



UNIVERSITY OF MIAMI
MILLER SCHOOL
of MEDICINE

ExpressionEngine (EE)
Website Management

Managing your Website

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How to create and maintain content on your website

The website templates are driven by a CMS called ExpressionEngine.

A **CMS** (Content Management System) is a web application designed to make it easy for non-technical users to add, edit and manage content on a website. There are various CMSes available. The one chosen for our purposes is called **ExpressionEngine (EE)**. You will not have to know or apply HTML code (the behind-the-scenes code of websites); everything is already set up for you. Simply add or edit an article, click submit and you're done.

This manual will explain how to log in with the login/password information provided to you, add to the navigation of your site, edit content and much more.

Before adding and editing content on your website you need to familiarize yourself with the different components of the website. The websites have a pre-designed template with modular elements. These elements allow for a wider range of complexity on the design on the Homepage where you will be able to highlight different areas of your department or center.

The following pages will acquaint you with the different options and point out the varied sections of the templates.

You can download the latest version of this document at <http://identity.med.miami.edu/documentation/ee2-department-sites-manual.pdf>

1. Header: At the top of the page, displays the logo, the Center or Department name, search bar and administrative navigation. This is standard in all templates.

2. Left Navigation: These are the primary links a visitor will use to get around the site. They will be present in all pages.

3. Home-Page Display (Feature): Image with a callout leading to another section of the site. It can be a static image or a rotating banner if you have more than one image.

4. Home-Page Display (Teaser): Three highlighted areas with minor summaries to specific areas of the website.

5. Content: Main area of text for the homepage. This space is occupied by a welcome message explaining what the site is about or latest news.

6. Tertiary Component: This component consists of the Health Library with pertaining topics relating to the department or an Additional Resources box with “quick links” to other parts of the website or other UM sites (up to 5).

7. Footer: This section is reserved for contact, legal and copyright information. This is standard on all templates.

In the following pages you will find the different ways you can customize your Homepage.

Homepage with all components (Health Library option)



Homepage with all components (Additional Resources option)

Homepage with no Tertiary Component

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Neurological Surgery

CONTACT INFORMATION FIND A DOCTOR MAKE A GIFT MAKE AN APPOINTMENT INTERNATIONAL SERVICES Search

- Home
- About Us
- Patient Center
- Clinical Specialties
- Faculty
- Research
- Education
- Referrals
- News
- Video Gallery
- Medical Conditions & Treatments

More than 50 years of innovative care.

Learn More

Patient Center Education Research

Make an Appointment
Everything you need to know before your visit.

Training & Conferences
Discover our commitment to the future of neurosurgery

The Miami Project to Cure Paralysis
Leading the fight to end paralysis.

Additional Resources

- Grand Rounds
- Maps & Directions

Latest News

More than 2,000 Kids Attend 3rd Annual Brain Fair at the Miami Science Museum
A record number of school children celebrated Brain Awareness Week with University of Miami scientists at the Brain Fair 2012 on Saturday, March 17, at the Miami Science Museum.
[Read more »](#)

John L. Bixby, Ph.D., Appointed Vice Provost for Research
The Miller School's John L. Bixby, Ph.D., who loves "being able to discover something that nobody else in the world knows," has been appointed vice provost for research, a post in which he will shape UM's research enterprise.
[Read more »](#)

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University of Miami Health System

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UNIVERSITY OF MIAMI
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of MEDICINE

Office of Planning Analysis

CONTACT INFORMATION Search

- Home
- Who we are
- What we do
- How you can contact us
- Market Analysis Request
- Apprentice Program

Apprentice Program

Apply today

Market Analysis Apprentices Contact us

Request a market analysis Develop your career Reach the OPA

Welcome to the Office of Planning Analysis

The Office of Planning and Analysis (OPA), provides central support for departments, institutes and centers with consistent methodologies for clinical, research and education business planning and analysis, facilitates the development of multidisciplinary/multi-departmental programs and develops high-level faculty recruitment packages. OPA also develops market analytics capabilities to standardize data used for medical center decision support.

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Homepage with a Tertiary Component and no Teasers

UHealth UNIVERSITY OF MIAMI
MILLER SCHOOL of MEDICINE

UHEALTH MILLER SCHOOL
UMMG Faculty Orientation

CONTACT INFORMATION Search

- Home
- Welcome Session
- ULearn Faculty Orientation Requirements
- About UM Leonard M. Miller School of Medicine
- About UHealth
- UCare
- UMMG Policies and Procedures
- Clinical Department
- Clinical Systems
- Faculty Affairs
- Benefits
- Campus Map

Clinical Systems UMCET Applications

Details

Welcome to the University of Miami Medical Group

Welcome to the University of Miami Medical Group (UMMG), the faculty practice of the University of Miami Leonard M. Miller School of Medicine, and the physician group for UHealth – University of Miami Health System. With many faculty members regionally and nationally ranked, the UMMG provides leading-edge care in more than 100 medical specialties and sub-specialties at six hospitals and 30 plus outpatient sites in and around South Florida. Along with the Miller School of Medicine and UHealth, the UMMG supports a mission that includes patient care, research, education, and community outreach. We are pleased to welcome you as part of this team.

Whether you've been here a day, a week or a year, this online orientation will help you get acquainted with the UMMG, the Miller School, of Medicine and UHealth. The site is designed to help you:

- Access training in a centralized, coordinated and efficient manner to satisfy regulatory, University of Miami, Miller School of Medicine, UMMG, and hospital requirements
- Participate in meaningful training that is respectful of your time and commitment
- Easily track your own compliance with required training modules

Additional Resources

- University of Miami Medical Group (UMMG)
- ULearn
- Policies and Procedures

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Associate Dean for International Medicine
Professor of Medicine and Surgery
Medical Director, Atherosclerosis, Prevention and Treatment Center
Chairman, UMMG

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University of Miami Health System

UHealth UNIVERSITY OF MIAMI HEALTH SYSTEM

University of Miami Health System

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Locations	Facebook	Privacy Statement	All Rights Reserved
Careers	YouTube		

Homepage with no Teasers or Tertiary Components

UHealth UNIVERSITY OF MIAMI
MILLER SCHOOL of MEDICINE

UHEALTH MILLER SCHOOL
Executive Health Services

CONTACT INFORMATION Search

- Home
- About Us
- Services
- Executive Team
- Contact Us

Schedule Your Care In Beautiful Miami

Request Now

Executive Health Services

You're busy – so busy that you don't have enough time to relax let alone give your health the attention it deserves. With UHealth's Executive Health program, we take care of everything so you can get the care you need in an environment you'll enjoy.

From the moment you schedule your appointment, we will do everything we can to deliver an unparalleled care experience. Our team will work tirelessly to address your needs. And because we are part of the University of Miami Health System, you will have around-the-clock access to some of the world's most advanced, effective care.

Isn't it time you took care of yourself by letting us take care of you? Contact a representative with UHealth's Executive Health program to schedule your visit today.

We look forward to hearing from you, please call **305-243-2738**.
Learn about the University of Miami Miller School of Medicine's [scientific research and clinical trials](#).

UHealth UNIVERSITY OF MIAMI HEALTH SYSTEM

University of Miami Health System

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Careers	YouTube		

Content Landing Page

The Content Pages hold all the information of the website. Depending on the section the display of the content varies. The Header and the Footer remain the same in all pages.

1. Left Navigation: These are the primary links a visitor will use to get around the site. They will be present in all pages.

2. Content Body: Main text relating to the section the user is in. This area can include pictures referring to the material.

There are 3 kinds of content pages:

- **Landing Page:** is a page that appears when you click on a **Section** or **Sub-section**. The content on the page consists of one (1) single **Post** with information pertinent to that **Section**.
- **Article-list:** displays a list of articles or posts corresponding to a **Section** or **Sub-sections**, rather than a single post with content. (see Article-list image)
- **Article List with images:** is the same as the Article-list, with images added. (see Article-list 2 image)
- **News:** Displays a list of news from the Miller news site with local news posts. (see News image)

4. Sub-Navigation: If a section has too much information it can be divided into sub-sections. These sub-sections could appear on the left navigation but in many cases it would make the left navigation too long. Instead they are placed at the top right side of the page, and will remain there only while you are navigating on the parent section.

The screenshot shows the 'Neurological Surgery' content landing page. The page layout includes a header with the UHealth logo and navigation links, a main content area with a large image of the hospital building, and a footer with contact and legal information. Three numbered annotations highlight key features:

- 1:** Points to the left navigation menu, which lists various site sections like Home, About Us, Patient Center, Clinical Specialties, Faculty, Research, Education, Referrals, News, Video Gallery, and Medical Conditions & Treatments.
- 2:** Points to the main content body, which features a large image of the hospital building and text describing the department's services and location.
- 3:** Points to the sub-navigation menu on the right side of the page, which lists specific actions like 'Make an Appointment', 'Find a Doctor', 'Planning Your Visit', 'Patient Information', 'International Patients', and 'Patient Stories'.

Article List

Article List with Images

UHealth International

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Clicking on the title will take you to the page with the full post content.

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News Page

UNIVERSITY OF MIAMI
MILLER SCHOOL
of MEDICINE

The Dr. John T. Macdonald Foundation
Department of Human Genetics

UHealth > MILLER SCHOOL

CONTACT INFORMATION MAKE A GIFT FACULTY

Search

Home

About Us

Division of Clinical and Translational Genetics

- ↳ Clinical Services
- ↳ How to refer a patient
- ↳ Clinical Laboratories

Education

News and Events

Job Openings

Useful Links

News and Events

Macdonald Foundation Gift Creates Collaborative Institute in Biomedical Nanotechnology

Propelled by a transformative gift from a longtime contributor, the University of Miami today is announcing the creation of the Dr. John T. Macdonald Foundation Biomedical Nanotechnology Institute, a collaboration of key scientific disciplines that will harness the field of nanotechnology for clinical applications.

Read more >

Physician-Scientist Awarded \$3 Million Grant to Study Genetic Hearing Loss

The Miller School's Xue Zhong Liu, M.D., Ph.D., associate professor of otolaryngology and human genetics, has received a five-year, \$3 million grant from the National Institutes of Health to continue his search for genetic causes for hearing loss in humans.

Read more >

Human Genetics and Genomics Seminar Series

Tuesday, March 20, 2012 4:00 PM – 5:00 PM (Eastern Standard Time)

Read more >

Six-Year-Old Recovers from First-of-its-Kind Liver, Pancreas and Kidney Transplant

March 13, 2012 – Olaf Bodamer, M.D., Ph.D. was recently featured on Local 10 news. Please click the link to see the full interview....

Read more >

The Clinical and Translational Science Seminar series

The Clinical and Translational Science Seminar series will continue on Wednesday, March 7, at 4:30 p.m. in the Mallman Center for Child Development, eighth-floor auditorium. Jeffrey M. Vance, M.D., Ph.D., Chair, Dr. John T. Macdonald Foundation Department of Human Genetics and Director, Center for Genomic Medicine, Hussman Institute for Human Genomics, will give a lecture titled, "Whole Exome Sequencing: The New Diagnostic Method for Genetic Disorders"

Read more >

News Archives

2012

2011

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University of Miami Health System

Legal

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Content page with no sub-navigation

UNIVERSITY OF MIAMI
MILLER SCHOOL
of MEDICINE

Orthopaedics

UHealth > MILLER SCHOOL

CONTACT INFORMATION FIND A DOCTOR MAKE A GIFT INTERNATIONAL SERVICES

Search

Home

About us

For Providers

For Patients

- ↳ Foot & Ankle
- ↳ Joint Replacement
- ↳ Hand
- ↳ Oncology
- ↳ Trauma
- ↳ Spine
- ↳ Sports Medicine

News

Miami CORE: (Research & Education Foundation)

Education

My UHealth Chart

Breakthrough Medicine

Tissue Bank

Miami CORE: (Research & Education Foundation)

Miami CORE

The mission of the Miami CORE (Miami Center for Orthopaedic Research and Education) is to improve quality of life for those with musculoskeletal disease, find new methods of treatment through research, train excellent healthcare professionals, and provide our community with the best in orthopaedic care.

Established in 1997 to support the endeavors of the Department of Orthopaedics, Miami CORE strives to accomplish the following goals:

1. Securing endowments in order to retain and recruit dedicated and talented faculty
2. Funding education and research for a nationally recognized residency and fellowship-training program
3. Fostering an environment that promotes excellence in basic and clinical research, education and patient care
4. Serving as a resource for diagnosing and treating orthopaedic problems
5. Introducing the latest treatments in orthopaedics; and evaluating the safety, efficacy, appropriateness and cost-effectiveness of new and established treatments
6. Providing outreach education to our community

To support the mission of Miami CORE, the Development Advisory Council (DAC) was created. It is comprised of members of our community, faculty and staff who have voluntarily taken an active interest in raising funds in support of research and education.

Dr. Mark Brown

UHealth
UNIVERSITY OF MIAMI HEALTH SYSTEM

University of Miami Health System

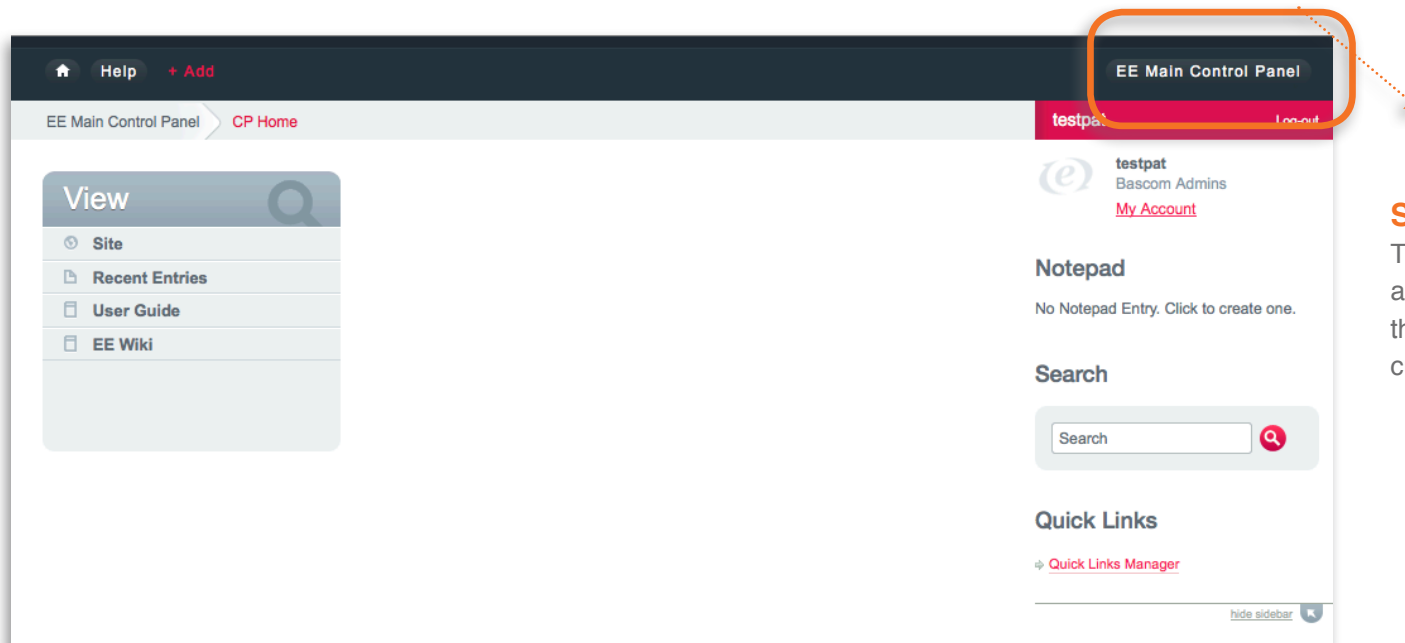
Legal

<p>About Us</p> <p>Patient Services</p> <p>Locations</p> <p>Careers</p>	<p>Community</p> <p>Twitter</p> <p>Facebook</p> <p>YouTube</p>	<p>Medical Disclaimer</p> <p>Terms of Use</p> <p>Privacy Statement</p>	<p>Copyright ©</p> <p>University of Miami,</p> <p>All Rights Reserved</p>
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1. Go to the web address provided by the IT department in your browser and enter the username and password you were given. This step is known as “logging in.”

This address is only accesible on campus. You can connect to the Medical campus network externally by using the [Secure Gateway VPN](#)

The first time you log in to EE and any time you clear the history in your browser, you will start in the **EE Main Control Panel**.



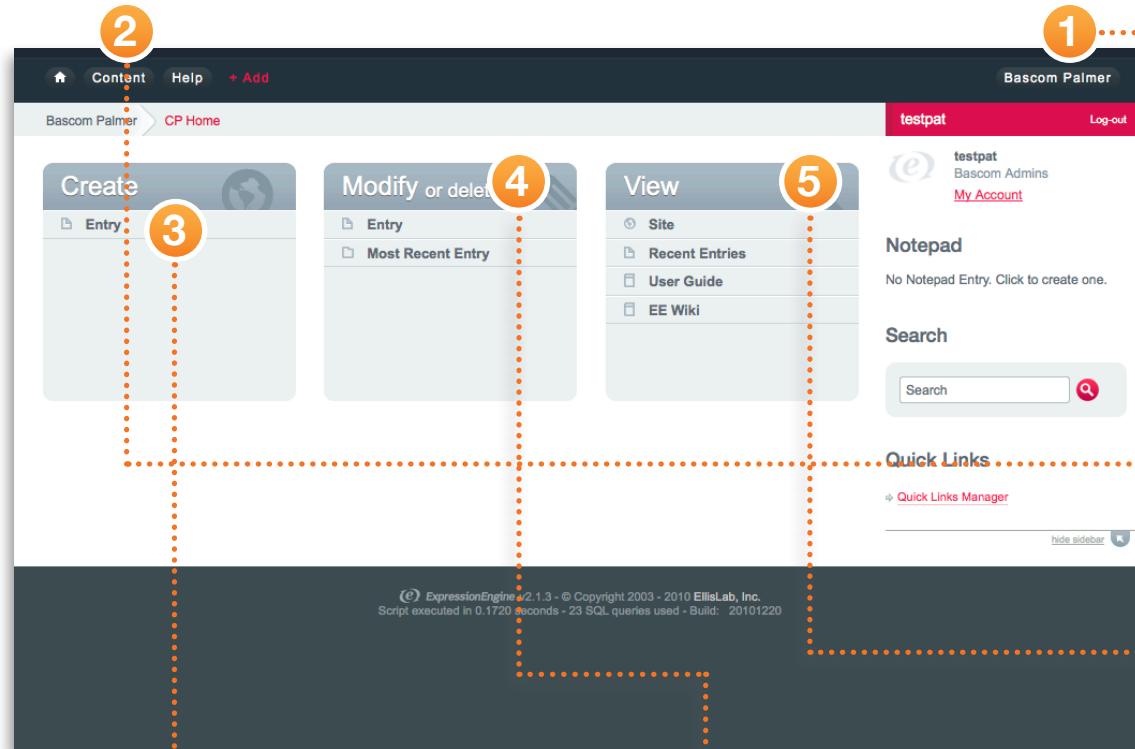
Site Button:
This button will always indicate the site you are currently editing.

2. Look for the **EE Main Control Panel** button in the top-right corner, and click it. If you have access to more than one site, the button in the top-right corner will always indicate the site you are currently editing. If you are not in your site, click on the **Site Button** and select your site from the list.

In order to add or edit posts, you must switch to the correct site.

Your site's Control Panel

The Control Panel is where most of your interaction will take place. Here are a few things you should know:



1. If you have access to more than one site, check that your site's name is in the Site Button.

2. The **Content** Menu is where you will create, edit and upload content.

3. The **Entry** button in the **Create** Tab is just a shortcut to **publish** new Posts. It is the same as going through the Content - Publish menu (see No. 2)

4. The Modify tab is a shortcut to **Edit** posts. You can select **Entry** to see a complete list of available posts or select **Most Recent Entry**.

5. The links in the View tab should be ignored.

In EE, to organize the information more efficiently, the content is divided into **channels**.

Each **channel** has a particular set of fields that correspond with the type of information being entered. Let's think of **channels** as containers where you store all the information of a particular section.

Choosing the right channel in EE

Most sites will have these three basic channels:

- **Section**
- **Post**
- **Home Displays**

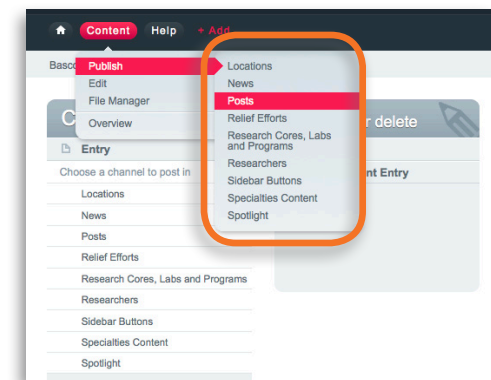
Depending on the complexity of the site, there could be additional channels like News, Events, Research, etc. Take note of what section on the site you are updating. If you are in the Research section, check to see if there is a "Research" **channel**. If there is, you should enter your information there. If there is no Research **channel**, you should select the **Posts** channel. (This channel is the general category, where all the posts that do not belong to a particular section are contained).

There will be times when sections in your site have been highly customized and will therefore use a completely customized channel and method. If that is the case for one of the sections you will administrate, you will receive a separate set of instructions.

Find out what channels are available to you

1. Click on the **Content** button in the top-left corner.
2. Hover over **Publish** and you will see the list of available **channels** to you.

If you need to edit a section or subsection and do not have access to do so, contact your site administrator to make those changes.



Understanding Section and Post Hierarchy

Now that we know that the information is divided into channels, we need to understand where the content goes. Posts contain all of the content found in the center of a page. Sections are the containers that hold posts together and create navigation.

Let's draw it out. Let's say you need to create a new Section for the Orthopaedics site.

1. We would **Publish** (or create) an entry in our **Sections Channel** on the **Content** Menu and name the **Title Miami CORE (Research & Educational Foundation)**. That is the name that will appear on the left side menu.

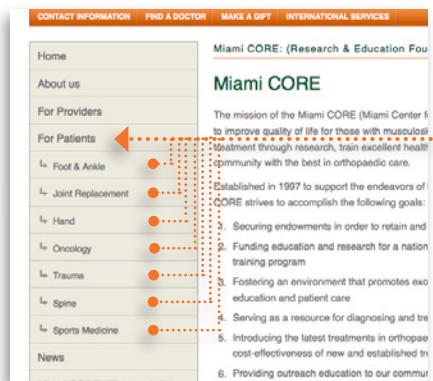
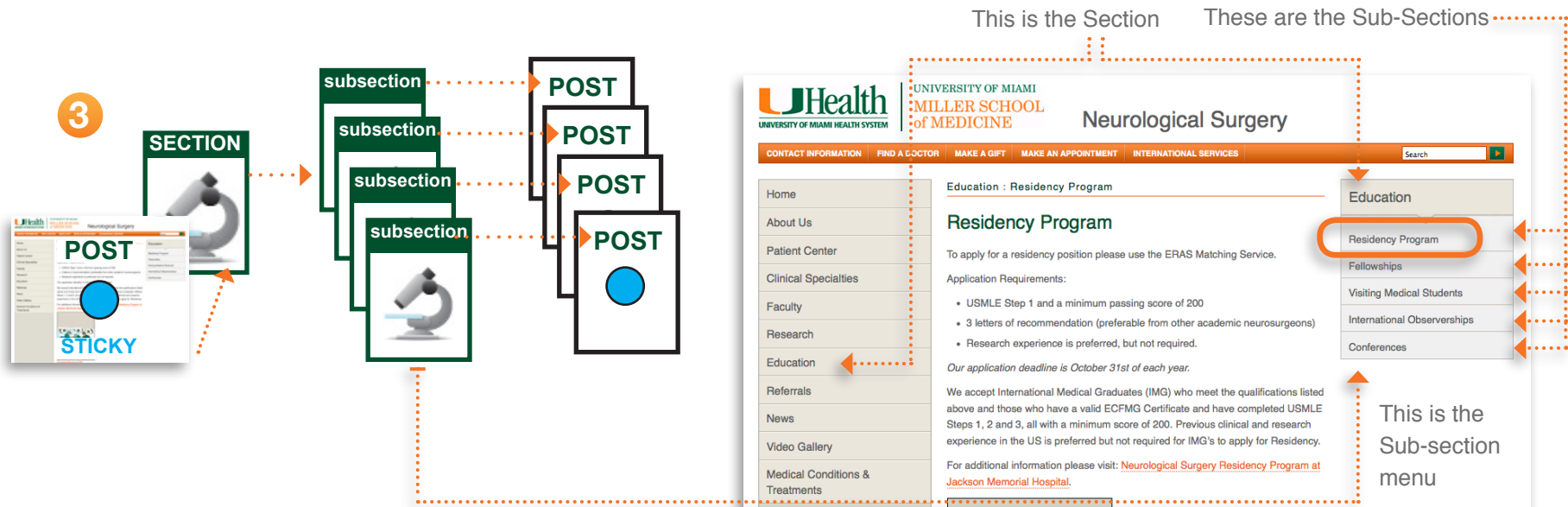
We would select **Landing Page** on the **Layout** menu.

2. Now we need to **Publish** the **Post** in the **Posts Channel** that will act as our landing page for that section. We assign it to our **Section** and mark it **Sticky**.



3. If we want to add more content, we would create another entry in our **Sections Channel**, which will act as our **Sub-section**. Those entries will be on the Submenu at the right side of the page. We assign that **Subsection** to our **Section**.

(e.g. We create a new section called **Residency Program** and we assign it to the **Education** section in the Neurological Surgery website).

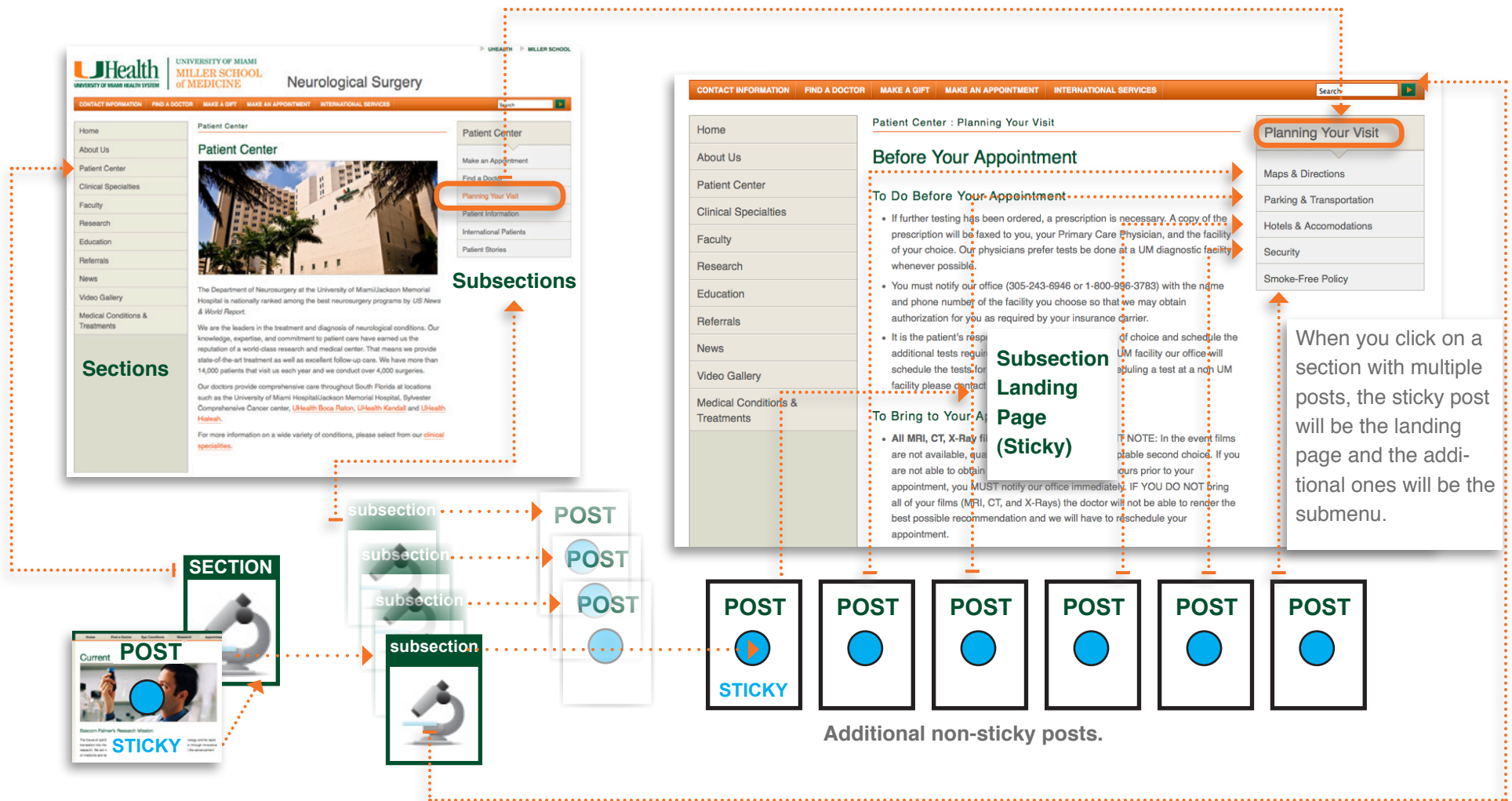


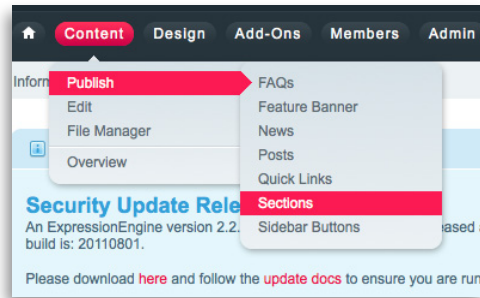
In addition to having the submenu on the right column, you can also display it on the main menu on the left. This is optional.

4. You will then create a post or multiple posts for each subsection.

Adding multiple posts to a section

In the previous example, we have a section with multiple submenus. Each submenu has one post assigned to it, but there are some instances where the section has more than one post. In that case we have to select one post that will act as a landing page for that section by making it "sticky". Sticky means that this post will take precedence over the rest and will show up first. Now let's see how this works.





1

Before you can add content to your site you need to create the section that will host it.

1. Create the Section: From the **Content** menu, select **Publish** and **Section**.

A screenshot of the 'Edit Entry' form in a web application. The form has several fields: 'Title', 'URL Title', 'Section Name', 'Parent Section - Neurosurgery', and 'Will this section appear in the navigation?'. Each field is numbered with a red circle: 2 for Title, 3 for URL Title, 4 for Section Name, and 5 for Parent Section. The 'Parent Section' dropdown is currently set to 'Neurosurgery'.

2

3

4

5

2. Title: Enter the title of your post. This field has a maximum of 100 characters including spaces. **This field is mandatory.**

3. URL Title: This field will automatically populate. If your Title contains punctuation signs, please remove them on the url Title. (e.g. instead of M.D. use md).

4. Section Name: This name must match the URL title if you want the section to display on a menu. There are some cases where you want to create a section with no content that will just link to another post or an external link. In those cases you can leave this field empty.

5. Parent Section: Select the corresponding parent section from the dropdown menu. If it's a main section on the left or top menu, leave it blank. If it's a sub-section, select the parent section from the list.

The screenshot shows a web form for creating a section. It is divided into several sections:

- 6. Navigation:** A dropdown menu for 'Will this section appear in the navigation?' is open, showing options: 'No', 'Left Navigation', 'Top Navigation', and 'As Subsection'. A second dropdown for 'Will you use for this section?' is also visible.
- 7. Template:** A dropdown menu for 'What template will you use for this section?' is open, showing options: 'landing-page', 'article-list', 'article-list-with-images', and 'news'.
- 8. Short Description:** A text input field.
- 9. Page to Link:** A text input field.
- 10. Submit:** A red 'Submit' button at the bottom right of the form.

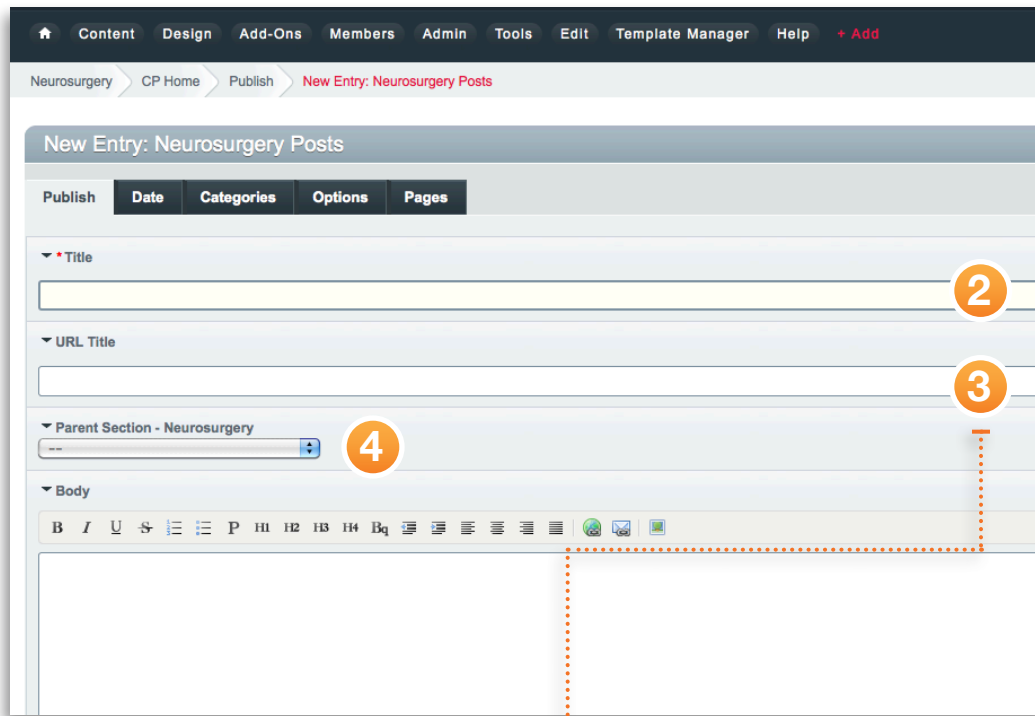
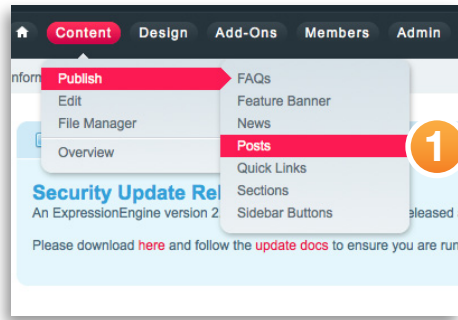
6. Navigation: Here you can select if you want the menu item to display on the left or top navigation. If it's a subsection you can choose to display it on the left menu, but if you don't select anything, the subsection will be displayed at the right side menu only.

7. Template: Most content pages will use **Land-ing Page**, but if you have a series of posts and you want to display a summary of all of them on the main page, you can select **Article-list** with or without images. If it is a news section, select the **news** template.

8. Description: Leave this field blank.

9. Page to link: If the section is just a placeholder that has no content but will link to an external website or to an internal page, you will place the link here. If it's an external link, copy the complete URL. (e.g. <http://med.miami.edu>). If the link is to another page inside your site, copy the section and page name (e.g. /section-name/page-name).

10. Submit: Once you are done click **Submit** to create your section.



▼ If your Title contains punctuation signs, please remove them on the url Title.
e.g. Big discovery by Dr. A. Brown, M.D.
Your URL title should be:
big-discovery-by-dr-a-brown-md

- 1. Post:** Once the section has been created, go back to the Content Menu and select Publish Post. You will see a set of fields used to store data for each post in this channel.
- 2. Title:** Enter the title of your post. The title field has a maximum of 100 characters including spaces. **This field is mandatory.**
- 3. URL Title:** This field will automatically populate. **If this post is the landing page to a section or subsection, the URL Title must match the section name you are going to select in the Parent Section field. This field is mandatory.**
- 4. Parent Section:** Select the corresponding parent section from the dropdown menu. You will notice the parent sections are listed in URL Title format. If your post is the landing page to a section or subsection, your URL title must match the Parent Section. **Failing to select this will result in the information not being displayed on the website.**

New Entry: Neurosurgery Posts

Publish **Date** **Categories** **Options** **Pages**

Channel
Neurosurgery Posts

Status
Open

Options
 Make Entry Sticky **5**

5. Landing page or submenu? If your post is a landing page to a section or subsection, you have to make the entry sticky to make sure it will always display first.

Go to the Options Tab and select **Make Entry Sticky. Mandatory for landing pages.**

6. Body: This field will hold all of the information for your post. **This field is mandatory.** (For detailed instructions refer to the Body field section)

Body

B I U **P** H1 H2 H3 H4 Bq **6**

Formatting **Textile**

The screenshot shows a content management system interface. At the top is the 'Summary' section, which contains a rich text editor with various formatting options (bold, italic, underline, link, list, indent, paragraph, heading, blockquote) and a '6' in a circle pointing to the editor. Below this is the 'Image Gallery' section, which features a table with columns for 'Image', 'Alt Tag/Description', and 'Caption'. A circled '7' points to the table. Below the table is a circled '+' button. To the left of the table is an 'Image Position' dropdown menu set to 'top', with a circled '8' pointing to it. To the right of the table is a 'Video ID' text field, with a circled '9' pointing to it. At the bottom of the visible interface is a 'Short Description' section.

(for detailed instructions refer to Uploading images to a post section) ↓

(for detailed instructions refer to Uploading videos to a post section) ↓

6. Summary: The summary field should contain a summary of the post. The information in this field will be shown when your post is in a content list. It should be no more than two or three sentences. **If your post is part of a list of posts, this field is mandatory.** If this field is not part of a list of posts, this field is not necessary.

7. Image Gallery: Click on the **Add Image** button to add a new image. You can upload new images or select an existing image from a folder. Make sure to follow the image guidelines when uploading new images. You can add multiple images by clicking on the **+** button just below the first row. **While this field as a whole is not mandatory, every image you upload is required to have an Alt Tag/Description and it is suggested that you add a caption.**

8. Image Position: This will dictate where your image or image gallery will appear on the page.

9. Video ID: All videos added to the website must be YouTube videos. The ID for a YouTube video is the string of numbers and letters following the “v=” in the URL. So, for example, if the video link is <http://www.youtube.com/watch?v=iarN7BCSjiw>, you would enter **iarN7BCSjiw** into the Video ID field. If you need a video added to YouTube, contact your site administrator. This field is not mandatory.

Formatting Textile

▼ Image Gallery

Image	Alt Tag/Description	Caption
1 <input type="button" value="Add Image"/>		

▼ Image Position: top

▼ Video ID

▼ Short Description 10

▼ Link 11

▼ Refer Text 12

▼ Sidebar Buttons

Button ID
1

▼ Form in Content

© ExpressionEngine v2.1.3 - © Copyright 2003 - 2010 EllisLab, Inc.
Script executed in 0.8072 seconds - 50 SQL queries used - Build: 20101220

10. Short Description: This field is used as your meta description, a tool for **Search Engine Optimization (SEO)**. Your description is limited to 150 characters including spaces and should accurately describe the information in your post. Copying and pasting the Title into this field is not enough. **This field is mandatory.** For more information, go to the [SEO section](#).

11. Link: There are times when a post will act as a link to an informational page elsewhere rather than contain all the information within it. In this field, you should drop in the URL that contains the information referred to in the title of this post.

12. Refer Text: This field is used as a jumping point to a full page of information or a link when your post is part of a list of posts. It works in conjunction with your summary text. An example referring line for a post about diabetes would be, “Read more about diabetes.” **The words “click here” should not appear anywhere in this field as it hurts SEO.** This field is not mandatory.

Edit Entry

Publish **Date** **Categories** **Options**

▼ **Entry Date**

2011-10-31 03:24 PM

October 2011

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15

13. Publishing your post at a later date: This step is optional: If you'd like to publish your post at a later time, go to the **Date** tab and edit the **Entry Date** to the date and time you'd like your post's information to be available publicly.

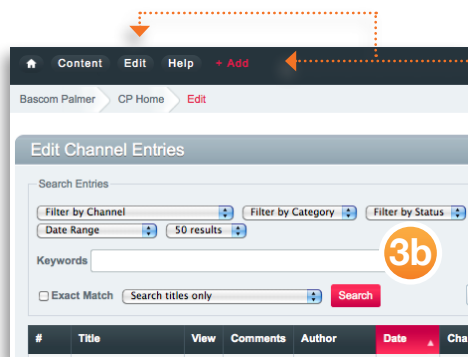
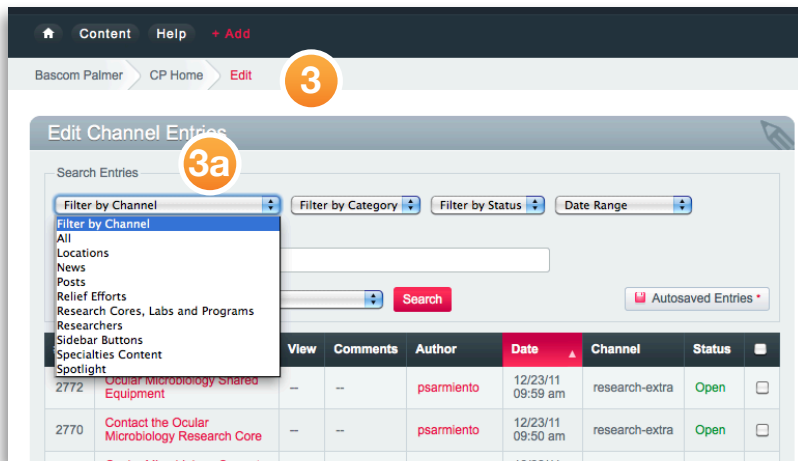
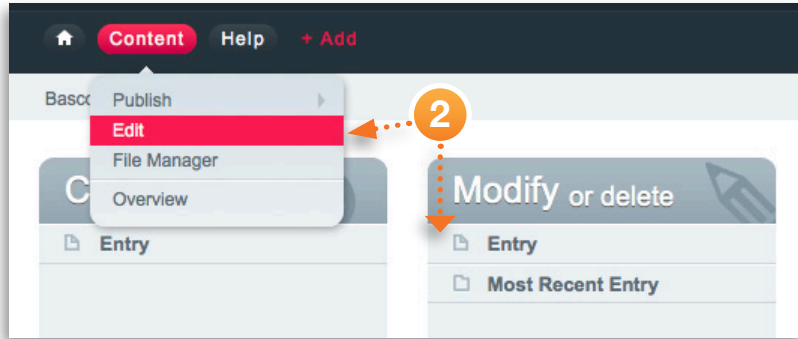
This feature is mainly for new posts. If you change the date on an existing post it will remove it from the website until the new date.

Submit

© ExpressionEngine v2.1.3 - © Copyright 2003 - 2010 EllisLab, Inc.
Script executed in 0.8072 seconds - 50 SQL queries used - Build: 20101220

14. Publishing your Post: Click **Submit**, and your post will appear on your website. The Submit button can be accessed at the bottom of any of the publish form's tabs (Publish, Date, Options).

Make sure you review your post for errors before you click Submit because the post will be published on the website.



Tip: The Edit Page is where you will spend most of the time. If you click on the +Add button when you are on that page it will be added to the top navigation giving you another way to quickly access the Edit section.

There are times when you will have to make updates to existing posts. You will have access to altering posts you've created as well as those created by others.

1. Log in to EE and switch to your site if you are not already there.
2. Click on the **Content** button in the top-left corner. Hover over and select **Edit**. Or select **Entry** from the **Modify** tab. You will be taken to the **Edit Channel Entries** page, which contains all of the posts you can access.
3. Filter through posts:
 - 3a. **Filter by Channel:** If you know in what channel your post lives, select it from the drop-down menu.
 - 3b. **Keywords:** Enter all or part of the title of the post. The list will automatically filter as you type.

4. Click on the title of the post you'd like to edit.
5. Edit and submit the post.

Adding Content to your Post

The following is an overview of the tags and style used throughout the websites.

Emphasis

Text can be **bolded** or *italicized*. *Italics* are meant for emphasis while **bold** is meant as a stronger emphasis.

Paragraphs

Paragraphs are created automatically by adding a hard return between lines.

H1 and H2 Heading Tags

The H1 and H2 headings should **never** be used on a page. The H1 and H2 have already been declared.

Ordered or Numbered Lists

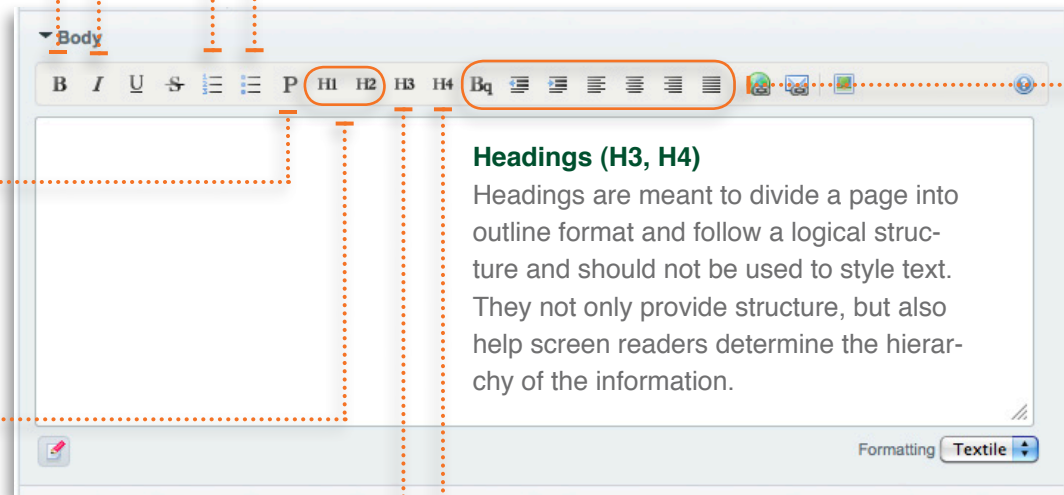
Ordered lists are meant for lists in which the order is important—for example, the *directions* for a recipe.

1. List item
2. List item
3. List item
4. List item

- ▶ List item
- ▶ List item
- ▶ List item
- ▶ List item

Unordered or Bulleted Lists

Unordered lists are meant for lists in which the order is not important—for example, the *ingredients* to a recipe.



Headings (H3, H4)

Headings are meant to divide a page into outline format and follow a logical structure and should not be used to style text. They not only provide structure, but also help screen readers determine the hierarchy of the information.

H3 Tag

H3 is the Title of the page and should not be used for sub-titles.

Before Your Appointment

To Do Before Your Appointment

- If further testing has been ordered, a prescription is ne prescription will be faxed to you, your Primary Care Ph of your choice. Our physicians prefer tests be done at

H4 Tag

Use it for titles inside the content.

Make sure you have a line break before and after the h4 tags, or they will not be formatted

Adding Links to your Post

You can add links to other pages, email addresses or documents in your content.

Linking to other websites

When you are linking to other websites it is better to write the name of the site instead of the web address in the content. Let's say you want to link to **UHealth International**.

1. Select the text

2. Click on the **Link** button and type or paste the full web address in the pop-up window.

In this case it would be:

<http://www.uhealthinternational.com>

The link will look like this on the website.

For more information visit the [UHealth International](http://www.uhealthinternational.com).

Linking to other pages in your website

Making internal links is the same as linking to external websites, but in this case you do not have to include the main website address.

Let's say you are working on the **UHealth** site and want to link to the **Find a Doctor** page.

The full address to that page is:

<http://uhealthsystem.com/patients/>

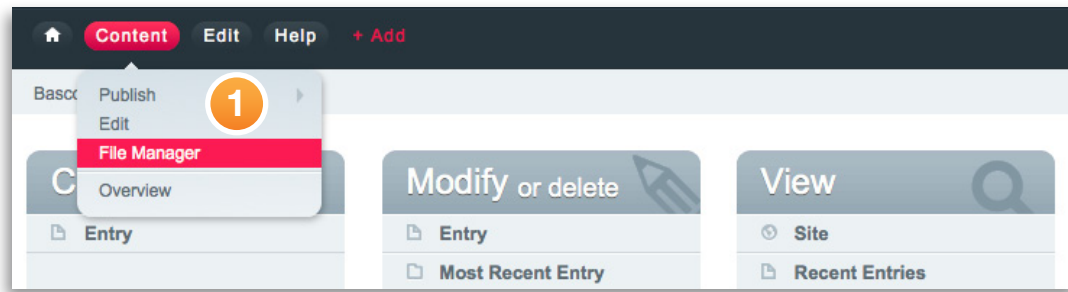
Because you are in the uhealthsystem.com website you don't need to repeat that information.

Enter **/patients/** in the URL field.

Email links

Email links work just like website links.

Select the **Mail** button and type the email address.

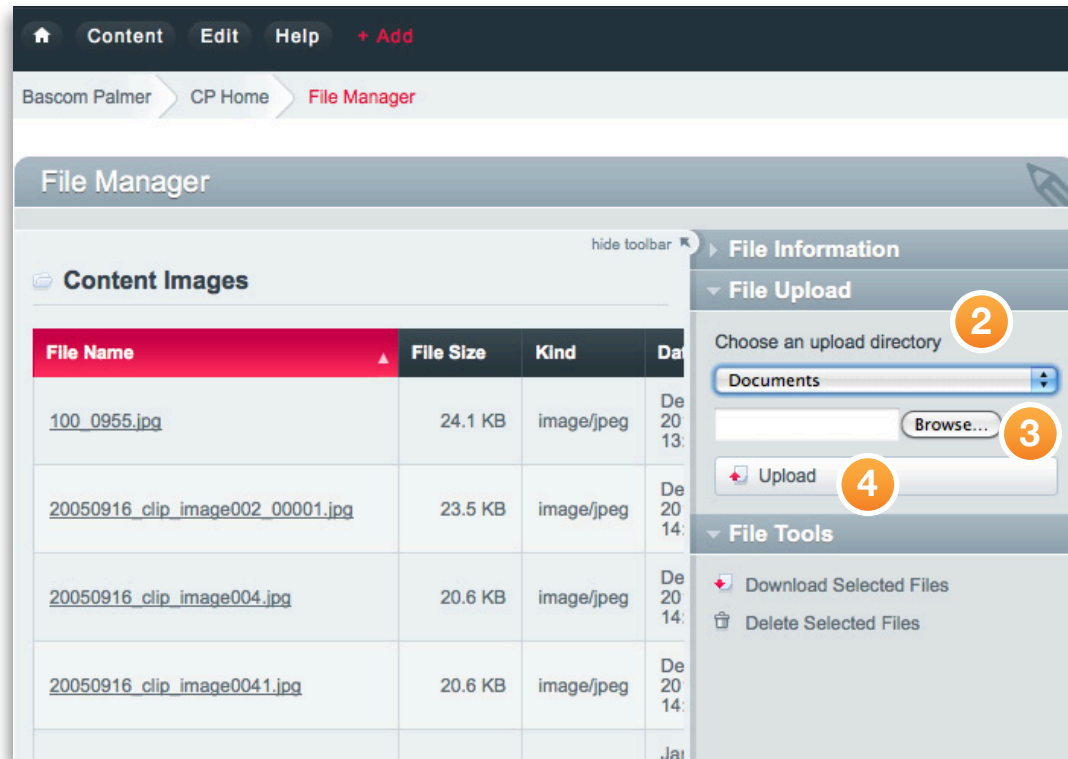


Adding Documents to your post

Adding documents is a two-step process. First you have to upload the document using the **File Manager**, and then you have to add the link to the document location in the post.

Step 1.

Uploading a Document



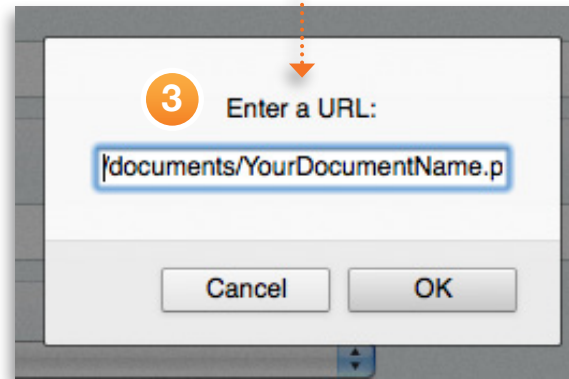
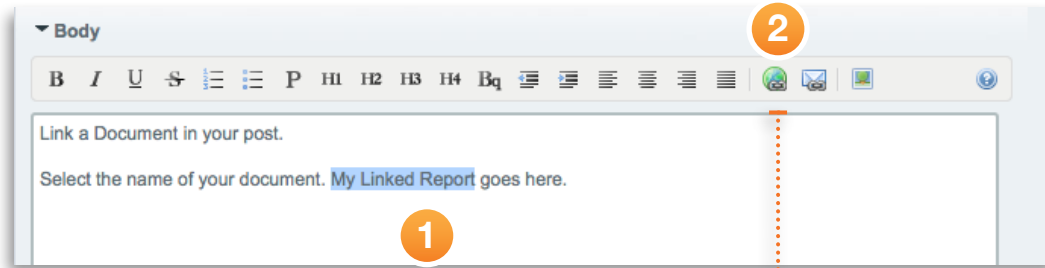
1. Click on the **Content** button in the top-left corner and select **File Manager**. You will be taken to the **File Manager** page, which contains all of the images and documents in your website.

2. Select The **File Upload** section and Select **Documents** in the **Upload directory** list.

3. Use the **Browse** button and select the document in your computer.

4. Once you have selected the document click on the **Upload** button.

5. Take note of the full document name (e.g. **YourDocumentName.pdf**). You will need it on the next step.



Download [Your Document](#) for detailed instructions on creating a post

→ The document link will look like a regular link on the website.

Step 2.

Link the Document in your post.

Now that the document is uploaded you have to go back to the post where the link will be embedded, or if you have not created the post yet, follow the steps to create a new one.

1. Select the name of the document in your post.
2. Click on the Link button.
3. type **/documents/** and the full document name. e.g. **/documents/YourDocumentName.pdf**

Please note that the name you use to reference the document in the content can be different from the full document name. It's a good practice to use descriptive names about the document topic.

I have my text in a Word document. Can I paste it into EE?

Yes, EE will strip all formatting from your document and you will re-format the text according to the previously learned rules. Only when you are pasting numbered or bulleted lists, you will be required to delete the bullets or the extra space imported from Word, and reapply the list format using EE.

I have a nested list. How do I format it?

When you create a list in the body field, EE will add an * at the beginning of the line.

A regular list will look like this:

- * List item
- * List item
- * List item
- * List item

When you have a nested list just add an extra * at the beginning of the nested item.



I want to un-link a word in my content.

When you add a link to your content, EE places some formatting elements around the selected words. To remove the link to the page or document, follow the following steps:

EE places a " before and after the linked words and a : followed by the location of the link.

- "This is a link" :<http://www.uhealthsystem.com> followed by regular text in the content. View from EE
- [This is a link](#) followed by regular text in the document View from the website

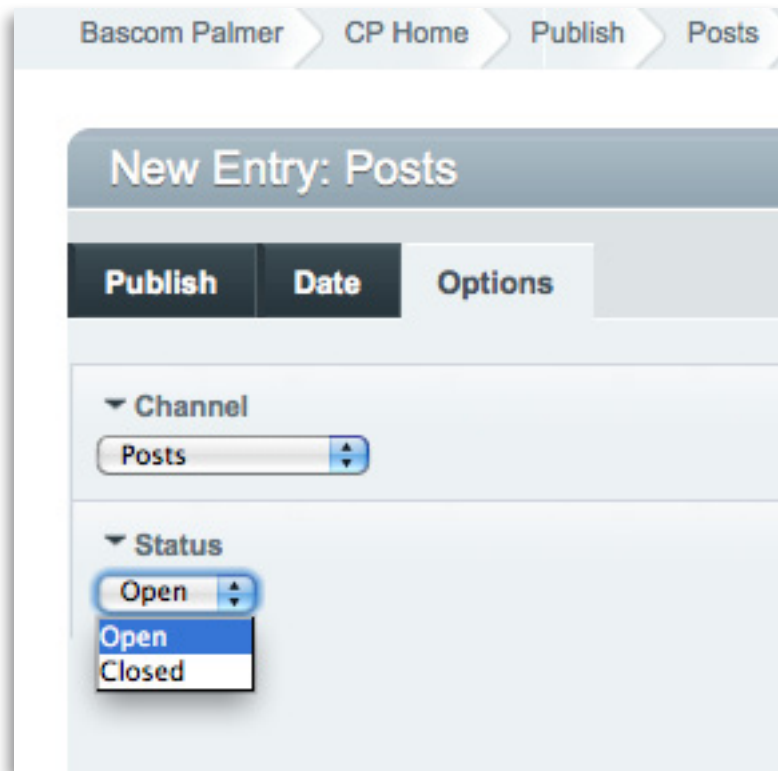
Just remove the " and the link and your text should look like a normal sentence again.

- This is a link followed by regular text in the content. View from the website after removing the link.

I made a mistake and the post is live on the website.

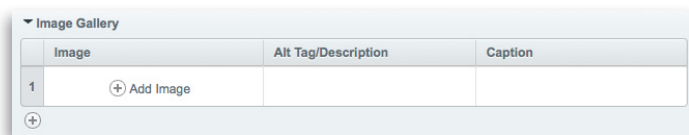
Can I hide it while I correct it?

There are times where you need to hide a post from view without deleting it. EE allows you to **Close** it and have the option to reopen it at a later time. This option is useful when you have incorrect information on your website and need to make some changes but don't want to create the post again, or when you have a recurring post that you will reuse at a later time.

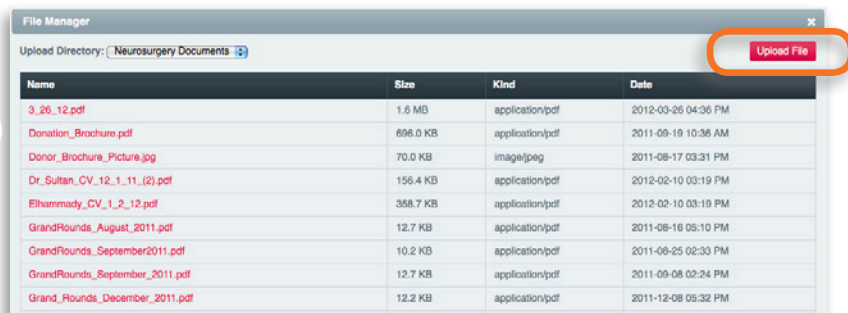


1. Select the post you want to close.
2. Go to the **Options** tab.
3. On the **Status** menu select **Close** or **Open**.

1



2

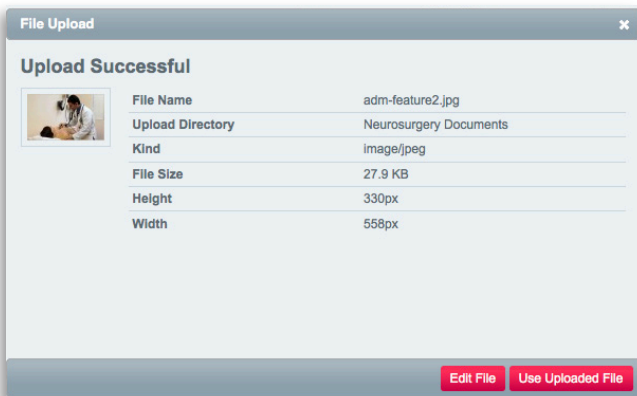


2a



Make sure the Images folder is selected here

2b



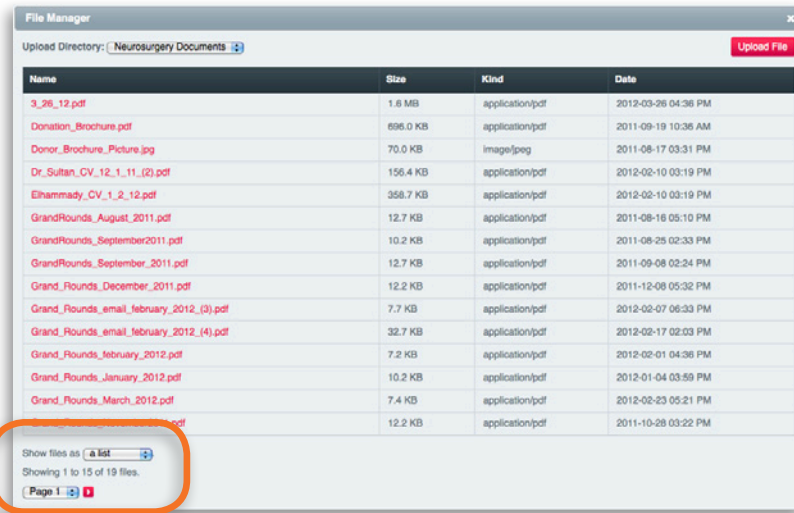
1. Image Gallery: Once you click on the **Add Image** button, you have the option to upload a new image from your computer or select an existing image from the **Content images** (or Images-Main) folder.

2. Upload an image: In most cases all the images are in the Content Images Folder. Click on the **Upload File** button.

2a. Select file: Using the **Browse** button, select the image on your hard drive. Make sure that you have the Images folder selected on the Upload Directory. Click **Upload File**.

2b. Use Image: When the image is uploaded, a screen with the image details will show up. If everything is correct, click the **Use Uploaded image** button.

3

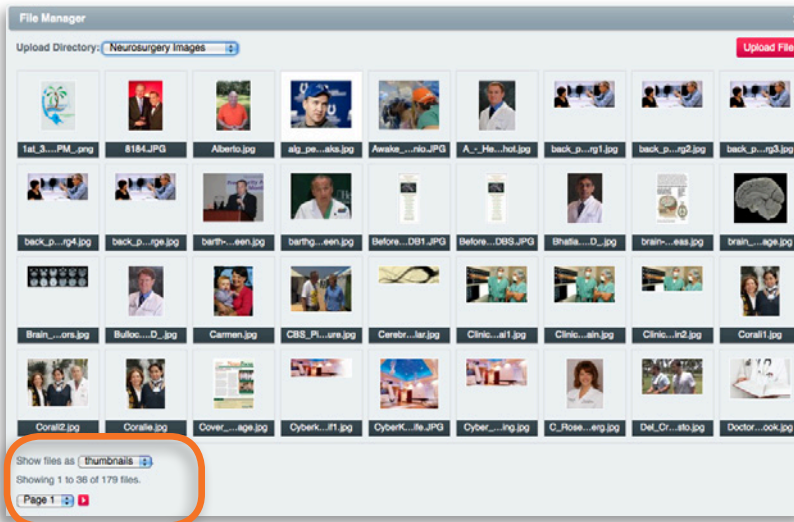


3. Selecting an existing file: The **Add image** button will display a list of all the image files where you can select the correct one.

If you prefer to select the image using thumbnails, go to the lower left side of the screen and click on the **Show files as** and select **thumbnails**.

If the list of images is more than one page long, you will have navigation elements to go to additional pages.

Once you click on the desired image it will be automatically inserted in the post.



4. The Alt Tag/Description: Every image you upload is required to have an **Alt Tag/Description**. Alt tags are different from captions in that they are made visible when an image cannot be displayed and used as a description for visually impaired users with screen readers. The **Caption** field is not mandatory, but it is suggested that you add one.

4

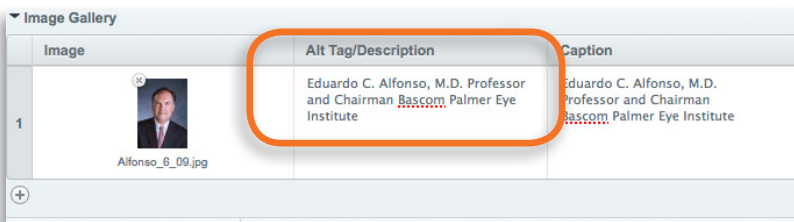
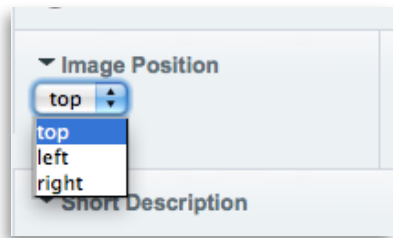


Image Alignment

You will use the **Image gallery** to upload the main image in the post.

Depending on what you select on the **Image Position** menu, it will be placed on the top, left or right. The top image will span across the top of the page. It is good for section banners. The left and right will be placed at the left or right of the text.



Top



Left



Right

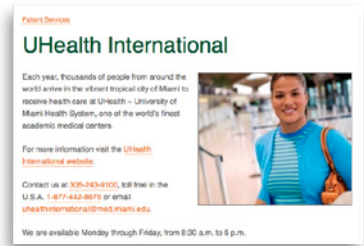
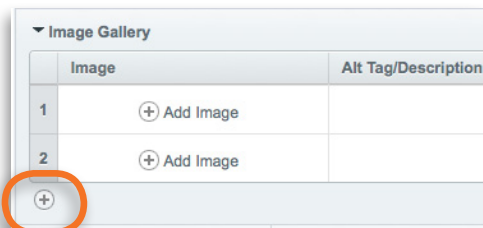


Image Galleries

You can add an Image Gallery to the main image of any post by clicking on the **+** button. This will add more image fields.

Add those images the same way you added the first.

EE will automatically create the gallery when there is more than one image.



This is how the gallery will look on the webpage. You can add up to 12 additional images.



Adding images to the content

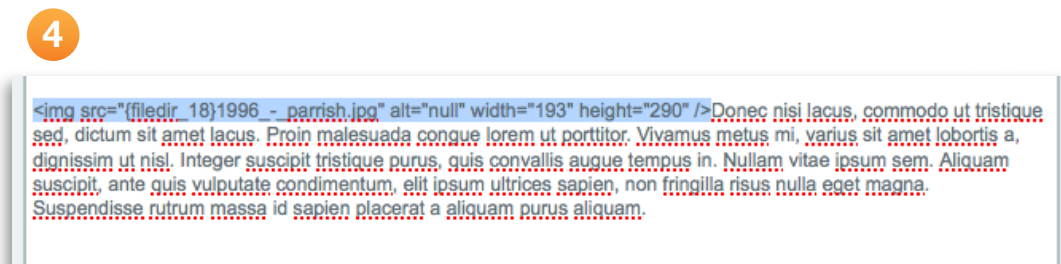
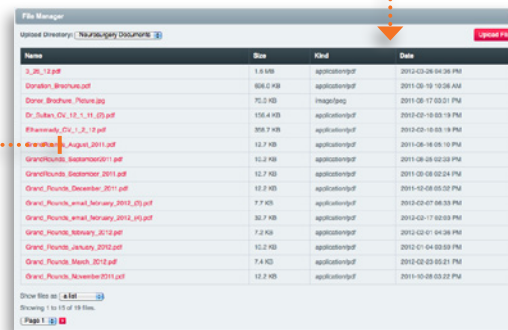
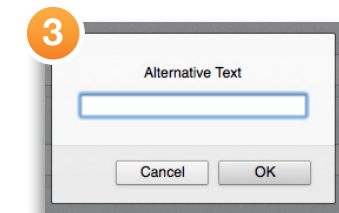
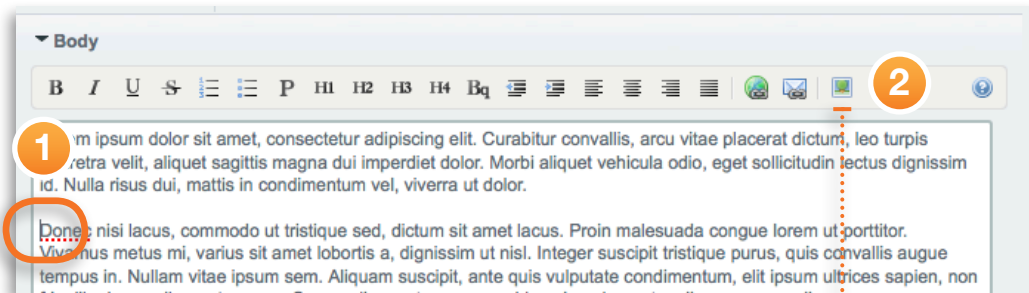
There are times when you may have more than one image for a post and you want to place them in different parts of the text without the use of a gallery.

1. Place your cursor at the beginning of the paragraph where you want to include the image.
2. Click on the **Image** button. Follow the regular steps to upload an image.
3. When you click **Upload File**, you will be prompted to fill the **Alternate Text**.
4. The following text will appear before your content:

```

```

Now you have to assign the image to the left or to the right of the text. You will need to add some text to the image code.



For Physicians

Library Services



The Mary & Edward Norton Library of Ophthalmology
Bascom Palmer's ophthalmic library was established shortly after the institute first opened in 1962. Although at the time it offered little more than a handful of ophthalmological books transferred from the University of Miami Miller School of Medicine's library, Dr. Edward W. D. Norton, the institute's founder, envisioned it as ultimately becoming a repository for all ophthalmic literature — the most complete ophthalmological collection in the world. Thanks to his commitment, the energy and dedication of Reva Hurtes, the Founding Library Director, 1962-2004, and the generous contributions of such benefactors as Mrs. Rena M. Brody, Mrs. Sebastian S. Kresge and the Bascom Palmer Alumni Association, Dr. Norton's vision has been fulfilled.

The Mary & Edward Norton Library of Ophthalmology

Appropriately, this library is one of the world's most comprehensive collections of ophthalmic wisdom and delights the eye. An architectural masterpiece, it encompasses 5,420 square feet on three levels, each enhanced by a glowing expanse of hand-sculpted Honduran mahogany panels, moldings, railings, furnishings and bookcases. More than 15,000 bound volumes, over 250 periodical titles, and ophthalmic journals from innumerable countries, in an equal number of languages, line its aisles for reference and reading in adjoining study and lounge areas.



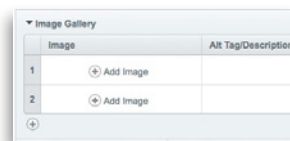
Located on the lower level of the Institute's Anne Bates Leach Eye Hospital, **The Mary and Edward Norton Library of Ophthalmology** serves Bascom Palmer's faculty and students, visiting faculty from around the world, as well as from the University of Miami Miller School of Medicine. The library also serves as an excellent reference and educational resource for South Florida community ophthalmologists and ophthalmologists worldwide. This unique center of knowledge also accommodates the Dr. and Mrs. Ralph Kirsch Rare Book Room.



Today, the **Dr. and Mrs. Ralph Kirsch Rare Book Room** preserves 3,000 books dating from 1496 to 1900, including the first German textbook on ophthalmology written in 1583, a rare second edition published 100 years later, and a 1613 book on depth perception with drawings by Peter Paul Rubens, as well as books on optics by Johann Kepler (1611), Rene Descartes (1664), and Sir Isaac Newton (1704). There are even complete sets of old periodicals —

German, Italian, French and English — dated in the 1800s.

This is the post's main Image. You will include it by using the **Add Image** button.



This is a content image aligned to the right.
class="right"

This is a content image aligned to the left.
class="left"

Content image alignment

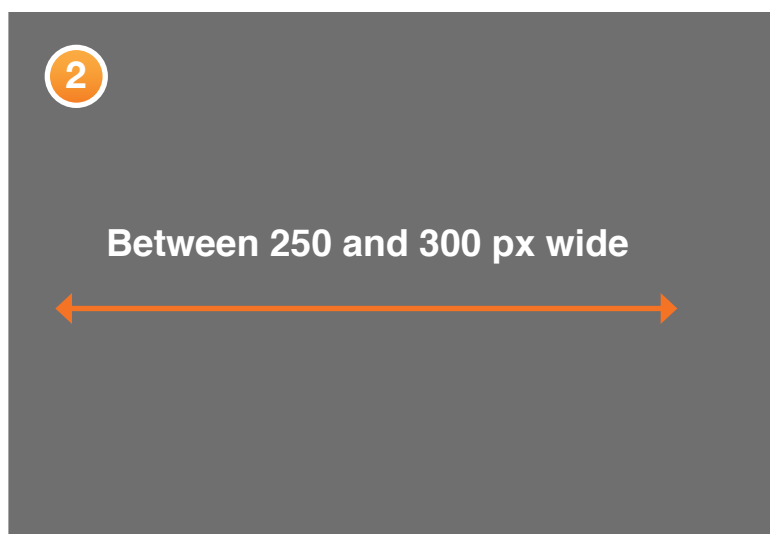
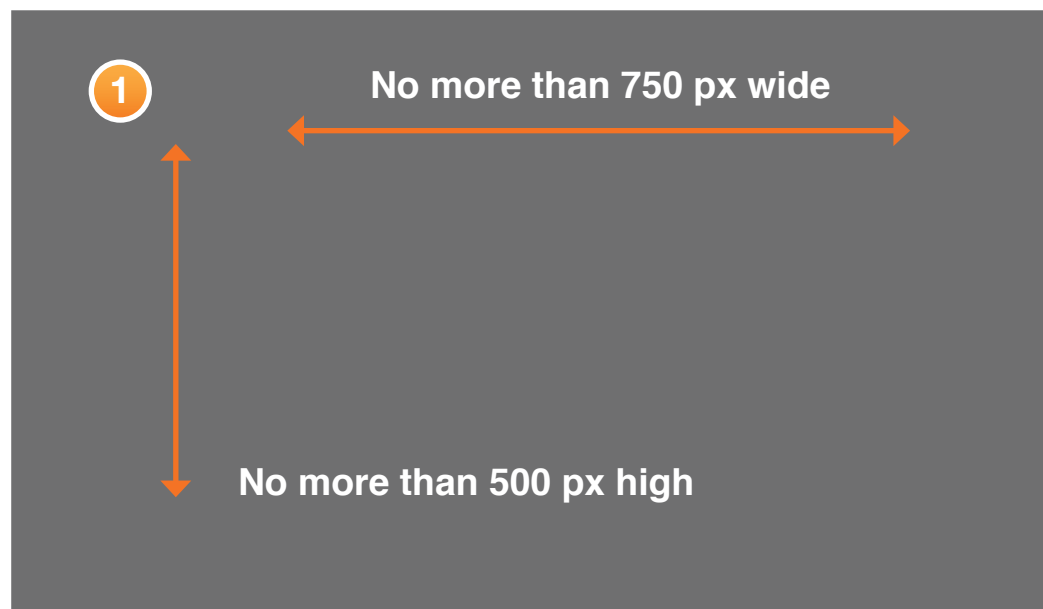
`` If you leave this code as is, the image will be on top of the paragraph, and it will take the maximum width available, making the image too big in most cases.

If you want to align the image to the right, add the following after the height attribute:

``

If you want to align the image to the left, add the following after the height attribute:

``



How do I save my images?

Before uploading images to your post please follow the following guidelines:

1. Main image size: The image you upload will need to be in low resolution: **72 dpi** with a maximum width of **750 pixels** and maximum height of **500 pixels**, meaning the image cannot be bigger than 750 x 500 pixels but can be a smaller size (i.e. 689 x 433 pixels). The image will be resized according to the assigned position (Top, left, right).

If you have a vertical image that is 750px wide but exceeds the 500px height limit, use the 500px maximum height as a reference.

2. Content Images: For the images included on the left or right of the content, you have to save the image at the exact size it will appear on the post. **This image will not be resized.**

It is a good practice to make all your edits to your image before uploading it to avoid having duplicates on the images folder.

How do I name my images?

When saving an image, it is a good practice to use a descriptive title. That makes it easy for search engines to locate your image and display it on an image search. Separate words with a dash (-) or underscore (_). Some servers have difficulty interpreting blank spaces on files and the image is not displayed.



DC879989_03.jpg

The name has no meaning and it will be harder to find if you need it later.



Campus Map.jpg

Much better, but it has a blank space between the two words.



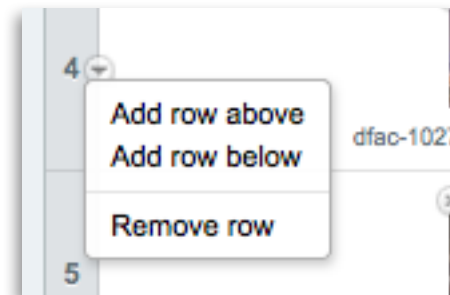
Miller-Campus-Map.jpg
Miller_campus_map.jpg

More specific and with the words separated by a dash or underscore.

I created an image gallery. How do I change the order of the images?

Just grab the image field by the number at the left and drag and drop to the desired place.

2	 dfac-10279_Barredo.JPG	Dr. Julio Barredo and Sylvester pediatric lymphoma patient	Dr. Julio Barredo, director of Pediatric Hematology-Oncology, with 6-year-old Steven Rua, a non-Hodgkin's lymphoma survivor, at Designed for a Cure 2011 at the JW Marriott Marquis Miami.
3	 dfac-10271_SolowayElGordo.JPG	Dr. Mark Soloway and kidney cancer survivor Raul de Molina of Univision's "El Gordo y la Flaca"	Dr. Mark S. Soloway with kidney cancer survivor Raul de Molina at Designed for a Cure. Raul is the host of Univision's popular "El Gordo y la Flaca," and he has won numerous
4	 dfac-10156_Lowell.JPG	Dr. Joseph Rosenblatt and major league baseball player and testicular cancer survivor Mike Lowell	Dr. Joseph D. Rosenblatt, interim director of Sylvester, heads down the runway with testicular cancer survivor Mike Lowell, a major league baseball player who has played for the Marlins, the Yankees, and Red Sox.
5	 dfac-10012_auction.JPG	Designed for a Cure 2011 silent auction	Guests bid on auction items, such as this collection of fine watches, using an Apple iPod Touch at Designed for a Cure 2011 at the JW Marriott Marquis Miami.



How do I delete an image row?

Place your cursor on the number row and click on the arrow. A drop-down with the options will pop-up.

Adding a video to a post

All videos added to the website must be YouTube videos.

1. Video ID: The ID for a YouTube video is the string of numbers and letters following the **v=** and before any **&** in the URL. For example, if the video link is http://www.youtube.com/watch?v=w4_9GqooCa8&list=UUuxUnT3u2RskyTpieMoAgTQ&index=6&feature=plcp, **w4_9GqooCa8** is the Video ID.

2. Go back to your post and enter the **video ID** on the appropriate field.

The video will be displayed at the top of the content.



If you need a video added to YouTube, contact your site administrator. This field is not mandatory.

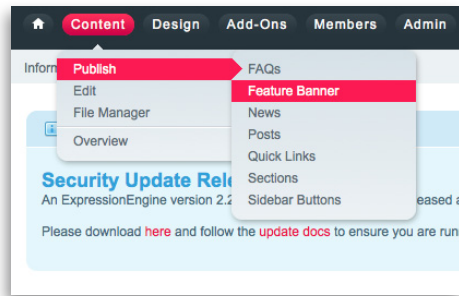
Homepage Components

As mentioned before, the Home Page has a different structure than the content pages and has 3 distinct elements:

- 1 **1. Home-Page Display (Feature):** Image with a callout leading to another section of the site. It can be a static image or a rotating banner if you have more than one image.
- 2 **2. Home-Page Display (Teaser):** Three highlighted areas with minor summaries to specific areas of the website.
- 3 **3. Tertiary Component:** This component consists of the Health Library with pertaining topics relating to the department or an Additional Resources box with “quick links” to other parts of the website or other UM sites (up to 5).

The steps to create these elements are explained below:





1

1. Create the Display From the **Content** menu, select **Publish** and -depending on your site - select **Feature Banner** or **Home Displays**.

2

2. Title: Enter the title of your post, this title will not be displayed and in many cases is the same as the **Display Headline**. This field has a maximum of 100 characters including and is mandatory.

3

3. Feature or Teaser?: Select **Feature**.

4

4. Display Headline: This will be the Main text on the Homepage banner. It can be the same as the Title.

5

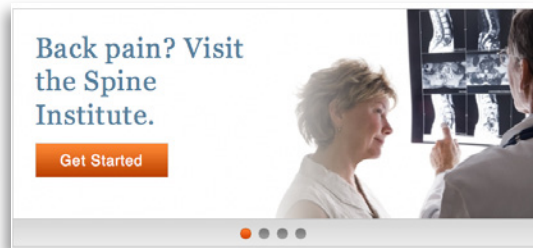
5. Button Text: This field has a limit of 14 characteres.

6

6. Short Description: This option is used on the Teaser only. Leave blank for Feature.

Display Headline

Button Text



▼ Button Text

▼ Short Description

▼ Image Gallery

Image	Title/Alt Text	Caption
+		

▼ Page to Link

7

8

9

7. Image: Follow the regular steps to include your image. (See image guidelines below).

8. Page to Link: This is usually a link to another page in your website. In some cases you can link at an external website.

9. Submit: Publish your banner.

If you have only one feature, it will be a static image. Once you add more, it will become a rotating banner.

Feature Image guidelines:

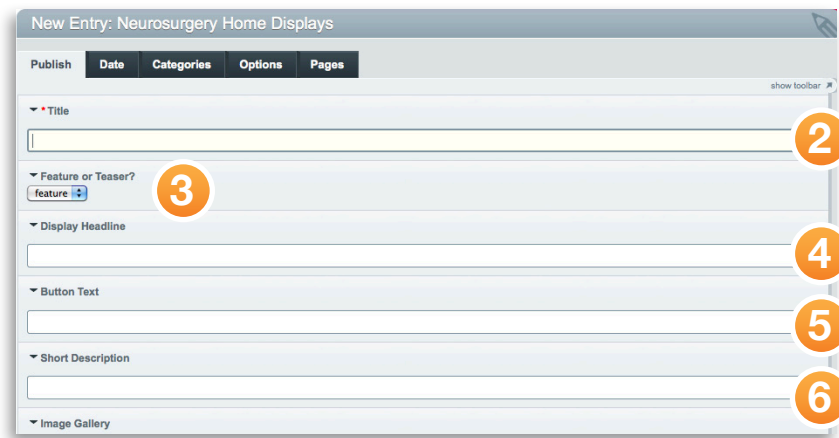
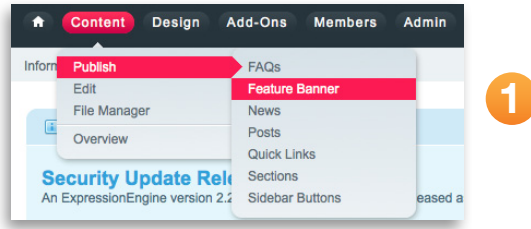
The size of the Feature Images is:
718 w x 285 h.

It is recommended to crop the Feature images at the exact size.

718 pixels wide



285 pixels tall



1. Create the Display From the **Content** menu, select **Publish** and -depending on your site - select **Feature Banner** or **Home Displays**.

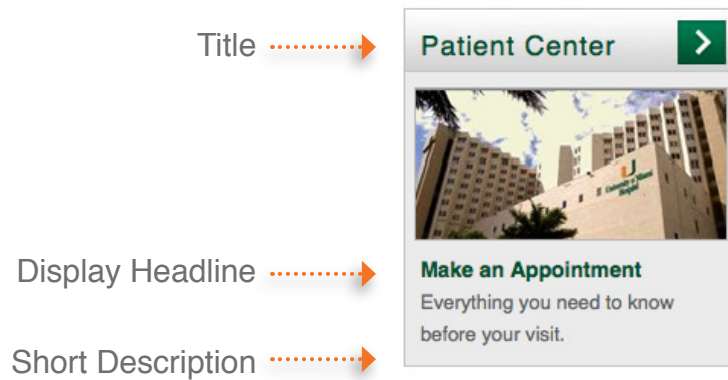
2. Title: This is going to be the Header at the top of the component.

3. Feature or Teaser?: Select **Teaser**.

4. Display Headline: This will be Title below the image.

5. Button Text: Leave blank for Teasers.

6. Short Description: A short descripton of the featured section or post.



▼ Short Description

▼ Image Gallery

Image	Title/Alt Text	Caption
+		

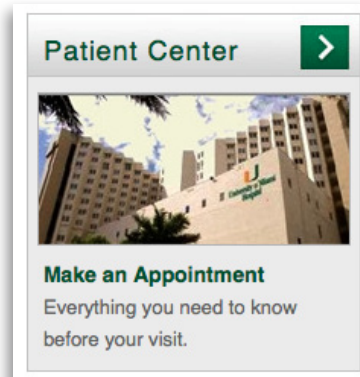
▼ Page to Link

Submit

7

8

9



718 pixels wide



99 pixels tall

7. Image: Follow the regular steps to include your image. (See image guidelines below).

8. Page to Link: This is usually a link to another page in your website. In some cases you can link at an external website.

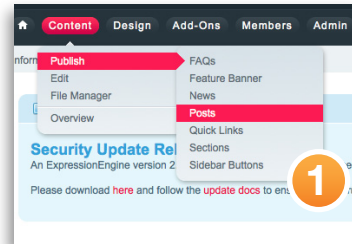
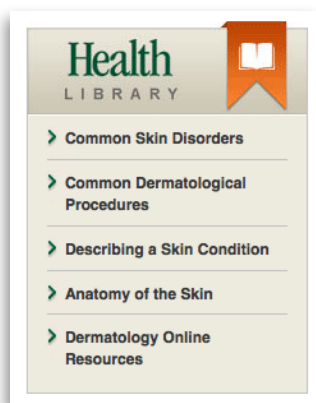
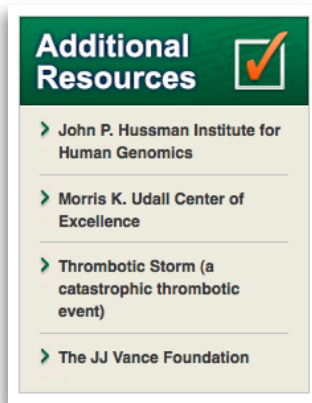
9. Submit: Publish your banner.

If you have only one feature, it will be a static image. Once you add more, it will become a rotating banner.

Teaser Image guidelines:

The size of the Feature Images is:
204 w x 99 h.

It is recommended to crop the Teaser images at the exact size.



The Tertiary Components are the components with a list of links on the right column of the home page. Depending on your site you will have **Additional Resources** or **Health Library**. This list is made of posts that will act as placeholders for the links, so you will create each one as a regular post without content.

1. Post: From the **Content** Menu select **Publish** and then **Post**.

2. Title: This is going to be text displayed on the component.

3. URL Title: This field will automatically populate.

4. Parent Section: Depending on your site select **Resources** or **Health Library**. **This step is mandatory.**

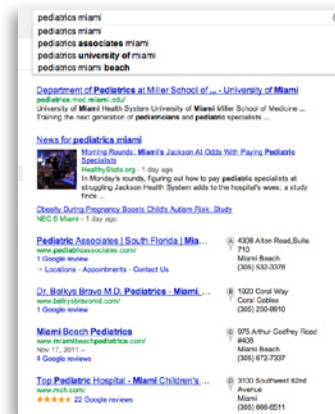
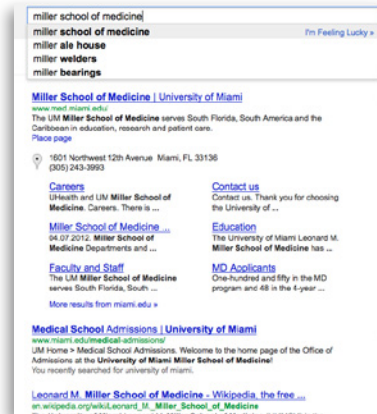
5. Body, Image, Video: Leave blank.

6. Page to link: Type the URL or internal link here.

What is SEO and why should I know about it?

Search Engine Optimization is the process of improving the position of a website in the search results when you use Google, Yahoo, Bing, etc. The better optimized your site is, the higher it will appear on the results.

If you have a unique name like Miller School of Medicine, you have a better chance to rank in a high position, but if you are searching for Pediatrics Miami, the chances of your site appearing on the first page decrease because you are sharing the same search terms with many other pediatric sites.



How does SEO works?

There are many factors that affect the search results, but the most important are:

- **Code** and
- **Content.**



This is the part you have to work on.

Code

When we created this new set of templates, we took care to code the site in such a way that search engines like Google would easily be able to run through the information on the site and carry it back to their database of search results. The department sites are held to the highest standards of accessibility and fully 508 compliant.

The other side of SEO is content, and that is up to you.

Content

Search engines scan your site to determine which search terms they will assign to your site. They go through all the titles, text and images in each of your pages. So if you want to appear in a particular search, you need to use those words in your content. Here are some guidelines to keep in mind when writing your content:

- Text for the Web should be written clearly and concisely. When possible, break away from paragraph format and use lists that are easy to scan.
- All content should be checked for grammar and spelling before being published.
- In order to get specific search phrases like "pediatric audiology South Florida" or "pediatric audiology Miami" to show your site first, you should create a page specifically about pediatric audiology and mention how you have the best pediatric audiologists in Miami and the rest of South Florida.

The search engines will pick up on those phrases in the content and start returning your results.

Tips

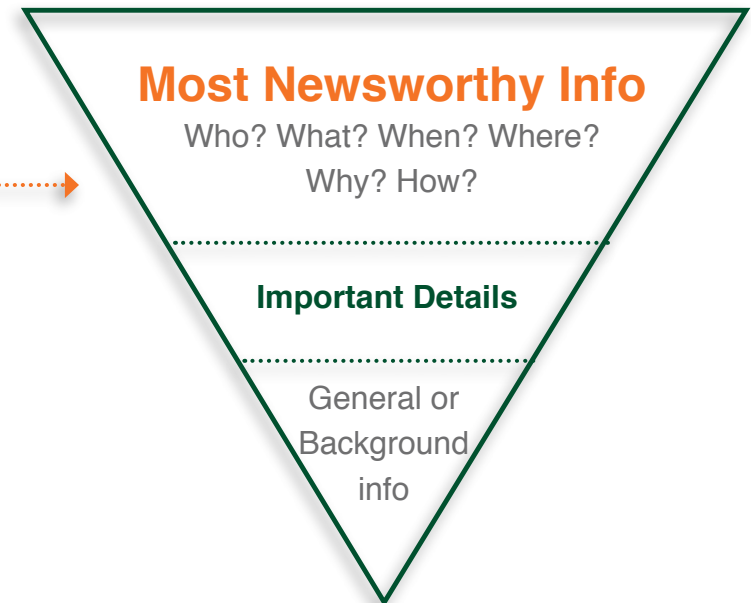
Here are some tips for making sure your site is search engine optimized:

Give the page/post a descriptive title

Instead of naming your page "About us," name it "About the Department of Pediatrics."

Say the most important thing on the page in the first 150 to 200 characters

You should write using the **inverted pyramid style**.



Be descriptive while using words you know your audience will use

If you know your target audience uses the term “doctor” rather than “physician,” use the word “doctor.”

Also, if your audience is looking for “eye care” instead of “ophthalmology,” use that as well.

Be descriptive with your link text

Minimize the use of phrases like “click here” or “learn more” for links. For example, instead of saying, “Click here to download the document,” or “learn more,” say “Download the 2012 Status Report.”

Create a solid content structure

A solid content structure is important on both the page level (start with h3—the page title—then h4 and h5) and the navigation level (navigation should read like an outline).

The screenshot shows the Neurological Surgery page with the following annotations:

- Page Title h3:** Points to the "Department History" header.
- Subtitle h4:** Points to the "The University of Miami, Department of Neurological Surgery" header.
- Main Menu:** Points to the left-hand navigation menu.
- Sub-section menu:** Points to the "About Us" sub-menu on the right side of the page.

Add alt tags and captions to the photos when possible

There are multiple avenues for reaching your site. When images contain alt tags, you greatly increase the possibility of someone reaching your site when conducting an image search.

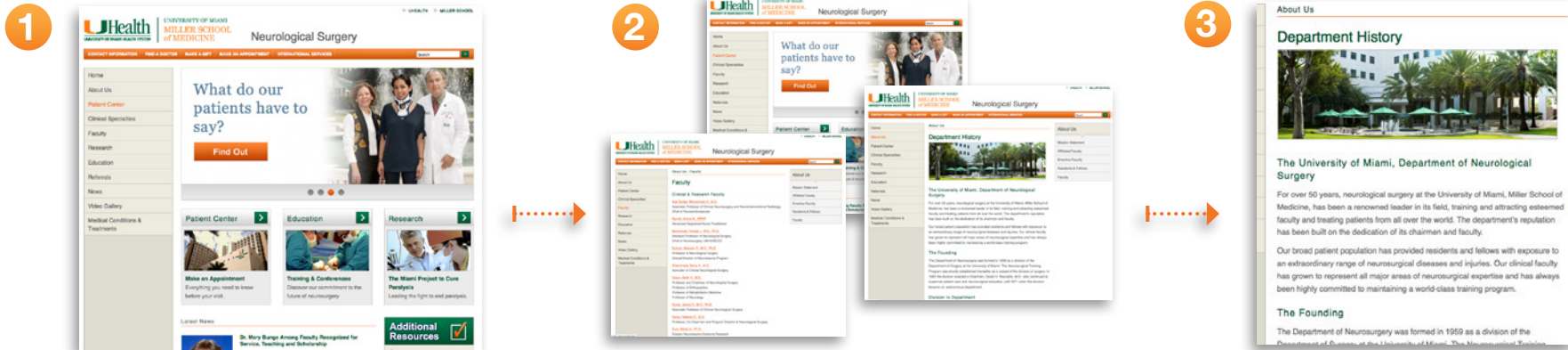
Consider SEO when naming your images

Instead of naming your images with letters and numbers - DS09876.jpg - use a descriptive name - hospital-entrance.jpg -. It helps search engines identifying your images and it also helps you locating the image in case you need to reuse it in your site.

Resources

- [How Users Read on the Web by Jakob Nielsen](#)
- [Writing for the Web by Jakob Nielsen](#)
- [Writing for the Web by Yahoo!](#)
- [Don't Use "Click Here" for Link Text by W3C Quality Assurance](#)
- [Section 508 by U.S. Government](#)
- [Inverted Pyramid Checklist by JPROF](#)

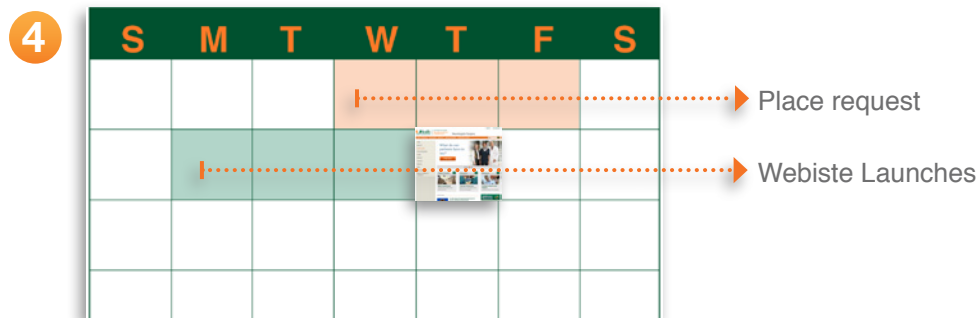
Launching your department's website



Once your website is ready for launch, it will be sent for review.

Web Services will run a quick check for functionality to ensure no broken pages make it through the go-live process.

The site's content will be reviewed more thoroughly by the **Office of Marketing**.



Websites are launched **Mondays**, **Tuesdays** and **Wednesdays** and require notice at least **three** business days in advance.

Once the Office of Marketing has given its approval, the website will be slated for launch. For questions about the criteria used during the review, e-mail the Office of Marketing at marketing@med.miami.edu.