

NECO



**Guide to Web Page
Administration**

NECO Guide to Web Page Administration

Statement of Purpose

The purpose of this document is to provide NECO Web Page Administrators with a current, easy-to-use reference document for use in the day-to-day management of department web pages. This document is intended to accompany initial training with FrontPage, and endure as a dynamic reference piece through routine updates. A secondary purpose is to foster a sense of ownership for those designated as Web Page Administrators, and to give them the skills needed for web publishing while offering the broader perspective of the success of the College's web site[s].

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Introduction

This manual is your guide to making changes to the NECO web site or any of its allied sites:

- www.neco.edu/
- www.ne-eyeinstitute.org/ www.newenglandeye.org
- www.neecommonwealth.org
- www.neeroslindale.org

If you create or modify pages on any of the above web sites, then you need to know and follow the guidelines and procedures established so we can ensure our web site visitors a consistent look and feel as well as a unified navigation scheme. This manual, and Microsoft® FrontPage, are your tools for maintaining a current and consistent webpage.

About Our Sites

The NECO web site is many things to many people. For prospective students it's quite often the point of first contact and a tool to make applying to the College easier. For students, it's the door to the library, email, and other campus services. For faculty and staff it's a way to advertise what we do and what we're proud of, and to tell the outside world that we're the optometry college of choice. The New England Eye web sites advertise our optometric services to the general public, but also support the College's mission by demonstrating our ability to deliver solid clinical experience to students prior to graduation.

Here are some interesting statistics: Analysis of visitation patterns tells us that our site now had over 600,000 visits between April 2006 and March 2007, averaging over 55,000 per month. And we know people are using the site because, for example, for the academic year 2005-2006 over 90% of our applicants used our online application. In 2008, our hope is to accept **all** applications online.

Updates and Feedback

As you read and use this manual, please bring any errors or omissions to our attention. In addition, you may receive updates from time to time as the web site continues to evolve. Please email your corrections, requests, and feedback to: webmaster@neco.edu

Web Committee

For questions not covered in this manual, please contact the webmaster at the email address provided above. If you have a question or problem with something on a College webpage outside of your area, contact the department web administrator responsible for that page. A list of department administrators is included in the next section.

If an issue comes up that affects multiple areas of the web site[s], the Web Committee will convene and make a decision on how to proceed. Issues of concern to the committee may include: Changes to site navigation, areas of responsibility, new content, compatibility, etc. Currently the Web Committee is comprised of:

- Bob Gordon, CFO
- Bill Hanway, Director of IT
- John Wentworth, Webmaster

Web Page Administrators

It's becoming more commonplace in higher education for departments to be responsible for their own areas of the college site. That's because there's no one better qualified to manage the content of those pages than someone within the department. Managers throughout NECO have identified those people best qualified to act on the department's behalf and recommended them for training as a Web Page Administrator.

What's a Web Page Administrator?

If you're selected to become a Web Page Administrator (WPA), don't worry about learning what to do. You don't have to be a webmaster and the only experience you need that might be helpful is with word processing software, such as Microsoft® Word. Some WPAs may be responsible for many pages, others for just a few or even one.

Things a WPA Does

- Creates and formats new content for their assigned web pages
- Maintains the content of their assigned pages for accuracy and currency

Things a WPA Doesn't Do

- Create interactive forms
- Computer programming
- Update pages for other WPAs (except in specific and usually brief situations)
- Create new pages

Who Does What?

The chart in **Appendix C** on page 31 shows the person[s] responsible for various sections of the web site[s]. Use this list to determine the person who's responsible for certain portions of the site, or to remind yourself what you're responsible for.

NECO Style Guide

What's a Style Guide?

A style guide is a compilation of stylistic preferences to be used in all communications representing an organization. The styles discussed below concern changes to the **web site only**, and will include guidelines to the treatment of College identity elements as well as common language usage.

Visual Identity

The key to a successful visual identity program is to remain consistent. A uniform look will maintain and enhance brand identification for both the College and New England Eye.

A logo is your communication with the outside world. All areas of the College should use the same visual identity. Using several different logos will weaken our position in the public eye.

College Logo

Please use the logo at right for the College:
(PMS Color, RGB 102/0/51)

This image is available in three sizes. They are:

- 200 x 200 pixels: <http://www.neco.edu/images/necolarge.gif>
- 100 x 100 pixels: <http://www.neco.edu/images/necomedium.gif>
- 75 x 75 pixels: <http://www.neco.edu/images/necosmall.gif>



See the section on Inserting Pictures into Your Webpage (page 14) to learn how to use these.

New England Eye

Please use the logo at right for the New England Eye Institute:

This image is available in one size, 170 x 120 pixels. The file is located at: http://www.newenglandeye.org/new_images/NEEI_06b.jpg



Text Identity

College Formal Name

The official formal name of the College is:

- **The New England College of Optometry**

Note that the word “The” is present and capitalized as it is part of the College’s name.

College Official Abbreviation

The official abbreviation of the College is:

- **NECO**

All letters in the abbreviation are capitalized.

New England Eye

- **New England Eye** is the name to use when referring to the New England Eye network of facilities, or the headquarters located at 940 Commonwealth Avenue.
- **New England Eye Commonwealth** is the name of the clinic located at 930 Commonwealth Avenue.
- **New England Eye Roslindale** refers to the clinic location in Roslindale.

Language Guidelines

Please use the designated choices discussed below to promote consistency and clarity throughout the web site.

Academic Titles

NECO style is to use no periods and put all letters in a degree’s abbreviation together, like so:

- Doctorate of Optometry: OD
- Doctorate: PhD, EdD, MD (plural is PhDs)
- Master’s degree: MA, MS, MEd
- Bachelor’s degree: BA or BS

When listing a faculty member’s degrees, “OD” is always first, followed by “PhD” or other doctorates (EdD, MD), then Master’s degrees, then Bachelors. You’re not required to list all of their degrees each time a faculty person is mentioned. In most cases, the OD or PhD will suffice.

Alumnus, Alumni, Alumna, Alumnae

- *Alumnus* refers to a single male graduate.
- *Alumni* is the plural of alumnus and may be used to refer to male and female graduates collectively.
- *Alumna* refers to a single female graduate.
- *Alumnae* is the plural of alumna, or specifically female graduates.

Dates

- Specify a date’s month by name For example: *February 24, 2004*.

Email

- Do not hyphenate. The word should be spelled out entirely: *email*. Capitalize the word only at the beginning of a sentence or when in a headline or title.

Nonprofit

- The word *nonprofit* is spelled without a hyphen.
- To describe more than one nonprofit, write *nonprofit organizations*, NOT *nonprofits*.

Numerals

- Spell out the numbers *zero through nine*. Example: The College has *four* academic departments.
- Use digits for numbers 10 and higher. Examples: The Admissions office processes over 600 applications a year. Our Commonwealth clinic sees over 5,000 patients a year. There are 32,767 reasons to be an optometrist. Use commas to separate hundreds from thousands, thousands from millions, etc.
- For numbers over 1 million, spell out *million, billion, trillion*, etc. Example: The company shipped 1 *million* units, but only 780,000 arrived.
- When describing a range, use *to*, not a dash. For example: Professor Gray addressed the crowd of *200 to 300* students.
- Spell all out numerals that begin sentences, except for years. Examples: *Thirty-five* students were admitted to the College in 1932. *2007's* entering class was almost three times that of 1932's.
- Always use numerals in addresses.

Online

- Always use this as one word, no hyphen.

Phone and Fax Numbers

- Phone numbers should be listed with hyphens between the area code, exchange, and the last four numbers. Example: *617-236-6217*.

Publication Names

- Italicize the names of newspapers, magazines, and books in print. For example, italicize the name of the *Boston Globe*, but not Boston.com.

Web Site Names

- Web site is two words.
- When referring to a particular web site, list only the name, such as *neco.edu*.
- When giving the web address for the College, include the full URL: <http://www.neco.edu>.

Fonts and Grammar

Body text

- All body text should be in Arial font. Size and color will be determined by the web site's styles.

Bold and Italics

- Use only in headlines, proper names of publications, or for emphasis. These features should be used sparingly.
- Words in Latin or other foreign languages should be italicized. Foreign names or places should not be italicized. Example: Dr. Van de Camp from Jakarta spoke about the nearly-extinct *A. jeffersonia*.

Bulleted Lists

- Bullets are a great way to list important information in a clear, easily readable format. Use them in place of lists of three or more items that would normally be separated by commas or semicolons.
- Always capitalize the first letter of the first word of each bulleted item.
- If each item is a sentence, use a period at the end of each item.

Numbered Lists

- Numbered lists are useful for communicating steps where the order is important. An example might be directions, or steps in a process that must be completed in order.

Capital (Uppercase) Letters

- Please avoid using words with all uppercase letters.

Exclamation Points

- Please keep the number of exclamation points used to a minimum.
- Multiple exclamation points are never appropriate.

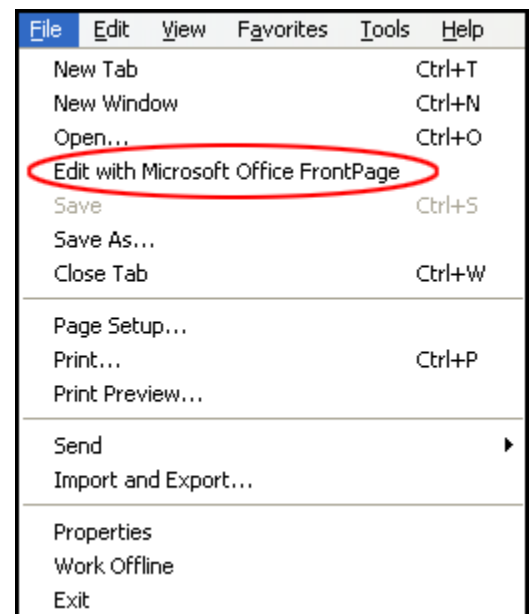
Using FrontPage

Do You Have FrontPage on Your Computer?

Here's how to tell if FrontPage is on your computer.

- Open up a browser window to any web page.
- On the top menu, click on File.
- Look for the option "Edit with Microsoft FrontPage."
See example at right.

If you don't have this option or if it shows "Edit with Microsoft Word," you may not have FrontPage installed. Contact the webmaster to get it installed.

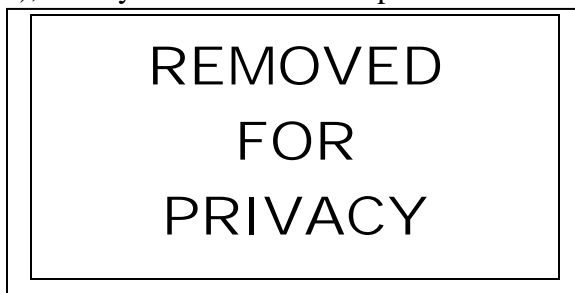


Opening a Web Page in FrontPage

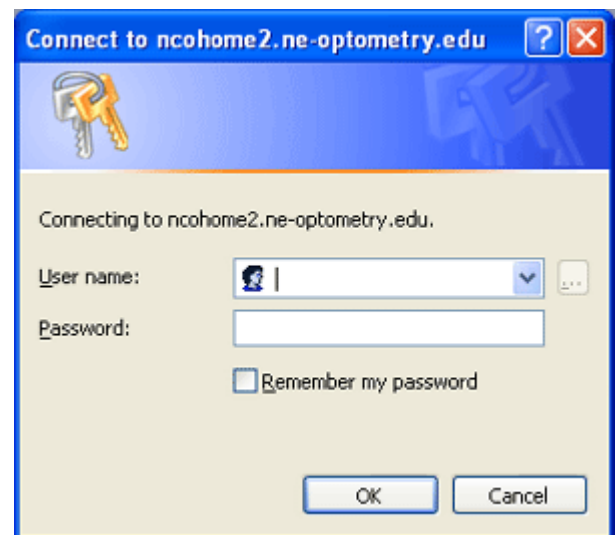
Login Procedure

Once you've determined that FrontPage is installed, it's easy to start editing.

1. In your browser, go to the page you want to edit.
2. Click on File on the top menu.
3. From the drop-down menu, click on "Edit with Microsoft FrontPage." FrontPage will automatically start up.
4. In the dialog box that appears (see example at right), enter your user name and password:



5. Click OK. The page you were on should be opened for editing in FrontPage.



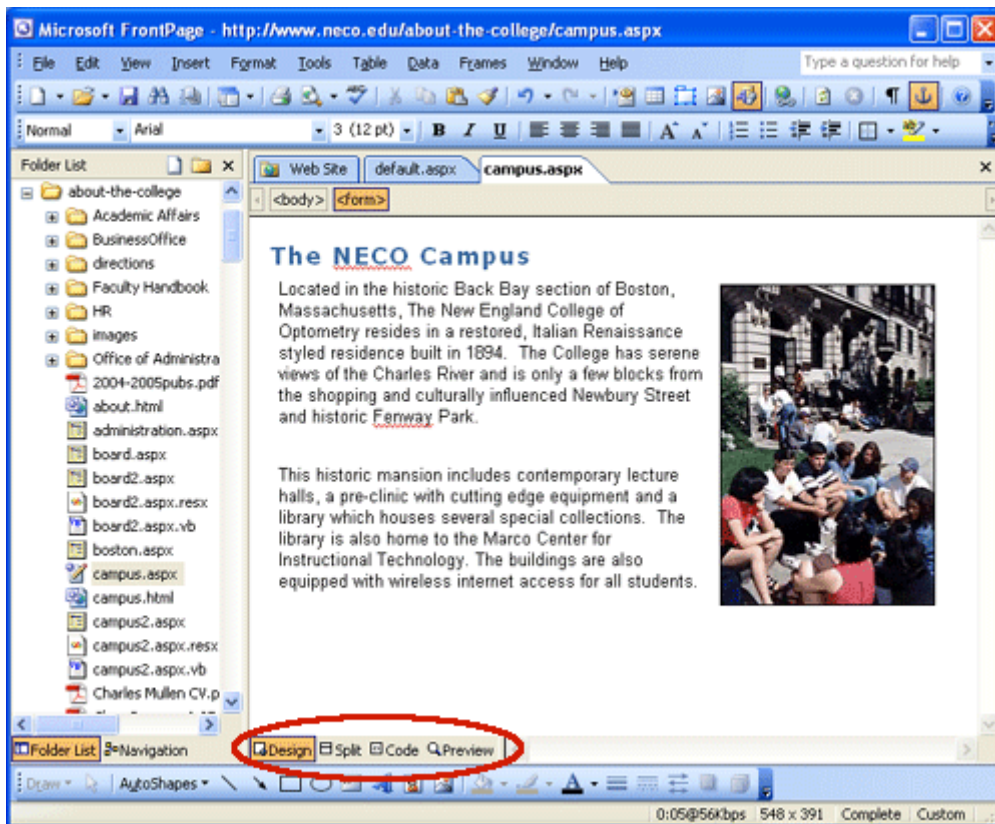
If the page does not open, or if you're not prompted for your user name and password, then there's a problem.

Close down FrontPage and try some of the suggestions in Appendix A: Frequently Asked Questions on page 26. One common mistake is to leave off "ncoacademic" and the backslash before your user name. Make sure you're using the correct slash and that you've spelled everything correctly before calling the webmaster.

The FrontPage Environment

The FrontPage Interface

Microsoft has done a pretty good job of making FrontPage very similar in operation to Word. Most of the functions you'll use behave similarly to Word, such as clicking on the **B** button to make text bold. However, when you open up a web page in FrontPage, you'll see something similar to the screen below.



This is called the **Design View**. You'll be doing most of your editing in this screen. You can change this view by clicking on the options at the bottom of the right pane (circled in the figure above). We'll discuss the other views in a moment. This kind of editing is called "WYSIWYG" or "What you see is what you get," because changes made on the screen will make it look more or less the same way in a browser.

Having said that, you'll no doubt notice that what's in FrontPage doesn't look like what's on the site. There's a lot that's missing, including:

- The banner at the top of the page.
- The left-side menu.
- The footer at the bottom with the College logo and links to email, WebCT, etc.

All of the above items are included in each page programmatically, which means that the server has instructions to include all of the above pieces of our page, and so they can't be edited. Changes to the site navigation, or headers and footers of any web page need to be done by the webmaster.

Notice that the toolbars at the top of the screen look very much like Word. Word users should be familiar with most of the buttons and menu options with a few exceptions.

Below the menus on the left is the web site hierarchy or **navigation pane**. The file highlighted in gray is the web page currently open. Once you're in FrontPage, you can use this left column to move through the site and select which files you want to open. Clicking on the plus signs next to folders opens them to show files and subfolders within. Clicking on the minus signs next to a folder will close it.

Where Are My Files?

At your initial training, the webmaster will tell you where all files you're responsible for can be found

To the right is the **editing pane**. Tabs at the top refer to currently open files. The tab of the currently open file will appear in white, as campus.aspx appears in the screen capture above. You can easily move between open web pages to copy and paste existing text or graphics. The "x" at far right will close the current web page. The Web Site tab is a special tab. It will appear by default if you have no web pages open. All it does is show the web site folder structure, similar to the navigation pane. Opening a web page will push it to the back again.

Spelling and Grammar Checker

Notice in the editing pane pictured on the previous page that the words "NECO" and "Fenway" are underlined in red. That's the spell checker at work, telling you that these words are not in the dictionary. You can choose to ignore them or right-click and select "Add to dictionary," whichever you prefer. Just like Word, the editor will help you by showing possible spelling and grammar problems.

Other Views

We mentioned different views before – the other views you may use are code and split. **Code View** is for those more comfortable with HTML code. Otherwise, it'll look like nothing familiar to you. There are few instructions in this manual that will have you work in code view.

Clicking on **Split view** splits the editing pane in half, with the design view below and the code view above. You can work in either view and the results will appear in the other. This is a great tool for those who want to try more HTML coding and want to see the results of their changes as the changes are made.

There's another view listed on the bottom of the screen: **Preview**. While we'll be learning to preview our work, there is a bug in the program that may or may not bring up an error message. Previewing your work will be covered in a later section after learning about editing in FrontPage.

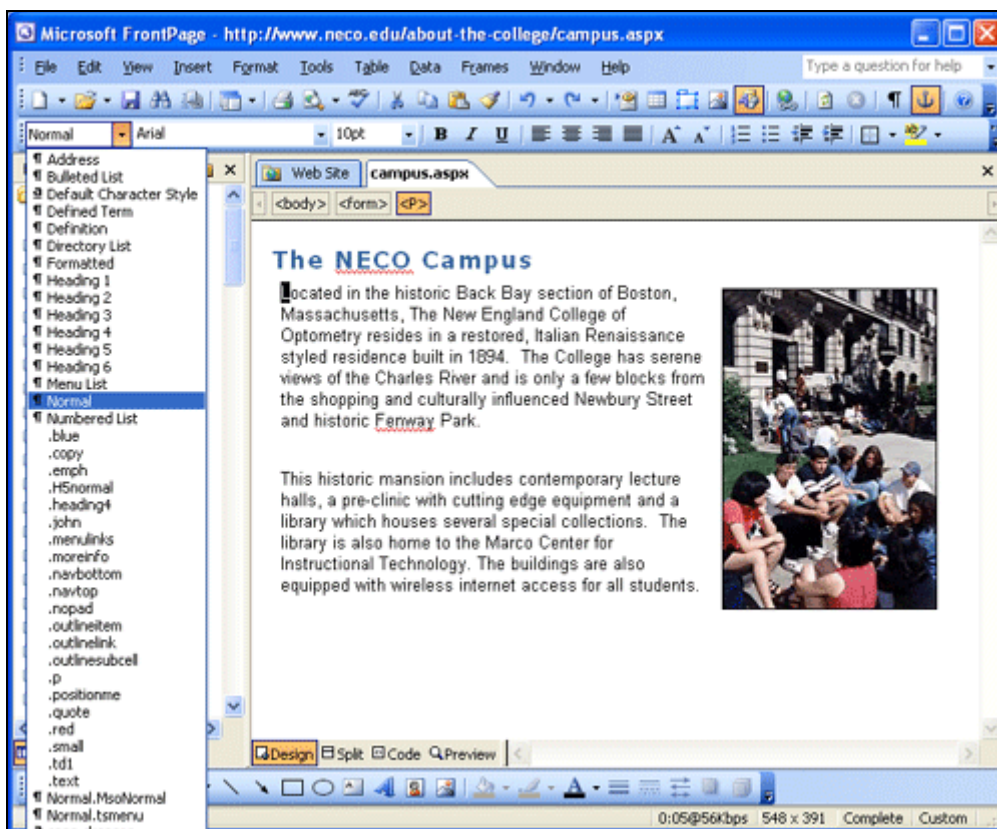
Editing With FrontPage

The instructions that follow are not intended to be a comprehensive review of FrontPage's functionality or features. If you were creating your own web site from the ground up, you could do so with FrontPage – and many have done just that. However, it's important to know that what you'll be learning is a small subset of what FrontPage can do.

Format Text

Because a site that uses different fonts and font sizes and colors on every page is ugly and difficult to understand, we've established a number of pre-set styles. It's unlikely that you'll need to create anything new for your own page, but in isolated cases you can go ahead and change the appearance of text to almost anything.

The pre-set styles are embedded in each page, so they should all be present for any page you edit. The diagram below shows where to find the drop-down list of styles on the menu bar.



Apply a NECO Web Style

Refer to Appendix B (page 29) of this *Guide* for a list of styles available to you. The list of styles is also available online at <http://www.neco.edu/help/styleguide.html>.

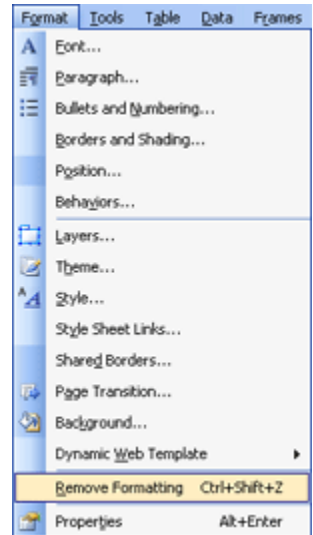
1. Open the file you wish to work with in FrontPage.
2. Select the text to format.
3. In the upper left section of the FrontPage screen there are three drop-down boxes for Styles, Fonts, and Font Size. The Styles drop-down will show the currently selected style of text (Normal, Heading 1, etc).
4. Select the desired style to apply from the Styles drop-down box.
5. The text will be formatted in the style you selected.

Troubleshooting:

If a style does not appear the way you expected it to it could be that you've applied a style OVER another style. If this happens, try removing all styles. To do this:

1. Select the text from which to remove formatting.
2. Click on Format on the top menu.
3. Click on Remove Formatting (see sample at right).

Because styles are cumulative, it's possible to apply two styles to some text to make it look a particular way. For example, you could format some text as Heading 6 to make it larger, then change the color to red by applying the .red style to it. Using other styles not on the official list may cause unexpected results.



For a list of NECO styles and what they look like, see Appendix B in the back of this Guide. Or, you can see the styles online at <http://www.neco.edu/help/styleguide.html>.

Specific Changes to Fonts

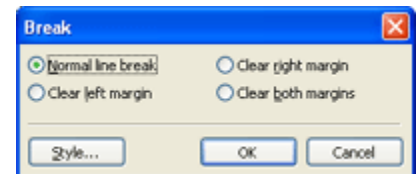
You can also fine-tune how text looks by highlighting the text to change and select the new font, size, or color. You can also choose bold, italic, or underline from the menu bar with these buttons:



Insert a Line Break

You may notice that whenever you use the Enter key when typing in design view, it starts a new paragraph with a blank line separating it from the previous paragraph. Sometimes you just want to insert a line break and continue typing on the next line. To do that:





1. Place your cursor where you want to create the line break.
2. Select Insert from the top menu.
3. Select Break from the drop-down menu. The break dialog box appears (see example at above right).
4. Select "Normal line break" and click OK.



Your cursor will move to the next line instead of creating a new paragraph. You can also use the keyboard shortcut of holding down the shift key and pressing enter to accomplish the same thing.

Paragraph Alignment

Some of the changes you can make to text will affect the entire paragraph, even if you only have a few words highlighted. That's how these features work. These include the alignment buttons:



-  Aligns all text on the left, with a "ragged right" edge. This is the default setting.
-  Aligns all text to the right.
-  Centers all text.
-  Fully justifies text, with no ragged edges.

We suggest you avoid fully justified text, as it can create excess spacing under certain conditions. Notice the extra spacing between some words in the example at right.

alls, a pre-clinic with cutting edge equipment at
rary which houses several special collections.
rary is also home to the Marco Center
structional Technology. The buildings are

Create numbered or bulleted lists


All you need to do is select the text you want numbered or bulletized, and then click the appropriate button:

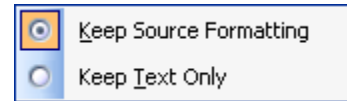
-  Creates a bulleted list (like this one).
-  Creates a numbered list.

No need to assign a style to your bulleted lists – it’s already built into the site to show square bullets.

To remove bullets or numbers from an item or items, simply click on the bulleted or numbered lists button. All items selected will have the bullets or numbers removed from them. You may have to format the changed text.


Paste Options


When you paste text into FrontPage in Design View, you’ll see the Paste Options button  appear below and to the right of the pasted item. When clicked, you’ll see the Paste Options Dialog box (see image at right). To keep all the formatting from wherever you may have copied the text, click on “Keep Source Formatting.” So, if you copy some text from a Word file that is in 12 point Times New Roman and purple, keeping the source formatting will make the text appear the same way in FrontPage.



However, to help achieve a uniformly designed site and ensure a positive visitor experience, we recommend you use the “Keep Text Only” option when pasting text into your web pages. This option will allow you to reformat the text to match.

Save and Preview

Don’t forget to save your work! When you’re satisfied with a change, click on the save button:  Once you’ve saved you can go back to the browser with your page still showing, and click on the refresh button (or press the F5 key). Did your changes appear? Do they look as expected? Sometimes your changes may appear differently in the browser window, so it’s a good idea to check after each editing session. If you’re doing a lot of complex edits, it’s a good idea to save and look at your work often.

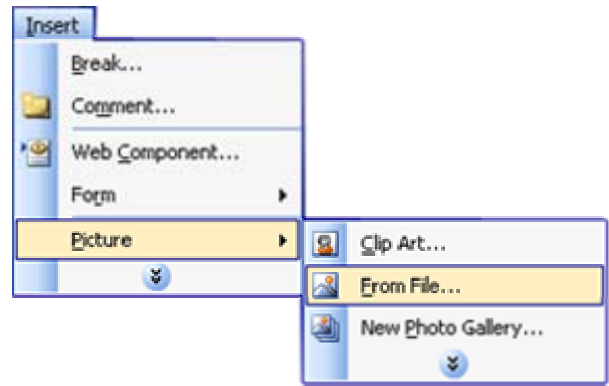
The preview tab at the bottom of the FrontPage screen has a known bug and should not be used, as it will probably give you an error message. In earlier versions of this *Guide*, we advised web site administrators to use the preview button on the menu bar:  You’re welcome to preview web pages this way, but in fact all it does is open up a new browser window with the currently edited web page.

Add Pictures to Your Web Page

Insert a Picture

It's easy to add pictures to your web page. Just follow these steps:

1. Click in your document where you want the picture to appear. It's best to click right at the beginning of a paragraph of text, just to the left of the first character.
2. With your web page open in FrontPage, click on **Insert** → **Picture** → **From File...** (see example at right)
3. In the Picture dialog box, locate the image file you want to use and click on it.
4. Click **Insert**.



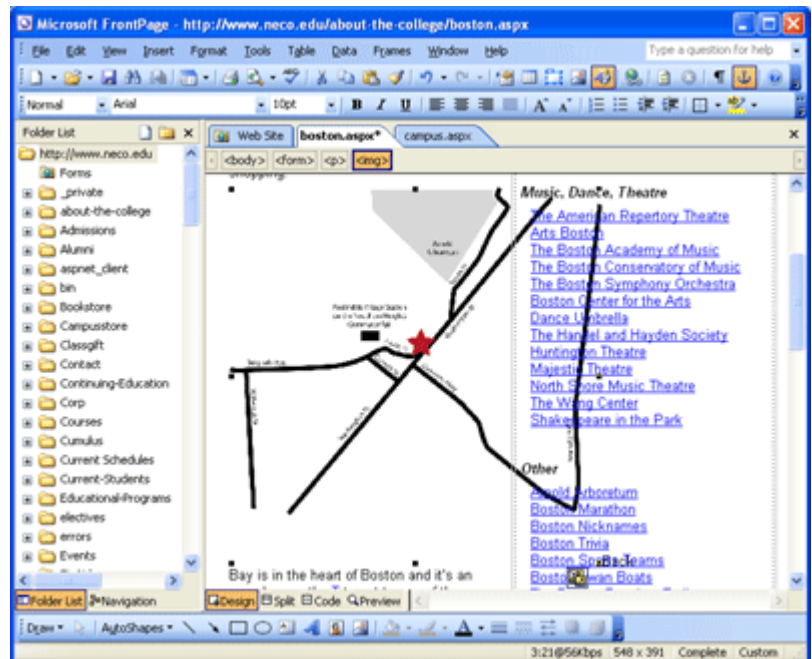
The image will now appear in your web page, although it might not appear the way you expected. We'll fix that in the next section.

Change Picture Size

In the previous section we learned how to insert a picture. Now we need to do a few more things to get the picture to appear how and where we want it. This is one area where FrontPage differs greatly from Word, but it's because of the limitations of HTML, which FrontPage uses to build web pages.

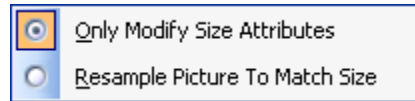
First, let's change the size of the image.

1. Click on the image you want to resize. Tiny black handles will appear at the corners and sides of the image. Do you see the handles on the picture of the map in the screen capture at right? This picture is definitely too large, and needs to be resized.
2. Grab the upper right corner handle and drag down and to the right. The image will change size but remain in the same place. When the picture is the correct size, let go of the handle.
3. If you grab one of the four side center handles instead, it'll shrink the picture in only one dimension. So, if you use the top or bottom center handles, you'll be squishing the picture vertically; if you grab the left or right center handles, you'll squish the picture horizontally.



Picture Paste Options

As with text, FrontPage shows a Paste Options button at the bottom right of the current image. After you've placed, resized, and aligned a picture, you should click on the arrow next to the button (see the dialog box pictured at right) and select Resample Picture to Match Size. This will make the final picture a smaller file size when we save the web page, which means it'll load in quickly whenever a visitor comes to that page. You don't want to do this before you're satisfied with the picture's size, because if you try to resize it larger after you select this option, it'll look blurry. If this happens, delete the picture (see below for how to delete a picture) and re-insert it from the original.



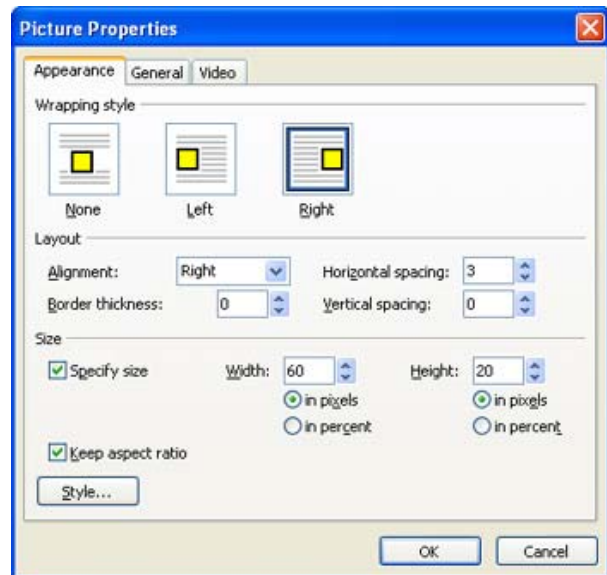
Picture Alignment

We're still not done - now we need to change how the picture is displayed. Let's say we want our picture to be shown to the right of a chunk of text. To do this:

1. Right-click on the picture and select **Picture Properties**. You'll see the dialog box at right.
2. Click on the **Appearance tab**, if not selected.
3. Click on the **Right button** to make your picture appear to the right of the text.
4. Click on OK.

Your picture should now appear to the right of the text, and if you clicked at the beginning of a paragraph when you inserted it, the top edge should be even with the top of the paragraph.

To align a picture to the left, just follow the procedure above and click on the **Left button**. To remove alignment from any picture, click on the **None button**.



Note that you can also manually change the size of a picture with this same dialog box. In the size area of the Appearance tab there are controls to manage picture size by pixel or percent. In the layout area, we have options for controlling the spacing between the image and any text near it. We'll cover the border thickness control in the next section.

Add a Border to Your Picture

Some pictures look out of place without a border; others look fine without one. Use your best judgment to decide if a picture you added needs one or not. To give your picture a border:

1. Right-click on the picture and select **Picture Properties**. You'll see the dialog box at upper right.
2. Click on the **Appearance tab**, if not selected.
3. Click on the up or down arrows next to "Border thickness" to change the line thickness of the border to place around your picture.
4. Click on **OK**.

You may wonder why we didn't just use the **Format → Borders and Shading** command from the top menu. The reason we don't is because that command works on the entire paragraph. Use this command to put a border around an entire chunk of text (and pictures, if present).

Move a Picture

After you add a picture and go through the formatting and layout selections discussed previously, you can paste new text and pictures above and below what's there without worries. Sometimes, though, you may want to change where a picture is located. To move a picture, just grab it and drag it to the beginning of another paragraph. The picture will stay right- or left-aligned at the new location, and will retain the same size, borders, etc. if already assigned.

Center a Picture

The best way to include a picture that's centered is to do it between paragraphs. There's no way with FrontPage to make text wrap around a picture on both the left and right. To center a picture:

1. Click an insertion point where you want the new picture to appear.
2. Use the **enter key** to open a new line.
3. Insert a picture according to the **Insert a Picture** instruction at the beginning of this chapter.
4. Making sure that the picture's on a separate line, click on the picture. The tiny black handles will appear.
5. Click on the **center text** button. Your picture should now appear centered. You can change the size, borders and other formatting, but if you move it, you'll have to move it to a new blank line again.

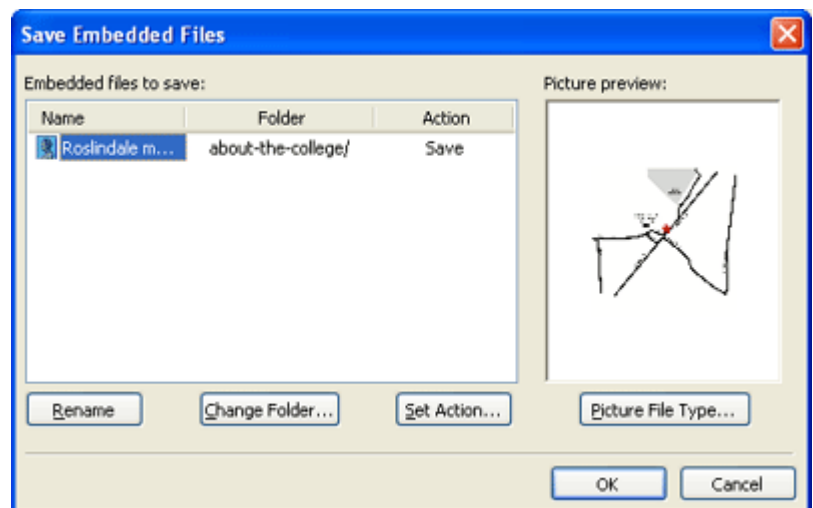
Delete a Picture

Deleting a picture is easy. Just click on the picture and press the **delete key**.

Import Images

By now you understand that you should save and preview your work frequently when editing a web page. There's another step that's added when you're adding a new image to any web page. Whenever you save your work after adding a new picture, you'll see the **Save Embedded Files** dialog box (see example at right).

This dialog box allows you to rename the picture file and select the folder you want to upload it to. You should make sure that the folder matches the folder where your web page is located. When ready, click on **OK** and the file will be saved and the picture or pictures you added will be uploaded to the web server.



Working with Tables

Creating tables in FrontPage is done the same way as you would with Word. Once a table is created in your web page, you can use familiar buttons and menu options to control sizing, spacing, borders, merge cells, etc.

Create a New Table

Clicking on the button shown above will open up a selection box like the one shown at right. As you move your mouse over the boxes, some will turn blue. At the bottom it will show you what you've selected – in our example we're about to select a table with three columns and three rows for a total of 9 cells. Click on this selection will create the table currently shown in your web page.



If you need a table with more than 5 columns, you can use the top menu and select **Table → Insert → Table** command to bring up the Insert Table dialog box, then set the properties you want and click on to create it.

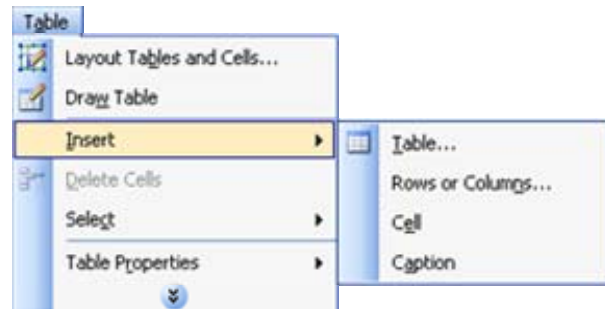
Adding Rows

However, if you need more rows, remember that it's easy to create more rows with an existing table. In the example at right, we've use the table button and selector to create a table with three columns and four rows. With the cursor placed in the last cell as shown, all you need to do is press the tab key, and a new row is created. This will always work to add more rows to the end of a table. We'll discuss inserting rows in the next section.



Inserting Columns or Rows

Oftentimes, you may need to add a new column or row to an existing table. Clicking on **Table → Insert** will bring up a list of options to choose from. Choose **Rows** or **Columns** to insert a row or column wherever you need.



Borders and Shading

Just like in Word, you can select cells, rows, columns, or an entire table and then use the **Format → Borders and Shading** option to create borders or add background colors to all or part of your table.

Hyperlinks

What's a Hyperlink?

Hyperlinks aren't just blue, underlined words that magically take you to another place. Behind them, in the HTML coding, is a URL that tells the browser where to go when you click the link.

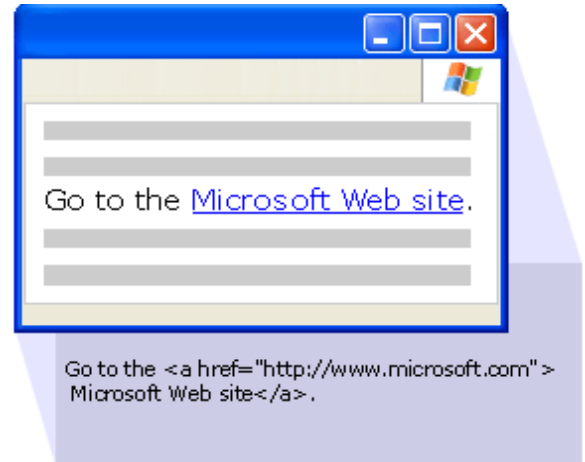
Take a look at the example at right. "Microsoft Web site" is an example of a hyperlink. Under it is the HTML code that creates the link.

A URL is a unique address for a file on the Internet. URL stands for Uniform Resource Locator. Meaning, URLs can locate a resource like a Web page, picture, or sound file. You no doubt have seen URLs in the address bar of your Web browser as you browse the Web.

A typical URL might be: <http://www.neco.edu/about-the-college/>


Where your hyperlinks go is up to you. You have several options to choose from.

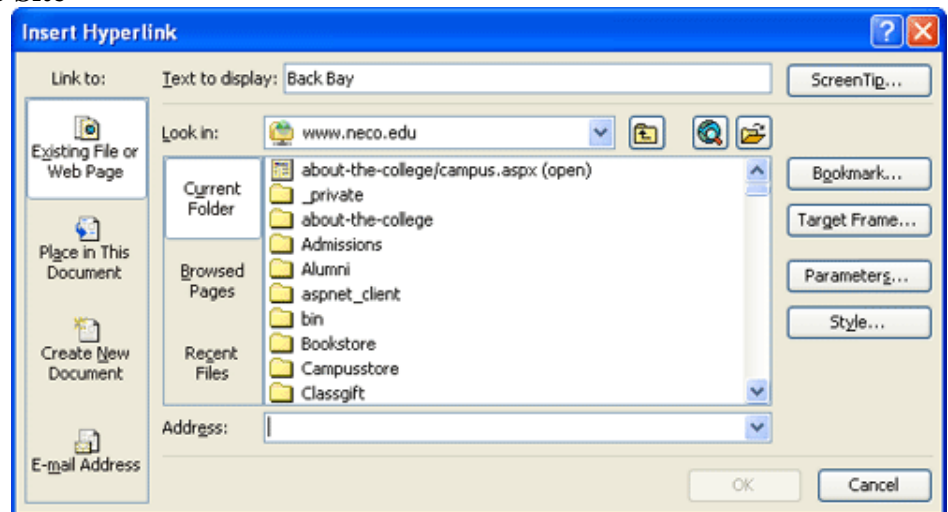
- To another Web site
- To another file on your site
- To a specific place within a page
- To an email address
- To a PDF document



Hyperlink to a Different Web Site


It's easy to add hyperlinks with FrontPage. The illustration here shows you how to get started.

1. Select either some text or a picture.
2. Click the **Hyperlink** button:  The **Insert Hyperlink** dialog box appears as seen at right.
3. Add the URL address for desired web page.
4. Click **OK**.



Tip: The keyboard shortcut for inserting a hyperlink is **CTRL+K**. If you have trouble remembering this, just think about that last letter in hyperlink — the "K". Or, on the text menu use **Insert → Hyperlink**.

Hyperlink to a Different Section of Your Web Site

1. Select either some text or a picture.
2. Click the **Hyperlink button**: 
3. Add URL address for desired web page.
4. Click **OK**.

Hyperlink to a PDF Document

1. Create a PDF and drag it into your FrontPage
2. Select or create the text you want to use as a link.
3. Select either some text or a picture.
4. Click the **Hyperlink button**: 
5. Select the folder where you have placed the PDF and then select the PDF.
6. Click **OK** and a link will be created.

Hyperlink to A Specific Place in the Same File


There are two steps. First, you need to create a “bookmark” in your page, and then you need to create a link to it.

Step 1: Create a bookmark on a Web page

1. In **Design** view, select the text to which you want to assign a bookmark.
2. On the **Insert** menu, click **Bookmark**.
3. Under **Bookmark name**, type or select the name of the bookmark (spaces are allowed).


Bookmarked text displays with a dashed underline.

Step 2: Create a link to a bookmark on a Web page

1. In **Design** view, highlight the text to which you want to link to a bookmark.
2. Click the Hyperlink button: 
3. On the **Insert Hyperlink** dialog, select **Place in this Document** on the left side.
4. Select the bookmark you wish to link to from the list displayed in the main area of the dialog, and click on **OK**.

Create an Email Link

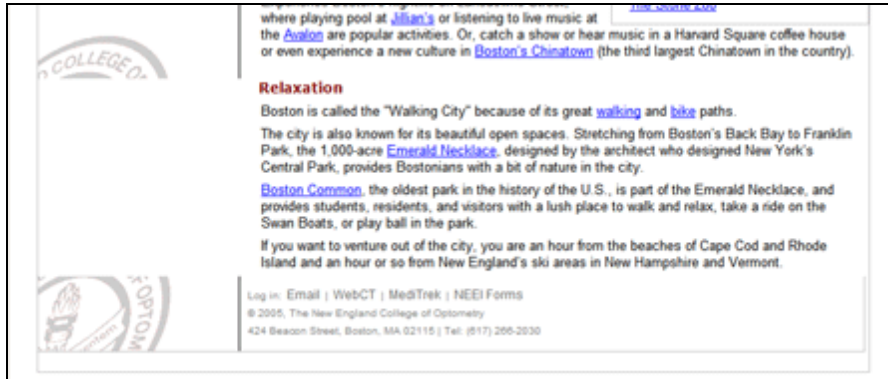
Creating a link that causes an email message to pop up is easily done with FrontPage. The option to add a Subject line will make the email window automatically populate this field with whatever you choose.

1. Select either some text or a picture that will act as the link. (Commonly, the text of the person’s email address or their name is what’s used.)
2. Select either some text or a picture.
3. Click the **Hyperlink button**:  The **Insert Hyperlink dialog** box appears.
4. On the left side of the dialog box, click on **E-Mail Address**.
5. Type the email you wish to link to in the E-Mail Address field. Notice that FrontPage puts **mailto:** before the email address. Don’t remove this!
6. Optionally, you can type in the subject of the email. If you create many email links, this may help you track which page the web site visitor was on when they clicked on the link. For example, if you created a link on the Continuing Education page you might add a subject of “Question about Continuing Ed Programs.”
7. Click on **OK**.

Other Responsibilities of a Web Page Administrator

Make a Web Page Longer

Eventually you will add content to an existing page and when you preview the changes it may seem that the bottom of the page seems broken, like in the example below.



If this happens, it's an easy thing to fix if you're willing to go into the code. If not, contact the webmaster, but here's how to do it yourself:

1. In FrontPage, click on the **Code tab** at the bottom of the editing window to switch to code view.
2. Scroll up to the top, if necessary.
3. Somewhere near the top you will see a line that reads: `myheight.style.height = "510px";` (See the example at right). The number of pixels will probably appear in teal.
4. Change the number (see circled area in example) to something larger. Do not change the "px" or insert a space after the number.
5. Save your file and preview it in the browser. If you need more space, increase the number.

```
3 <!DOCTYPE HTML PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
4 <HTML>
5 <HEAD>
6 <title>NECO.edu - General Info About Boston</title>
7 <meta name="GENERATOR" content="Microsoft FrontPage 6.0">
8 <meta name="CODE_LANGUAGE" content="Visual Basic .NET 7.1">
9 <meta name="vs_defaultClientScript" content="JavaScript">
10 <meta name="vs_targetSchema" content="http://schemas.microsoft.com/internet/defaults">
11 <link rel="stylesheet" href="/master.css">
12 <link rel="stylesheet" href="/sublevel.css">
13 <link rel="stylesheet" href="/Templates/sublevels/about/about.css">
14 <script id="clientEventHandlersJ3" language="javascript">
15
16 <!--
17
18 function window_onload() {
19     var myheight = document.getElementById("myspacer");
20     myheight.style.height = "510px";
21 }
22
23 //-->
24 </script>
```

Create a New Page

If you want to create a brand new page, **contact the webmaster** and describe what you need. He or she will create a new file in an appropriate area and let you know where to locate the file. Once the file is created, you can open it like any other web page and make edits.

Check Your Links

If your web page[s] include links to other sites, it's in your best interest to check those links on a regular basis. If the links are crucial, such as links to government site or forms, you should check them every month. Other links may only need to be checked quarterly, such as links to local hotels or points of interest.

Internal links should also be checked routinely. The links in the navigation are closely monitored by the webmaster, but links that you add yourself – to PDFs, or to other areas of the site – may change without your knowledge. A quick couple of clicks on a regular basis helps to ensure a positive user experience for our site's visitors.

Remember Your Audience

Of course, the site as a whole has a fairly broad audience. We know that current students, alumni, staff, faculty, and prospective students all use the site. The audience is more specific in specific areas of the site. Think about the kinds of visitors you'll have to your pages. Who are they? What are they looking for or expecting to see? Can you assume any demographics about the people who use your pages? Are they mostly male, female, from out of the country, or from specific states or provinces? Are they current or prospective students? Alumni, or employees of the College? What age group are they likely to comprise? What questions might they have that could be answered?

You'll find that if you ask yourself these kinds of questions, the answers you get will make it easier to create appropriate content for each section or even each page you're responsible for, including links and graphics. In turn, you'll be increasing the overall effectiveness of the site to serve all its audiences.

Create PDF Files

This service is offered by Adobe, and gives any faculty or staff member at the college the ability to take a Microsoft Office document and convert it to PDF format.

Why PDF?

PDF stands for Portable Document Format, and is almost universally recognized for document downloading on the web. It creates a smaller file than MS Word documents (and other formats), and keeps the formatting perfectly intact. Moreover, it allows the author the ability to configure security options so that the document can be protected from user/reader changes. Most importantly, the PDF format cannot be corrupted by a virus. Word or Excel documents, in contrast, can carry macro viruses.

Create a PDF with the CreatePDF Service

1. To use the service, navigate to the following link: <https://createpdf.adobe.com>
2. At this point you will see a login box, use the following:

Removed for privacy

3. Click on **Select A File**
4. You will then need to browse your files to select the file you wish to convert into PDF.
5. Once you select your document, hit continue
6. The default settings will then appear. Please make sure that the **Delivery Method** states **Wait for PDF Conversion in Browser**.
7. Click **Create PDF**. This may take a few minutes depending on the size of your document. You may minimize the screen and continue working on something else while the conversion is occurring.
8. Once the conversion is complete, the program will let you know if it was successful. Open the PDF file and save it on your computer.

You've now created a PDF file!

If you need additional assistance, please click the "Help" link on the page under the title "Create Adobe PDF Online."

Add a PDF File to Your Web Page

1. Create a PDF using the instructions in the previous section.
2. Go to the folder where the PDF exists. Right click the PDF and select "**Copy**."
3. In the Page View, select the folder where you want the PDF to reside.
4. Right-click the folder and select "**Paste**."
5. FrontPage will bring up a dialog that says "Importing Files." It is copying the PDF to the web server.
6. Now create a link to the PDF document if necessary.

Create a PDF with Embedded Links

From a word document with links already embedded

1. Follow steps 1- 5 in “How to Create a PDF”
2. In section 1 of the next screen, check the box next to “Enable Tagged PDF Generation”
3. The default settings will then appear. Please make sure that the **Delivery Method** states **Wait for PDF Conversion in Browser**.
4. Click **Create PDF**. This may take a few minutes depending on the size of your document. You may minimize the screen and continue working on something else while the conversion is occurring.
5. Once the conversion is complete, the program will let you know if it was successful. Open the PDF file and save it on your computer.

You’ve now created a PDF file with embedded links!

When you open the PDF, the links you created should work properly. If not, check your original Word document and convert the file again.

Appendix A: Frequently Asked Questions (FAQ)

Below are some common problems that may be experienced with FrontPage and how to resolve them. If your problem is not answered below, then contact the webmaster for assistance. *Please note that the instructions below are for Microsoft Internet Explorer (IE) 6.0.* Dialog boxes in other versions of IE or other browsers (such as Firefox or Safari) may differ. Contact the webmaster if you need assistance.

Q: I don't see the option to "Edit with Microsoft FrontPage" in my browser. Should I edit with something else?

A: No. Only FrontPage can properly save web pages to the web site. Contact the webmaster for assistance.

Q: I know I have FrontPage installed but I don't see the option to "Edit with Microsoft FrontPage" in my browser (or it's not the default editor).

A: If you're certain FrontPage is installed on your computer, then follow this procedure:

1. In your browser, select **Tools** → **Internet Options** from the top menu.
2. Click on the Programs tab.
3. In the drop-down box next to "HTML Editor" select Microsoft® Office FrontPage.
4. Click **OK**.

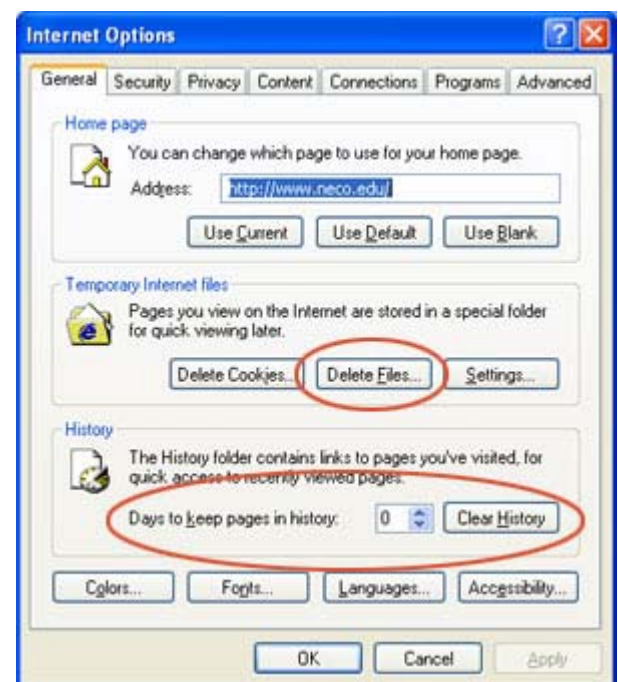
If FrontPage is not an option in the HTML Editors list, contact the webmaster for assistance.

Q: When I open a web page with FrontPage it doesn't ask for my username and password, and then I get errors saving and my changes don't appear on the site.

A: This is a known bug with FrontPage. The procedure to correct this can be done yourself by following the three procedures below; or if you prefer, contact the webmaster for assistance.

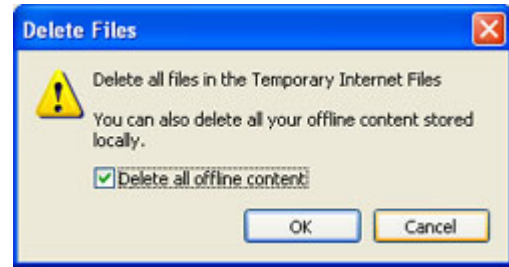
First, Change Browser History Settings

1. Make sure you've closed FrontPage, if open.
2. In your browser's top menu, click on **Tools** → **Internet Options**. The **Internet Options** dialog box (see example at right) will appear.
3. Click on the **Clear History** button (circled in figure at right).
4. Click **Yes** to clear history.
5. Next to the Clear History button is a setting for "Days to keep pages in history." By default this is set at 20. Set it to a lower number, preferably 5 or less. 0 is preferred.
6. Leave the Internet Options dialog open for the second procedure.



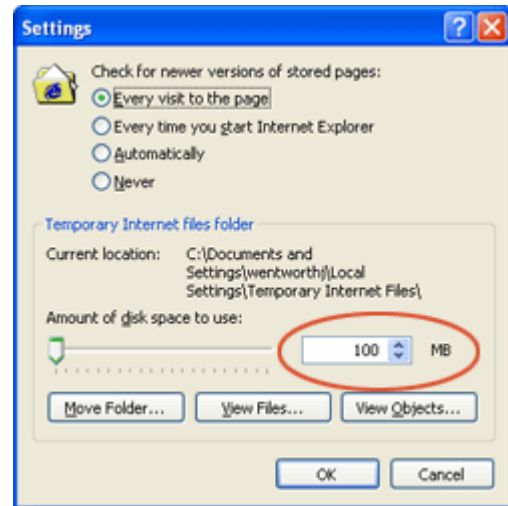
Next, Delete files in Cache.

1. Click on the **Delete Files button**. The **Delete Files dialog** box appears.
2. Click on the checkbox to delete all offline content.
3. Click on **OK** to delete the files (see example at right).
4. Leave the Internet Options dialog open for the last procedure.



Finally, Change your Cache Settings

1. Click on the **Settings button**, to the right of the Delete Files button. The **Settings dialog** appears.
2. In the Settings dialog box, change the amount of disk space to use to a lower number. 100 MB is recommended, and should not slow down your web activities.
3. Click on **OK**.
4. Click on **OK** in the Internet Options dialog to return to the browser.
5. Shut down all open browser windows and restart Internet Explorer.



You should now be able to open a file in FrontPage as per the instructions in this manual, in the section “Opening a Web Page in FrontPage.” If you’re still not prompted for a user name and password, contact the webmaster immediately.

Q: I have FrontPage installed but my user name and password aren’t accepted. What am I doing wrong?

A: There are several reasons why this may occur:

- Check the spelling of your user name and password and try again.
- You must precede your username with “ncoacademic\” (without the quotes). Be certain you use the backslash – the forward slash (/) will not work. The backslash is typically found above the Enter key.
- You haven’t been added by the IT Director as a FrontPage user on the web server. Contact the IT Director or the webmaster to be added.

Q: How can I create a new page?

A: If you need to create a completely new page – something with brand-new content that’s not on the site anywhere else – you should consult the webmaster. What you’re looking for may already exist in full or in part somewhere else on one of the College’s or Clinic’s sites. If not, then the webmaster can create an empty page for you to work with that already includes the site navigation and other “behind-the-scenes” features not possible with FrontPage. The webmaster will also ask you where your new page belongs in the navigation hierarchy, and can make the required links when the page is ready.

Q: Why can’t I create my own page?

A: There are several reasons why we require new pages to use our existing templates:

1. **Branding.** To preserve the look and feel present on all pages of the site – so that it looks like part of our network of sites.

2. **Common functionality.** It's the best way to make sure that all pages have the same basic features and navigation scheme, which helps make the site more navigable and user-friendly. These features also change, some times from page to page.
3. **Complexity.** Without the proper tools, it would be quite difficult for anyone to create some of the more advanced features of our sites, such as site navigation or many of the various forms used throughout the site.
4. **Ease of use.** When we create new pages for you to add content, it's easier for you and, ultimately, for us to maintain.
5. **Duplication of content.** As mentioned, using hyperlinks to put content together helps avoid pockets of duplicate content.
6. **Navigation.** Because the webmaster is the only one who can change the site's navigation, new pages created without our knowledge may get lost in the site.
7. **Site Map.** The webmaster is also responsible for acquiring accurate statistics about the site, including where each page belongs on the current site map.

Appendix B: NECO Web Styles and Usage

Please note that use of multiple styles on an area of text will cause unexpected results. Also note that linked text will use preset colors that should not be changed. Bullets should be inserted with the bullet button and not from the Style menu.

This page available online at: <http://www.neco.edu/help/styleguide.html>

Style	Sample	Usage
H4	The Quick Brown Fox Jumped Over the Lazy Sleepy Dog	The main title of any page should be formatted with the H4 style
H5	<i>The Quick Brown Fox Jumped Over the Lazy Sleepy Dog</i>	Second-level headings for major sections
H5Normal	The Quick Brown Fox Jumped Over the Lazy Sleepy Dog	This style is an alternative second level heading with no italics
H6	The Quick Brown Fox Jumped Over the Lazy Sleepy Dog	This style is used for subheadings on a page
li	The Quick Brown Fox Jumped Over the Lazy Sleepy Dog	Small text, as in a disclaimer or caption
[Bullet Button]	<ul style="list-style-type: none"> ▪ The Quick Brown Fox Jumped Over the Lazy Sleepy Dog 	This style is invoked by using the bullet button, just like in Word
.copy	The Quick Brown Fox Jumped Over the Lazy Sleepy Dog	Plain text
.emph	<i>The Quick Brown Fox Jumped Over the Lazy Sleepy Dog</i>	Emphasis; makes text maroon color and italics
.moreinfo	<i>The Quick Brown Fox Jumped Over the Lazy Sleepy Dog</i>	Small, light blue italic letters
.td1	The Quick Brown Fox Jumped Over the Lazy Sleepy Dog	Places a light gray box around the text - good for callouts
.red	The Quick Brown Fox Jumped Over the Lazy Sleepy Dog	Bold Red letters for important notes - please limit usage
.blue	The Quick Brown Fox Jumped Over the Lazy Sleepy Dog	Changes text to blue

Appendix C: List of Web Page Administrators

Department	Web Pages	Web Page Administrators
Business Office	<u>About the College</u> Business Office	Mike Flynn
Department of Administration	<u>About the College</u> Department of Administration <u>Campus Store</u>	Rich Dahill Melanie Weinbender
Continuing Education	<u>Continuing Education</u>	Tracy Kelley
Human Resources	<u>About the College</u> Human Resources Employment at NECO Professional Staff	Trish Dahill
New England Eye	New England Eye site Also, Commonwealth Ave. and Roslindale clinic web sites	Benay Ames
Office of Academic Affairs	<u>About the College</u> Faculty <u>Educational Programs</u> Overview Educational Programs Academic Calendar Academic Schedule Course List <u>Research Programs</u> Overview Research Education Research Update	Catherine Berce
	<u>International Programs</u> Overview	Dr. Bina Patel Catherine Berce
	Clinical Programs	Rosanne LaBollita
	Residencies	Tracy Kelley

Continued next page

Department	Web Pages	Web Page Administrators
Public Relations	<u>Newsroom</u> News Releases Media Contact List College Publications	John Wentworth
President's Office	<u>About the College</u> About the College History President's Message Commencement Board of Trustees <u>Newsroom</u> GLIMPSE	Jo Ann Gershaw
Overall Site Design	Homepage <u>About the College</u> Campus Boston Directions Contact Us	John Wentworth

