



# **OpenCMS User Basics**

**Young Living Essential Oils  
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## Offline and Online Project

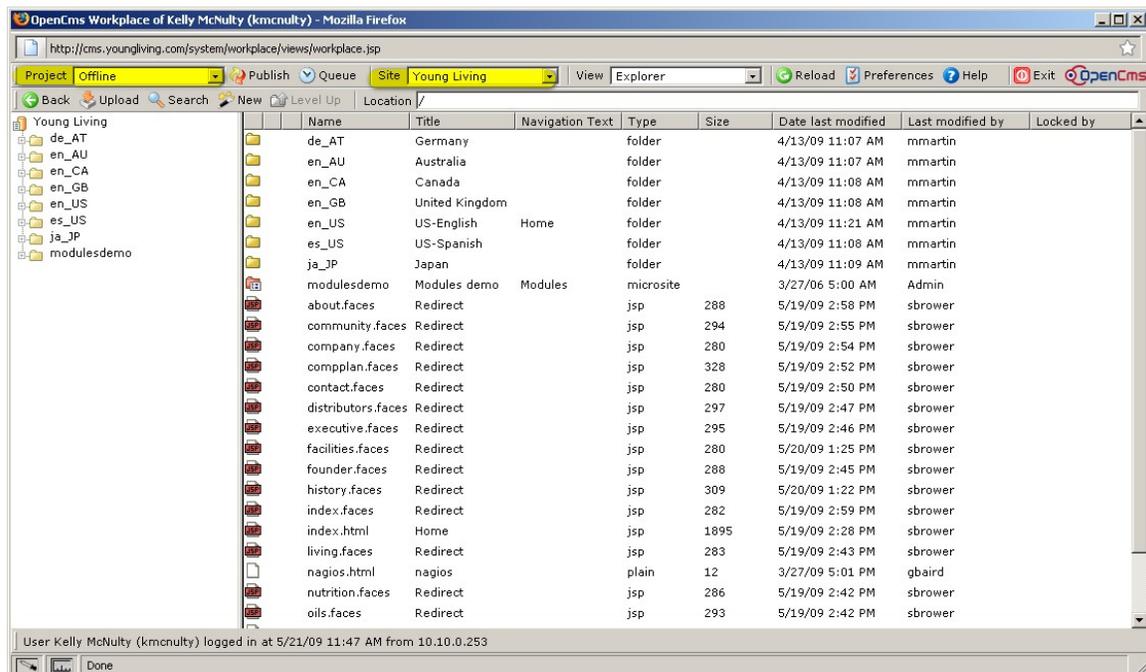
OpenCMS divides a website into the offline and online projects.

- The offline project is the internal workspace where OpenCMS users make changes and review items before they are made live on the publicly accessible version of the website.
- The online project is simply the publicly accessible version of the website.
  - Nothing done within OpenCMS is available in the online project until it is Direct Published.
    - Only a limited number of users have direct publish rights.
  - To have your changes published, see Kelly McNulty or Tiffany Porter.

## Logging In

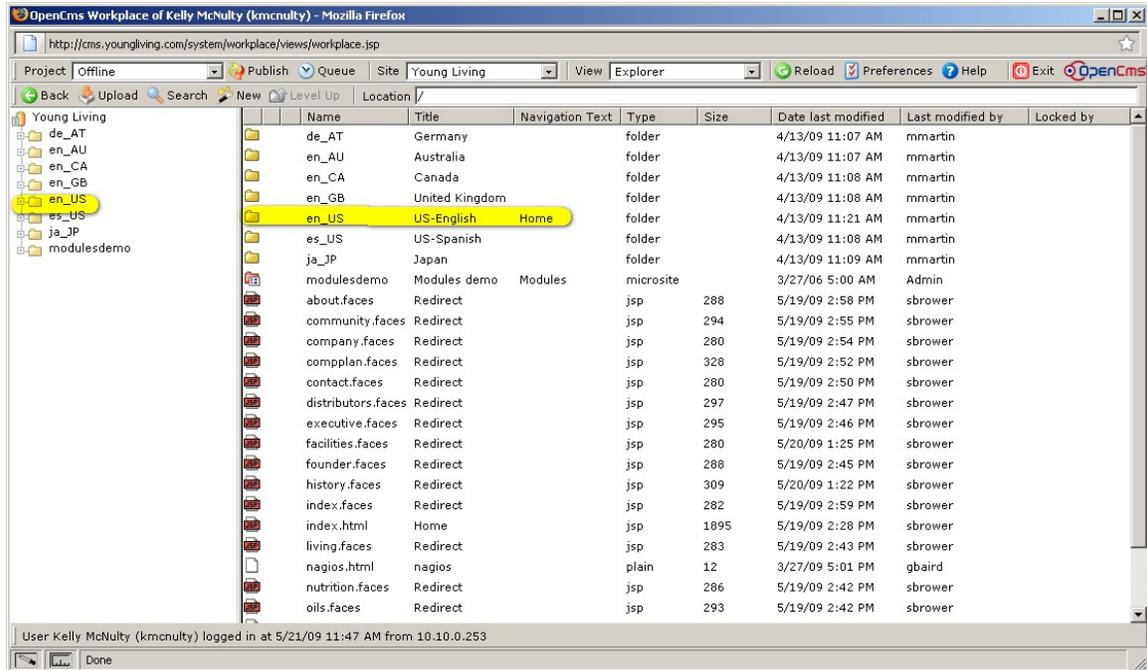
To log in to OpenCMS, go to <http://cms.youngliving.com/system/login/index.html> and enter your username and password. (If you can't remember your username and password, see Kelly or Tiffany.)

After logging in, you will be in the Offline Project for the Young Living Site in the Explorer view (if you aren't, let Kelly or Tiffany know).



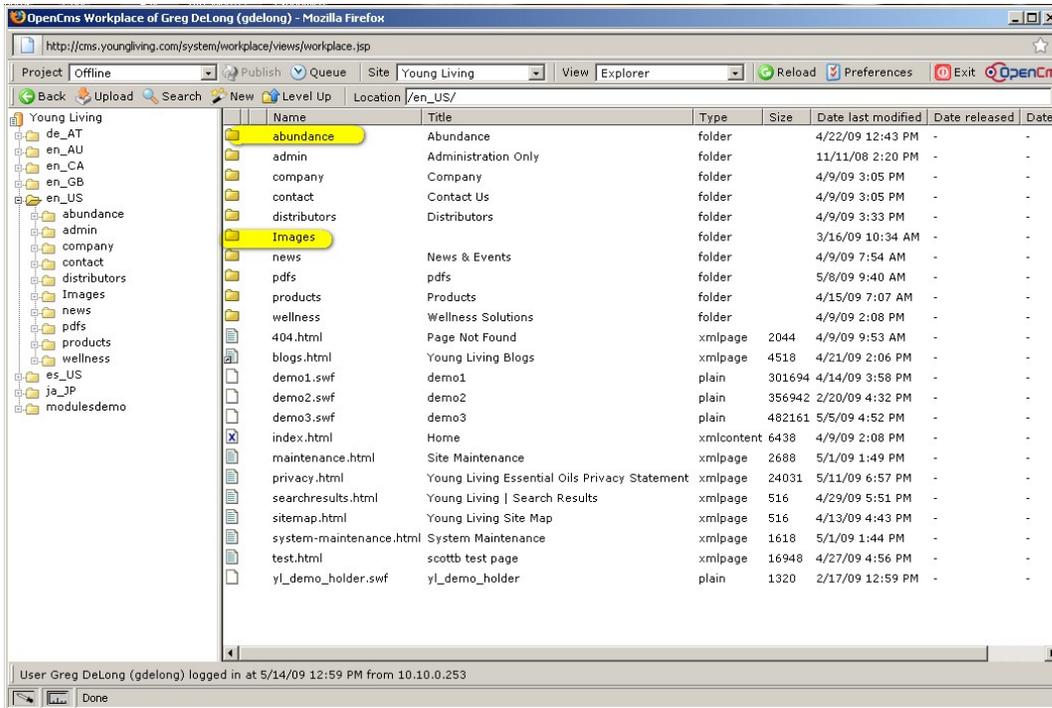
## Market-Specific Directory

You want to click into your market's specific directory. For example en\_US for the US market.



## Directories

- The subdirectories abundance, company, contact, distributors (virtual office), news, products and wellness, correspond with those navigation items on the site.
- Blogs.html is the blogs page in the footer.
- Privacy.html is the privacy policy page in the footer.
- The demos and the demo holder are the homepage flash items.
- The Images directory holds all imagery for the site while the pdfs directory houses pdfs.
- Other subdirectories are for maintenance.



## Uploading an Image

To upload an image, open the Images directory for your market's site and select the appropriate subdirectory.

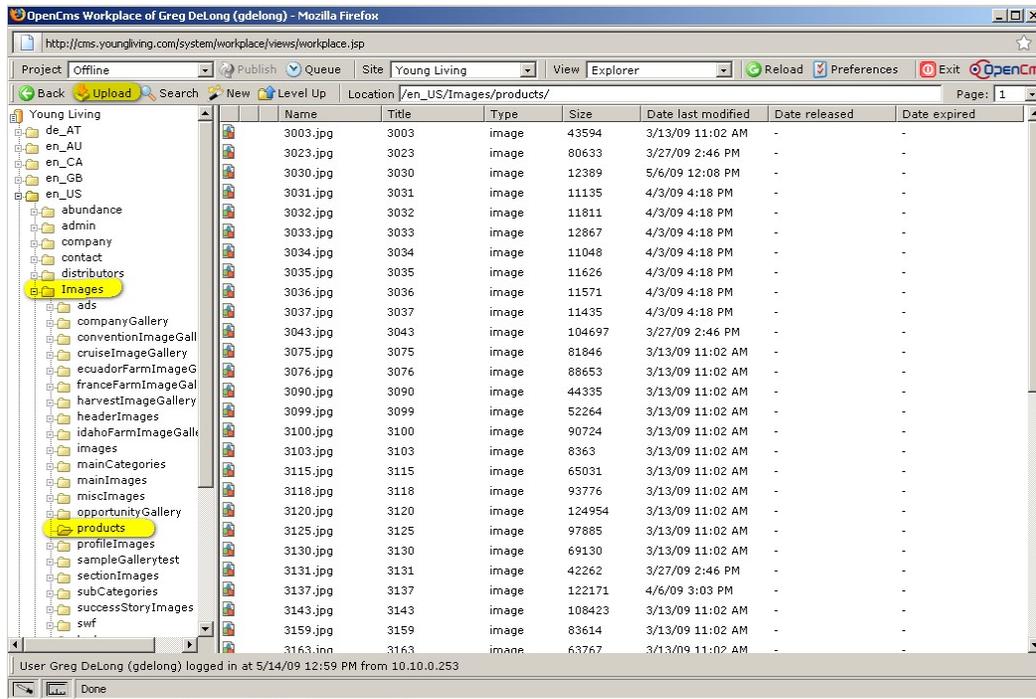
### Image Directories

Homepage-features	Home page banner ads
companyGallery	Images that appear on pages in the Company section
conventionImageGallery	Images in the Convention Image Gallery
cruiseImageGallery	Images in the Cruise Image Gallery
ecuadorFarmImageGallery	Images in the Ecuador Farm Image Gallery
franceFarmImageGallery	Images in the France Farm Image Gallery
harvestImageGallery	Images in the Harvest Image Gallery
headerImages	Header images on the index level pages—DON'T ADD IMAGES here
idahoFarmImageGallery	Images in the Idaho Farm Image Gallery
images	Misc images
mainCategories	Main product category images— DON'T ADD IMAGES here
mainImages	Header images on the index level pages— DON'T ADD IMAGES here
miscImages	Misc images
opportunityGallery	Images that appear on pages in the Abundance section
productPromos	Images for product promotion landing page and summaries
products	Individual product photos (silos)
profileImages	Management team photos
sampleGallerytest	DON'T ADD PHOTOS here
sectionImages	Graphics for page templates— DON'T ADD IMAGES here
subcategories	Product subcategory images— DON'T ADD IMAGES here
successStoryImages	Distributor success story images

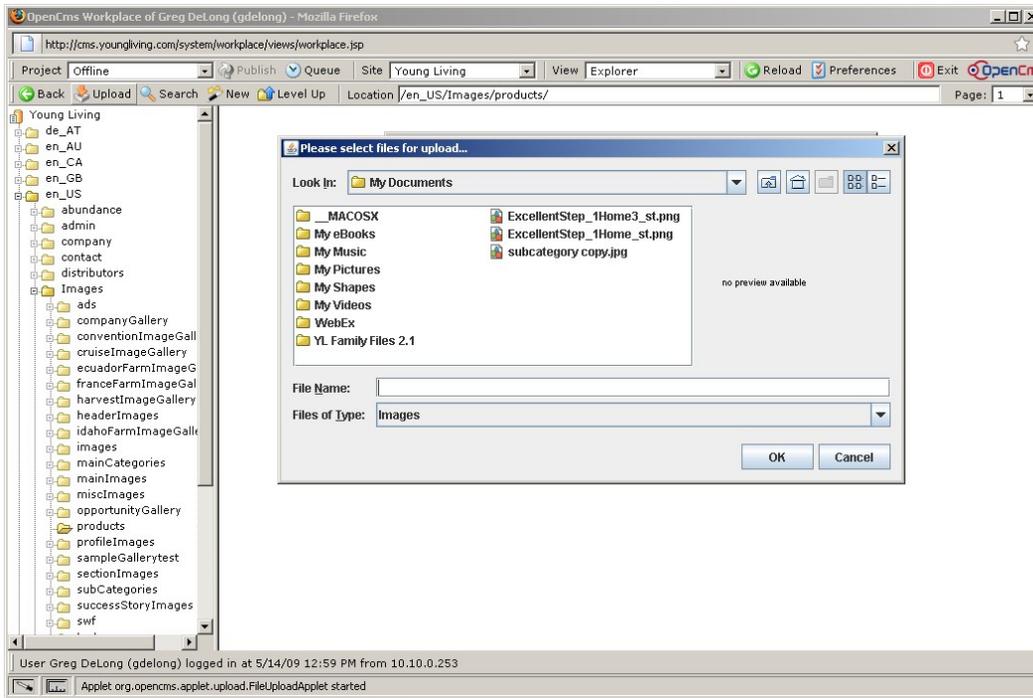
subFeatures	Ads that appear in the right sidebar on Company, Opportunity and other pages
swf	DON'T ADD PHOTOS here
test	DON'T ADD PHOTOS here
testGallery	DON'T ADD PHOTOS here
testimonialImages	Images for testimonials
utahFarmImageGallery	Images for the Utah Farm Image Gallery— DON'T ADD IMAGES here
wellness	Images that appear on pages in the Wellness section
youTubeThumbnails	Thumbnails for video gallery videos

The following example shows how to upload a new product image (silo) for the product pages. The products directory has been opened as a starting point.

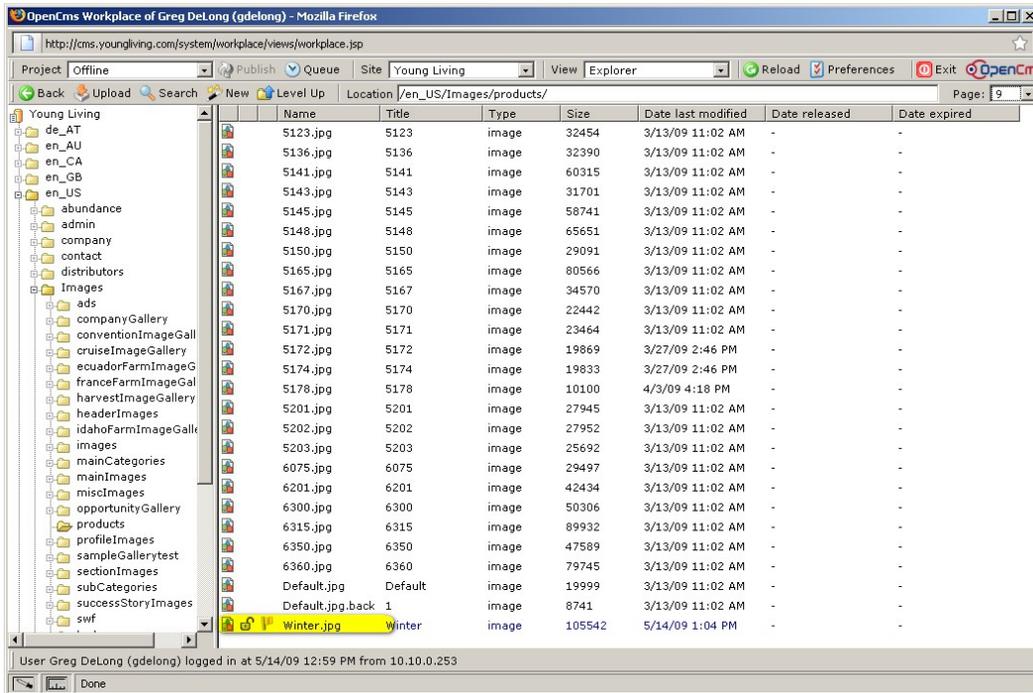
1. Click Upload in the upper menu bar.



2. Navigate to the picture you want to upload (on your desktop or a shared drive).



3. Select the picture and click “OK.”



4. Once the image has uploaded, it will display with a flag in either red or blue, indicating that the image is now available offline. The image will need published before it can be added to a page or viewed online. Users in the Marcom and Photo Galleries groups have publish rights on the images directory. It is recommended that you publish your picture immediately.

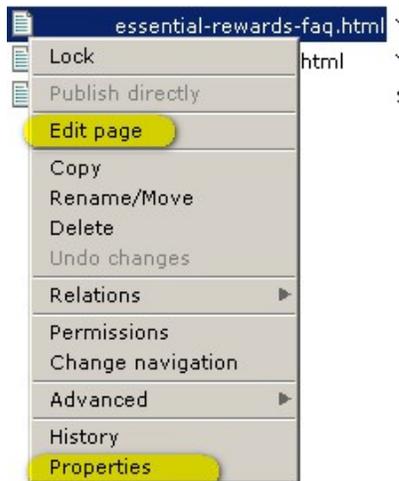
**IMPORTANT IMAGE TIPS!**

- Product images (silos) must be named by the product's item number. For example, lavender essential oil image is named 3575.jpg.
- Any time you're replacing an existing image, name the new image the same as the image you're replacing and click "OK" when prompted if you want to replace the image.
- Replaced images must be published.
- Replacement images will display online immediately when published.
- Product images will display online immediately if the appropriate product information is also populated—see Kelly or Tiffany for details if needed).
- New images (other than product images) will be available for use, but will also need to be added to a page or an image gallery where you want the image to appear. See "[Adding Images to a Page](#)" and "[Adding an Image to an Existing Image Gallery](#)" for reference.
- **DON'T** use the words "ad" or "banner" in your images. This will help avoid the images being blocked by some ad blockers.
- **DON'T** include the dimensions of the image in the file name, for example "400x68."
- **DO**, when naming an image file, use hyphens between words and always end the file with the extension (.gif or .jpg, for example). For example, use "lavender-harvest.gif" instead of "lavender\_harvest.gif."

**Properties and Editor**

Generally when changing or adding resources in OpenCMS, you will make modifications to two components of the resource—the editor and the resource's (page's) properties. You will access the editor and the resource's properties by right-clicking the resource's icon and selecting "Edit page" to access the editor or "Properties" to access the resource's properties.

You can also access and edit a resource's properties from within the editor for [unstructured pages](#), using the  properties icon at the top of the editor.

**Properties**

For most types of resources, there are two components to the resource's properties. General properties and advanced properties, accessed by clicking the "Advanced" button on the bottom of the general (or initial) properties page.

## General Properties

Properties: index.html

Property	Value	Used
Template	Sub	
Title	Sell Essential Oil   Essential Oil Business	<input checked="" type="checkbox"/>
Keywords	sell essential oil, essential oil business	<input checked="" type="checkbox"/>
Description	If you love organic herbs and oils and want some extra income then you should look into becoming a Young Living essential oils distri	<input checked="" type="checkbox"/>
Add to navigation	<input type="checkbox"/>	
Navigation Text		<input type="checkbox"/>
Insert after	--- no change ---	<input type="checkbox"/>

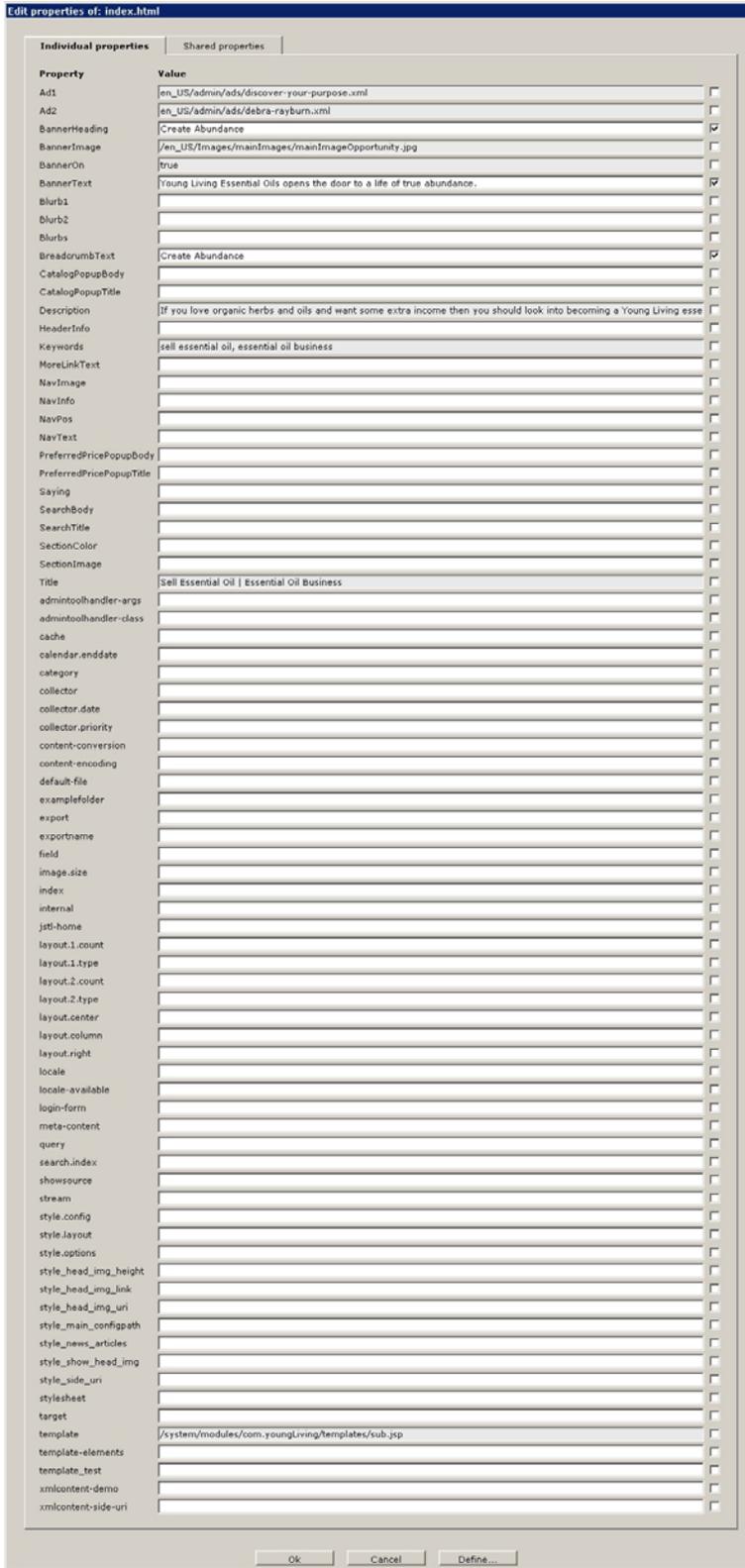
Ok Cancel Advanced

The general properties window is where you set the page's:

- **Title**—this is the page description that appear sin the browser. For instance, “Young Living | Promotions” is the title for [http://new.youngliving.com/en\\_US/products/promotions/](http://new.youngliving.com/en_US/products/promotions/).
- **Keywords**—words used by the search engines to indicate what the page is about.
- **Description**—this is the meta description or tag, an HTML tag in the page's source code that identifies the contents of the for the search engines; often displayed along with the title as the summary description on search engine results pages.
- **Navigation** (“Add to navigation”)—whether or not to add the page to navigation.
  - **Navigation Text**—what the link will be called if you add the page to navigation.
  - **Insert After**—where within the navigation hierarchy the page will be located.

## Advanced Properties

The advanced properties window is where you can set specific on-page details, including which ads, tips or recipes display in the right sidebar, breadcrumb text, etc. You won't use the majority of the properties available.



Advanced properties, you might use include:

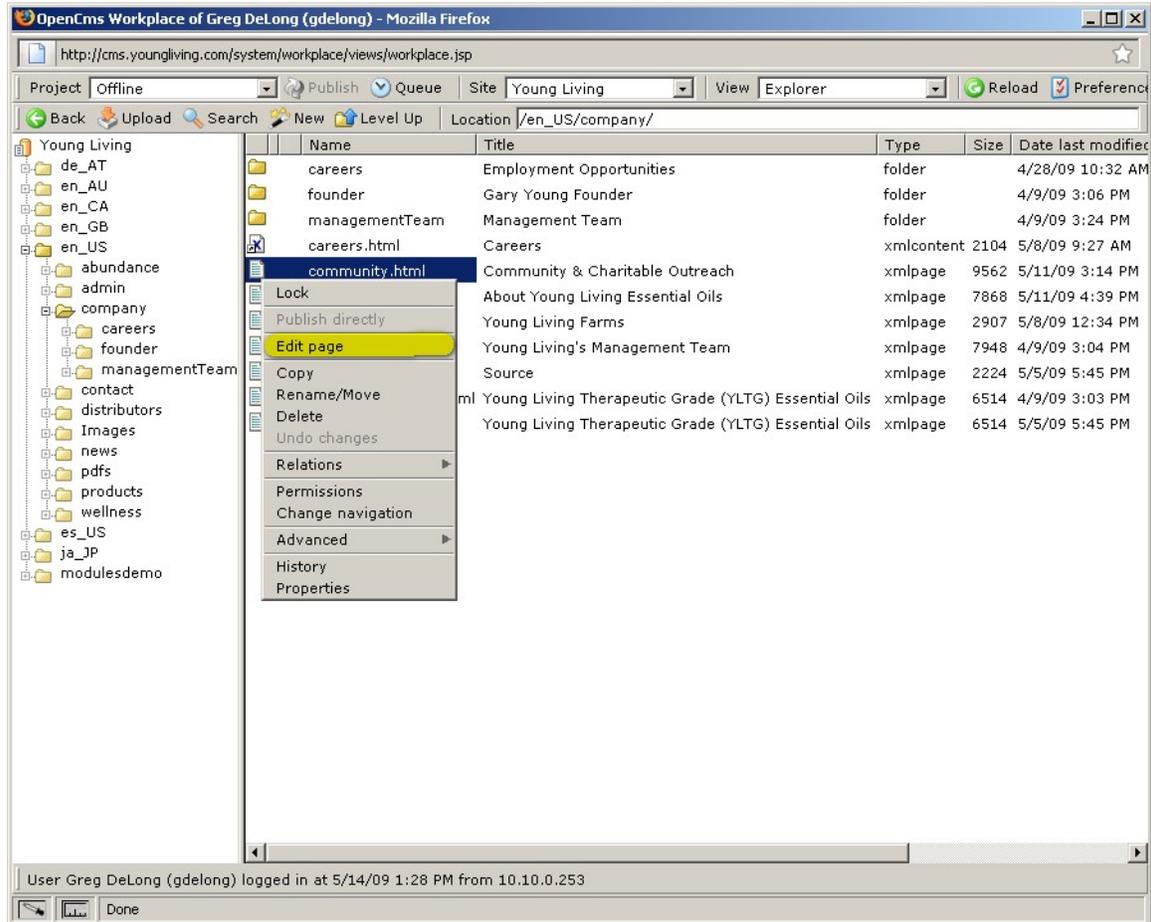
- **Ad1**—used to set which ad displays in the top position in the right sidebar on company, abundance and select other pages.

- **Ad2**—used to set which ad displays in the second position in the right sidebar on company, abundance and select other pages.
- **BannerHeading**—used to populate the content within the colored area at the top of the page. For example, Steps to Abundance in the “Sub Template Example” shown above.
- **BannerImage**—used to populate the image within the colored area at the top of index-level pages. For example, the photo and colored area at the top of [http://new.youngliving.com/en\\_US/news/](http://new.youngliving.com/en_US/news/).
- **BannerOn**—set to true when the banner image is used on the Sub page.
- **BannerText**—used to populate the content below the heading within the colored area at the top of index-level pages. For example, “Young Living Essential Oils opens the door to a life of true abundance.” At [http://new.youngliving.com/en\\_US/abundance/](http://new.youngliving.com/en_US/abundance/).
- **Blurb1**—used to set which blurb displays in the top position in the right sidebar on wellness pages.
- **Blurb2**—used to set which blurb displays in the second position in the right sidebar on wellness pages.
- **Blurbs**— set to true when the blurbs are used on a Wellness page.
- **BreadcrumbText**—used to set the breadcrumb. Breadcrumbs typically default to the page title, but can be modified if different text is desired. If “NOBREADCRUMBTEXT” displays in the breadcrumb string, you’ll want to populate this property field for that resource.
- **meta-content**—used only if you want to add special instructions for search engines. For instance, if you had a page you didn’t want to search engines to index or follow.
- **NavPos**—Controls the navigation position. Typically populates based on the “Insert After” designation in general properties, but is required for images in the Image Galleries.

Descriptions, keywords, navtext, title and template within advanced properties are the same as those on the general properties and will automatically populate within the advanced window.

**Note:** You cannot search/browse to add an ad or blurb and will need to paste the exact path in the advanced property field to populate these items. For example: “en\_US/admin/ads/debra-rayburn.xml”

## Basic Editing/Formatting



To edit a page either:

1. Navigate to the subdirectory where the page exists within OpenCMS, right-click the page and select "Edit page." The editor will open in WYSIWIG mode (sort of WYSIWIG anyway).
2. Open any page within OpenCMS by clicking it, such as "index.html," navigate to the page you want to edit and select the bull's-eye icon.

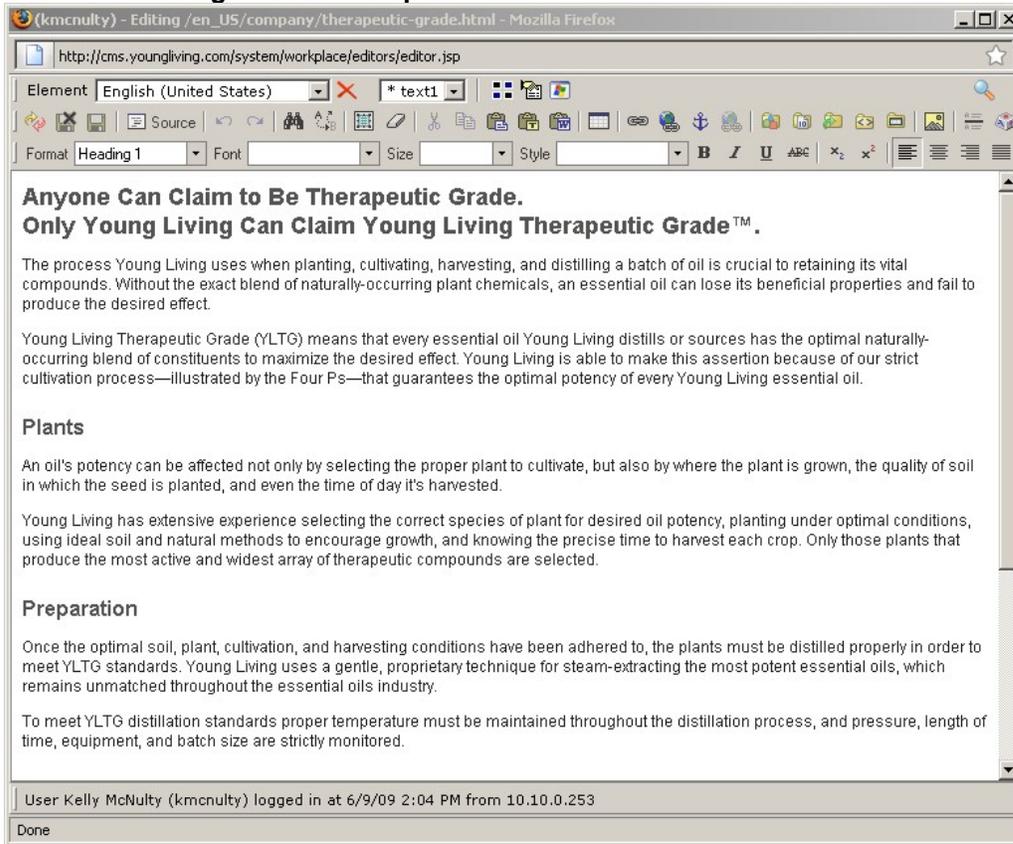


- Double-clicking the icon will open the editor for this page in WYSIWIG mode (sort of WYSIWIG anyway).

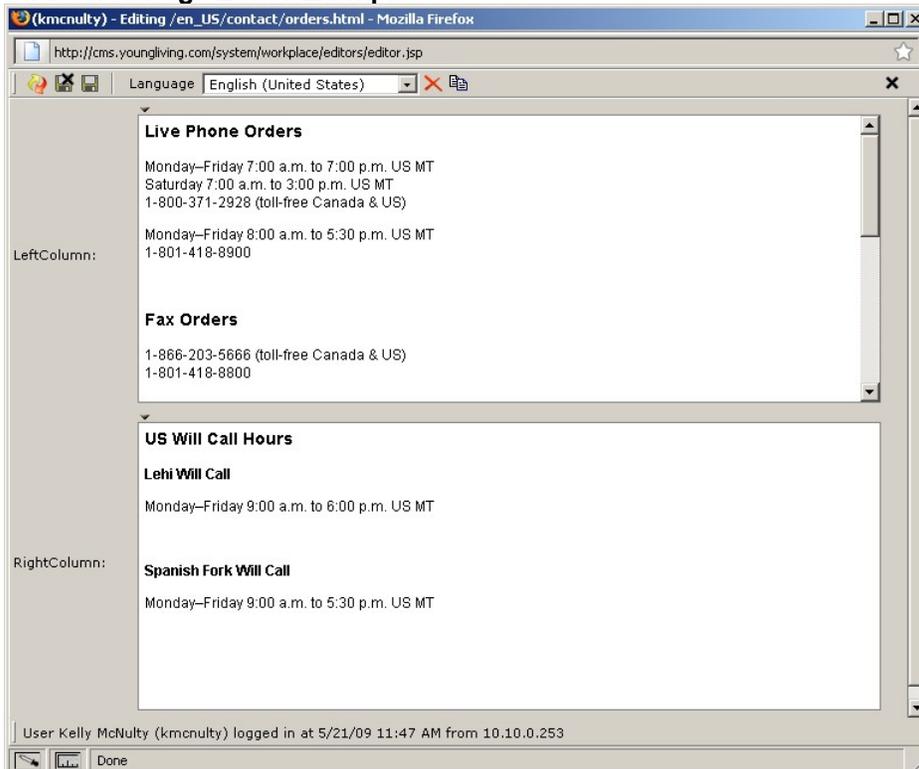
### Page Types—Unstructured and Structured

There are two types of pages within OpenCMS—unstructured and structured. Both page types have slightly different menus and require slightly different processes for adding or editing copy. Structured pages are used to ensure consistency when multiple pieces of information show on a page or in a section, such as press releases and product promotions, and to perform specific functions, such as automatically populating the links to job postings on the careers index page.

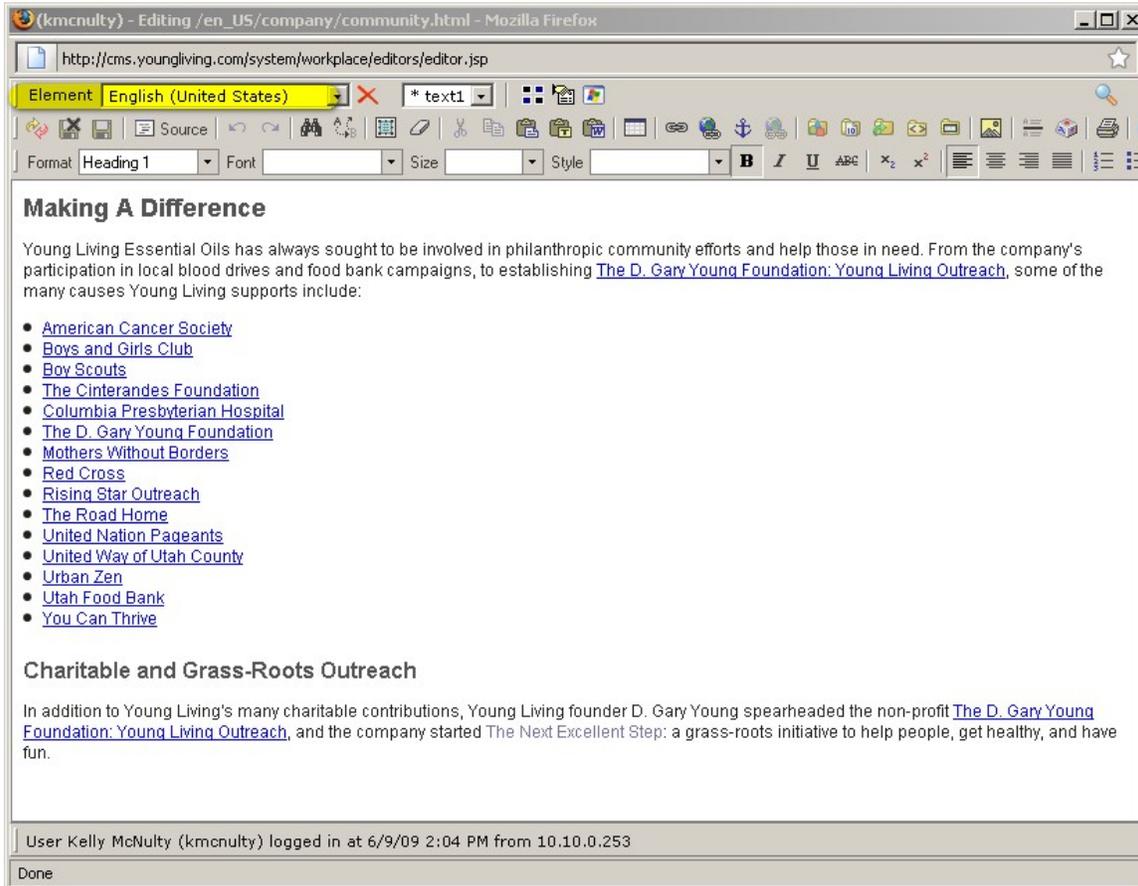
### Unstructured Page Editor Example



### Structured Page Editor Example



## Editing Unstructured Pages

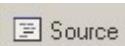
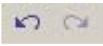


When you open the editor for an unstructured page, the Element should be set to the language and locale of the site you are editing, for instance “English (United States)” for the US site.

### Menu Items on Unstructured Pages

The Properties  menu item at the top of the unstructured page editor allows you to edit the page's properties. Items such as title tag, keywords, meta tag, navigation, etc., are set in the properties tab. More about properties later.

The Cleanup HTML code  menu item is your best friend. Get to know it well. More on this menu item below.

							
Save and Exit	Save—recommended periodically when you're working on a larger file. Command/Control S also works.	Allows you to edit the HTML code of the file. <b>PLEASE</b> do not do so unless you know what you're doing or get help. If you display the page in Source, revert to WYSIWIG mode before you save or exit the file.	Undo and Redo.  Command /Control Z also works for undo.	Find.	Replace.	Select All.  Command /Control A also works.	Paste as Plain Text  <b>PLEASE</b> always use this to paste new copy into a structured page. <b>NEVER</b> use the Paste from Word

button.

						
Insert table <b>NOTE:</b> Tables typically require added HTML coding.	Link and Insert/Edit Link— <a href="#">see instructions below.</a>	Insert/Edit Anchor Link— <a href="#">see instructions below.</a>	Image Gallery—allows you to access image galleries in order to insert an image.	Insert/Edit Image—allows you to browse to add an image, add links to images, size images and more.	Insert Special Character—allows you to insert TM, ®, em dashes, etc.	Close—closes the page without saving changes.

### Standard Formatting Menu



- The formatting toolbar allows you to apply formats to text.
- The Format dropdown applies headline format and body copy formats:
  - Heading 1 is the initial headline on most pages
  - Heading 2 is used for second-level headlines
  - Heading 3 is for third-level headlines
  - Heading 4 and 5 will not be used, instead use Bold Normal for fourth-level headlines
  - Normal is for body copy
    - It's best to apply the Normal format to your text immediately after you first paste it in. Then you can begin applying headline formats, bulleted lists, etc.
- The Font dropdown should not be used. The Normal format will apply the needed font.
- The Size dropdown should not be used.
- The Style dropdown applies substyles as follows:
  - List w/ Space is used for bulleted or numbered lists where you have multiple lines of copy per bullet/number. See [Bulleted/Numbered Lists](#) below.
  - List w/o Space is used for bulleted or numbered lists where you have only a single line of copy per bullet/number. See [Bulleted/Numbered Lists](#) below.
  - SuperScript is used for ®, †, ‡ and footnote number references. Please use this style rather than x<sub>2</sub> and x<sup>2</sup>.
  - Flyspeck is for disclaimer copy and footnotes that appear at the bottom of the page.
- x<sub>2</sub> and x<sup>2</sup> are subscript and superscript respectively. Please use the SuperScript style from the style dropdown instead of using x<sup>2</sup>.
- The final two menu items apply color to text or the background. **PLEASE** do not use these.
- Other formatting items are identical to Word.

### Bulleted/Numbered Lists

When applying bulleted or numbered lists to content, apply either the List w/ Space or List w/o Space styles from the style dropdown after you apply the bullets/numbers format.

- Applying the List w/ Space style will create extra space between the bullets/numbers. Use this if several lines in the list wrap to multiple/more than one lines.
- Applying List w/o Space style will eliminate any extra space between the bullets/numbers. Use this if few or no lines in the list wrap to multiple/more than one lines.



The preview button allows you to preview your changes in context without leaving the editor or saving your changes.

## Making Basic Copy Changes

To make a basic copy change, simply open the editor for the page where you need to make a change, make the change and select “Save and Exit.” 

**IMPORTANT!** If you need to change significant amounts of copy, follow the process for [Adding New Copy](#) outlined below, pasting your copy in using the paste as plain text option rather than typing it by hand. This will keep the source code clean.

## Adding Copy to a New or Existing Unstructured Page

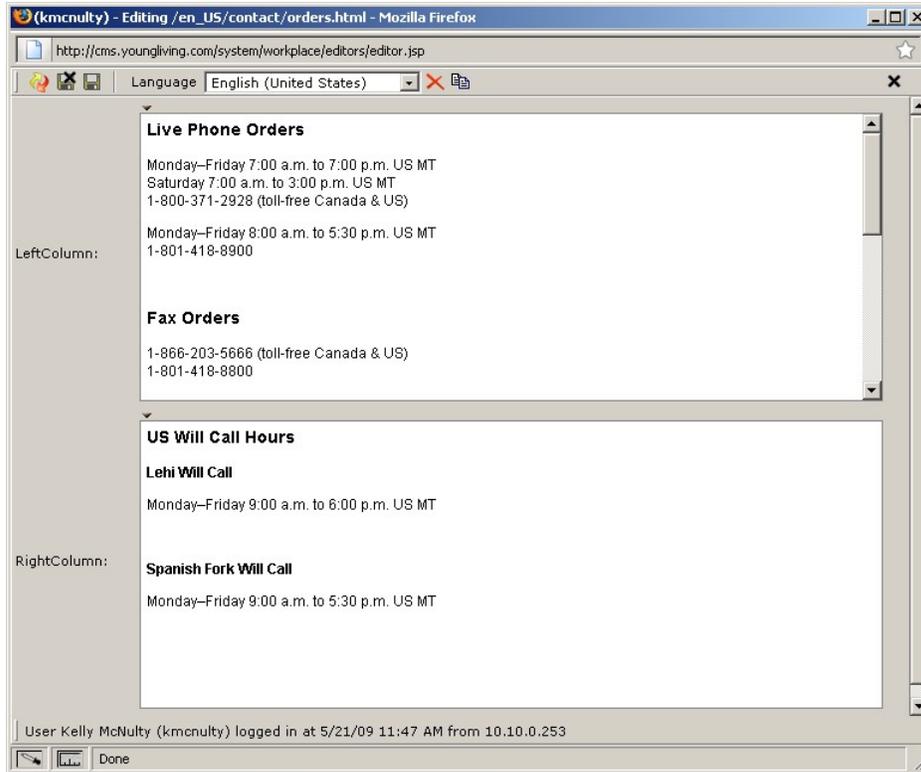
To add new text copied from a Word or other file to a new page or within an existing unstructured page, it's important to follow a specific set of steps to ensure the HTML code is clean and displays properly in different browsers.

1. Copy the text from the Word or other file.
2. Select the Paste as Plain Text  menu item.
3. Paste your text into the Paste as Plain Text window and select “Okay”
4. Proceed making formatting changes—applying the headings, bullets, etc.—and “Save and Exit” your document.
  - a. This menu item helps strips out unnecessary code, particularly code generated from Word documents, which can negatively impact page display and is simply bad practice to have in your document. You won't see this code inside the editor, unless you view the Source, but if you don't clean it up, it will be there.
5. Proceed making formatting changes—applying the headings, bullets, etc.—and “Save and Exit” your document.

**IMPORTANT:** When you're finished with a page—even if you plan to make additional edits later—always right-click the resource and select “Unlock.” By default resources stay locked until you intentionally unlock them even if you've saved and closed the resource. The only time you'll want to leave a resource locked is if you don't want anyone else to change it.

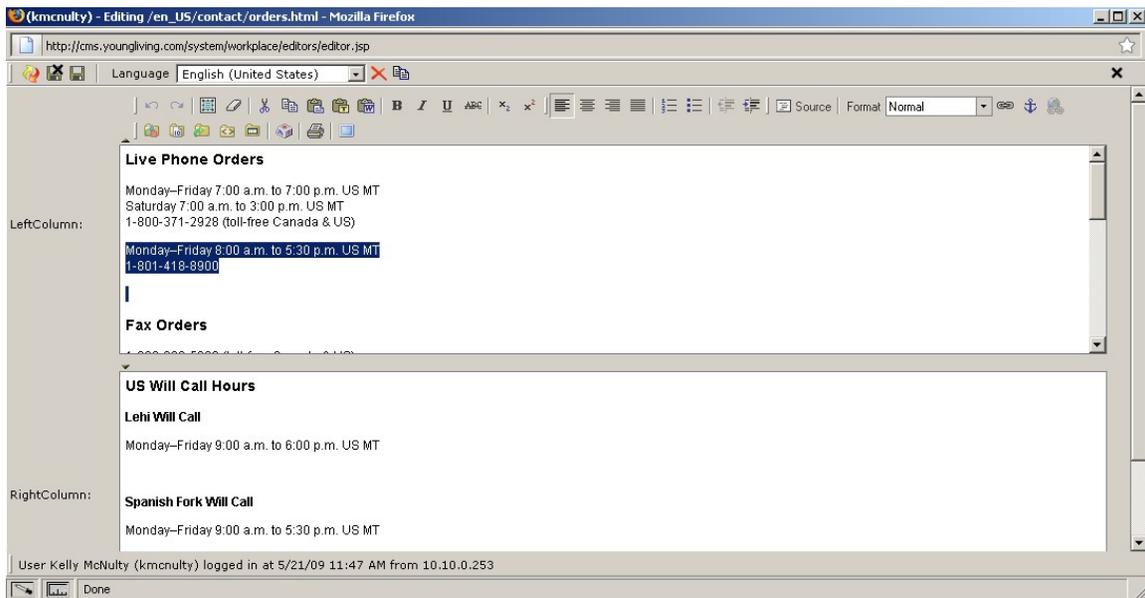
## Editing Structured Pages

When you first open a structured page, you won't see any menu items.



To show the menu items, simply click inside of one of the editing fields. Each field is edited separately.

Fewer menu items are available in structured pages, but those that are available, perform the same as they do when editing unstructured pages.



## Bulleted/Numbered Lists

When applying bullets or numbers to content, apply either the Normal or Normal (DIV) styles after you apply the bullets/numbers.

- Applying Normal format will create extra space between the bullets/numbers. Use this if several lines in the list wrap to multiple lines.
- Applying Normal (DIV) format will eliminate any extra space between the bullets/numbers. Use this if few or no lines in the list wrap to multiple lines.

### Adding Copy to a New or Existing Structured Page

The process of adding copy to structured pages is the same as it is for unstructured pages.

To add new text copied from Word or another other file to a new structured page or within an existing structured page, it's important to follow a specific set of steps to ensure the HTML code is clean and displays properly in different browsers.

1. Copy the text from the Word or other file.
2. Select the Paste as Plain Text  menu item.
3. Paste your text into the Paste as Plain Text window and select "Okay"
  - a. This menu item helps strips out unnecessary code, particularly code generated from Word documents, which can negatively impact page display and is simply bad practice to have in your document. You won't see this code inside the editor, unless you view the Source, but if you don't clean it up, it will be there.
4. Proceed making formatting changes—applying the headings, bullets, etc.—and "Save and Exit" your document.

**IMPORTANT:** When you're finished with a page—even if you plan to make additional edits later—always right-click the resource and select "Unlock." By default resources stay locked until you intentionally unlock them even if you've saved and closed the resource. The only time you'll want to leave a resource locked is if you don't want anyone else to change it.

### Inserting a Link on a New or Existing Page (Structured and Unstructured)

The Link and Insert/Edit Link menu items allow you to add links.   The Insert/Edit Link menu also allows you to modify links already inserted.

#### Inserting Links with the Link Menu Item

The Link menu item is the fastest, easiest way to add links. It is also the only available link menu item for structured pages. To insert a link with the Link menu item:

1. Select the text you want to make link.
2. Click the Link menu item. 
3. Enter the Link URL or use the search icon  to browse to a page within the site.

**IMPORTANT!** Please note that you cannot browse to the product pages. In order to link to a product page, navigate to the page on the offline or online site and copy the link. For instance: /essential-and-massage-oils/essential-oils for the singles subcategory page and /essential-oils/Balsam-Fir-15-ml for the Balsam fir 5 ml page. When linking within the same site, you do not need to include <http://youngliving.com> in the Link URL within the New Link dialogue box.

4. Choose the target:
  - a. Use "Same window" when you are linking to another page within the site.
  - b. Use "New window" when linking to a page on another site (even another Young Living site). This opens the page linked to in a new browser window or tab.
5. Title isn't necessary.

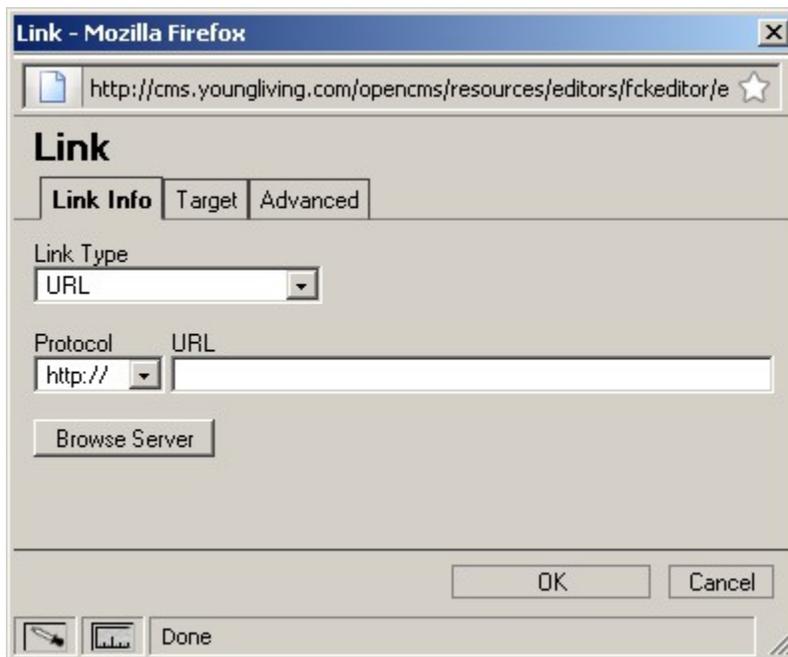
- Click "OK."



### Inserting Links with the Insert/Edit Link Menu Item

The Insert/Edit Link menu item is used to add new links or edit existing links. You can also right-click an existing link and select Edit Link or Remove Link to edit links.

- Select the text you want to make a link.
- Click the Insert/Edit Link menu item.
- Enter the Link Type—URL, anchor, or e-mail.
- Choose the protocol:
  - Use http:// when linking to another site (even another Young Living site)
  - Use other when linking within the same site.
- Use Browse Server when linking to a page within the site.



- Choose the Target tab and select the Target:
  - Use "Same Window [\_self]" when you are linking to a page within the site.

- b. Use "New Window [\_blank]" when linking to a page on another site (even another Young Living site). This opens the page linked to in a new browser window or tab.
    - c. Click "OK."
  7. Don't worry about the Advanced tab.

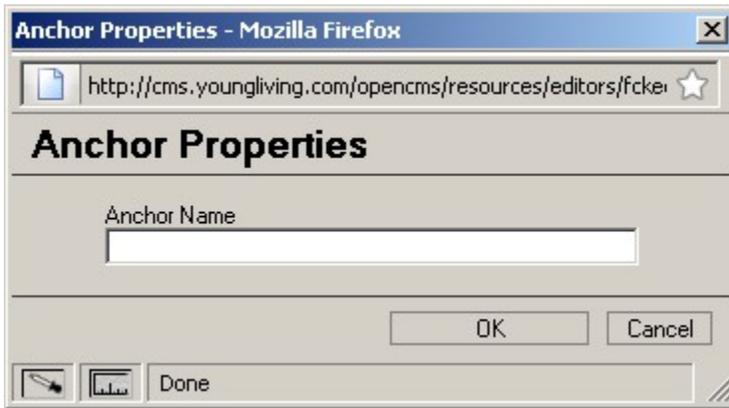


## Inserting an Anchor Link on a New or Existing Page

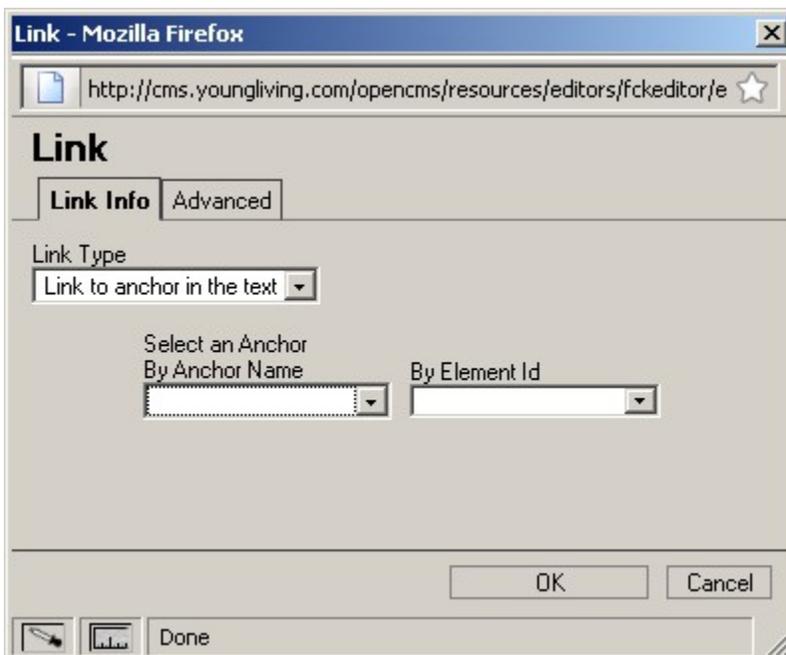
An anchor link allows you to link to content within the same page or specific content farther down on another page. To create an anchor link.

1. Click in front of the text you want to link to. This is not the link, but the destination of the link, it may or may not be on the same page.
2. Select the Insert/Edit Anchor Link menu item.
3. Choose an Anchor Name. Any name will do. You'll simply use this name to insert the anchor link.
4. Click "OK."

- a. You will see an indicator icon show up on the editor page. . This is the destination for that named anchor link.



5. Select the text you want to link from.
6. Follow the [steps for inserting a link](#), choosing "Link to anchor in text" for the Link Type.
7. Choose the name you created in step 3 from the "Select an Anchor by Anchor Name" dropdown.
8. Click "OK." (Don't worry about the "By Element Id" option.)



## Adding Images to a Page (Structured and Unstructured)

To add an image to a page:

- Ensure the image you want has been uploaded **and published**. [See Uploading an Image.](#)
- Select either the Image Gallery  or Insert/Edit Image menu items . Note that the Image Gallery menu item is the only one available in the structured editor.
- If using the Image Gallery option, choose the image directory where your image is located from the gallery dropdown.
- Browse to your image.
- Click the image—it will display in the bottom half of the window.
- Click the green check mark.
- This will add the image to the page.
- Next, right-click on the image and:
  - If you want the image on the left margin, enter “imageLeft” in the Stylesheet Classes field on the Advanced Image Property tab.
  - If you want the image on the right margin, enter “imageRight” in the Stylesheet Classes field on the Advanced Image Property tab.

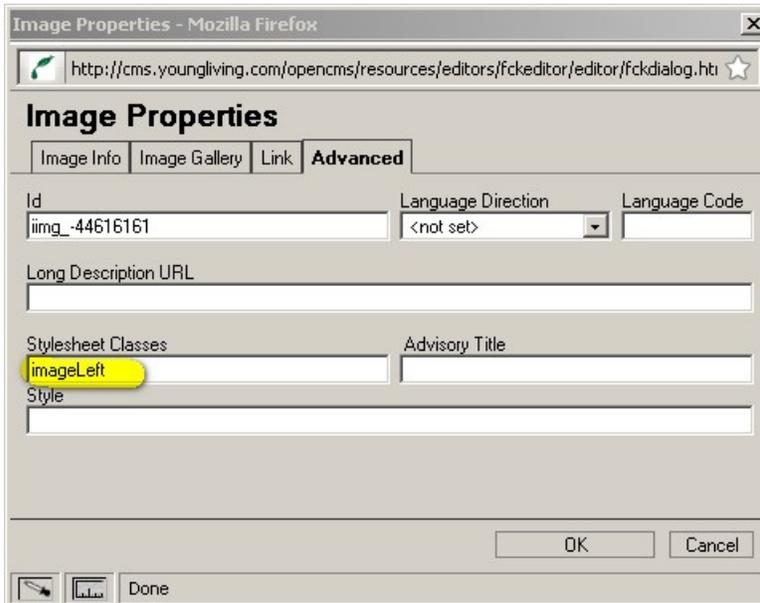


Image Properties - Mozilla Firefox

http://cms.youngliving.com/opencms/resources/editors/fckeditor/editor/fckdialog.htm

### Image Properties

Image Info | Image Gallery | Link | **Advanced**

Id: iimg\_-44616161    Language Direction: <not set>    Language Code:

Long Description URL:

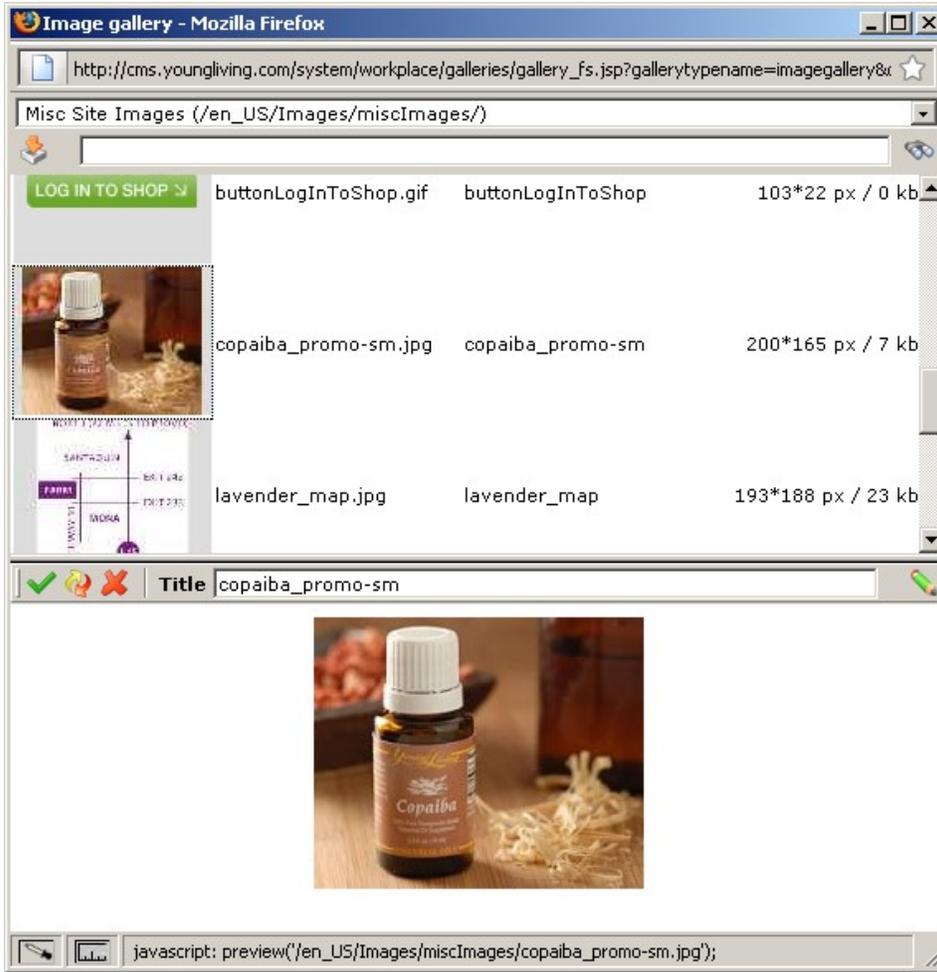
Stylesheet Classes: imageLeft    Advisory Title:

Style:

OK    Cancel

Done

**IMPORTANT!** OpenCMS is a little weak in it's ability to add imagery. Chances are you'll either need help with positioning your image or have to experiment. Because each situation is unique, rather than try and cover each here, please see Kelly or Tiffany when adding a new image to a page and you'd rather not experiment.



## Creating a New Page

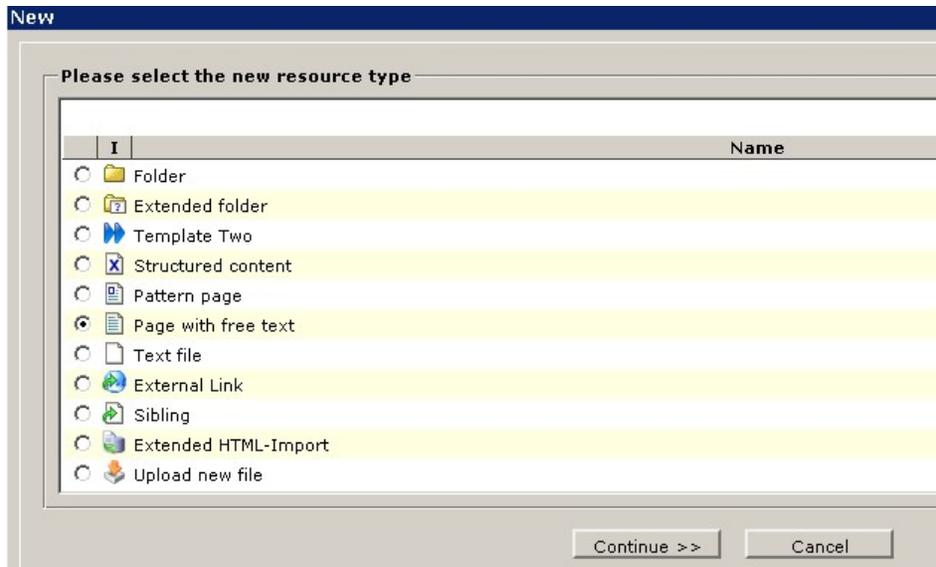
To create a new page, navigate to the subdirectory where you want the page to be located and either start from scratch or copy an existing page.

### Creating a new page from scratch:

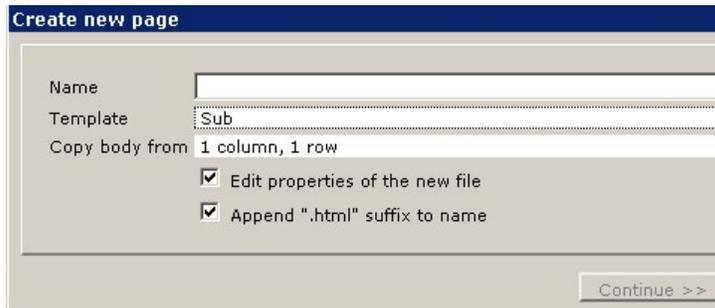
1. Select New from the upper menu.



2. Select a page type. Typically this will be "Page with free text."



3. Name the page and pick a template. See [Naming Best Practices](#).



4. Generally, leave the “Copy body from,” as is and the “Edit properties and ‘Append .html”” boxes checked.
5. Select next and create the page’s properties:
  - The Title is the page description that will appear in the browser. For instance, “Young Living | Promotions” is the title for [http://new.youngliving.com/en\\_US/products/promotions/](http://new.youngliving.com/en_US/products/promotions/). Enter a title, but please understand that for SEO purposes, Web Marketing may change the title.
  - Keywords and Description will typically be set by Web Marketing.
  - “Add to navigation” when checked, adds a page to the secondary navigation on the left side of pages.
    - If it is a second-level page, it will be added to both the main navigation dropdown as well as the secondary navigation on the far left of internal pages.
  - For third-level pages, for example [http://new.youngliving.com/en\\_US/abundance/Steps-to-Abundance/supplement-your-income.html](http://new.youngliving.com/en_US/abundance/Steps-to-Abundance/supplement-your-income.html), you will need to create a subdirectory folder (simply select New and click the radio button for Folder rather than one of the page options) under the directory where you want the third-level page to live.
    - Add the second-level page as the index page in the new subdirectory, and create the third-level page inside the new subdirectory folder as well. See Steps-to-Abundance in the Abundance directory for an example.
    - **NOTE:** You will set “Add to navigation” on the folder and NOT the index page inside the folder.

Property	Value
Template	Basic
Title	
Keywords	
Description	
Add to navigation	<input type="checkbox"/>
Navigation Text	
Insert after	--- no change ---

6. Select "Advanced" to set advanced properties, including:
  - o Ads in the right sidebar.
  - o Tips and recipes on wellness solutions pages.
  - o The banner image used on an index-level page.
  - o The text used on the banner image on an index-level page.
  - o Breadcrumb text—the breadcrumb text should default to the page title if nothing is entered.
7. Select "Finish" and your page is ready to be edited. Refer to "[Basic Editing/Formatting](#)" for guidelines.

### Naming Best Practices

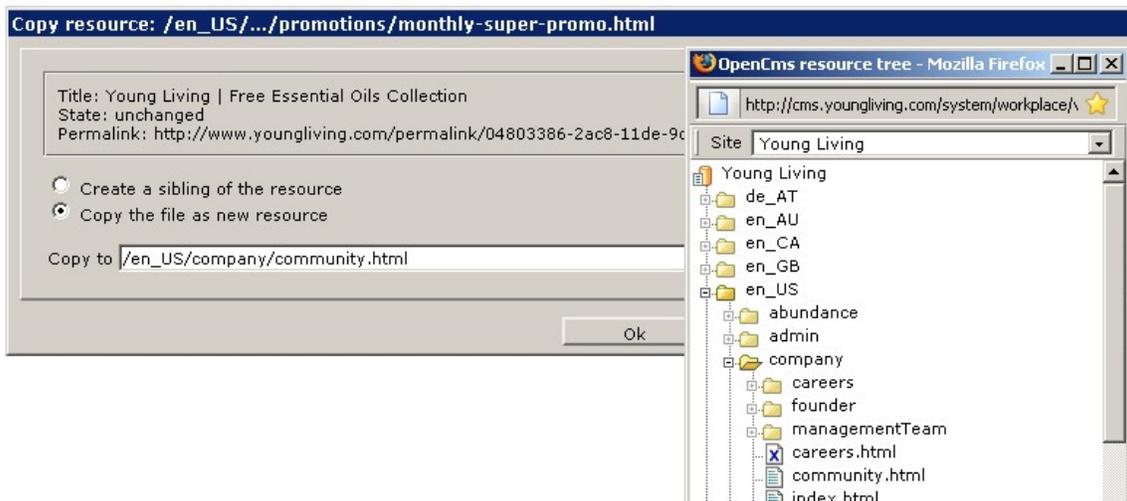
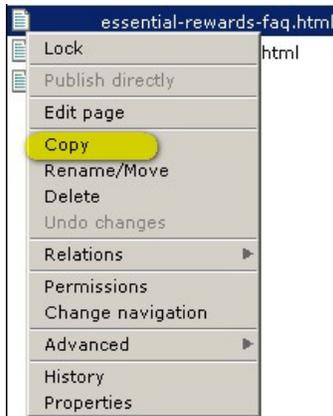
When naming a new page, use hyphens between words and always end the file with ".html." For example, use "lavender-harvest.html" instead of "lavender\_harvest.html."

### Copying an existing page:

Copying an existing page is the fastest, easiest way to create a new page. It circumvents choosing a template.

To copy an existing page:

1. Right-click the page you want to copy (start with one that uses the template you want).
2. Select copy.
3. Navigate to the directory where you want the page to live and either:
  - a. Click an existing file and rename it. For example, in the capture shown, the user has clicked /en\_US/company/community.html and will need to rename it to something like /en\_US/company/newpage.html by manually typing over "community.html" in the "Copy to" text field. See [Naming Best Practices](#).
  - b. Navigate to the directory, say "/en\_US/company/," and type a page name after the final "/"
  - c. **ALWAYS end your page name with ".html."** For example, "/en\_US/company/newpage.html."



4. Select "OK."
5. Ensure you update the properties and breadcrumb text for the page.
6. Edit the page. See "[Basic Editing/Formatting](#)" for reference.

## Adding New Home Page Banners

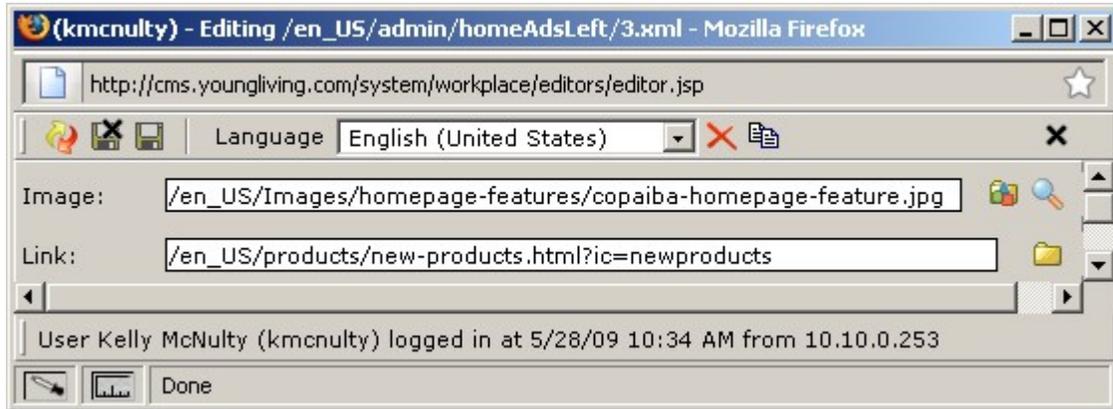
**Important!** If adding a complete new promotion that includes a home page banner, promotions index page summary and landing page, refer to the "[Adding a New Promotion Addendum.](#)"

To add a new home page banner:

1. Navigate to Images > homepage-features and upload your graphic.
  - a. Banners should be 290px x 226px and saved for Web.
  - b. Direct publish the image.
2. Decide where you want the banner to link to.
  - a. If your new banner is linking to a new page, **first** create the new page. See "[Create a New Page](#)" for reference.
3. Navigate to Admin > homeAdsLeft or homeAdsRight depending on which location you want the ad to appear in.
  - a. Generally, the Left ads are for product promotions and the Right are for opportunity promotions.
4. Select one of the .xml files to edit (select the file for the banner you're replacing).
5. Inside the editor, Select the "Image Gallery" icon and go to the Images/homepage-features gallery to select your new graphic.
6. Select the Search icon to browse to the page you want the banner to link to.

**IMPORTANT!** Web Marketing is adding a string, “?ic=name,” to the end of the URL to track homepage banner hits. Please get a code from Rich Nelson to include in the link on your banner.

7. Select “Save and Exit.”



## Adding New Products

New products are added by IT and will only show on the .com when two criteria are met:

1. They are turned to available or out of stock in BlueSteel.
2. Main and subcategory designations, product short name (for purposes of the URL), description and title are determined and entered into the database.

New product photos can be added by most users. To add a new product photo:

1. Obtain a photo saved for Web as a JPEG that is 350px high or wide (whichever comes first).
2. Navigate to the Images > Products directory and upload the image, following the directions for [“Uploading an Image.”](#)

## Adding New Promotions

For instructions on adding new promotions, see the [“Adding a New Promotion Addendum.”](#)

## Wellness Solutions Pages

Wellness solutions pages use the sub template and are an unstructured page with free text. Under properties, however, instead of utilizing the Ad1 and Ad2 properties to populate ads in the right sidebar, these pages utilize the Blurb1 and Blurb2 properties to set the tips and recipes in the right sidebar. The Blurbs property must also be set to true.

### Changing which blurbs are displayed on an existing wellness page:

1. Open the pages, advanced properties and edit the Blurb1 and/or Blurb2 properties field.
  - o Blurbs are housed in en\_US/admin/blurbs.
  - o The path for the blurb you want to use, such as “en\_US/admin/blurbs/blurbname.xml,” should be entered in the Blurb1 or Blurb2 properties fields.
  - o Select “OK.”

### Editing an existing blurb:

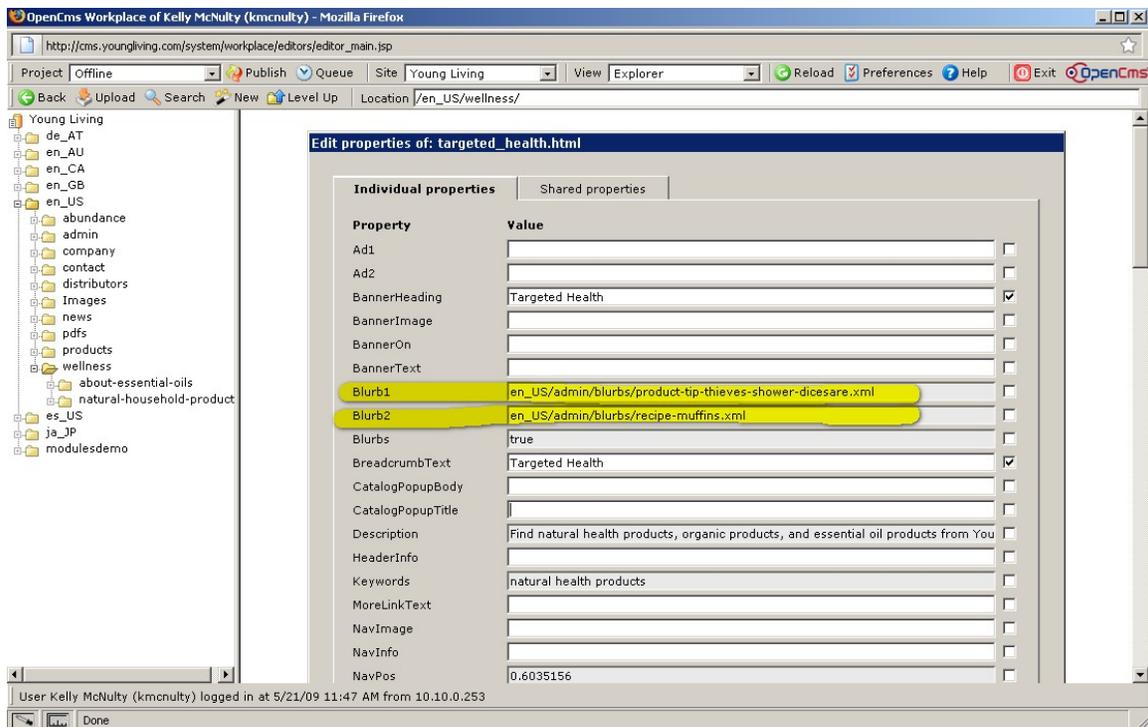
1. Navigate to /admin/blurbs and right-click the blurb you want to edit.
2. Select “Edit.”

3. Make your edits.
4. Select "Save and Exit."

**Note:** After editing a blurb, you do not need to do anything to the properties of the individual page(s) where the blurb appears.

### Creating a new blurb:

1. Navigate to /admin/blurbs and right-click the blurb you want to copy.
2. Select copy.
3. Navigate to the /admin/blurbs directory and either:
  - a. Click an existing blurb and rename it. For example, click /en\_US/admin/blurbs/product-tip-purification-diaper-slott.xml and rename it to something like /en\_US/admin/blurbs/"newblurb."xml by manually typing over "product-tip-purification-diaper-slott.xml" in the "Copy to" text field.
  - b. Navigate to the directory, say "/en\_US/admin/blurbs/," and type a page name after the final "/", ensuring the name ends in ".xml."
4. Right-click the blurb and select "Edit."
5. Enter a new Heading and Text.
6. Select "Save and Exit."
7. Navigate to the wellness page you want your new blurb to display on and edit that page's advanced properties for Blurb1 and/or Blurb2. See "[Changing which blurbs are displayed on an existing wellness page](#)" for reference.



### Pages with Ads in the Right Sidebar

Pages that use the Sub template along with select others, show ads in the right sidebar. These ads are controlled like blurbs on the wellness pages. Generally, the top ad has an opportunity focus and the bottom ad is a success story focus that links to that particular success story.

**Changing which ad(s) are displayed on existing pages:**

1. Open the pages, advanced properties and edit the Ad1 and/or Ad2 properties fields.
  - o Ads are housed in en\_US/admin/subFeatures.
  - o The path “en\_US/admin/subFeatures/adname.xml” should be entered in the Ad1 and/or Ad2 properties field.
  - o Select “OK.”

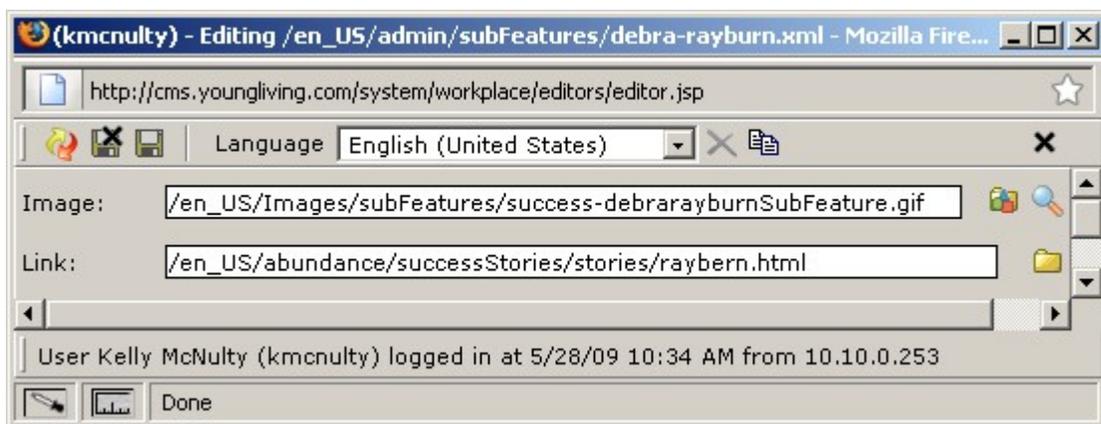
**Editing an existing ad:**

1. Navigate to /admin/subFeatures and right-click the ad you want to edit.
2. Select “Edit.”

3. Make your edits.
4. Select "Save and Exit."

### Creating a new ad:

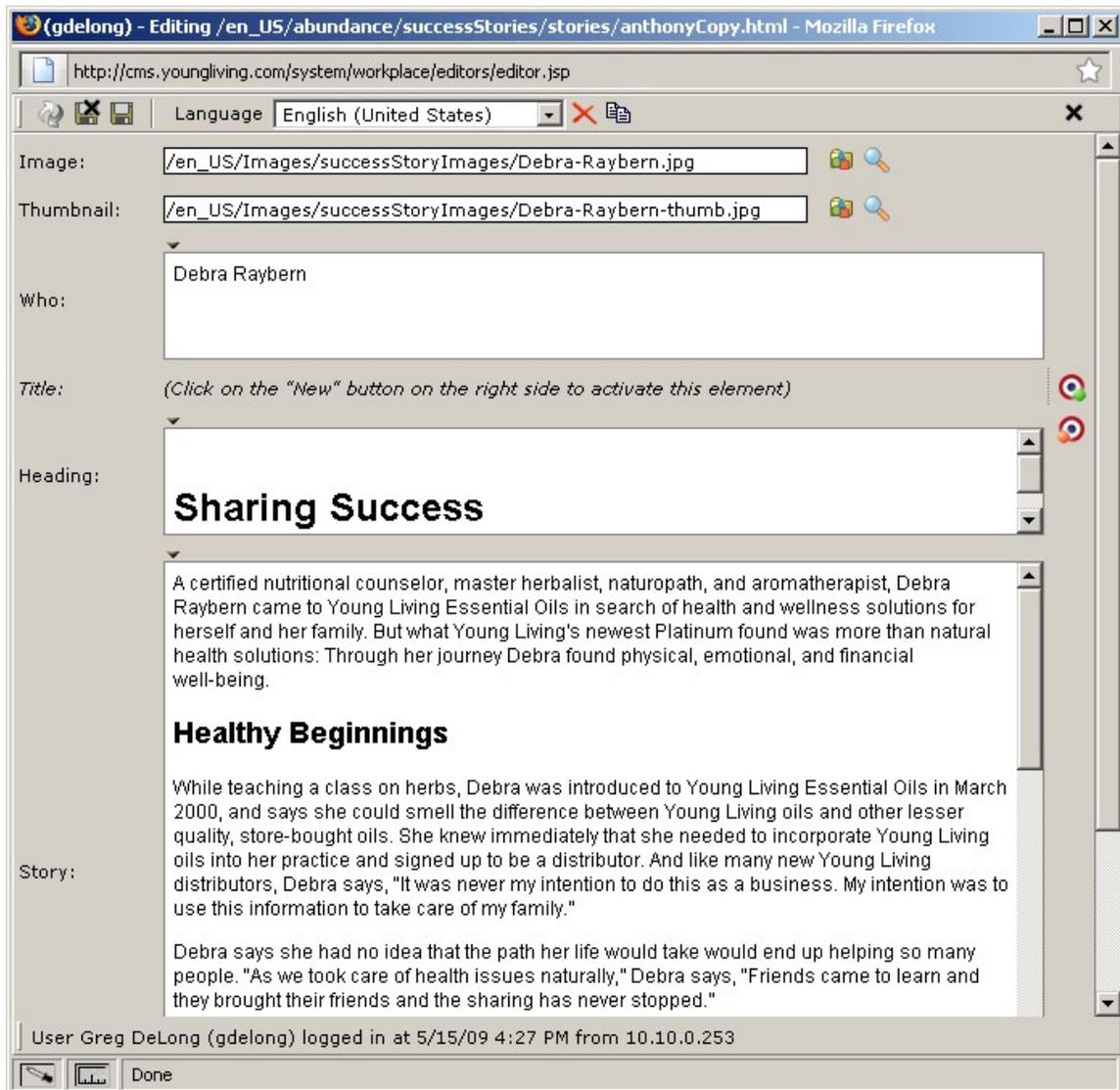
1. Upload a finished ad to /images/subFeatures.
  - a. Ads are 180px x 205px with rounded corners and should following the styling of existing ads.
2. Direct publish the ad/image.
3. Navigate to /admin/subFeatures and right-click an ad to copy.
4. Select copy.
5. Navigate to the /admin/subFeatures directory and either:
  - a. Click an existing ad and rename it. For example, click /en\_US/admin/subFeatures/linda-scott.xml and rename it to something like /en\_US/admin/subFeatures/"newblurb."xml by manually typing over "linda-scott.xml" in the "Copy to" text field.
  - b. Navigate to the directory, say "/en\_US/admin/subFeatures/," and type a page name after the final "/", ensuring the name ends in ".xml."
8. Right-click the new ad and select "Edit."
9. Browse to the image you uploaded in 1. above.
10. Browse to the page you want the ad to link to.
11. Select "Save and Exit."
12. Navigate to the page you want your new ad to display on and edit that page's advanced properties for Ad1 and/or Ad2.



### Adding New Distributor Success Stories

1. Obtain a thumbnail photo of the distributor(s), saved for Web at 38px x 35px.
  - a. Upload to Images > successStoryImages.
  - b. Direct publish the image.
2. Obtain a photo of the distributor(s), saved for Web at 151px x 132px with rounded left corners to match the existing photos.
  - a. Upload to Images > successStoryImages.
  - b. Direct publish the image.
3. Navigate to abundance > successStories > stories.
4. Follow the steps for "[Copying an existing page.](#)"
5. Right-click the resource and select Properties.
  - a. Edit the title—simply use the distributor's name.
  - b. Ensure "Add to Navigation" is checked.
  - c. Edit the navigation text. This is the same as the title.
  - d. Under "Insert After," select the position based on alphabetical order. This will ensure that the story appears in the navigation on the right side of the page in alphabetical order.

- e. Select "OK."
6. Edit the new page.
  - a. Select the Image Gallery icon next to the Image field and go to the Images > successStoryImages gallery to select your new image.
  - b. Select the Image Gallery icon next to the Thumbnail field and go to the Images > successStoryImages gallery to select your new thumbnail.
  - c. Enter the distributor's name in the Who field.
  - d. Enter the headline for your new success story in the Heading field.
  - e. Enter the text of your story in the Story field, following the principles outlined under [Editing Structured Pages](#).
  - f. To preview the page, select "Save and Exit" and click the page name to display the offline version of the page.



### Making a Distributor Success Story the Story that Appears on the Distributor Success Stories Index Page

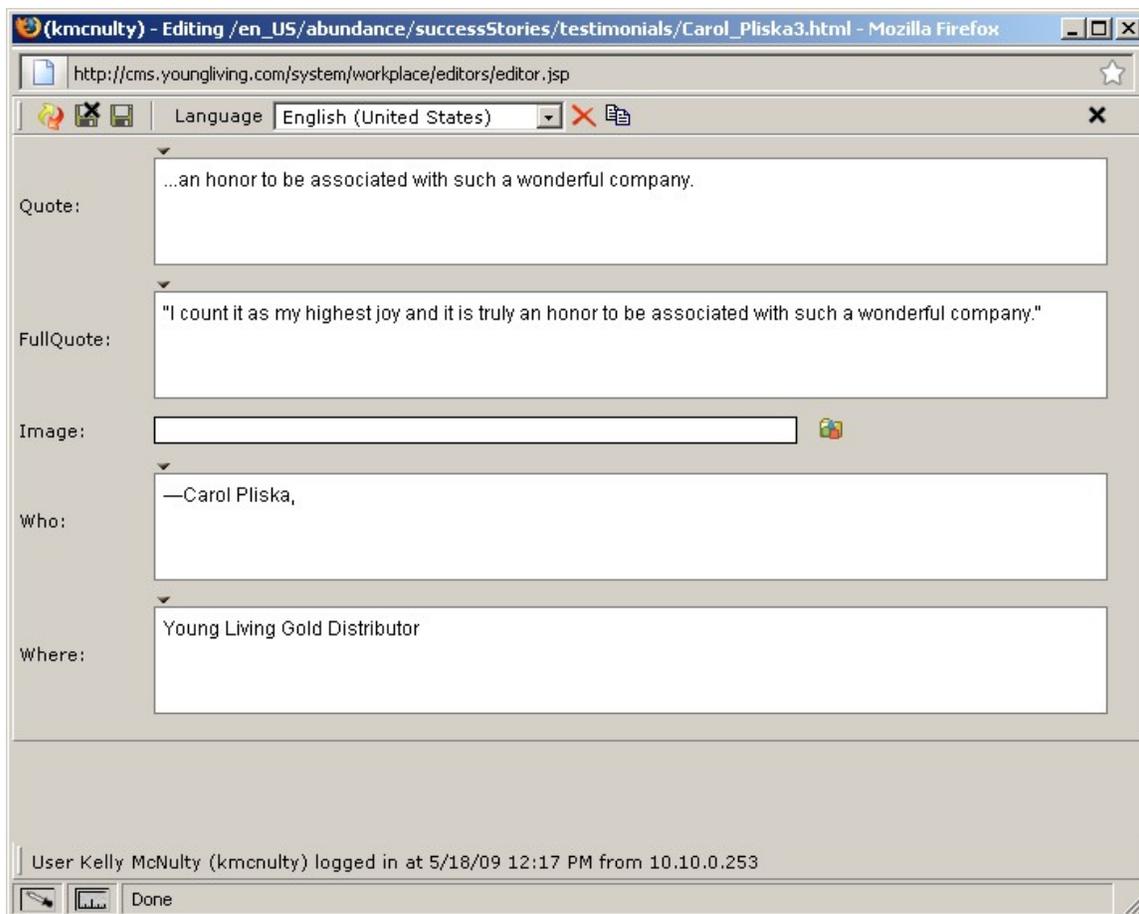
It is recommended that each new distributor success story that is added, be added on the index level page unless multiple stories are added at the same time, in which case, pick one to highlight on the index page. The story that populates on this page is not randomly or automatically generated. It is instead, manually added.

To make a distributor success story the story that appears on the index page ([http://new.youngliving.com/en\\_US/abundance/successStories/](http://new.youngliving.com/en_US/abundance/successStories/)):

- In addition to adding the story to /en\_US/abundance/successStories/stories/, add it as the index-level page at /en\_US/abundance/successStories/.
- Start by adding the story to /en\_US/abundance/successStories/stories/ and then copy it /en\_US/abundance/successStories/, naming it "index2.html."
- On the "index2.html," uncheck "Add to navigation."
  - When the resource is published, the Web team will delete the previous "index.html" and rename your new index to "index.html" to stand as the index page for /en\_US/abundance/successStories/.

## Adding Testimonials

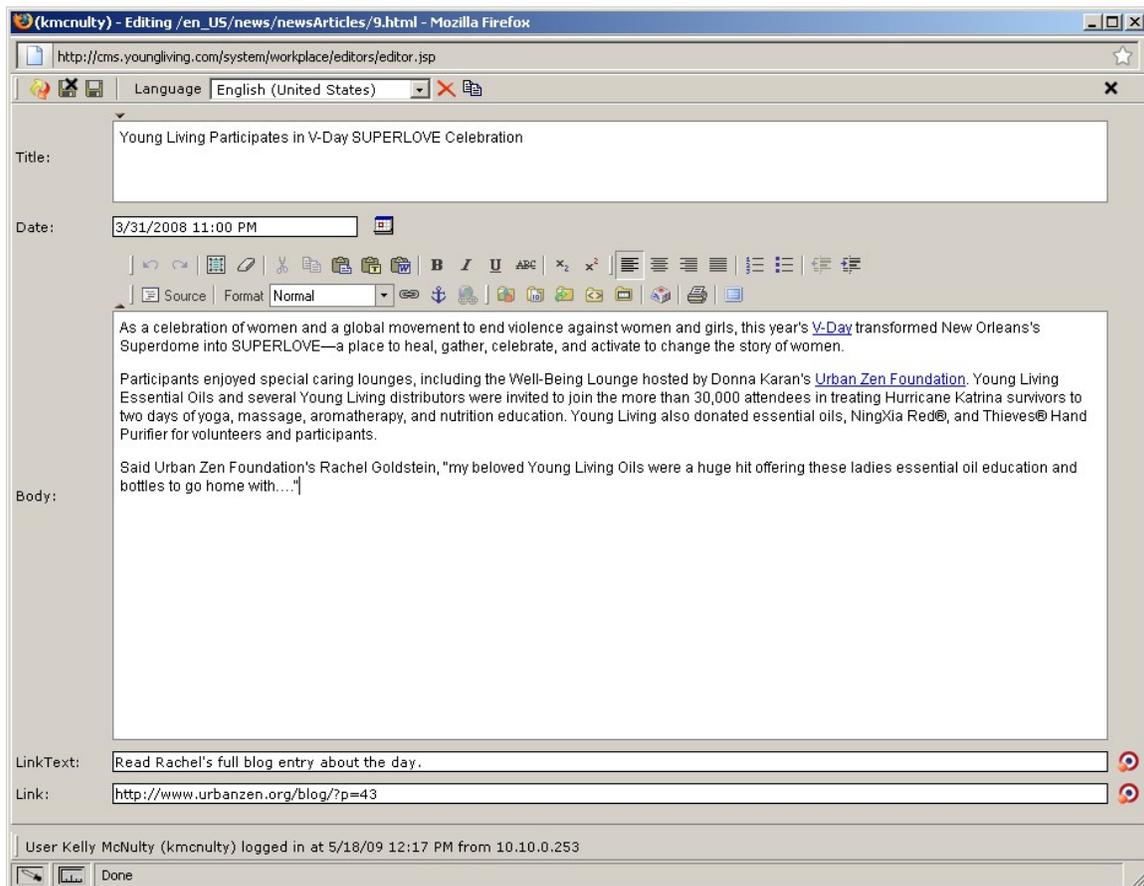
1. If a photo of the distributor being quoted is available, have it saved for Web at 77px x 80px with rounded top and left bottom corners to match the existing photos.
  - a. Upload to Images > testimonialImages.
  - b. Direct publish the image.
2. Navigate to abundance > successStories > testimonials.
3. Follow the steps for "[Copying an existing page.](#)"
4. Right-click the resource and select Properties.
  - a. Leave the title as "Testimonial."
  - b. Ensure "Add to Navigation" is checked.
  - c. Leave the navigation text as "Testimonial."
  - d. Under "Insert After," select the position you want the testimonial to appear in at /en\_US/abundance/successStories/testimonials/index.html, preferably keeping testimonials with photos above those without.
  - e. Select "OK."
5. Edit the new page:
  - a. Enter a "Quote," this is the abbreviated version of the full testimonial that displays at random in the bottom of the left sidebar.
  - b. Enter a "FullQuote," this is the full testimonial that displays at [http://new.youngliving.com/en\\_US/abundance/successStories/testimonials/](http://new.youngliving.com/en_US/abundance/successStories/testimonials/).
  - c. If you uploaded an image, select the Image Gallery icon next to the Image field and go to the Images > testimonialImages gallery to select your new image.
  - d. Enter "Who," preceded by an em dash and followed by a comma. This is the distributor's name.
  - e. Enter "Where," which is actually the distributors rank. Please use the full "Young Living "[rank]" Distributor," and not "YL"
  - f. Select "Save and Exit" and click the page name to display the offline version of the page.



## Adding In the News Items

1. Navigate to news > newsArticles/.
2. Select one of the numbered resources (1.html) and follow the steps for [“Copying an existing page.”](#) Name the page with the next highest available number, such as “8.html” if “7.html” was the last page created.
3. Right-click the resource and select Properties.
  - a. Edit the title, followed by the month and date entered within the editor. For Example, “Young Living Essential Oils Featured on NBC's Today Show, July 11, 2008.”
  - b. Ensure “Add to Navigation” is checked.
  - c. Edit the navigation text. This is the same as the title.
  - d. Under “Insert After,” select “at the first position.” This will ensure that the news item shows up at the top of the summary box in the right sidebar on the News & Events index page.
  - e. Select “OK.”
4. Edit the new page:
  - a. Enter a “Title.”
  - b. Enter a “Date.” This is the date the news item appeared in a third-party magazine or a show aired, etc.
  - c. Enter the “Body” copy of your news item.
  - d. Enter an optional “LinkText”—the name of a link below your article used if you want to link to a third-party source.
  - e. Enter the optional “Link” for the “LinkText.”
    - i. Note, to turn off or add LinkText and Link, click the bull's-eye in the lower right.
      1. The red “x” will delete the field.

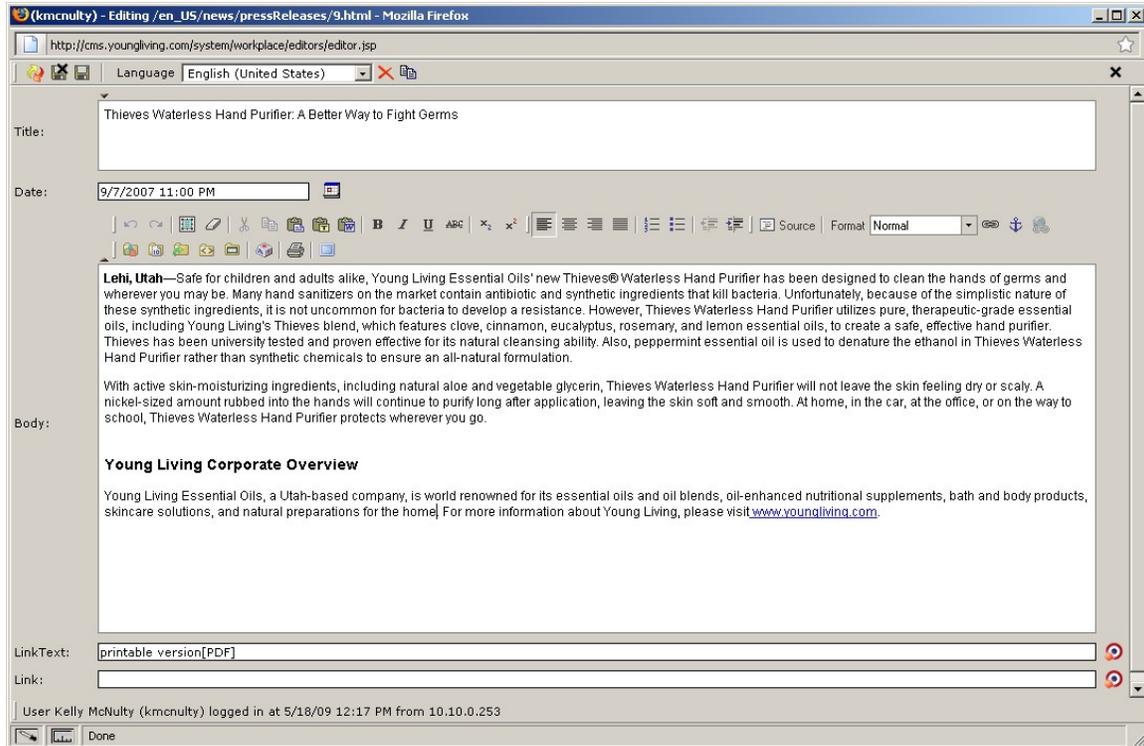
2. The green "+" will add it.
5. Select "Save and Exit" and click the page name to preview the offline version of the page.



## Adding Press Releases

1. Navigate to news > pressReleases/.
2. Select one of the numbered resources (1.html) and follow the instructions for "[Copying an existing page.](#)" Name the page with the next highest available number, such as "8.html" if "7.html" was the last page created.
3. Right-click the resource and select Properties.
  - a. Edit the title. This will be the date of the release, followed by an em dash and then by the release's title.
  - b. Ensure "Add to Navigation" is checked.
  - c. Edit the navigation text. This is the same as the title.
  - d. Under "Insert After," select "at the first position." This will ensure that the release shows up at the top of the summary box in the right sidebar on the News & Events index page.
  - e. Select "Advanced" and enter a breadcrumb in the "BreadcrumbText" field. This can simply be the same as the title entered in "a." above.
  - f. Select "OK."
4. Edit the new page:
  - a. Enter a "Title." This is the title on the press release itself. For example, "December 7, 2007—Domino magazine features Young Living Essential Oils."
  - b. Enter a "Date." This is the date on the press release itself.
  - c. Enter the "Body" copy of your press release.
  - d. Enter an optional "LinkText"—the name of a link below your article used if you want to link to a third-party source.
  - e. Enter the optional "Link" for the "LinkText."

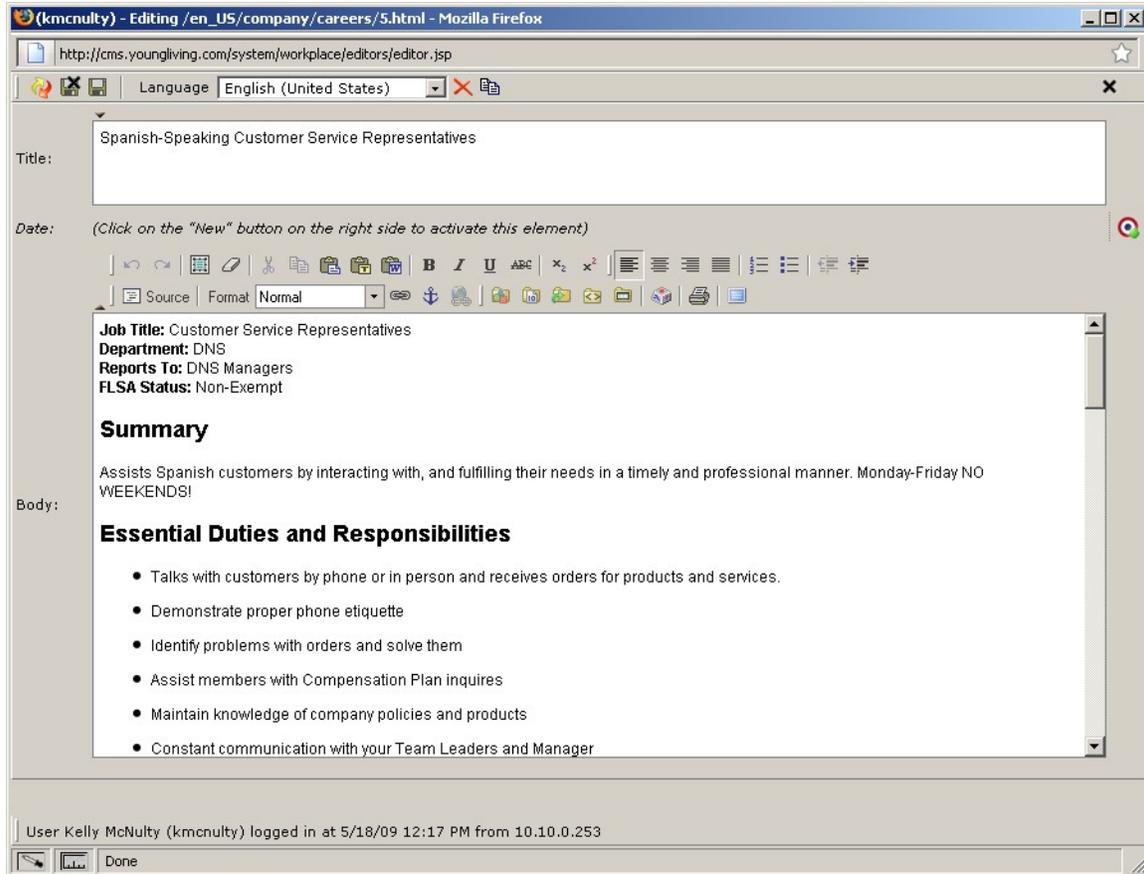
- i. Note, to turn off or add LinkText and Link, click the bull's-eye in the lower right.
  1. The red "x" will delete the field.
  2. The green "+" will add it.
5. Select "Save and Exit" and click the page name to preview the offline version of the page.



## Adding Job Openings

1. Navigate to company > careers.
2. Select one of the numbered resources (1.html) and follow the steps for "[Copying an existing page.](#)" Name the page with the next highest available number, such as "8.html" if "7.html" was the last page created.
3. Right-click the resource and select Properties.
  - a. Edit the title. This will be the date displayed on the careers index page that links to the job details.
  - b. Ensure "Add to Navigation" is checked.
    - i. **NOTE:** This is how the job title is populated on the careers index page. If you unclick "Add to Navigation" the job won't be in the list. You might use this to keep a copy of an older job that you may use again in the future or to prepare a job for posting in advance of when you want it to go live.
      1. For future job postings, you can simply wait and publish the page when you want people to see it. You cannot, however, unpublish a page once it's published.
    - ii. **NOTE:** The job will still be able to be found via search engines (as long as it has been published). To block the job from search engines, simply put NOINDEX, NOFOLLOW in the meta-content field under properties > advanced. Just remember to take this out when you want the job to be found.
  - c. Edit the navigation text. This is the same as the title.
  - d. Under "Insert After," select the navigation location you want.
  - e. Select "OK."
4. Edit the new page:

- a. Enter the job "Title."
  - b. Enter an optional posting "Date."
    - i. To activate the date, click the bull's-eye and select the green "+" icon.
  - c. Enter the "Body" – the job description.
5. Select "Save and Exit" and click the page name to preview the offline version of the page.



## Adding an Image to an Existing Image Gallery

1. Upload the image:
  - a. Navigate to Images and locate the gallery you want to add an image too. For instance, "harvestImageGallery."
  - b. Open the gallery and upload the photo you want to add. See "[Uploading an Image.](#)"
  - c. Edit the images properties and:
    - i. Give the image a title. This is the title that will display beneath the image in the Image Galleries section.
    - ii. Give the image a description. This is the caption that will display beneath the image in the Image Galleries section.
    - iii. Click the Advanced button and under NavPos, enter a value, for instance 7.0, if there are already six images in the gallery. The NavPos determines the order that the images display in.
      1. **NOTE:** The new image will not display until it is assigned a NavPos value.
  - d. Select "OK."
  - e. Publish the image.

## Creating a New Image Gallery

1. Upload the image(s):
  - a. Navigate to Images and select New and Extended Folder.
  - b. Select Image Gallery as the folder type.
  - c. Name the folder.
  - d. Give the gallery a Title.
  - e. Open the new gallery and upload the photos you want in this gallery. See ["Uploading an Image."](#)
  - f. Edit the images properties and:
    - i. Give the image a title. This is the title that will display beneath the image in the Image Galleries section.
    - ii. Give the image a description. This is the caption that will display beneath the image in the Image Galleries section.
    - iii. Click the Advanced button and under NavPos, enter a value, for instance 7.0, if there are already six images in the gallery. The NavPos determines the order that the images display in.
      1. **NOTE:** The new image will not display until it is assigned a NavPos value.
  - g. Select "OK."
  - h. Publish the folder, which will also publish the image(s) inside the folder.
2. Create the gallery:
  - a. Navigate to news > imageGalleries.
  - b. Copy an existing gallery, renaming it with the next highest number available. For instance, copy imagegallery7.html and name it imagegallery8.html, if 8 is the next available number. See ["Copying an existing page"](#) for reference.
  - c. Edit the gallery and:
    - i. Browse to the Images gallery folder you created in step 1 to indicate the gallery's path.
    - ii. Give the gallery a title—this is the title that will display on the top of the page for this gallery with the Image Galleries section.
    - iii. Give the gallery a description—this is the description that will display on the top of the page for this gallery with the Image Galleries section.
    - iv. Browse to the Images and the gallery folder you created in step 1 to indicate a default image for the gallery.

Young Living > News & Events > Image Galleries > Harvesting Essential Oils on Young Living Farms

## Harvesting Essential Oils on Young Living Farms

The Young Living Therapeutic Grade™ (YLTG) Standard starts with planting under optimal conditions in ideal soils and then harvesting at just the right time. See how it's done.

Click thumbnail to enlarge



Gallery title

Gallery description

Clary Sage

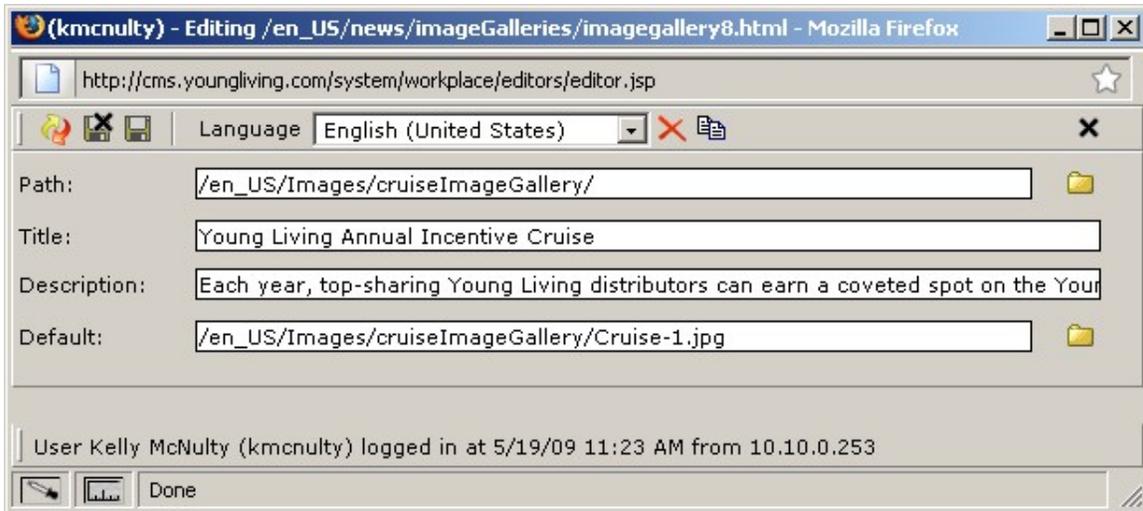
Image title

Clary sage (*Salvia sclarea*) in bloom at one of Young Living's farms before being harvested for clary sage essential oil.

Image description

- Young Living Lavender Farm in Mona, Utah, US
- Young Living Farm in St. Maries, Idaho, US
- Young Living Farm in Simiane-la-Rotonde, France
- Young Living Farm in Guayaquil, Ecuador
- Young Living Grand Convention
- Young Living Annual Incentive Cruise

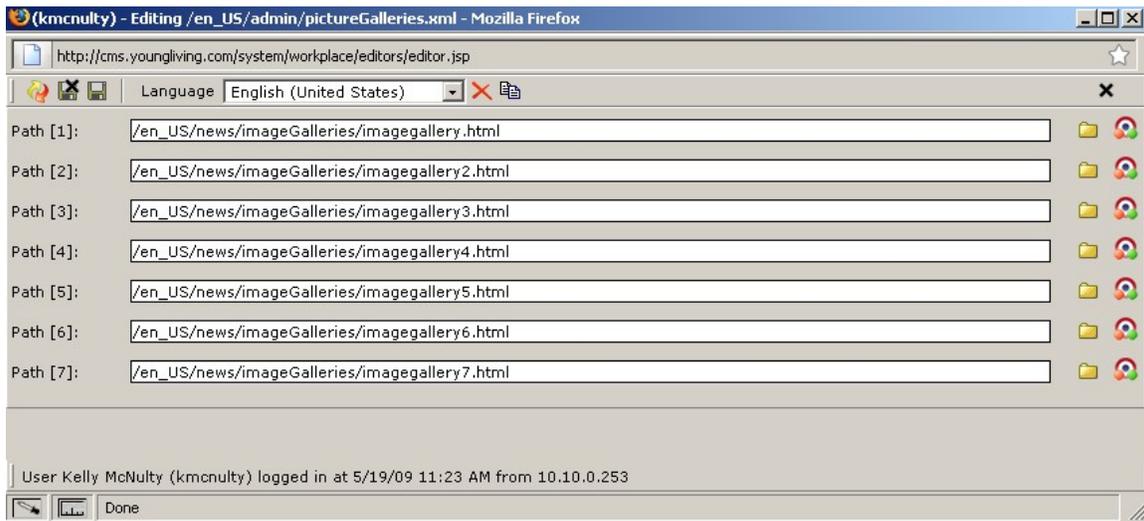
All Image Galleries



- d. Edit the gallery's properties and:
  - i. Give the gallery a title. This should be the same as the gallery title within the editor. Include "[Image]" after the title. This will ensure that within a Search, users will know that this is an image and not a page.

Property	Value
Title	Young Living Farm in Simiane-La-Rotonde, France [ Image ] <input checked="" type="checkbox"/>
Keywords	<input type="text"/> <input type="checkbox"/>
Description	<input type="text"/> <input type="checkbox"/>
Add to navigation	<input type="checkbox"/>
Navigation Text	<input type="text"/> <input type="checkbox"/>
Insert after	--- no change --- <input type="checkbox"/>

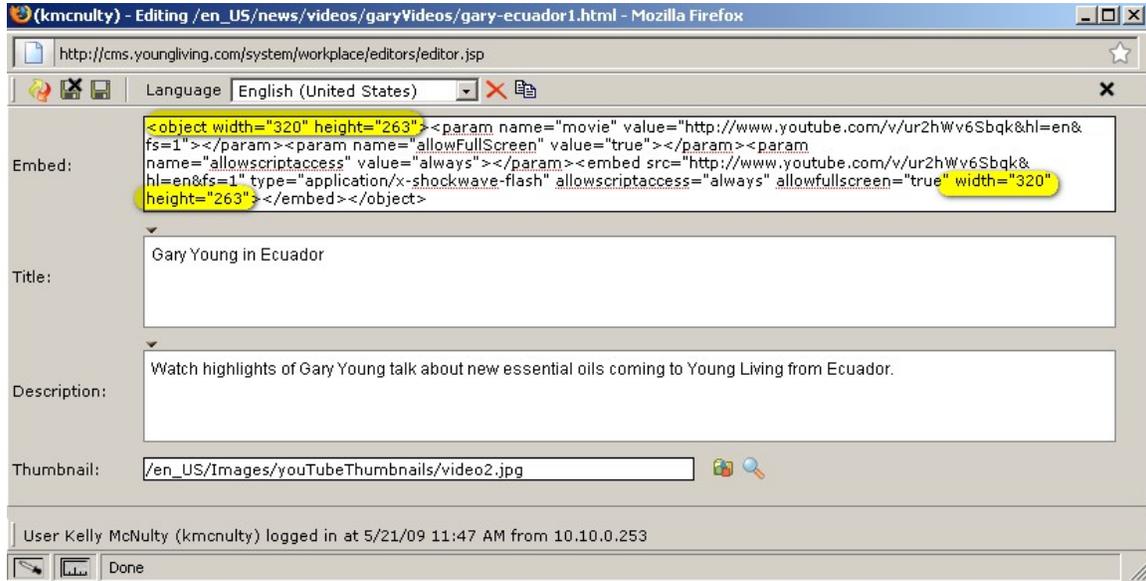
3. Add the gallery to the image gallery aggregator:
  - a. Navigate to admin > pictureGalleries.xml and select "Edit."
  - b. Select a bull's-eye and the green "+."
  - c. Navigate to news > imageGalleries and select the gallery you created in step 2.
  - d. Use the up and down arrows under the bull's-eye to reorder the galleries if desired.
  - e. Select "Save and Exit."
  - f. Once all the resources are published, your gallery will appear on the live site.



## Adding a Video to an Existing Video Gallery

1. Upload the video to YouTube and create a thumbnail.
  - a. Upload the video to the Young Living account on YouTube. See Stephanie Ollerton or Kelly McNulty if you need assistance.
  - b. Get the embed code for the video from YouTube.
  - c. Capture a screen shot from the video and size it to 64px x 48px or resize one of the static images from YouTube.
    - i. Navigate to Images > YouTubeThumbnails and upload the image.
    - ii. Direct publish the image.
2. Navigate to news > videos and open the folder for the gallery where you want to add the video.
  - a. Copy an existing video, renaming it to reflect the new video. See [Copying an existing page](#) for reference.
  - b. Edit the video and:
    - i. Paste the embed code from YouTube in the "Embed" field, **making sure to change the default object width from width="425" height="344 to width="320" height="263" in BOTH instances.**
    - ii. Give the video a title—this is the title that will display beneath the video in the Video Galleries section.

- iii. Give the video a description—this is the description that will display beneath the video in the Video Galleries section.
- iv. Click the Image Gallery icon to navigate to Images > YouTube Thumbnails to upload the video's thumbnail from step 1. c. above.



3. Edit the video's properties and:
  - f. Give the video a title, adding "[Video]" at the end of the title. This is the title that will display in search results.
  - g. Enter keywords and a description. This is meta data that will be used by the search engines.
  - h. Select "Add to Navigation."
  - i. Click the Advanced button and under NavPos, enter a value, for instance 7.0, if there are already six videos in the gallery. The NavPos determines the order that the images display in.
    - i. **NOTE:** Unlike an image, NavPos is not required for videos to display.
  - j. Select "OK."
  - k. Publish the video.

Young Living > News & Events > Using Young Living Essential Oils Videos > NO\_BREADCRUMB\_TEXT

**Using Essential Oils** ← **Gallery title**

Discover some of the many ways you can use Young Living Therapeutic Grade™ essential oils. See more videos on YouTube. ← **Gallery description**

**Video Galleries**

- Young Living's Worldwide Farms
- Gary Young Videos
- Young Living Independent Distributor 2009 Incentive Cruise

All Video Galleries

Click thumbnail to enlarge

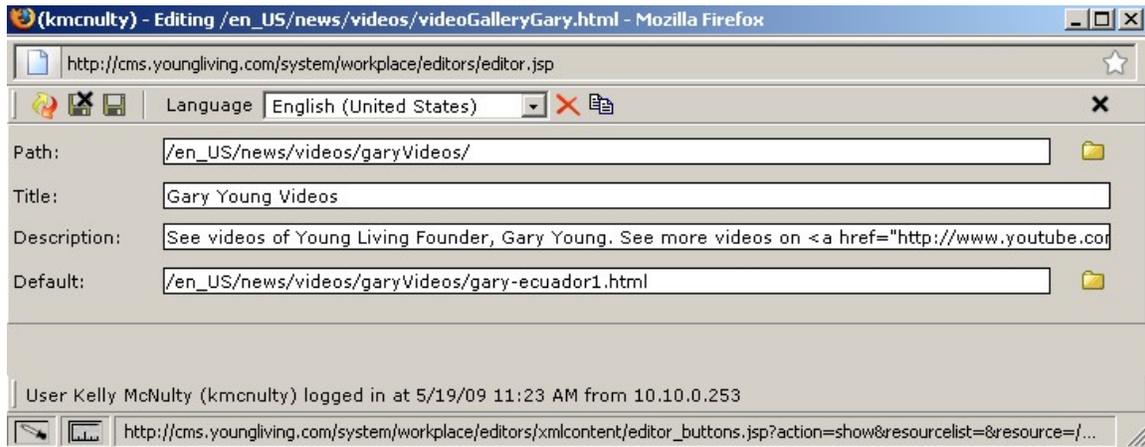
**Using Young Living Essential Oils** ← **Video title**

How to use Young Living Therapeutic Grade™ essential oils for natural wellness and about using oils in general. ← **Video description**

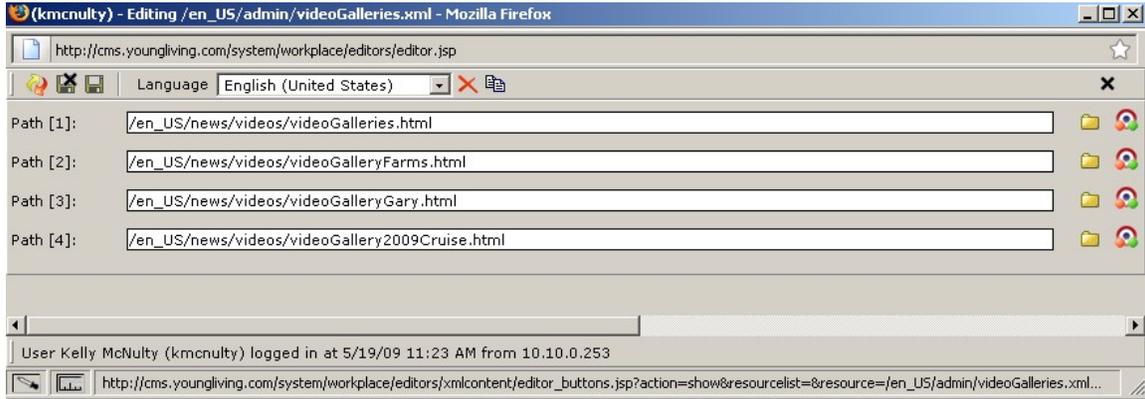
## Creating a New Video Gallery

- Upload the video to YouTube and create a thumbnail:
  - Upload the video(s) for the new gallery to the Young Living account on YouTube. See Stephanie Ollerton or Kelly McNulty if you need assistance.
  - Get the embed code for the video(s) from within YouTube.
  - Capture a screen shot for each video and size them to 64px x 48px or resize one of the static images from YouTube.
    - Navigate to Images > YouTubeThumbnails and upload the image(s).
    - Direct publish the image(s).
- Create the gallery folder:
  - Navigate to news > videos.
  - Select New and Folder.
  - Name the folder.
  - Give the folder a Title, adding “[Video]” at the end of the title. This is the title that will display in search results.
  - Check “Add to Navigation.”
  - Edit the navigation text. This can be the same as the title.
  - Select “OK.”
- Add video(s) to the gallery folder.
  - Copy an existing video from another gallery folder to this folder (use Rename/move) renaming it to reflect the new video. See [Copying an existing page](#) for reference.
  - Edit the video and:
    - Paste the embed code from YouTube in the “Embed” field, **making sure to change the default object width from width="425" height="344 to width="320" height="263" in BOTH instances.**
    - Give the video a title—this is the title that will display beneath the video in the Video Galleries section.

- iii. Give the video a description—this is the description that will display beneath the video in the Video Galleries section.
  - iv. Click the Image Gallery icon to navigate to Images > YouTube Thumbnails to upload the video's thumbnail from step 1. c. above.
  - c. Edit the video's properties and:
    - i. Give the video a title, adding "[Video]" at the end of the title. This is the title that will display in search results.
    - ii. Enter keywords and a description. This is meta data that will be used by the search engines.
    - iii. Select "Add to Navigation."
    - iv. Click the Advanced button and under NavPos, enter a value, for instance 7.0, if there are already six videos in the gallery. The NavPos determines the order that the images display in.
      1. **NOTE:** Unlike an image, NavPos is not required for videos to display.
    - v. Select "OK."
    - vi. Publish the video.
4. Create the gallery index:
- a. Navigate to news > videos.
  - b. Copy one of the other video indexes, such as "videoGalleryFarms.html," following the naming convention "videoGallery[GalleryName].html." See "[Copying an existing page](#)" for reference.
  - c. Edit the video index and:
    - iii. Select the Search icon and browse to the video folder you created in step 2.
    - iv. Give the index a title, this is the title that will display beneath the video gallery in the Video Galleries section.
    - v. Give the video a description, this is the caption that will display beneath the video gallery in the Video Galleries section.
    - vi. Select the Search icon and browse to the video folder you created in step 2 to select a default video for the gallery.



5. Add the gallery to the aggregator:
  - a. Navigate to admin > videoGalleries.xml and select "Edit."
  - b. Select a bull's-eye and the green "+."
  - c. Navigate to news > videos and select the gallery you created in step 4.
  - d. You can use the up and down arrows under the bull's-eye to reorder the galleries if desired.
  - e. Select "Save and Exit."
  - f. Once all the resources are published, your gallery will appear in the live site.



## Adding a New Promotion Addendum

Promotions typically (but don't have to) consist of three items:

- Homepage banner
- Index page summary ([http://www.youngliving.com/en\\_US/products/promotions/](http://www.youngliving.com/en_US/products/promotions/))
- Landing page

One example of a "promotion" that wouldn't include all three items is a featured product—it would only include a homepage banner and landing page.

When setting up a new promotion, it is best to work backward:

1. Navigate to /Images/homepage-features and upload the banner, summary and landing page images.
  - a. Banners should be 290px x 226px and saved for Web.
  - b. Summary page images should be 110px x 125px.
  - c. Landing page images should be roughly 248px x 234px.
  - d. Direct publish the images.
2. Create or edit the landing page at /en\_US/products/promotions/ or /en\_US/products/ (featured products only). See [Creating a New Page](#) or [Copying an existing page:](#) or [Editing Unstructured Pages](#) for reference.
  - a. Typically, landing pages include content and an image sized to roughly 248px x 234px.
3. Create the index page summary at /en\_US/products/promotions/indexPageSummaries/ (not featured products do not include an index page summary).
  - a. Index page summaries include a short piece of copy, an image sizes to 110px x 125px and a link to the landing page created in step 2. See [Inserting a Link on a New or Existing Page \(Structured and Unstructured\)](#).
4. Create the holder for the home page banner.
  - a. Navigate to Admin > homeAdsLeft or homeAdsRight depending on which location you want the ad to appear in.
  - b. Create a new files by [copying an existing file](#) or [creating one from scratch](#).
  - c. Edit the new file.
    - i. Select the "Image Gallery" icon and go to the Images/homepage-features gallery to select your new graphic.
    - ii. Select the Search icon to browse to the page you want the banner to link to (the landing page you created in step 2).

**IMPORTANT!** Web Marketing is adding a string, "?ic=name," to the end of the URL to track homepage banner hits. Please get a code from Rich Nelson to include in the link on your banner.

- d. Select "Save and Exit."
5. Preview all parts of your new promotion by:
    - a. Clicking on the index.html page inside OpenCMS and selecting the refresh button on your browser until you see the homepage banner you created.
    - b. Click the banner to preview the landing page.
    - c. Select /en\_US/products/promotions/ from the product navigation to preview the summary.
    - d. Check all links to ensure they work and are going to the right pages.