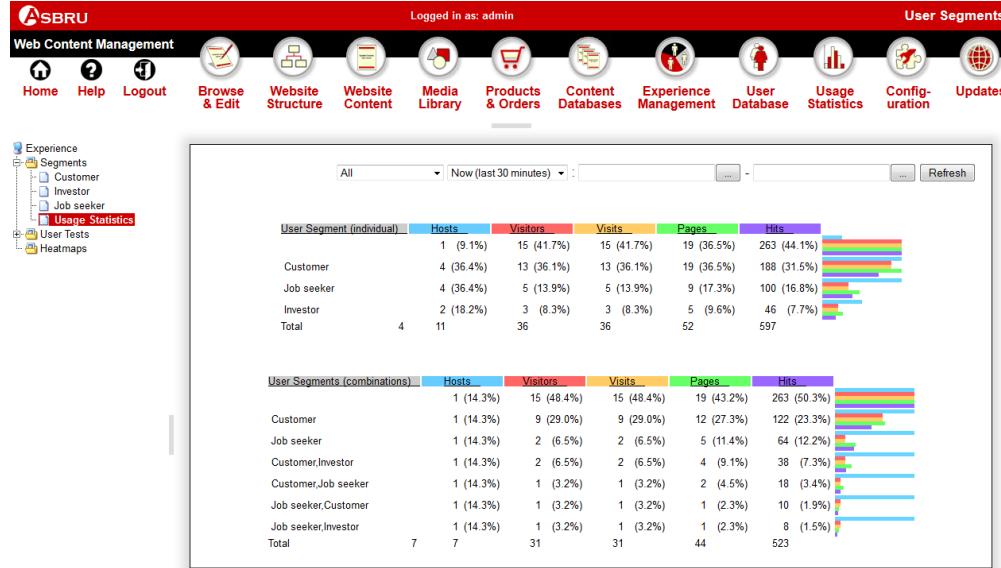
Below these are tabs for "Meta Information", "Author", "Description", "Keywords", and "User Segmentation". Under "Meta Information", it says "Summary content information for use by search engines etc.". Under "Author", there's a field for "Customer" with a weight of "+100" and a "Delete" button. Under "Investor", there's a field with a weight of "+10" and a "Delete" button. Under "Job seeker", there's a field with a weight of "-5" and a "Delete" button. There's also a "Segment" dropdown and a "Weight:" input field with a "Add New" button.

7.1.1.4 Usage Statistics

Selecting the Usage Statistics left-hand menu item gives access to basic usage statistics for your configured user segments with data for each of your configured user segments as well as combinations of your configured user segments.

The user segments combinations are ordered left-to-right by the website visitors' weighted user segments. For example, a "Customer,Job seeker" user segments combination is data for website visitors weight higher as a customer than as a job seeker; and a "Job seeker,Customer" user segments combination is data for website visitors weight higher as a job seeker than as a customer.

Usage statistics are only collected and reported for website visitors' user segments weighted higher than zero. User segments weighted zero or less than zero are ignored.



Many of the usage statistics reports available through the Usage Statistics section of the web content management system will also include additional report sections with details for each of your configured user segments as well as combinations of your configured user segments. Please see the 8 Statistics Add-On Module section for details.

7.1.2 User Tests

Different variants of website content pages, images, products and layout templates and style sheets etc. can be created and used to conduct controlled user tests on the website visitors providing statistical analysis on how website visitors respond to the different website content variants giving valuable information on how to design and redesign your website content.

7.1.2.1 Configuration

Any number of website visitor user tests can be configured through the User Tests left-hand menu item, which will list all existing configured website visitor user tests with access to view, update and delete each of them as well as to add new website visitor user tests.



Select Add New, View, Update or Delete to configure the website visitor user test details.

7.1.2.1.1 User Test

Defines the basic details for the user test.



- **Title (required)**
The user test id/name that is used for this user test. The title should be unique for each user test. The same title should not be used for multiple user tests. (For example: Colour).
- **Description**
A description of the configured user test for administrative purposes only.
- **Type**
A/B Test is currently the only option.
- **Variants (required)**
One or more variant names to be used for this user test. Separate multiple variant names by linebreaks with one variant name on each line. (For example: Red, Green, Blue).
- **Visitors**
Percentage of your website visitors who should randomly be subjected to this user test.
 - **All**
All, both new and existing/returning website visitors may be subjected to this user test.
 - **New**
Only new website visitors may be subjected to this user test.
- **Conversion Goals**
One or more existing website content pages and products etc. for which to measure the user test results.
- **Confidence Level**
Statistical confidence level for user results to be considered significant. Usually, this should be left as the default 95%.
- Only configured user tests that are set as active are actually used and subjected to website visitors.
 - **From**
If date/time is given, the user test will only be used after that date/time.
 - **To**
If date/time is given, the user test will only be used until that date/time.



The screenshot shows the 'User Test' configuration page. At the top, there is a navigation bar with icons for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, Experience Management, User Database, Usage Statistics, Configuration, and Updates. The title 'User Test' is displayed above a form. The form includes fields for Title, Description, Type (set to 'A/B test'), Variants, Visitors (100%), Conversion Goals, Confidence Level (95%), and Active status. A 'Save' button is located at the top left of the form.

7.1.2.2 Experiences

When you have configured a number of user tests you will have access to add and manage user test variants of website content, media and products etc. for the configured user tests through the left-hand menu items for each of the the configured user tests.

The screenshot shows the 'User Tests' index page. At the top, there is a navigation bar with icons for Home, Help, Logout, Browse & Edit, Website Structure, Website Content, Media Library, Products & Orders, Content Databases, Experience Management, User Database, Usage Statistics, Configuration, and Updates. The title 'User Tests' is displayed above a table. The table lists two user tests: 'Colour' and 'Font Size'. Each row contains columns for User Test, Variants, Active status, From, To, and actions (View, Update, Delete). The left sidebar shows a tree view of experiences, with 'User Tests' selected.

7.1.2.2.1 Index

Selecting one of the Experiences left-hand menu items for your configured user tests gives access to the administration index page for the selected user test. The administration index page is similar to the general administration index pages in the Website Content and Media Library sections of the web content management system. All content items that have been added as user test variant versions of your website content as well as the original default/master content items will be listed on the administration index page.



Class	Group	Type	Version	Device	Segment	Variant	Content	Id	Status
page	About Us						About Us	19	Published: 2013-08-22 13:11:46 Checked Out: admin
page	About Us					Yellow	About Us	700	Published: 2014-02-11 15:48:14 Checked Out: admin
page	About Us					Red	About Us	694	Published: 2014-02-11 15:47:42 Checked Out: admin
page	About Us					Green	About Us	695	Published: 2014-02-11 15:47:50 Checked Out: admin
page	About Us					Blue	About Us	696	Published: 2014-02-11 15:47:58 Checked Out: admin
page	Products & Services						Products & Services	31	Published: 2013-08-22 13:17:01
page	Products & Services						Products & Services	702	Published: 2014-02-11 15:50:12
page	Products & Services						Products & Services	701	Published: 2014-02-11 15:49:45

7.1.2.2.2 Add New

Select Add New to add a new user test specific variant of your website content. You can add a new content item as a new copy of an existing content item, or you can update an existing content item to be an alternative version of another existing content item.

To add a new content item as a new copy of an existing content item, select one of your existing website content items as the master/default content item; and select “new” as the variant content item; and select “OK”. This will open the normal administration page to add a new content item as a copy of the existing selected content item, where you can edit the title and primary content etc. and select “Save” to actually create the new content item. On the Content Version tab the relevant attributes will automatically have been set – the master/default content item will have been set to the selected existing content item, and the user test variant will have been set – these attributes should not be changed.

To update an existing content item to be an alternative variant of another existing content item, select one of your existing website content items (the “original”) as the master/default content item; and select the other existing content item (the alternative version of the “original”) as the segment content item; and select “OK”. This will open the normal administration page to update the existing selected content item (the alternative version of the “original”), where you can edit the title and primary content etc. and select “Save” to actually update the existing content item to be an alternative user test variant version of the selected master/default content item. On the Content Version tab the relevant attributes will automatically have been set – the master/default content item will have been set to the selected existing content item, and the user test variant will have been set – these attributes should not be changed.

After adding a new user test specific content item variant, the administration index page will list the new user test specific content item as well as its master/default content item.



Add New User Test Variant
Add a new variant content item as a copy and variant of an existing content item; or use an existing content item as a variant of another existing content item.

Master/Default Content Item
Please select a content item:

Variant Content Item
Please select 'new' or a content item:

Variant
Please select a variant name:

7.1.2.2.3 Remove

Select the checkbox to the left of a user test specific variant of your website content on the user tests experiences administration index pages and then select the Remove button to remove the content item from the user test. This will not delete the content item but simply remove it from the user tests experiences administration and stop it from being used as a user test specific content version of your website (by clearing the Content Version User Test Variant attribute for the content item).

7.1.2.3 Test Results

Selecting one of the Test Results left-hand menu items for your configured user tests gives access to the user test results report page for the selected user test. The user test results reports displays conversion rate statistics for each of your configured user test conversion goal pages and products, and for each of our configured user test variants.

- Experience
Identifying the original content or each of the user test variants.
- Visitors
Total number of website visitors subjected to the original content and each of the user test variants.
- Conversions
Number of the website visitors subjected to the original content and each of the user test variants who proceeded to the defined conversion goal page/product.
- Conversion Rate
Percentage of the total number of website visitors subjected to the original content and each of the user test variants who proceeded to the defined conversion goal page/product.
- Improvement
Conversion rate percentage change for each of the user test variants compared to the original content.



- Confidence

Statistical confidence level for the measured conversion rate change. The statistically most significant improvement above the configured confidence level for the user test (if any) is displayed as the “winner”.

Experience	Visitors	Conversions	Conversion Rate	Improvement	Confidence
- original -	16	0	0.0 %	-	-
Red	12	0	0.0 %	0.0 %	-
Green	0	0	0.0 %	- %	-
Blue	9	0	0.0 %	0.0 %	-
Yellow	0	0	0.0 %	- %	-
Total	37	0	0.0 %	-	-

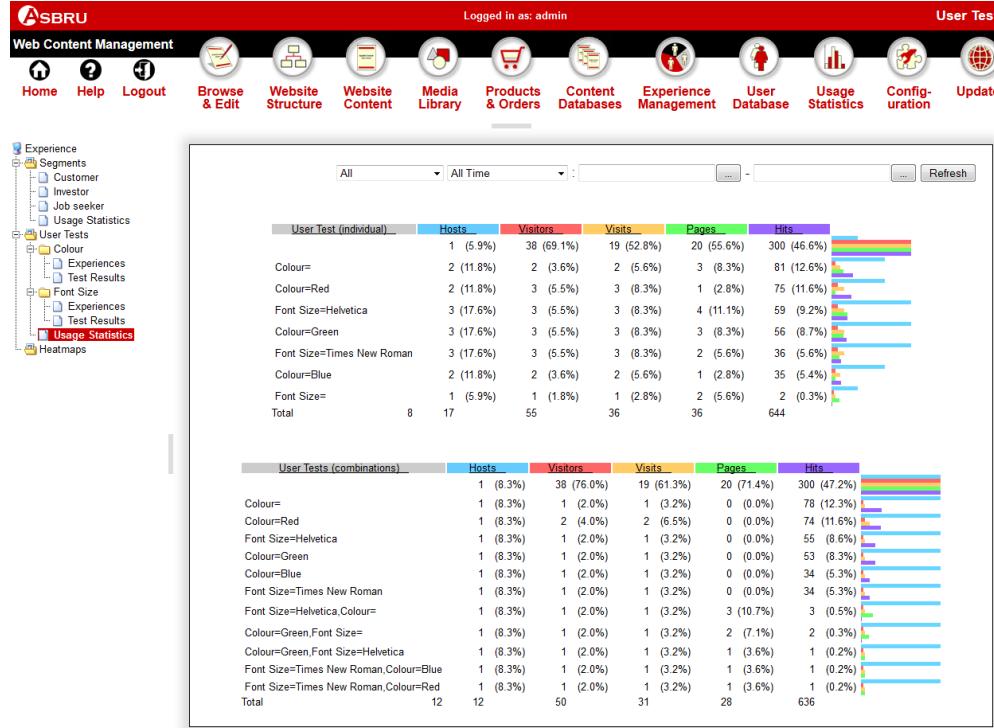
Experience	Visitors	Conversions	Conversion Rate	Improvement	Confidence
- original -	16	0	0.0 %	-	-
Red	12	0	0.0 %	0.0 %	-
Green	0	0	0.0 %	- %	-
Blue	9	0	0.0 %	0.0 %	-
Yellow	0	0	0.0 %	- %	-
Total	37	0	0.0 %	-	-

Experience	Visitors	Conversions	Conversion Rate	Improvement	Confidence
- original -	16	5	31.2 %	-	-
Red	12	8	66.7 %	+113.3 %	WINNER 97.6 %
Green	0	0	0.0 %	- %	-
Blue	9	2	22.2 %	-28.9 %	30.9 %
Yellow	0	0	0.0 %	- %	-
Total	37	15	40.5 %	-	-

7.1.2.4 Usage Statistics

Selecting the Usage Statistics left-hand menu item gives access to basic usage statistics for your configured user tests with data for each of your configured user tests as well as combinations of your configured user tests.

The user tests combinations are ordered left-to-right in the order they were subjected to the website visitors.



Many of the usage statistics reports available through the Usage Statistics section of the web content management system will also include additional report sections with details for each of your configured user tests as well as combinations of your configured user tests. Please see the 8 Statistics Add-On Module section for details.

7.1.3 Heatmaps

Individual website pages and products can be analysed using “click” heatmaps showing which text and image links etc. website visitors react to and use giving valuable information on how to design and redesign your website content and web page layout.

7.1.3.1 Index

Any number of heatmaps for website pages and products can be activated through the Heatmaps left-hand menu item, which will list all existing activated heatmaps with access to manage your heatmaps as well as to add new heatmaps.

The page/product titles give access to update the page/product content through the general website content administration page.

- Heatmaps

The page/product titles give access to update the page/product content through the general website content administration page.

- View Website (icon)

Displays the normal web page.



- **Heatmap (icon)**
Displays the web page with the heatmap overlay. As default all collected data for the heatmap are used. Optionally, the View Period input fields above the listed heatmaps can be used to use collected data for the selected period for the heatmap.
- **Align**
Defines how the web page content is aligned and how the heatmap overlay should be aligned. The heatmap alignment must match how your web page/product content is aligned by your general HTML and CSS style sheet code for the heatmap overlay to be displayed correctly. If the defined alignment does not match your actual web page/product content align, the heatmap overlay may be displayed in incorrect positions.
 - **Default**
As default website content and the heatmap are assumed to be centered.
 - **Center**
Your website content and the heatmap are centered horizontally in the web browser window.
 - **Left**
Your website content and the heatmap are aligned to the left-hand side of the web browser window.
 - **Right**
Your website content and the heatmap are aligned to the right-hand side of the web browser window.
 - **Full**
Your website content and the heatmap are aligned to both the left-hand and right-hand side of the web browser window.
- **Heatmap Off / Click**
Defines which data to collect for the page/product. Click collects all “clicks” by the website visitor in the web browser on the page/product. Off disables collection of further heatmap data for the page/product (retaining any already collected heatmap data for the page/product). To remove a heatmap it should be set to “Off” and then “Clear” it, which will remove it from the heatmaps administration page.
- **Clear**
Deletes all the collected heatmap data for the page/product; and if the heatmap has been set to “Off”, it will be removed from the heatmaps administration page.



ASBRU

Logged in as: admin [Heatmap](#)

Web Content Management

[Home](#) [Help](#) [Logout](#) [Browse & Edit](#) [Website Structure](#) [Website Content](#) [Media Library](#) [Products & Orders](#) [Content Databases](#) [Experience Management](#) [User Database](#) [Usage Statistics](#) [Configuration](#) [Update](#)

View period: [...](#) [Add New](#)

Page: << First -< Previous - 1 - Next >- Last >>

Listing records 1-3 of 3

Package	Class	Group	Type	Version	Device	Segment	Variant	Heatmaps	ID	Align	Heatmap	Clear	
page	About	1..						About Us	19	Left	-defaul	Click ▾	Clear
page	Home							My Business	32	Left	-defaul	Click ▾	Clear
page	Online	2..						Online Shop	163	Left	-defaul	Click ▾	Clear

7.1.3.2 Add New

To add a new heatmap for one of your existing web pages/products, use the Select button to choose one of your web pages/products and then select the Add New button on the heatmaps administration index page. The selected website page/product is added to the heatmaps administration index page and collection of heatmap data for that page/product is automatically enabled.

The screenshot shows the Sitecore Content Editor interface. The left pane displays a navigation tree with categories like Content, Pages, Elements, Images, Files, Links, Products, Templates, Style Sheets, and Scripts. Under the Pages category, there is a list of items including 'About Us (19)'. The middle pane shows the details for the selected item, 'About Us (19)', with fields for Id (19), Title (About Us (19)), and buttons for OK and Cancel. The right pane shows a preview of the page content, which includes a logo, a header with 'My Bu' (partially visible), a menu bar with 'About Us' and 'Product', and a sidebar with 'About Us' and 'Company Profile'.

7.1.3.3 Remove

Set the heatmap to Off and select the Clear link for the heatmap on the heatmaps administration index page to remove the content item from the heatmaps, and to deactivate the heatmap for the page/product and delete the collected heatmap data for the page/product. This will not delete the content item but simply remove it from the heatmaps administration and stop the web content management system from collecting heatmap data for the content item. However, it will also delete the collected heatmap data for the content item.



7.1.3.4 Website Content

When a heatmap is enabled for one of your website pages/products, your website visitors' "clicks" on that website page/product are automatically collected. Having enabled a heatmap for the website page/product should not have any effect on how it looks and functions.

7.1.3.5 Heatmap

Select the Heatmap icon for one of your website pages/products on the heatmaps administration index page to view that website page/product with its heatmap overlay. The coloured regions of the heatmap overlay illustrates the positions and frequency of where your website visitors "click" on the website page/product. The red regions are where most website visitors "click" on the website page/product.



7.2 Usage Statistics

With the Statistics Add-On module as well as the Experience Add-On module website administrators have access to view even more detailed usage statistics for how your website visitors use your website with additional usage statistics reports data details for user segments and user tests. This may give you valuable information on your website user/customer segments' interests as well as on your website and how to eventually improve your website. Please see the 8 Statistics Add-On Module section for details.



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Statistics Add-On Module

With the Statistics Add-On module website administrators have access to view usage statistics for how your website visitors use your website. This may give you valuable information on your users'/customers' interests as well as on your website and how to eventually improve your website.

The usage statistics are collected and reported in real-time so that the available data are always up to date. You can see who is using your website right now or you can view data for longer/older periods of time.

A wide variety of usage statistics data are available:

- What content your website visitors access on your website – viewed web pages and images as well as downloaded files.
- When your website visitors are visiting your website – at what time of the day, week, month and year.
- Who your website visitors are – from which countries they are visiting and which operating systems and web browsers they are using.
- Why your website visitors visit your website – search engines and other website which your website visitors come from.
- How your website visitors use your website – start and exit web pages and paths from web page to web page(/image/file) as well as time spent on each visit and each individual web page – average/common data for your website visitors or specific details for each individual website visitor.

8.1 Usage Statistics

You have access to view your usage statistics reports through the Usage Statistics section on all web content management system administration web pages.

A number of default usage statistics reports may be displayed on the main usage statistics administration page depending on how the web content management system is configured for your website – as default daily, weekly and monthly summary usage statistics reports are displayed.

All the individual usage statistics web pages are available through a number of left-hand menu items as described in the following sections.



ASBRU

Logged in as: admin

Usage Statistics

Web Content Management

Home Help Logout Browse & Edit Website Structure Website Content Media Library Products & Orders Content Databases User Database Usage Statistics Configuration Updates

Usage Reports Example Summary What Websites/Domains Website Content Media Library Products & Orders Content Databases When Daily Weekly Monthly Hours Weekdays Days Weeks Months Who Countries Hosts Visitors Robots Operating Systems Web Browsers Devices Users Why Referrers Search Engines Search Queries Search Words How Entry Paths Exit Duration Visits

Usage Statistics
The usage statistics administration section gives you easy access to reports for your website(s).
Please use the left-hand menu to access the usage statistics administration pages.

Summary
Summary of key usage statistics for your website.

What
What do your website visitors view on your website?

When
When do your website visitors visit your website?

Who
Who are your website visitors?

Why
Why do your website visitors find and visit your website?

How
How do your website visitors use your website?

Usage - Summary - Today

	Hosts	Visitors	Visits	Pages	Hits
Total	0	0	0	0	0
Average duration	-	-	-	-	-

Usage - Summary - This Week

	Hosts	Visitors	Visits	Pages	Hits
Total	0	0	0	0	0
Average duration	-	-	-	-	-

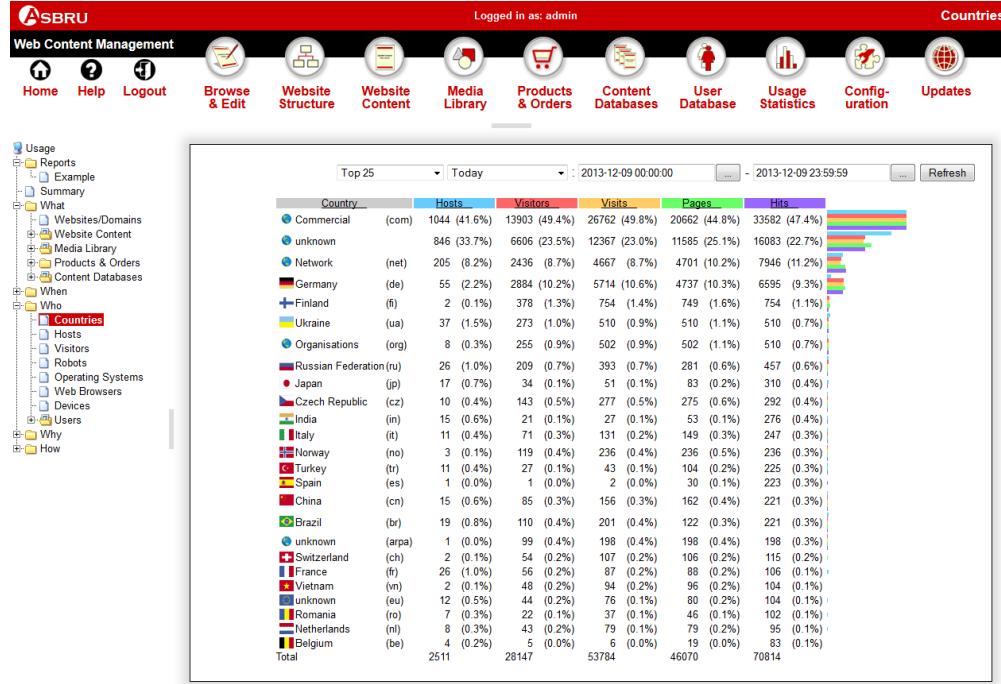
Usage - Summary - This Month

	Hosts	Visitors	Visits	Pages	Hits
Total	0	0	0	0	0
Average duration	-	-	-	-	-

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8.1.1 General

Most of the usage statistics reports have the same structure and similar data as described in this section.

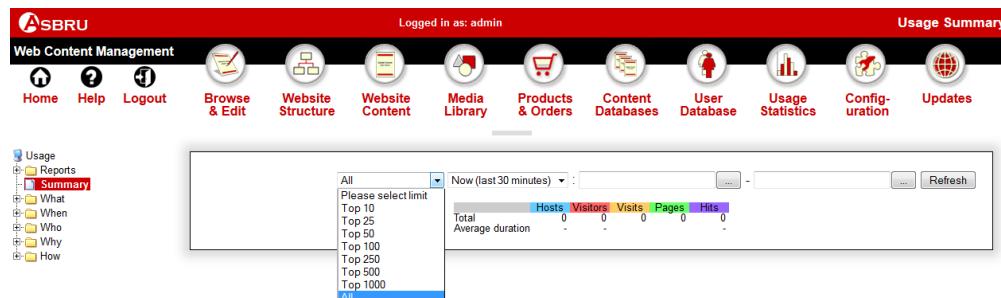


8.1.1.1 All or Top data

Most of the usage statistics reports display data ranked by popularity with the most popular data displayed first. As default all data are displayed, but some usage statistics reports may become very large, so you may want to only display the most popular data.

Near the top of all the usage statistics reports pages you can select if you want All or only the Top 10 / 25 / 50 / 100 / 250 / 500 / 1000 most popular data. Select how much data to display and then select the Refresh button. Your selection is remembered by the web content management system and used for all subsequently viewed usage statistics reports. You can change your selection at any time.

Please note that not all usage statistics reports display data ranked by popularity. For some usage statistics reports this setting will not change the displayed data.





8.1.1.2 Period

All usage statistics reports are for a specific period. As default the period is Now (last 30 minutes), which only displays data for the currently/recently active website visitors. Alternatively, you may want to view data for a longer/older period of time.

Near the top of all the usage statistics reports pages you can select the period to be used for the usage statistics:

- Now (last 30 minutes)
- Today - since midnight
- Last 24 Hours - from now
- Yesterday
- This Week - since Monday
- Last 7 Days - from today
- Last Week - Monday to Sunday
- Last 14 Days - from today
- This Month - since the first day of the month
- Last 30 Days - from today
- Last Month - from the first to the last day of the month (1.-28./29./30./31.)
- This Quarter - since the first day of the quarter
(January 1. / April 1. / July 1. / October 1.)
- Last 3 Months - from today
- Last Quarter - from the first to the last day of the quarter (January 1. - March 31. / April 1. - June 30. / July 1. - September 30. / October 1. - December 31.)
- This Half Year - from the first day of the half year (January 1. / July 1.)
- Last 6 Months - from today
- Last Half Year - from the first to the last day of the quarter
(January 1. - June 30. / July 1. - December 31.)
- This Year - from the first day of the year
- Last 12 Months - from today
- Last Year - from the first to the last day of the year (January 1. - December 31.)

It is also possible to select/enter any other period start and end dates/times using the date/time input fields and selectors next to the pre-defined period options.

Visitors	Visits	Pages	Hits
0	0	0	0

Period Options (dropdown menu):

- All
- Now (last 30 minutes)
- Please select period
- Now (last 30 minutes)
- Today
- Last 24 Hours
- Yesterday
- This Week
- Last 7 Days
- Last Week
- Last 14 Days
- This Month
- Last 28-31 Days
- Last Month
- This Quarter
- Last 3 Months
- Last Quarter
- This Half Year
- Last 6 Months
- Last Half Year
- This Year
- Last 12 Months

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8.1.1.3 Hosts

Most usage statistics reports include data for the number of hosts. Hosts are identified by their Internet address in the form of a domain name if available or an IP-number.

8.1.1.4 Visitors

Most usage statistics reports include data for the number of visitors. Visitors are identified by web browser "cookies" assigned to all new website visitors.

Please note that visitors are an approximation. It may not always be possible to identify each individual Internet user:

- If an Internet user uses different computers and/or uses different web browsers and/or uses anonymous/incognito/private web browser windows and/or clears their web browser cache that Internet user may be reported as a number of different visitors.
- If a number of Internet users use a public/shared computer these Internet users may be reported as a single visitor.

Please note that usage log data collected using earlier versions of the web content management system identified and counted visitors as different hosts. Usage statistics reports for older periods may report the number of visitors as zero in which case you should refer to the reported number of hosts instead for an approximate number of visitors.

8.1.1.5 Visits

Most usage statistics reports include data for the number of visits. Visits are identified by a "session id" issued by the web server to each new website visitor. Such session ids expire after a given time of inactivity as configured for your web server.

Please note that visits are an approximation. It may not always be possible to identify each individual Internet user and website visit:

- If an Internet user opens multiple web browsers or web browser windows each of these may be reported as a separate visit (depending on how your web server issues and tracks session ids and depending on if the Internet user's web browsers share or does not share the issued session id).
- If an Internet user clears "cookies" in the web browser a new session may be started (depending on how your web server issues and tracks session ids).
- If an Internet user disables "cookies" in the web browser each request by that Internet user may be reported as a separate session (depending on how your web server issues and tracks session ids).
- If a number of Internet users use a public/shared computer these Internet users may be reported as a single visit.

8.1.1.6 Pages

Most usage statistics reports include data for the number of pages viewed. Pages are web pages opened by your website visitors.



Please note that pages viewed are an approximation. It may not always be possible to identify all pages viewed by each individual Internet user:

- If an Internet user's web browser "caches" web pages the usage statistics may only report the first time a web page is viewed by that Internet user.
- If an Internet user is located behind a "caching proxy server" operated by their organisation or Internet service provider the usage statistics may only report the first time a web page is viewed from that organisation or Internet service provider.

8.1.1.7 Hits

Most usage statistics reports include data for the number of hits. Hits are each individual web server request for a content item including web pages, images, files, links and style sheets.

Each page viewed by your website visitors will result in one or more hits. One hit for the web page itself plus one hit for each image on the web page.

Please note that hits are an approximation. It may not always be possible to identify all hits (pages and images etc. viewed) by each individual Internet user:

- If an Internet user's web browser "caches" web pages the usage statistics may only report the first time a web page or image etc. is viewed by that Internet user.
- If an Internet user is located behind a "caching proxy server" operated by their organisation or Internet service provider the usage statistics may only report the first time a web page or image etc. is viewed from that organisation or Internet service provider.

8.1.1.8 User Segments and User Tests

If your website uses the Experience Management Add-On module some of the usage statistics reports will include additional details for each of your configured user segments and user tests as well as combinations of your configured user segments and user tests.

- User Segment (individual)
Displays data for each individual user segment. Each website visitor may be categorised into one or more user segments, so the sum of the visitors data may be greater than the total number of visitors.
- User Segments (combinations)
Displays data for all combinations of user segments as each website visitor may be categorised into one or more user segments. The user segments are ordered left to right on order of their "weights" (not displayed) starting with the greatest weight.
- User Test (individual)
Displays data for each individual user test variant. Each website visitor may be subjected to one or more user test variants, so the sum of the visitors data may be greater than the total number of visitors.
- User Tests (combinations)
Displays data for all combinations of user test variants as each website visitor may be



subjected to one or more user tests variants. The user segments are ordered left to right on order of the conducted user tests.

- User Segments + Tests (combinations)
Displays data for all combinations of user segments and user test variants.

8.1.2 Personal and Customised Combined Reports

A number of custom usage statistics reports which can combine the various other individual usage statistics reports can be defined for your website and for individual website administrators. The defined personal and customised usage reports configured for your website and the user account administrator preferences are displayed as left-hand menu items under the Usage Reports menu item.

Total	Hosts	Visitors	Visits	Pages	Hits
Average duration	-	-	-	-	-

Total	Hosts	Visitors	Visits	Pages	Hits
Average duration	-	-	-	-	-

Total	Hosts	Visitors	Visits	Pages	Hits
Average duration	-	-	-	-	-

8.1.3 Summary

Displays overall summary data for your website(s):

- Total visitors, visits, page views and hits
- Average visits, page views and hits per visitor.
- Average page views and hits per visit.
- Average duration per visit and page view.

8.1.4 What

The following usage statistics reports displays various data about what content your website visitors are accessing on your websites.

8.1.4.1 Websites/Domains

Displays which website domain name Internet addresses your website visitors use to access your website(s). The number of visitors, visits, page views and hits for each website address are displayed ordered by popularity.



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You may use a number of different alias website addresses (Internet domain names and sub-domain names as well as IP-numbers), which leads to your website. Data for each website address is displayed.

You may also use the web content management system's Micro-Sites feature for multiple websites or sections of your website. Data for each micro-website address is displayed.

8.1.4.2 Website Content

Displays data for each of your website content items (pages and style sheets) ordered by popularity.

Select View to open a content item in a new web browser window.

Select a content item title to view details about that content item. Please see 8.1.4.2.1.3 Page and 8.1.4.2.6.1 Style Sheet for details.

8.1.4.2.1 Pages

Displays data for each of your page content items ordered by popularity.

Select View to open a page in a new web browser window.

Select a page title to view details about that page. Please see 8.1.4.2.1.3 Page for details.

8.1.4.2.1.1 Groups

Displays data for each of your page groups ordered by popularity.

8.1.4.2.1.1.1 Group

Displays data for each page in the selected page group ordered by popularity.

8.1.4.2.1.2 Types

Displays data for each of your page types ordered by popularity.

8.1.4.2.1.2.1 Type

Displays data for each page of the selected page type ordered by popularity.

8.1.4.2.1.3 Page

Displays detailed data for an individual page. The username (if any), visitor, visit and date/time are displayed for each time the page has been accessed.

Select a host address to view details about that host. Please see 8.1.6.2.1 Host for details.

Select a visitor address to view details about that visitor. Please see 8.1.6.3.1 Visitor for details.

Select a visit date/time to view details about that visit. Please see 8.1.8.5.1 Visit for details.

Additionally, the pages your website visitors viewed immediately before and after this page are displayed.

Select a page title to view details about that page.



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Finally, the referrer websites and web pages, which link to this page, are displayed.

Select a referrer website address or web page address to open that website or web page in a new web browser window.

8.1.4.2.2 Contacts

Displays data for each contact form email your website visitors have posted to you.

Select a contact form email title to view details about that contact form email.

8.1.4.2.3 Posts

Community Add-On module only.

Displays data for each posting your website visitors have posted on your website.

Select a posting title to view details about that content item.

8.1.4.2.4 Logins

Displays data for each login (or attempted login) on your website.

Please see 8.1.6.8 Users for details about logged in users.

8.1.4.2.5 Logouts

Displays data for each explicit logout from your website.

Please see 8.1.6.8 Users for details about logged in users.

8.1.4.2.6 Style Sheets

Displays data for each of your style sheet content items ordered by popularity.

Select a style sheet title to view details about that style sheet. Please see 8.1.4.2.6.1 Style Sheet for details.

8.1.4.2.6.1 Style Sheet

Displays detailed data for an individual style sheet. The username (if any), visitor, visit and date/time are displayed for each time the style sheet has been accessed.

Select a host address to view details about that host. Please see 8.1.6.2.1 Host for details.

Select a visitor address to view details about that visitor. Please see 8.1.6.3.1 Visitor for details.

Select a visit date/time to view details about that visit. Please see 8.1.8.5.1 Visit for details.

Additionally, the pages, which use this style sheet are displayed.

Select a page title to view details about that page.

Finally, the referrer websites and web pages, which use or link to this style sheet, are displayed.



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Select a referrer website address or web page address to open that website or web page in a new web browser window.

8.1.4.2.7 Scripts

Displays data for each of your script content items ordered by popularity.

Select a script title to view details about that script. Please see 8.1.4.2.7.1 Script for details.

8.1.4.2.7.1 Script

Displays detailed data for an individual script. The username (if any), visitor, visit and date/time are displayed for each time the script has been accessed.

Select a host address to view details about that host. Please see 8.1.6.2.1 Host for details.

Select a visitor address to view details about that visitor. Please see 8.1.6.3.1 Visitor for details.

Select a visit date/time to view details about that visit. Please see 8.1.8.5.1 Visit for details.

Additionally, the pages, which use this script are displayed.

Select a page title to view details about that page.

Finally, the referrer websites and web pages, which use or link to this script, are displayed.

Select a referrer website address or web page address to open that website or web page in a new web browser window.

8.1.4.3 Media Library

Displays data for each of your media library content items (images, files and links) ordered by popularity.

Select View to open a content item in a new web browser window.

Select a content item title to view details about that content item. Please see 8.1.4.3.1.3 Image, 8.1.4.3.2.3 File and 8.1.4.3.3.3 Link for details.

8.1.4.3.1 Images

Displays data for each of your image content items ordered by popularity.

Select View to open an image in a new web browser window.

Select an image title to view details about that image. Please see 8.1.4.3.1.3 Image for details.

8.1.4.3.1.1 Groups

Displays data for each of your image groups ordered by popularity.

8.1.4.3.1.1.1 Group

Displays data for each image in the selected image group ordered by popularity.



8.1.4.3.1.2 Types

Displays data for each of your image types ordered by popularity.

8.1.4.3.1.2.1 Type

Displays data for each image of the selected image type ordered by popularity.

8.1.4.3.1.3 Image

Displays detailed data for an individual image. The username (if any), visitor, visit and date/time are displayed for each time the image has been accessed.

Select a host address to view details about that host. Please see 8.1.6.2.1 Host for details.

Select a visitor address to view details about that visitor. Please see 8.1.6.3.1 Visitor for details.

Select a visit date/time to view details about that visit. Please see 8.1.8.5.1 Visit for details.

Additionally, the pages, which includes or links to this image are displayed.

Select a page title to view details about that page.

Finally, the referrer websites and web pages, which include or link to this image, are displayed.

Select a referrer website address or web page address to open that website or web page in a new web browser window.

8.1.4.3.2 Files

Displays data for each of your file content items ordered by popularity.

Select View to open a file in a new web browser window.

Select a file title to view details about that file. Please see 8.1.4.3.2.3 File for details.

8.1.4.3.2.1 Groups

Displays data for each of your file groups ordered by popularity.

8.1.4.3.2.1.1 Group

Displays data for each file in the selected file group ordered by popularity.

8.1.4.3.2.2 Types

Displays data for each of your file types ordered by popularity.

8.1.4.3.2.2.1 Type

Displays data for each file of the selected file type ordered by popularity.

8.1.4.3.2.3 File

Displays detailed data for an individual file. The username (if any), visitor, visit and date/time are displayed for each time the file has been accessed.

Select a host address to view details about that host. Please see 8.1.6.2.1 Host for details.



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Select a visitor address to view details about that visitor. Please see 8.1.6.3.1 Visitor for details.

Select a visit date/time to view details about that visit. Please see 8.1.8.5.1 Visit for details.

Additionally, the pages, which includes or links to this file are displayed.

Select a page title to view details about that page.

Finally, the referrer websites and web pages, which include or link to this file, are displayed.

Select a referrer website address or web page address to open that website or web page in a new web browser window.

8.1.4.3.3 Links

Displays data for each of your link content items ordered by popularity.

Select View to open a link in a new web browser window.

Select a link title to view details about that link. Please see 8.1.4.3.3.3 Link for details.

8.1.4.3.3.1 Groups

Displays data for each of your link groups ordered by popularity.

8.1.4.3.3.1.1 Group

Displays data for each link in the selected link group ordered by popularity.

8.1.4.3.3.2 Types

Displays data for each of your link types ordered by popularity.

8.1.4.3.3.2.1 Type

Displays data for each link of the selected link type ordered by popularity.

8.1.4.3.3.3 Link

Displays detailed data for an individual link. The username (if any), visitor, visit and date/time are displayed for each time the link has been accessed.

Select a host address to view details about that host. Please see 8.1.6.2.1 Host for details.

Select a visitor address to view details about that visitor. Please see 8.1.6.3.1 Visitor for details.

Select a visit date/time to view details about that visit. Please see 8.1.8.5.1 Visit for details.

Additionally, the pages, which links to this link are displayed.

Select a page title to view details about that page.

Finally, the referrer websites and web pages, which link to this link, are displayed.



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Select a referrer website address or web page address to open that website or web page in a new web browser window.

8.1.4.4 Products & Orders

E-Commerce Add-On only.

8.1.4.4.1 Products

Displays data for each of your product content items ordered by popularity.

Select View to open a product in a new web browser window.

Select a product title to view details about that product. Please see 8.1.4.4.1.3 Product for details.

8.1.4.4.1.1 Groups

Displays data for each of your product groups ordered by popularity.

8.1.4.4.1.1.1 Group

Displays data for each product in the selected product group ordered by popularity.

8.1.4.4.1.2 Types

Displays data for each of your product types ordered by popularity.

8.1.4.4.1.2.1 Type

Displays data for each product of the selected product type ordered by popularity.

8.1.4.4.1.3 Product

Displays detailed data for an individual product. The username (if any), visitor, visit and date/time are displayed for each time the product has been accessed.

Select a host address to view details about that host. Please see 8.1.6.2.1 Host for details.

Select a visitor address to view details about that visitor. Please see 8.1.6.3.1 Visitor for details.

Select a visit date/time to view details about that visit. Please see 8.1.8.5.1Visit for details.

Additionally, the pages your website visitors viewed immediately before and after this page are displayed.

Select a page title to view details about that page.

Finally, the referrer websites and web pages, which link to this product, are displayed.

Select a referrer website address or web page address to open that website or web page in a new web browser window.

8.1.4.5 Content Databases

Databases Add-On module only.

Displays data for each of your special content databases ordered by popularity.



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Select a content database title to view details about that content database.

8.1.4.5.1 Content Database

Displays data for each of your data items in the selected content database items ordered by popularity.

Select View to open a content database item in a new web browser window.

Select a content database item title to view details about that content database item.

8.1.4.5.1.1 Content Database Item

Displays detailed data for an individual content database item. The username (if any), visitor, visit and date/time are displayed for each time the content database item has been accessed.

Select a host address to view details about that host. Please see 8.1.6.2.1 Host for details.

Select a visitor address to view details about that visitor. Please see 8.1.6.3.1 Visitor for details.

Select a visit date/time to view details about that visit. Please see 8.1.8.5.1 Visit for details.

8.1.5 When

The following usage statistics reports displays various data about when your website visitors are visiting your websites.

8.1.5.1 Daily

Displays data for each day of the selected period.

8.1.5.2 Weekly

Displays data for each week of the selected period.

8.1.5.3 Monthly

Displays data for each month of the selected period.

8.1.5.4 Yearly

Displays data for each year of the selected period.

8.1.5.5 Hours

Displays data for each hour of the day.

8.1.5.6 Weekdays

Displays data for each day of the week.

8.1.5.7 Days

Displays data for each day of the month.

8.1.5.8 Weeks

Displays data for each week of the year.



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8.1.5.9 Months

Displays data for each month of the year.

8.1.6 Who

The following usage statistics reports displays various data about who your website visitors are.

8.1.6.1 Countries

Displays data for each country your website visitors are visiting from ordered by activity.

Please note that website visitor countries are an approximation. It may not always be possible to identify the country each individual Internet user is visiting from. Some website visitors may visit from companies, organisations and international Internet service providers, which use the international .com, .org and .net Internet addresses.

8.1.6.2 Hosts

Displays data for each individual website visitor host ordered by activity.

Select a host address to view details about that host. Please see 8.1.6.2.1 Host for details.

8.1.6.2.1 Host

Displays detailed data for an individual host. The host address, visitor, visit and visit duration are displayed for each of the visitor's visits to your websites.

Select a visitor address to view details about that visitor. Please see 8.1.6.3.1 Visitor for details.

Select a visit date/time to view details about that visit. Please see 8.1.8.5.1Visit for details.

Select View All Visits to view details about all visits. Please see 8.1.8.5.1Visit for details.

8.1.6.3 Visitors

Displays data for each individual website visitor ordered by activity.

Select a visitor address to view details about that visitor. Please see 8.1.6.3.1 Visitor for details.

8.1.6.3.1 Visitor

Displays detailed data for an individual visitor. The visitor address, visit and visit duration are displayed for each of the visitor's visits to your websites.

Select a visit date/time to view details about that visit. Please see 8.1.8.5.1Visit for details.

Select View All Visits to view details about all visits. Please see 8.1.8.5.1Visit for details.

8.1.6.4 Robots

Displays data about robots visiting your websites ordered by activity.

A number of your website visitors may be automated robots (and "spiders" and "crawlers") - for example, from search engine Internet services, which may use robots to index the content of your websites.



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8.1.6.5 Operating Systems

Displays data about the operating systems and operating system versions your website visitors are using ordered by popularity.

8.1.6.6 Web Browsers

Displays data about the web browsers and web browser versions your website visitors are using ordered by popularity.

8.1.6.7 Devices

Displays data about the web browser devices your website visitors are using ordered by popularity.

8.1.6.8 Users

Displays data about your registered and logged in users ordered by activity.

Select a username to view details about that user. Please see 8.1.6.8.5 User for details.

8.1.6.8.1 Groups

Displays data for each of your user groups ordered by activity.

8.1.6.8.1.1 Group

Displays data for each user in the selected user group ordered by activity.

8.1.6.8.2 Types

Displays data for each of your user types ordered by activity.

8.1.6.8.2.1 Type

Displays data for each user of the selected user type ordered by activity.

8.1.6.8.3 Segments

Displays data for each of your Experience Management Add-On module user segments ordered by activity.

8.1.6.8.4 Tests

Displays data for each of your Experience Management Add-On module user tests ordered by activity.

8.1.6.8.5 User

Displays detailed data for an individual registered and logged in user. The visitor address, visit and visit duration are displayed for each of the user's visits to your websites.

Select a host address to view details about that host. Please see 8.1.6.2.1 Host for details.

Select a visitor address to view details about that visitor. Please see 8.1.6.3.1 Visitor for details.

Select a visit date/time to view details about that visit. Please see 8.1.8.5.1 Visit for details.



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8.1.7 Why

The following usage statistics reports displays various data about why your website visitors are visiting your websites.

8.1.7.1 Referrers

Displays data about the referrer websites and pages, which link to your websites ordered by popularity.

Select a referrer website address or web page address to open that website or web page in a new web browser window.

8.1.7.2 Search Engines

Displays data about Internet search engine services used by your website visitors to find your websites ordered by popularity.

Select a search engine name to open that search engine website in a new web browser window.

8.1.7.3 Search Queries

Displays data about the Internet search engine service search queries used by your website visitors to find your websites ordered by popularity.

8.1.7.4 Search Words

Displays data about the Internet search engine service search words used by your website visitors to find your websites ordered by popularity.

8.1.8 How

The following usage statistics reports displays various data about how your website visitors use your websites.

8.1.8.1 Entry

Displays data about the first pages your website visitors visit on your websites ordered by popularity.

The entry pages may be pages, which your website visitors enter directly into their web browser or have bookmarked in their web browser; or pages, which other web sites and Internet search engine services link to.

Select a page title to view details about that page. Please see 8.1.4.2.1.3 Page for details.

8.1.8.2 Paths

Displays data about the paths from page to page your website visitors take on your websites ordered by popularity.

Select a page title to view details about that page. Please see 8.1.4.2.1.3 Page for details.

8.1.8.3 Exit

Displays data about the last pages your website visitors visit on your websites before leaving ordered by popularity.

Select a page title to view details about that page. Please see 8.1.4.2.1.3 Page for details.



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8.1.8.4 Duration

Displays data about the duration of your website visitors' visits and the pages viewed.

8.1.8.5 Visits

Displays data about each visit to your website ordered by activity.

Select a visitor address to view details about that visitor. Please see 8.1.6.3.1 Visitor for details.

Select a visit date/time to view details about that visit. Please see 8.1.8.5.1 Visit for details.

8.1.8.5.1 Visit

Displays detailed data for an individual visit or all visits by a specific visitor. The visitor address, visit, username and time are displayed for each of the visitor's hits on your websites.

Page titles are displayed in bold followed by the eventual style sheet and images used or included by the page.

If multiple visits by a visitor are displayed the data for each visit is separated by blank lines. Data for multiple visits may be interleaved switching back and forth between visits - for example if a visitor is using multiple web browsers or web browser windows to access your websites at the same time.

Select a host address to view details about that host. Please see 8.1.6.2.1 Host for details.

Select a visitor address to view details about that visitor. Please see 8.1.6.3.1 Visitor for details.

Select a visit date/time to view details about that visit.

Select a content item title to view details about that page.