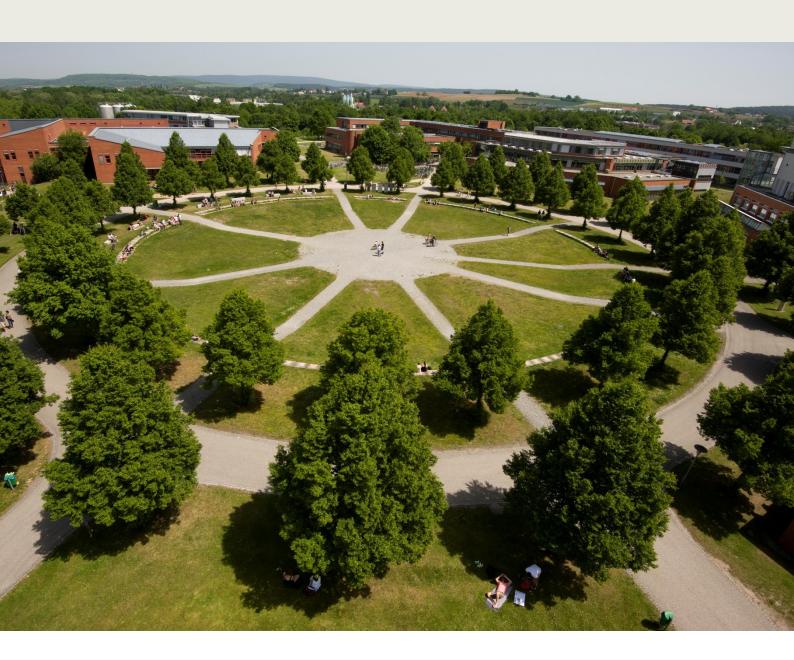# Checklist: Preparations for the creation of new websites on CMS Fiona

Central Online Editorial Office, Press, Marketing & Communications of the University of Bayreuth

Checklist: Preparations for the creation of new websites in CMS Fiona 7

✓ **Setting menu structure** (e.g. homepage, research, teaching, team, contact, dates, etc.) define possible sub-pages: e.g. research as a main menu item, research projects and publications as sub-items. Please keep sub-pages to a minimum!

✓ **Lists of publications**: Please enter your publications in ERef: https://eref.uni-bayreuth.de/ ERef generates an xml-link of the publications which will be included in your website. Instructions can be found here: https://eref.uni-bayreuth.de/help. The contact person for E-Ref is Ms. Wiltrud Toussaint. Ms. Toussaint and her team are also happy to assist with the import of publication data.

✓ **For courses**: Please enter your courses in CAMPUSOnline: https://campusonline.uni-bayreuth.de/ubto/webnav.ini. The courses will be automatically displayed on your website with a template.

✓ **Setting pictures**: The PMK service center has a pool of images for free use. Feel free to browse the image database: https://collections.uni-bayreuth.de. You can also use your own photos. Please use the correct dimensions for integration on your website:

  o **Portrait photos of staff**: 400 x 400 px; max.100 KB
  o **Slider and banner pictures**: 1100 x 440 px, max. 300 KB

✓ **Setting language**: DE or EN or both? In order to avoid extra "post-maintenance", we recommend that text contained in the website is first finalized in one language, and then translated if necessary.

✓ **Setting content:** As soon as the structure is in place, you will receive CMS instruction and the writing rights are assigned. After that, you create the web content. The online editorial team will support you with any questions that arise.

✓ **Setting layouts:**
Examples of layouts for …

… homepage:

1. With sliders & news box (including show/hide option)
   www.klimatologie.uni-bayreuth.de/en
2. With still image & news box:
   www.spowi1.uni-bayreuth.de

… team:

1. tabular presentation + team page
   www.lup.uni-bayreuth.de/de/Team
2. Text-picture module + team pages:
   www.retsch.uni-bayreuth.de/en/team_retsch

… research:

1. Brief project overview + detailed project pages
   www.retsch.uni-bayreuth.de/en/research
2. Brief project overview in accordion module + project detail pages:
   www.ethnologie.uni-bayreuth.de/de/forschung/forschungsprojekte
3. Text + link list+ subpages:
   www.lup.uni-bayreuth.de/de/forschung
4. Photo+ text + subpages:
   http://www.kuhnlab.uni-bayreuth.de/en/research/index.html

… teaching:

1. Interface with CAMPUSonline + text:
   http://www.ethnologie.uni-bayreuth.de/de/Lehre
2. Tabular presentation (maintained manually):
   www.enders.uni-bayreuth.de/en/teaching
3. Bullet-point list (maintained manually) with link to CAMPUSonline:
   www.proteindesign.uni-bayreuth.de/en/teaching

… news:

1. www.marketing.uni-bayreuth.de/de/news

… publications:

1. Presentation as interface with E-Ref, arranged by year (alternative presentation according to publication form is also possible)
   www.marketing.uni-bayreuth.de/de/publikationen

Notes on the layout of texts

➢ **Be mindful of the suitability of texts for the internet**: Content that should only be accessible internally or, for example, only to students, must be restricted to the intranet or E-learning area.
➢ **Make sentences as short and succinct as possible**. Verbosity does not equate with seriousness, and only makes texts unnecessarily difficult to digest.
➢ **Clear layout:** In most cases, the people who visit your pages are looking for certain information. Help them to find it as quickly and easily as possible!
➢ **Use subheadings and bullet points** to structure texts and make them more accessible
➢ **Avoid slabs of text**! The reader should be able to see at a glance what the text is about and whether it is worth reading
➢ **Do not list all the "special cases".** It will only confuse the readers. Use foreign words, technical terms, and abbreviations sparingly, or explain them! Active construction is better than passive construction.
➢ Please also note the SEO tips from the online editorial team: https://www.intranet.uni-bayreuth.de/de/allgemein/onlineredaktion/seo_tipps/index.html (Intranet - access with Bt identification and password)

➢ **Further information on editorial work in CMS Fiona**, video tutorials as well as tips and tricks from the online editorial team can be found at: https://www.intranet.uni-bayreuth.de/de/allgemein/onlineredaktion/index.php (Intranet - Access with Bt identification and password)

As soon as the content is ready and the online editorial team has checked the page for technical errors, you define the subdomain. You choose a catchy name for your subdomain "www.*example*.uni-bayreuth.de". After that, the site goes live. This can take a few days.

Mrs. Anne Schraml
onlineredaktion@uni-bayreuth.de
Phone extension: 5329

or

Mr. Christopher Reimelt
onlineredaktion@uni-bayreuth.de
Phone extension: 5848

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