Drupal web training
Overview

• Drupal is a web-based content management system.
  o The preferred web content management system at ASU.
• Editors can change text on pages assigned to their group.
  o All areas within Business and Finance have content exclusively assigned for their group.
  o You cannot edit content outside your group and no one outside your group can edit your content.
• Submit a Web Edit request to edit existing content from the previous CFO site.
• Submit a New Webpage request through ServiceNow for new pages.
  o Justification for page creation is required. Each new page will link to other pages within the CFO site.
Copy organization and writing tips


Communications goals:
1. Grab the reader’s attention
2. Create clear content
3. Believe in brevity
4. Encourage action

Think like a reader. What is in it for them? Readers want to know:
• Features
• Advantages
• Benefits
Copy organization and writing tips

What goes first?
1. Place information at the beginning that will keep your reader engaged or prompt them to take action.
2. Use succinct sentences.
3. Keep ancillary and background information at the end or your document, or hyperlink to it.
4. Engage "skim" and "scan" readers with bullet points and numbered lists.

Keep readers engaged
Most people only spend **two hours per day** reading, which includes business and leisure copy such as advertisements, billboards, blogs, books, emails, etc. Make every sentence count.
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Word readability statistics
1. Counts:
   a. The average reader reads 200 WPM. To find the average reading time of your content: Take a document word count and divide by 200.
   b. 460 words/200 = 2.3-minute read time
2. Averages:
   a. Average paragraph length that a reader is willing to read: 42 words. Paragraphs should not exceed 63 words.
   b. Words per sentence
      i. 8 words has 100% reader comprehension
      ii. 14 words is 90% reader comprehension
      iii. Whenever possible, keep sentences to 21 words or fewer
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Word readability statistics

3. Readability:
   a. Aim for 0% passive sentences. Write in the active voice.
   b. Flesch Reading Ease: Aim for the 50-60% range; the higher the better.
   c. Flesch-Kincaid Grade Level: A 7th-grade level reaches the most readers. The Wall Street Journal writes at an 11th-grade level.
Copy organization and writing tips

Word readability statistics example:

Visit the Business and Finance [Writing and Webpage](#) style guide for more content tips and best practices.
Getting started

Go to the CFO homepage:

cfo.asu.edu
Login

Sign in with your ASUrite ID and password.

Even if logged in to webapps or another ASU site, you must login to the CFO site to edit content.
Editor interface

Once logged in, the editor menu appears above the page content.

Editors will only have access to **My Workbench** and **Content**.

Editors cannot change the Structure or Configuration of the site.
Editors can configure the menu as a horizontal navigation bar or a vertical navigation bar by clicking the arrow in the menu bar.

The configuration does not change editing capability.
Choose **My Workbench** from the editor menu.
The **All Recent Content** tab displays pages created and edited by editors and their group members.
Editors can navigate to pages through the Workbench or the mega menu.

Pages in an editor’s group display:

- View published
- New draft
- Moderate

To edit a page, select **New draft**
Editors have the ability to edit all content areas:

1. Title
2. Category
3. Page Layout
4. Body
5. Slides

For existing pages, do not change:

1. Title
2. Category
3. Page Layout

If a change is needed, contact the Business and Finance communications group.
Editing content

Before editing text, enable the Spell Check as You Type (SCAYT) tool.

An exceptional physical environment, the University, and to develop
the 1500s, when an unknown printer scrambled it to make
popularized in the 1960s with the rise of
sheets containing Lorem Ipsum

oenix campuses.
Once enabled, the spell check tool provides features for text editing.
The spell check tool underscores misspelled or unrecognized words with a red zigzag.

Acronyms and technical words can be added to a custom created dictionary in the SCYAT tool.
Editing content

Two methods to add content to a page:

- Direct input
- Paste from Microsoft Word

For direct input, edit the text the same as a Word document
Copyedited and proofread text from a Microsoft Word document.

Extensive comments and formatting can cause errors. If necessary, save a copy of the document and remove all formatting.

Click on the **Paste from Word** tool or the **Paste from Text** tool.

The **Paste from Text** tool will remove all formatting including bold and bullets.
Paste the text in the window. If the spell checker is enabled, the **Paste from Word** tool highlights misspelled and unrecognized words.

Click **OK**

Text is entered into the Drupal editor interface. The tool preserves simple formatting such as bold text and bullet lists.
The **Body** editing toolbar contains text editing tools.

Similar to standard text editors, highlight the text and apply styles as needed. Use the bullet or number list tools for listed items.
Body editing toolbar

Do not:

• Center the text.
  o Flush left allows text to flow properly on all devices.

• Modify text with HTML tags.
  o Adding HTML tags decreases accessibility for screen readers and causes problems with display on mobile devices.

• Type a symbol at the start of a list item and space or tab content.
For basic text editing, make sure the paragraph format tab displays Normal. This is the default format.
The styles tab contains preformatted headline styles. Use these for headlines and subheadings.

Do **not** use HTML tags to enter headline styles.
Use headlines and subheadings in the paragraph format tool for emphasis to important text. The page title displays on each page. Do **not** add the title of the page into the body text.

Preferred sizes for emphasis:
- Heading 3
- Heading 4
- Heading 5

Heading 2 is large and overpowers other page information.
The formatting styles tab contains additional styles and should be used sparingly.
Add hyperlinks

Highlight the text you want hyperlinked.

Click the link tool.

Select Link Type.

Add the URL.

Do not change the settings in the target or advanced tabs.
Add hyperlinks

Click OK.
Links automatically format.
Do not underline or add styles to the hyperlinked text.

Do not create exposed URLs.
Add Hyperlinks to a page within the CFO site

For example:

cfo.asu.edu/architecture-design

Highlight the text that will contain the link and click link.

Add **only** the text after cfo.asu.edu. Use the forward slash, followed by the page name. The protocol automatically changes to **Other**. The link automatically formats to open in the same window as the current page, which is the default browsing style for ASU web standards.
Add Hyperlinks to an email address

1. Highlight the text you want to contain the link.
2. Click Link.
3. Change the link type to E-mail.
4. Enter the email address in the text field.
5. Add a subject line message.
6. Click OK.
7. Do not use exposed email addresses.

Do not alter the settings in the advanced tab.
Create accessible hyperlinks

ASU web standards provide guidelines for accessible hyperlinks.

<table>
<thead>
<tr>
<th>Unhelpful link text</th>
<th>Meaningful link text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Click here to learn the difference between animal,</td>
<td>Learn the difference between animal, vegetable and mineral.</td>
</tr>
<tr>
<td>vegetable and mineral.</td>
<td></td>
</tr>
<tr>
<td>Take courses online this summer (read more)</td>
<td>Take courses online this summer</td>
</tr>
<tr>
<td>You should read this article about the Savannah cat.</td>
<td>You should read this article about the Savannah cat.</td>
</tr>
<tr>
<td><a href="http://school.asu.edu/courses/sum-abroad/sum-app.pdf">http://school.asu.edu/courses/sum-abroad/sum-app.pdf</a></td>
<td>Summer Application (PDF)</td>
</tr>
<tr>
<td><a href="http://webaim.org/techniques/hypertext/">http://webaim.org/techniques/hypertext/</a></td>
<td>Links and Hypertext</td>
</tr>
</tbody>
</table>

https://brandguide.asu.edu/web-standards/accessibility/asu-guidelines/links
Create tables

Position the cursor at the location of the new table.

Click the **Table** tool.

The table properties dialog box appears.
Create a table

1. Insert the number of rows and columns.
2. Add a header row, if needed.
3. Do not change the default border size.
4. Leave the Alignment as not set.
   a. The default is flush left ragged right, which ensures proper display on mobile devices.
5. Leave the width at 100 percent and do not insert a pixel size.
   a. The default width ensures tables correctly appear on mobile devices.
6. Do not change the height, cell spacing or cell padding.
   a. The CSS formats these for you.
Create a table

Enter the text in the table. You can type or paste text from Microsoft Word into individual cells.

You cannot create tables automatically from Excel. Do not copy and paste tables from Microsoft Word into the Drupal editor window. Microsoft Word table formatting causes problems for the page display.

<table>
<thead>
<tr>
<th>Table head 1</th>
<th>Table head 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some text here</td>
<td>Some text here</td>
</tr>
<tr>
<td>Some text here</td>
<td>Some text here</td>
</tr>
</tbody>
</table>

- Future real estate development and management for all campuses, which includes the Tempe campus, Polytechnic, West and Downtown Phoenix campuses.
Adding rows or columns

Highlight the entire row or column before or after the new content. Right click and a new dialog box appears.

Click the desired function. The new row or column appears in the table.
Adding rows or columns

To merge cells:
1. Select the cells.
2. Right click on the selected content.
3. Select cell.
4. Merge cells.

The text in both cells will appear in the single new cell.
1. Find **Authoring Information** at the bottom of the page.

2. Enter your ASUrite ID in the **Authored by** field. Group editors do not have to change this, but it helps manage content in the Workbench. The system automatically updates the time and date field.
Save the page

1. Select the **Publishing options** tab.

2. Enter a short description of the changes made to the page.
   a. If additional edits are needed before publishing, leave the page moderation state as **Draft**.
The view changes option provides an HTML view of edits made to the page. This is not necessary to view before saving.
Save the page

If the page is ready to be published by the Business and Finance communications group, select **Needs Review** in the publishing pane.

Click Save.
View the page changes on the site

After a page is put into a moderation state and saved, it will return to the page view.

To see the page before changes were made and approved click View published.
Click **View draft** to see the edits before they are published.

The page moderation state shows as **Needs Review**.
Make changes before publishing

If the page needs additional edits, set the moderation state to **Draft** and click **Apply**.
Make Changes Before Publishing

Click **Edit Draft** to return to the editor window.

Make additional changes and reset the page state in **Publishing** options after edits are complete.

Click save.
Click **Moderate**.

The moderate panel shows the history of changes, notes, moderation state and who edited the draft.
Approval

To request the page be published, send an email or slack with the URL of the page to Business and Finance communications group Bfcommgroup@asu.edu.

Proof all content, links and spelling in the view draft page before submitting a request to publish.