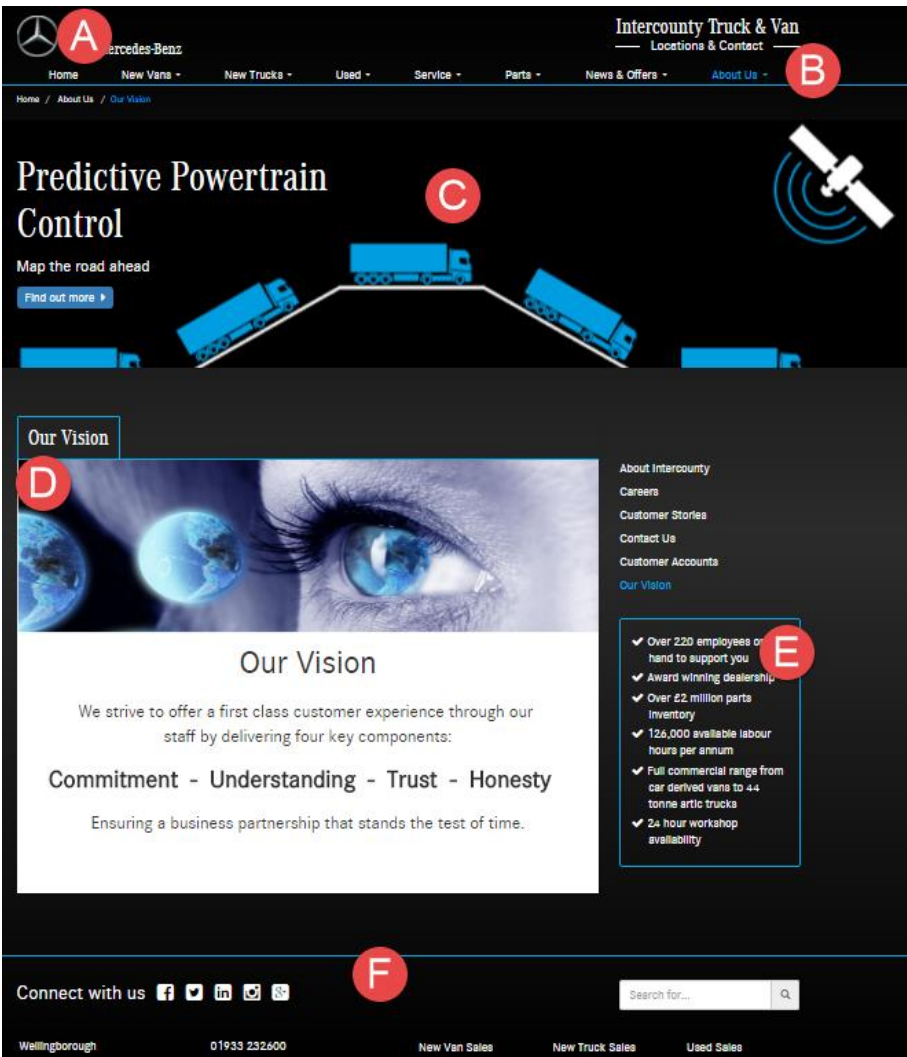


DEFINITIONS

Static Content – content that doesn't change and is created by the developers after the site content is agreed by the client. This content can only be updated by the developers on receipt of a change request.

Dynamic Content – content that can change and is created and updated by the website administrator using the Content Management Studio (CMS) - this content can include text, images, links and downloadable files.

Web Page – contains static and dynamic content which comprises of a collection of page elements that can include: **banner**, **navigation bar**, **mastheads**, **page**, **articles** and **footer**.



PAGE ELEMENTS

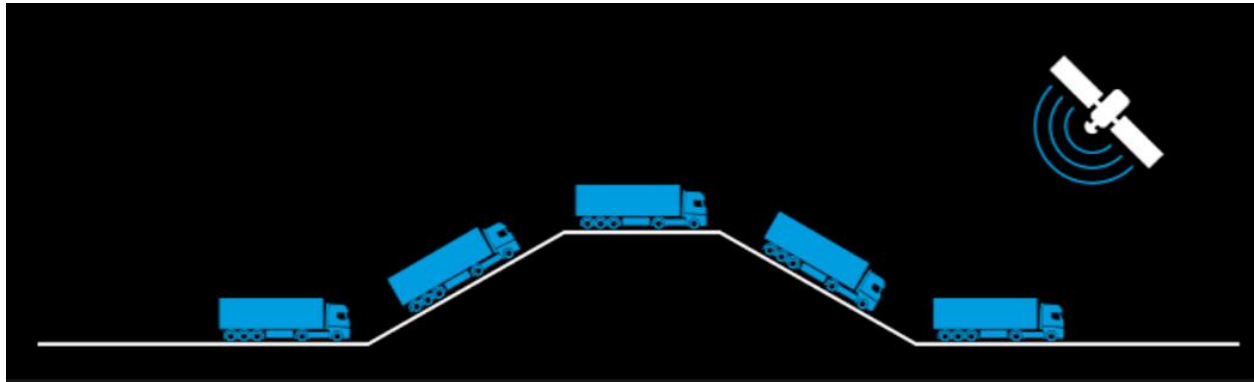
- A – BANNER
- B – NAVIGATION
- C – MASTHEAD
- D – PAGE
- E – ARTICLE
- F – FOOTER

Web page Elements

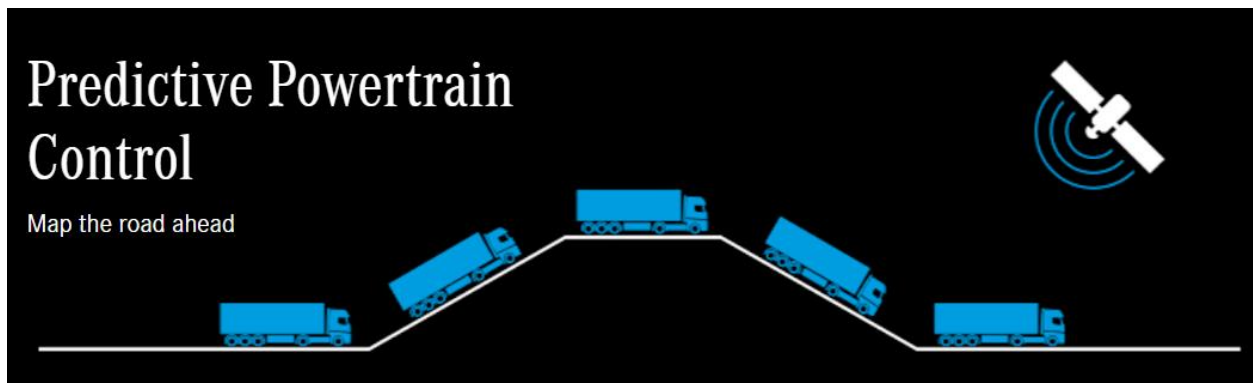
Masthead – is an image file that can include annotation (text) and link to an internal or external web page. A Masthead is **dynamic content** and their creation and update are managed by the website administrator using the CMS. The administrator uses the CMS to upload and select the image and apply

annotation and/or link which are optional features. Mastheads are positioned on the web page under the banner and can be a section of the page.

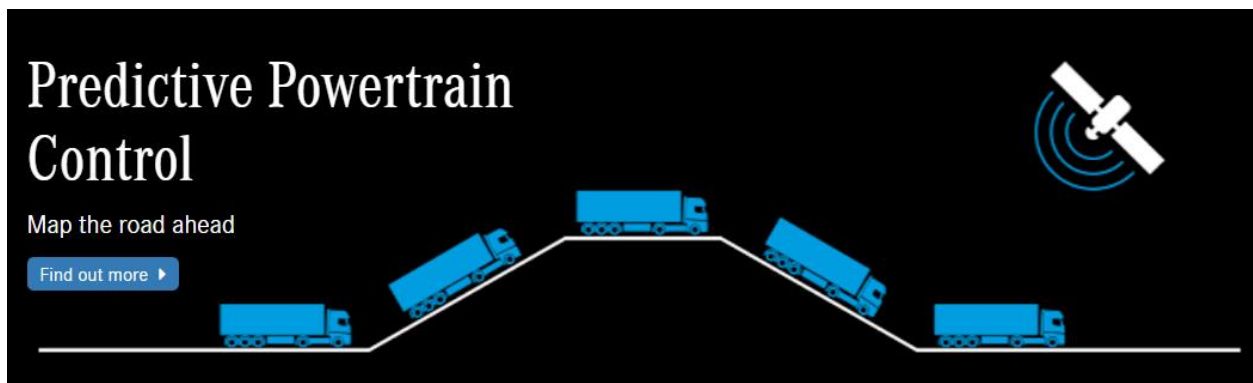
See the diagrams below:



Masthead – Type 1: Image.



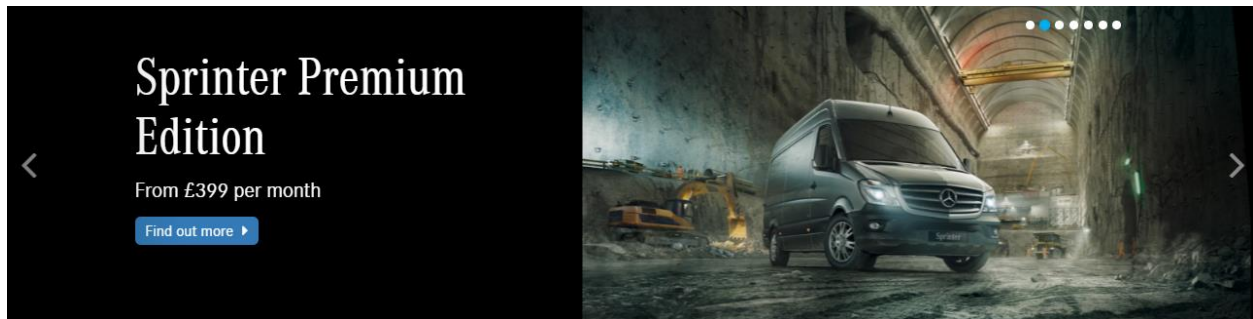
Masthead – Type 2: with annotation.



Masthead – Type 3: with annotation and link (image button).

See also **Carousel**.

Carousel – a collection of Mastheads (more than one) that rotate and have an indicator to illustrate how many Mastheads are in the collection and manual controls for a user to view each Masthead. This is **dynamic content** and can be created and updated by the administrator.

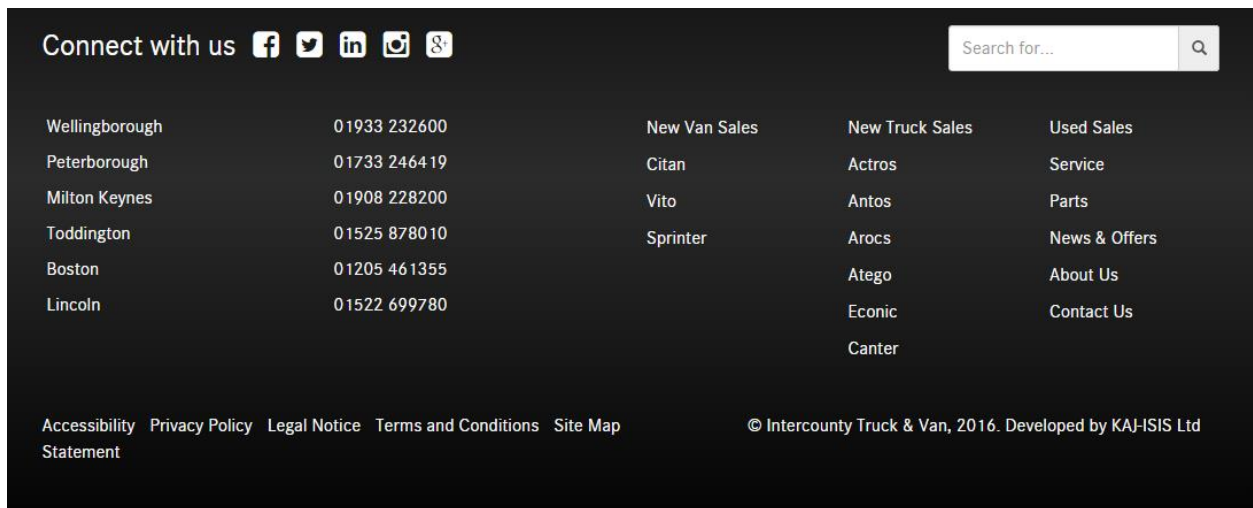


The Carousel.

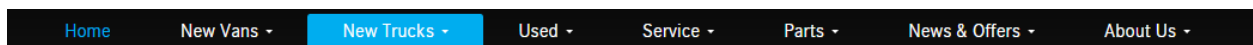
Banner – top of the webpage. In this case has the logo and an image button link to Login form. This is **static content** and cannot be updated by the administrator. This is **static content** and cannot be updated by the administrator.



Footer – bottom of the webpage. In this case contains contact details, legal statements and links to legal pages. This is **static content** and cannot be updated by the administrator.



Navigation – links to areas of the website.



This is **static content** and cannot be updated by the administrator.

Content Management Studio (CMS) – dynamic content can be maintained by the website administrator using the CMS. Content can be created, updated and deleted using available functions and importantly the content can be previewed prior to publishing so the administrator can prepare content in advance and released at required date.

The CMS is a secure area that is accessible using credentials (username and pwd) that is issued by the site developers.

The CMS is available at <http://MyDomainName/login>

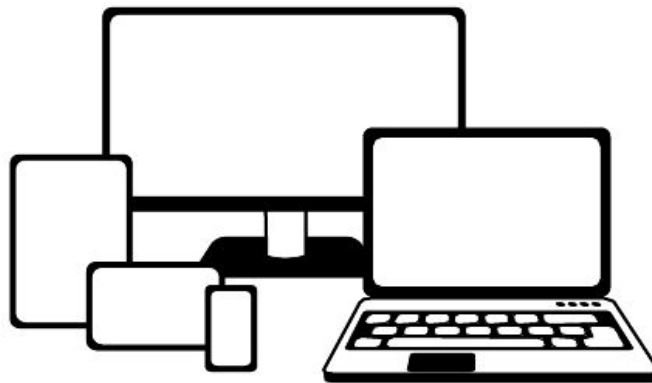
Area – a predefined segment of the publically available website such as Home, About, Courses Evidence, Commissioners, News and Contact. This is **static content** and cannot be updated by the administrator.

See also **Navigation**.

Image – An image is a picture that has been created or copied and stored in electronic form. There are several formats that are commonly used. It is recommended that **PNG** and **JPG** are used for content.

Style Sheet – A web style sheet defines the sites visual layout (style) in terms of positioning and aesthetics. They are used throughout the site to maintain consistency of content. Style sheets are created by the developers after agreeing designs with the Client. They can be modified by mutual agreement and this service is chargeable.

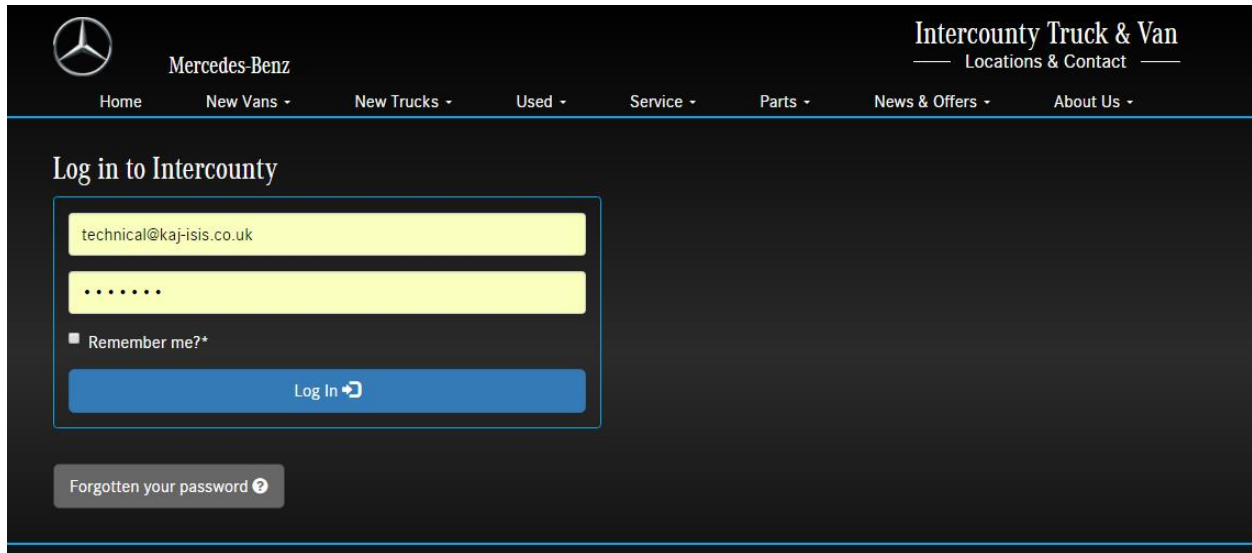
Responsive Web Design – Responsive web design (RWD) is an approach to web design aimed at crafting sites to provide an optimal viewing and interaction experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from desktop computer monitors to mobile phones).



Responsive Design Principles

Log in Page – allows an authorised user to access the secure area. Authorised users include: administrators, facilitators and participants.

The Log In page is available at: <http://MyDomainName/login>







CMS Login Page

Icons – defined images that are typically symbols used to link to specific content on the website. These icons are available to the administrator in the CMS. A sample of icons used are shown below:

Ready for any Challenge

In your job you are expected to deliver high quality, reliability and the ability to take on any challenge that comes your way; qualities that are embodied within the Mercedes-Benz Citan. With its high levels of adaptability the Citan panel van can provide the answer, no matter the urban vehicle requirement.

			
Spacious	High Load Capacity	Fuel Efficiency	Diverse Engine Range
Loading length up to 2137mm and load height up to 1258mm	Payload up to 770kg	Delivering up to 65.7mpg	Available with 75hp, 90hp, 110hp and 114hp

• Available in three different vehicle lengths from 3937mm (compact) through to 4321mm (long) up to

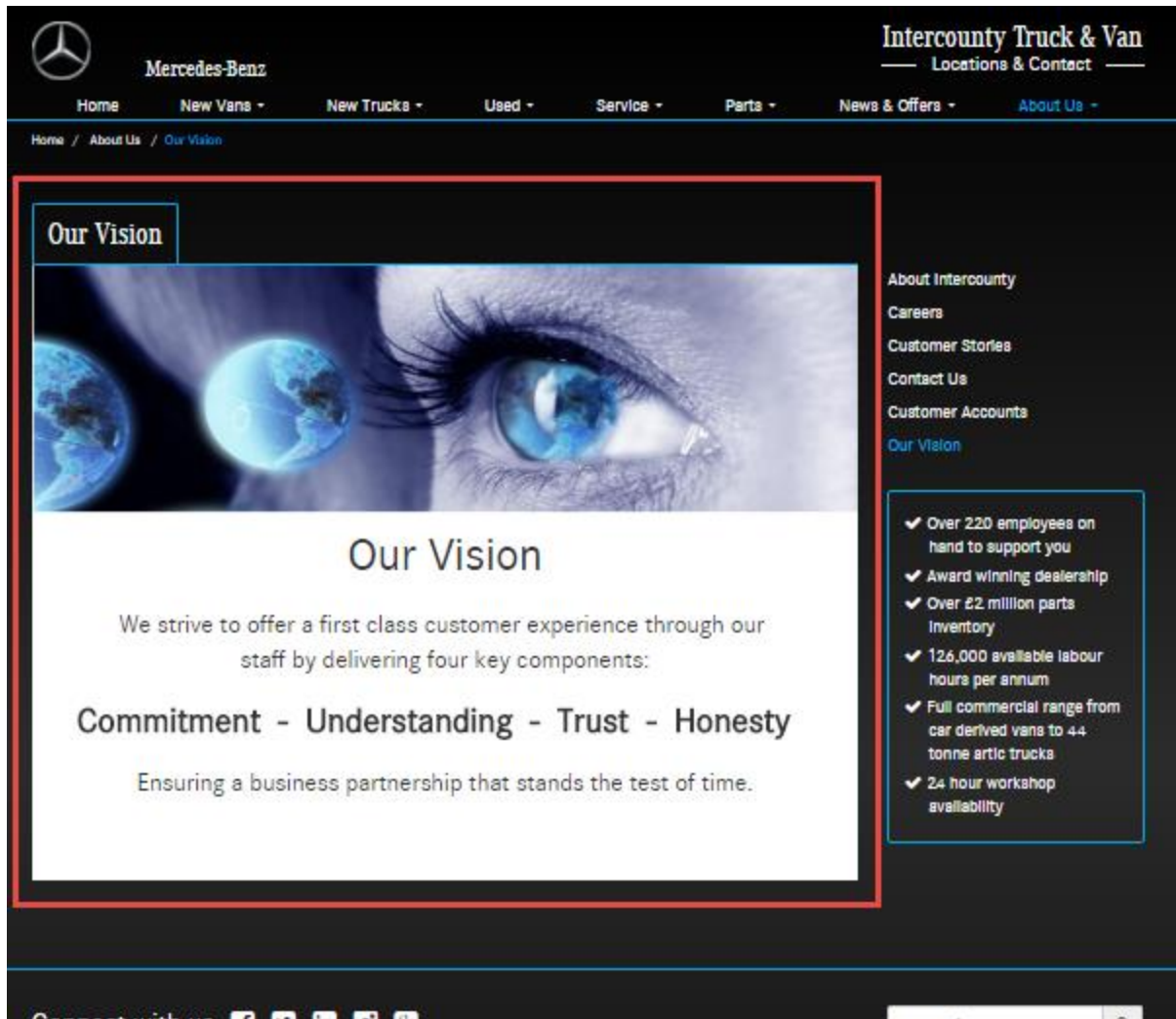
Icon Links

This is **dynamic content** and can be created and updated by the administrator.

See also **Articles** and **Icon Link**.

Administrator – person(s) responsible for creating and updating dynamic content. The administrator has a high level of access that allows them to create user accounts that include facilitators and participants. The administrator account is created by system developers.

Page – the main content of the web page which can contain text, images, video, icons, links and downloadable files. This is **dynamic content** and can be updated by the administrator using the CMS. An example of a page is shown below:



Example of Page

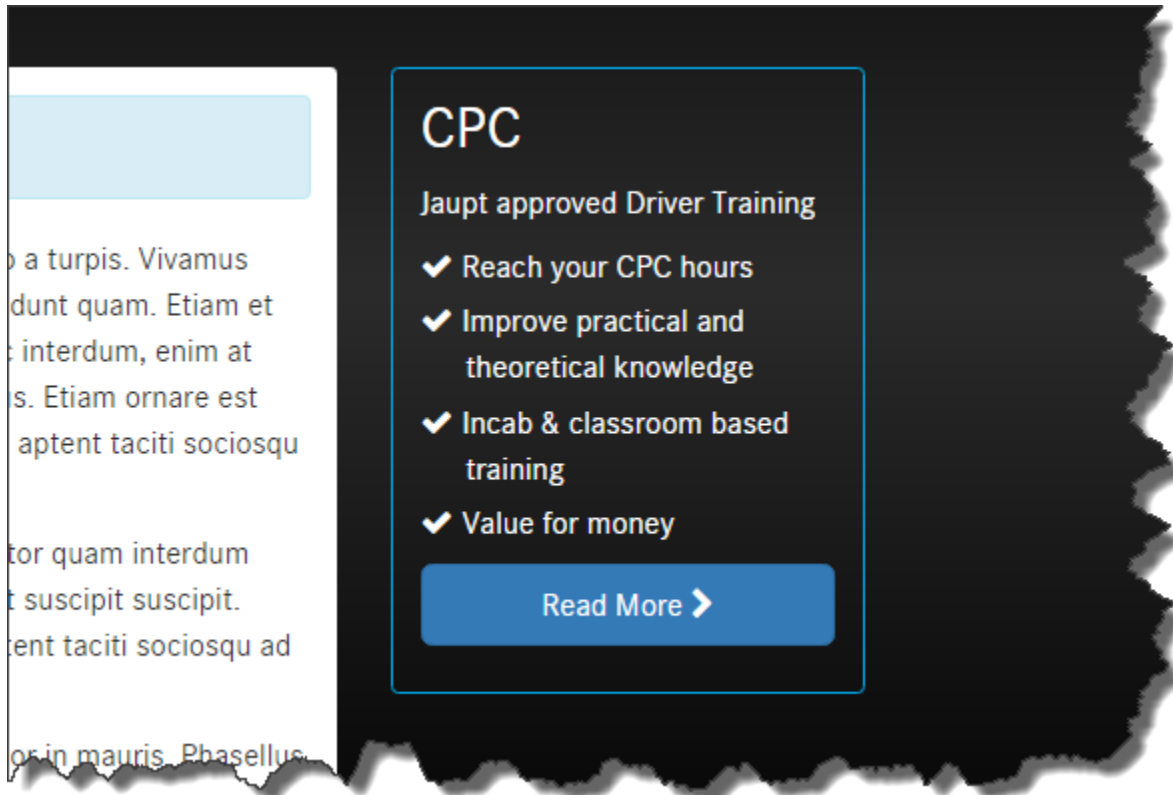
Article – designed to augment pages with related information. In the example above (Page) the Article to right (Bulleted List) this Article contains information that relates to this Page namely, About Us. Articles can have links rather like Shopping Sites where there are links to associated products where ‘you may also be interested in ...’

The rationale applied to '**Page to Article**' association is ... *when I create a **Page** I want to consider if I should create an **Article** so that it can be placed on another **Page** on the website.* Applying this rationale Clicking More Information, routes the visitor to a specific Page.

This is **dynamic content** and can be updated by the administrator using the CMS.

There are several formats of **Article** that are defined individually below:

Article_Text_Box - an example of this format is shown below:



The Text Box Article has a Title, Annotation and can also have a Link (Optional).

This is **dynamic content** and can be updated by the administrator using the CMS.

See also **Menu Items**.

Article_Thumbnail - an example of this format is shown below:



This is **dynamic content** and can be updated by the administrator using the CMS.

See also **Menu Items**.

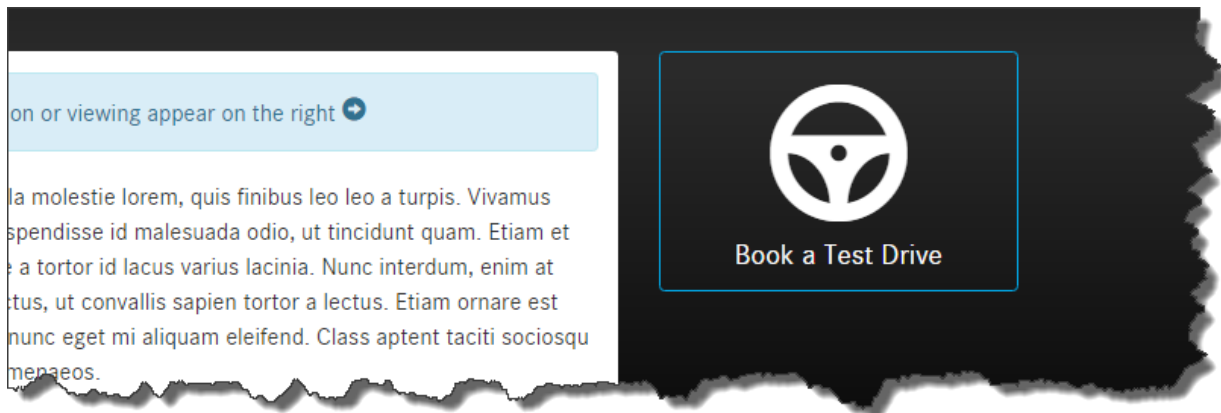
Article_Large_Image_Link - an example of this format is shown below:



This is **dynamic content** and can be updated by the administrator using the CMS.

See also **Menu Items**.

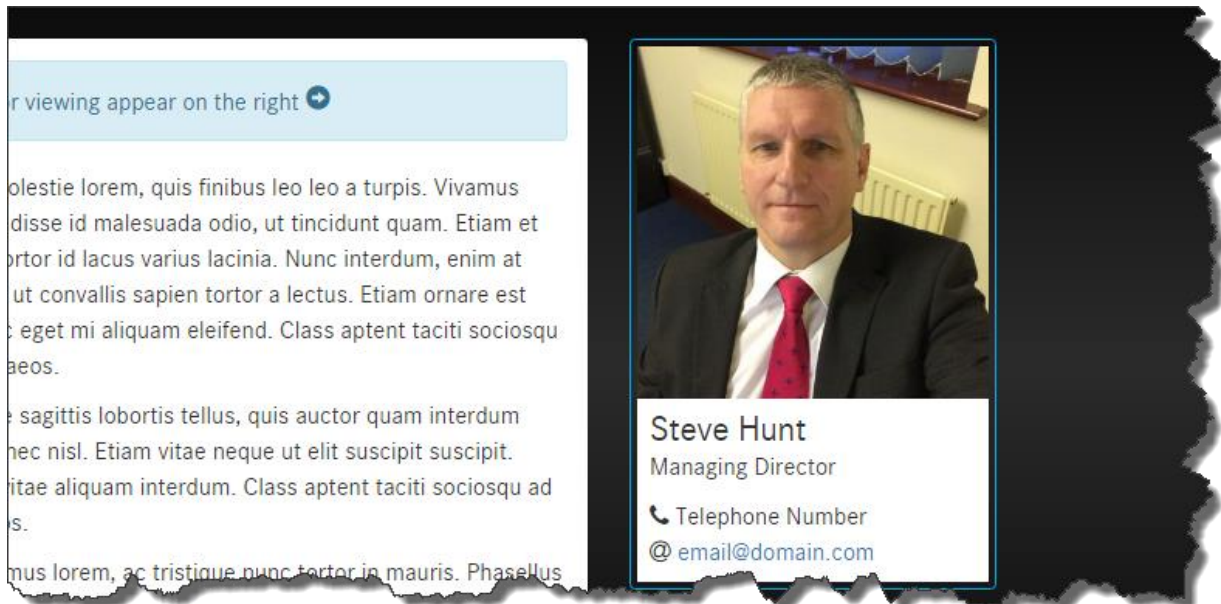
Article_Icon_Link - an example of this format is shown below:



This is **dynamic content** and can be updated by the administrator using the CMS.

See also **Menu Items**.

Article_Person_Profile - an example of this format is shown below:



This is **dynamic content** and can be updated by the administrator using the CMS.

See also **Menu Items**.

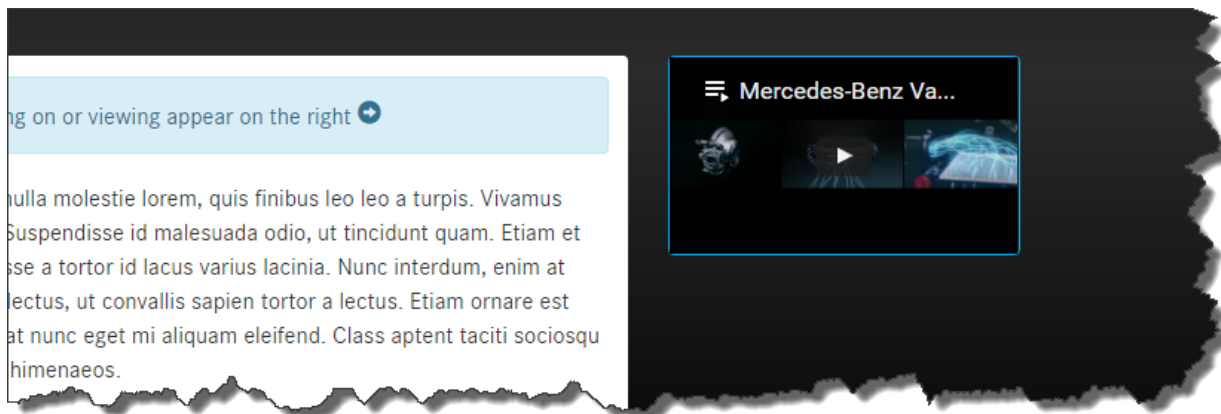
Article_Large_Image_Link - an example of this format is shown below:



This is **dynamic content** and can be updated by the administrator using the CMS.

See also **Menu Items**.

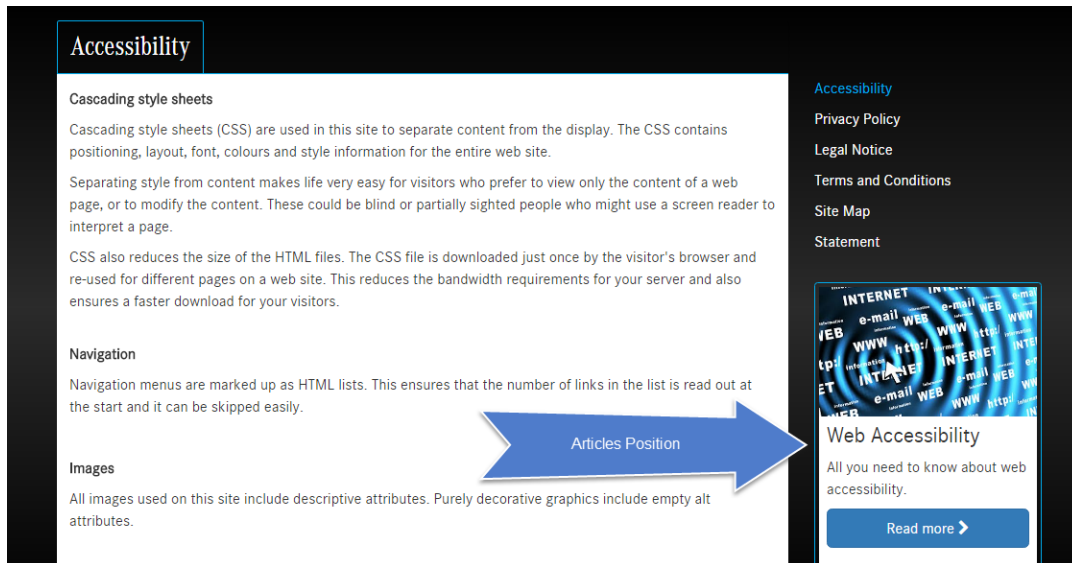
Article_YouTube_Video - an example of this format is shown below:



This is **dynamic content** and can be updated by the administrator using the CMS.

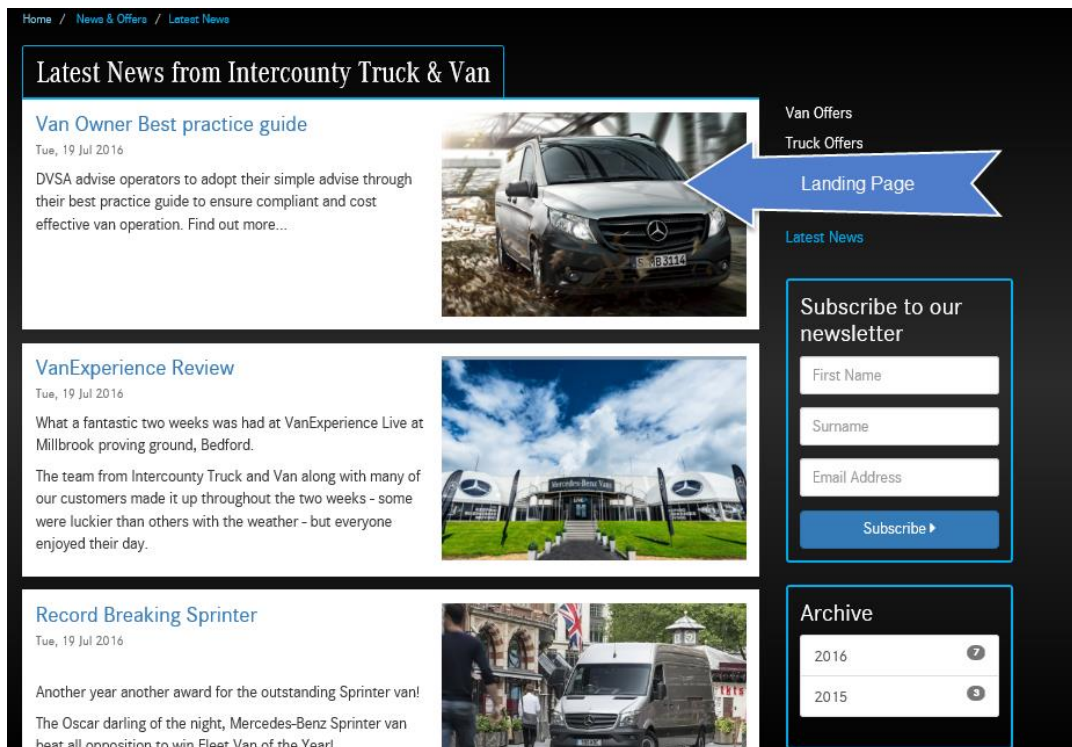
See also **Menu Items**.

Menu Items – relate to the actual position of the **Article** with respect to the **Page** content. The diagram below indicates the position is the **Right** hand column with respect to the **Page** content.



See also **Articles**.

Article_Landing_Page – some areas of the website have ‘multiple page sections’ and examples of these are About > **Meet the Team** and About > **News**. The multiple page section starts with a summary page comprising of **Landing Pages** – one for each **Page**. Refer to the example below:



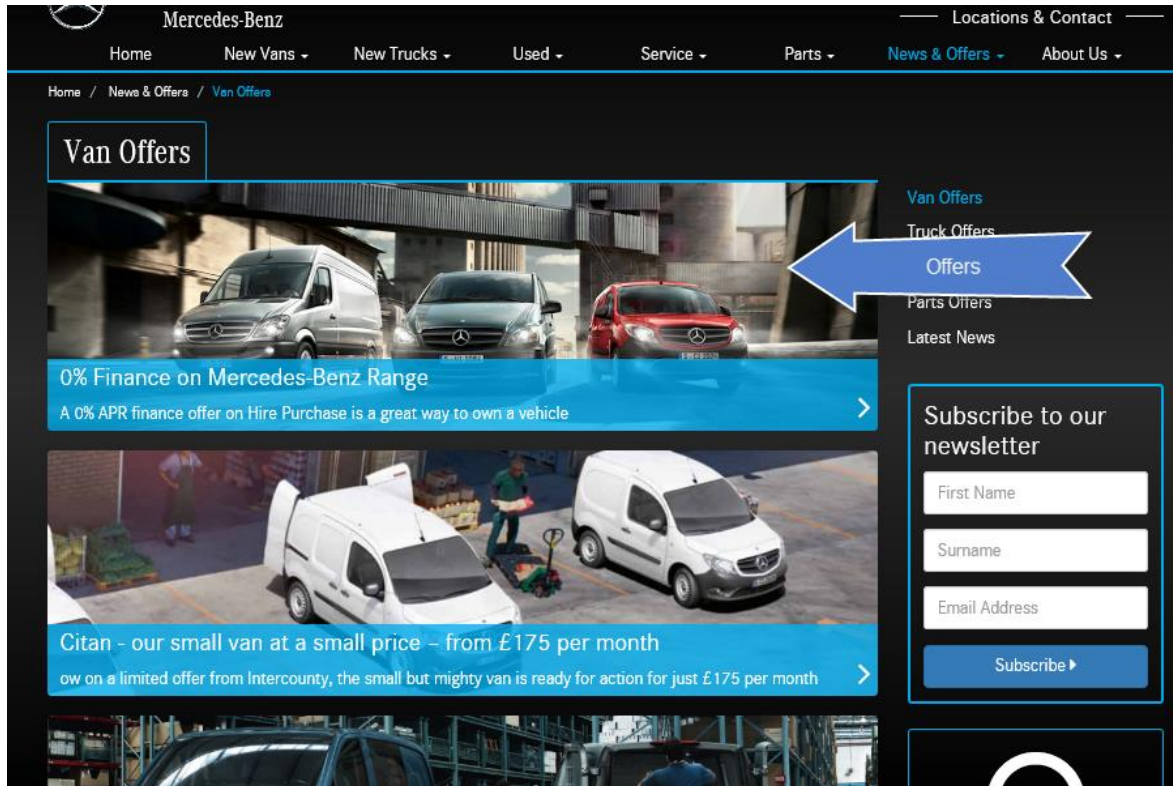
Example of use Landing Page Articles

The **Landing Page Article** is produced when creating the relevant **Page**.

This is **dynamic content** and can be updated by the administrator using the CMS.

See also **Footer Items**.

Article_Offer – an example of this format is shown below:



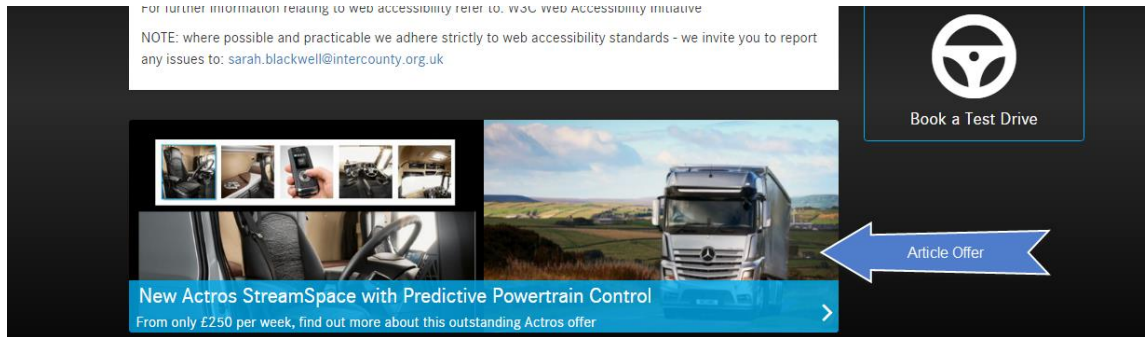
Example of use Offer Articles

The **Article Offer** is produced when creating the relevant **Page**.

This is **dynamic content** and can be updated by the administrator using the CMS.

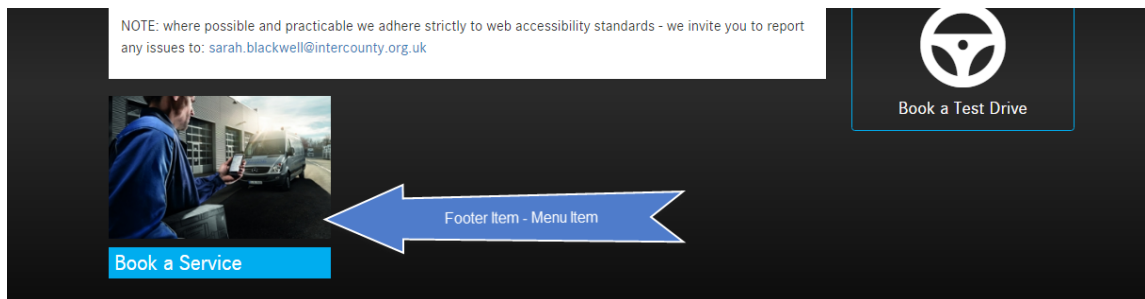
See also **Footer Items**.

Footer Items – relate to the actual position of the **Article** with respect to the **Page** content. The diagram below indicates the position below the **Page** content.



Footer Item – Article Offer

See also **Article_Landing_Page** which is a **Footer Item**.



Footer Item – Large Image Link Article

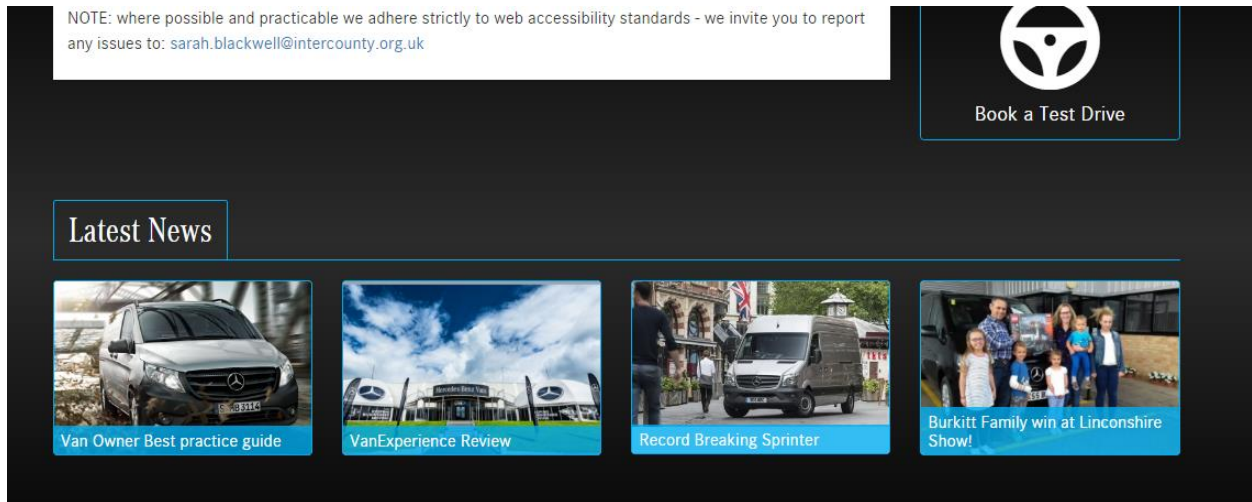
You can also add smaller width article using Footer Items – Menu Articles

See also **Article_Landing_Page** which is a **Footer Item**.

Related Items – is a feature of the CMS that facilitates the positioning of **Articles** that are Menu Items (**Text Box**, **Icon Link**, **Large Image Link**, **Person Profile**) and Positioned on the left to be positioned as a **Footer Item**.

See also **Menu Items** and **Footer Items**.

Site Features – a function that positions a defined group of features to the left of the **Page** content – as a **Menu Item**. **Site Features** include: that include Latest News and Twitter Feed. By selecting available features these are added to the **Page** an example as below:



Site Feature – Latest News Added to Page

Site Features

Page Features

☐ Latest News*

Menu Features

☐ Sign-up for Newsletter Form*
☐ Twitter Feed*
☐ Filter by Year*
Only available on Landing Pages

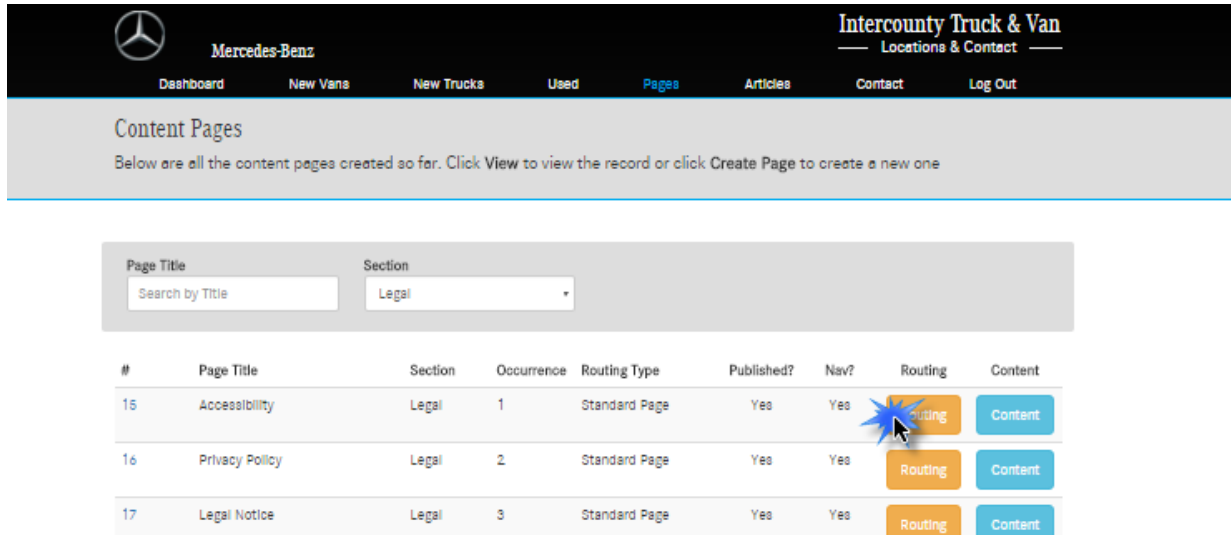
Update Site Features

Site Feature Form in CMS

Adding Site Features to a Page

This is **dynamic content** and can be updated by the administrator using the CMS.

Routing – a **Page** has a unique web address or URL. The **Routing** is the details (or path) that relates to that address or location. When using the CMS you will observe when viewing the **Page** listing that each **Page** has a **Routing** button which will link to the appropriate **Routing** form. Refer to the diagram overleaf showing the **Page** listing:



The screenshot displays the Mercedes-Benz Intercounty Truck & Van CMS interface. At the top, there is a navigation bar with the Mercedes-Benz logo and links for Dashboard, New Vans, New Trucks, Used, Pages, Articles, Contact, and Log Out. Below the navigation bar, the section is titled "Content Pages" with a subtext: "Below are all the content pages created so far. Click View to view the record or click Create Page to create a new one." A search bar is present with "Page Title" and "Section" filters. The main table lists three pages:

#	Page Title	Section	Occurrence	Routing Type	Published?	Nav?	Routing	Content
15	Accessibility	Legal	1	Standard Page	Yes	Yes	Routing	Content
16	Privacy Policy	Legal	2	Standard Page	Yes	Yes	Routing	Content
17	Legal Notice	Legal	3	Standard Page	Yes	Yes	Routing	Content

Content Page Listing – Observe Routing Tab

Clicking on the **Routing** button will link through to the **Routing** Details Form (see below).

Mercedes-Benz Intercounty Truck & Van
Locations & Contact

Dashboard New Vans New Trucks Used **Pages** Articles Contact Log Out

Routing Details

Complete the form below and Update to make changes to the Routing details.

Page Details

Page ID*
15

Page Title*
Accessibility

Section*
Legal

Navigation and Menu Options

☒ Show In Navigation?*

Page Type*
☒ Level 1 - Main Menu ☐ Level 2 - Sub Menu

Occurrence*
1

Routing Details

Type*
☒ Standard Page ☐ Custom Page
☐ Hyperlink ☐ Placeholder

accessibility

The page URL's generated by the system are complex and difficult to remember. A Route Value is a friendly title you assign to replace these complex page URL's making it easier to remember and share. If you are unsure about what to enter here leave the field blank and a route value will be generated for you after you click Create Record

Advanced

Menu Title
Enter Menu Title (optional)

Use this if you would like the menu link text to be different from the page title

Listing Title
Enter Listing Title (optional)

If this page is a Landing Page - a page that has Level 2 pages attached to it - you can specify a title here to appear above the listing

Publish Page*
☒ Publish this page?

Update Routing Details

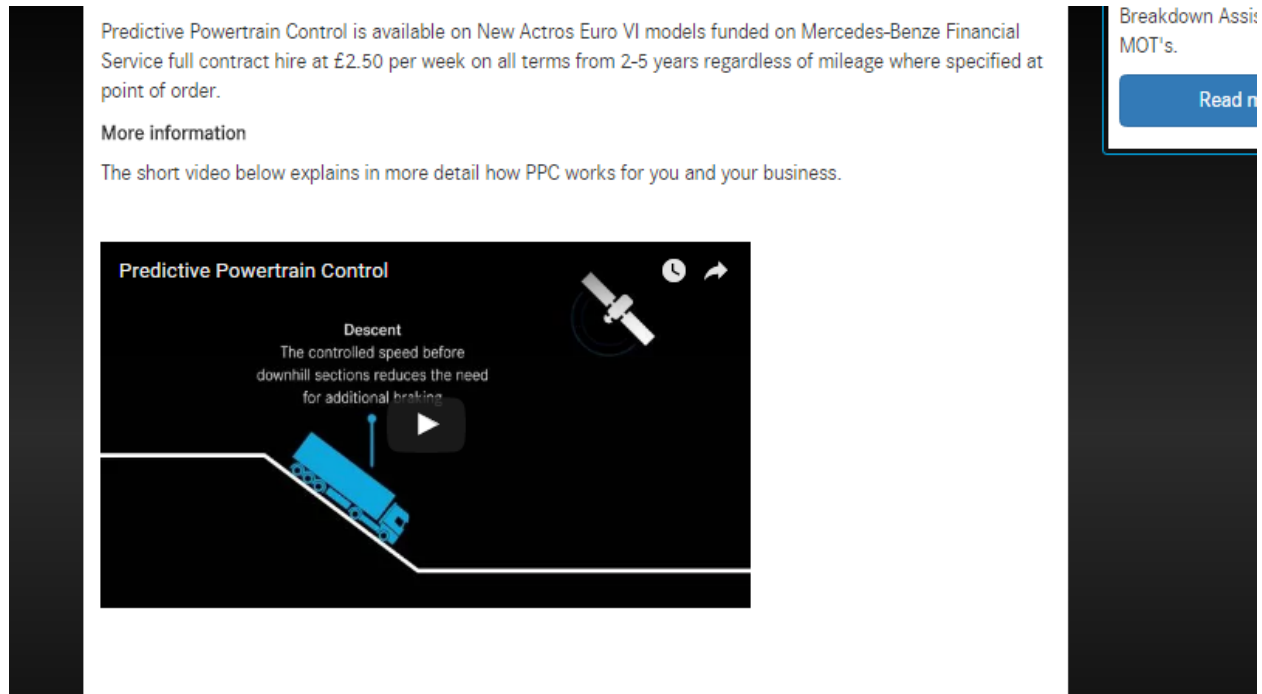
Routing details Form.

The fields will automatically populate when creating a **Page** – these fields can be edited by the **administrator**.

Publish Page – an item of content can be created and maintained in the CMS and reserved for publishing (not available to users on the website) using the Publish Page function. It is a checkbox that if left un-checked will not appear on the website. Refer to diagram above - Routing Details Form.

See also **Routing**.

Videos – the content used on the website can include video files, Videos are NOT stored on the server that hosts the HOPE website that are available on YouTube and other streaming websites. They are dynamic content and are embedded in the page using CMS functions available to the administrator.



Predictive Powertrain Control is available on New Actros Euro VI models funded on Mercedes-Benz Financial Service full contract hire at £2.50 per week on all terms from 2-5 years regardless of mileage where specified at point of order.

[More information](#)

The short video below explains in more detail how PPC works for you and your business.

Predictive Powertrain Control

Descent
The controlled speed before downhill sections reduces the need for additional braking

Breakdown Assist
MOT's.
[Read more](#)

Embedding Videos – process of including a video file that maybe available on a streaming website (such as YouTube or ScreenCast) in a ICTV web page. This function is available in to the administrator in the CMS.

Contact Page – this page captures enquiries relating to the ICTV Programme. The message details (About You, What are you interested in? and Your Message) are **NOT** written to the system database they are contained in an email alert sent to the administrator. Interest categories for (What are you interested in?) are maintained in the CMS.

System Support – system support relating to operating issues is available and provided by the system developers.

Contact with system support by email at technical@kaj-isis.co.uk mark the subject as: ICTV website

The reason this medium is used is so the query and/or issue can be logged and tracked. Email is also used to communicate with you. If required, telephone and/or skype conversations will be used to clarify and/or resolve the issue.