

The image features the word "elektron" in a bold, sans-serif font. The letter "e" is colored yellow, while the remaining letters "ktron" are white. The text is positioned at the top of the frame. Below the text, a glowing blue and white horizon line, resembling the Earth from space, curves across the middle. A bright light source behind the horizon creates a lens flare effect with several overlapping circles in shades of red, orange, and white. The background is a dark, deep blue gradient.

**e**lektron

**Designing the Documentation User  
Experience to Speed Information**

Mark Metcalfe, Documentation Director

# INFORMATION

## About Ektron's Web Content Management platform

- speeds time-to-web, drives business outcomes, and builds customer loyalty through software that powers corporate websites, intranet portals, and social communities.
- helps its customers deliver compelling experiences to their audiences through all digital channels - including websites, mobile devices and social networks - by using content to engage consumers, drive business outcomes, and further revenue growth.
- enables companies to create, deploy, and manage enterprise-scale, global, personalized websites.

# INFORMATION

## About Mark Metcalfe

- Documentation Director at Ektron
- Technical writer and manager over several decades
- Occasional Blog:  
<http://geekswithblogs.net/TechnicalWriting/Default.aspx>

## About Ektron Documentation

- Focused on online documentation experience (Web and mobile)
- Hybrid of progressive disclosure and topic-based information
- 2230 (PDF) pages about Ektron's primary Web CMS software
- Published on the Web – flexible updates (“at will”)

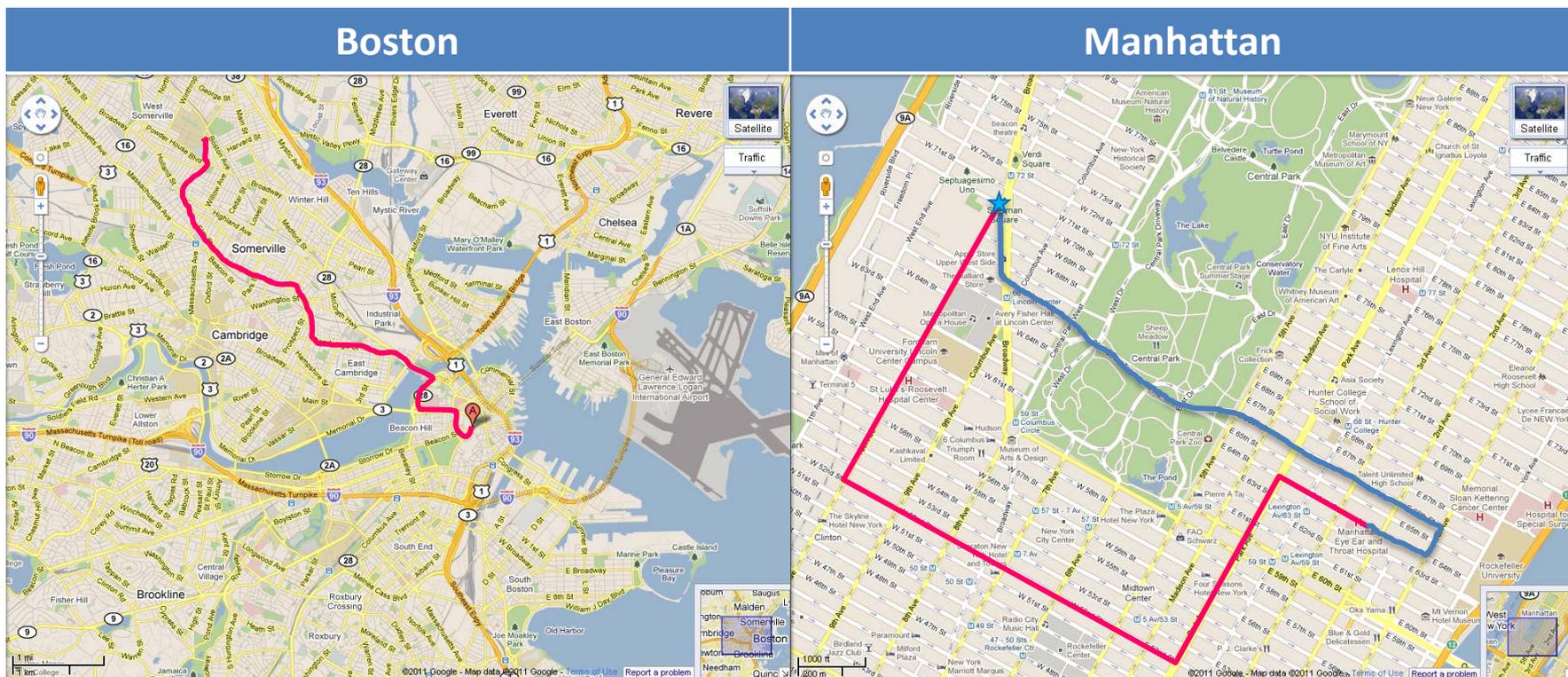
# FINDING THE CHEESE

How easy do we make it to find information?



# DESIGN AFFECTS INFORMATION FLOW

Documentation can organically grow like an old city.  
Logical design improves directions and traffic.



# REDESIGN LOSSES AND GAINS



[See Haussmann's Renovation of Paris - http://en.wikipedia.org/wiki/Haussmann's\\_renovation\\_of\\_Paris](http://en.wikipedia.org/wiki/Haussmann's_renovation_of_Paris)

understandable is  
is Information when  
more it organized.

# MISSION

To provide **useful** information  
that is **easy** to **access** and **navigate**.

# EKTRON DOCUMENTATION



## Reference

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**Contents** | [Index](#) | [Glossary](#) | [Topics](#)

- [A-Z Topic List](#)
- [Getting Started with Ektron](#)
- [Installing Ektron](#)
- [Upgrading Ektron](#)
- [Securing Ektron](#)
- [Setting Up Ektron](#)
- [Distributing Resources with 3-Tier Architec](#)
- [Setting Up Search for Your Web Site](#)
- [Setting Up the Digital Experience Hub](#)
- [Setting Up Your CMS Folder Structure](#)
- [Using Ektron in the Cloud](#)
- [Managing Personas](#)
- [Ektron's Mobile-Driven Web Experience](#)
- [Ektron's Marketing Optimization Suite](#)
- [Ektron's Social Business Software](#)
- [Editing in Ektron](#)
- [Managing Content](#)
- [Analyzing Websites](#)
- [Creating Web Pages with PageBuilder](#)
- [Testing Multivariate Versions of a Page](#)
- [Creating and Using Widgets](#)
- [Creating Menus for Your Website](#)
- [Organizing Content with Taxonomies](#)
- [Creating User-Friendly URLs with Aliasing](#)

Home
Expand All
How Do I...?
Help Tips
Support
PDF
Print

### Ektron 9.00

<ul style="list-style-type: none"> <li>3-Tier</li> <li>Active Directory</li> <li>Activity Streams</li> <li>Aliasing, URL</li> <li>Analytics</li> <li>Assets</li> <li>Blogs</li> <li>Breadcrumbs</li> <li>Business Rules</li> <li>Calendars</li> <li>Cloud Manager</li> <li>Collections</li> <li>Communities</li> <li>Content               <ul style="list-style-type: none"> <li>Approval Chain</li> <li>Move/Copy</li> <li>Private</li> <li>Reports</li> <li>Reviews</li> <li>Scheduling</li> <li>Summary</li> <li>Versioned</li> </ul> </li> <li>Content Dashboard</li> <li>Diagnostics Utility</li> <li>Digital Experience Hub (DxH)</li> <li>Discussion Boards</li> <li>Document Management</li> <li>eCommerce</li> <li>Editing a Web page</li> <li>Editor</li> <li>Editor (eWebEdit400)</li> <li>Ektron Markup Language (EkML)</li> </ul>	<ul style="list-style-type: none"> <li>eSync</li> <li>EWS</li> <li>Extensions</li> <li>Folders</li> <li>Forums</li> <li>Framework API</li> <li>GeoIP Support</li> <li>Getting Started...</li> <li>How do I...?</li> <li>HTML forms</li> <li>Images, Adaptive</li> <li>Installing</li> <li>LDAP</li> <li>Library</li> <li>License Keys</li> <li>Load Balancing</li> <li>Membership Users and Groups</li> <li>Menus</li> <li>Message Boards</li> <li>Metadata</li> <li>Migrating</li> <li>Mobile-Driven Web Experience</li> <li>Multi-language Support</li> <li>Multi-site Support</li> <li>Multivariate Testing</li> <li>Notifications</li> <li>Personas</li> <li>PageBuilder</li> <li>Permissions</li> <li>Polls and Surveys</li> </ul>	<ul style="list-style-type: none"> <li>Release Notes</li> <li>Responsive Web Design</li> <li>Roles</li> <li>Security</li> <li>Server Controls</li> <li>Site Search               <ul style="list-style-type: none"> <li>Solr</li> <li>SS 2010</li> <li>SS Express 2010</li> <li>FAST 2010</li> </ul> </li> <li>Site Set Up</li> <li>Smart Desktop</li> <li>Smart Forms</li> <li>Social Networking</li> <li>Synchronize</li> <li>System Requirements</li> <li>Targeted Content Widget</li> <li>Tasks</li> <li>Taxonomy</li> <li>Templates</li> <li>Toolbar</li> <li>Upgrading</li> <li>URL Aliasing</li> <li>Users</li> <li>User Groups</li> <li>Web Alerts</li> <li>web.config</li> <li>Widgets</li> <li>Workarea</li> </ul>
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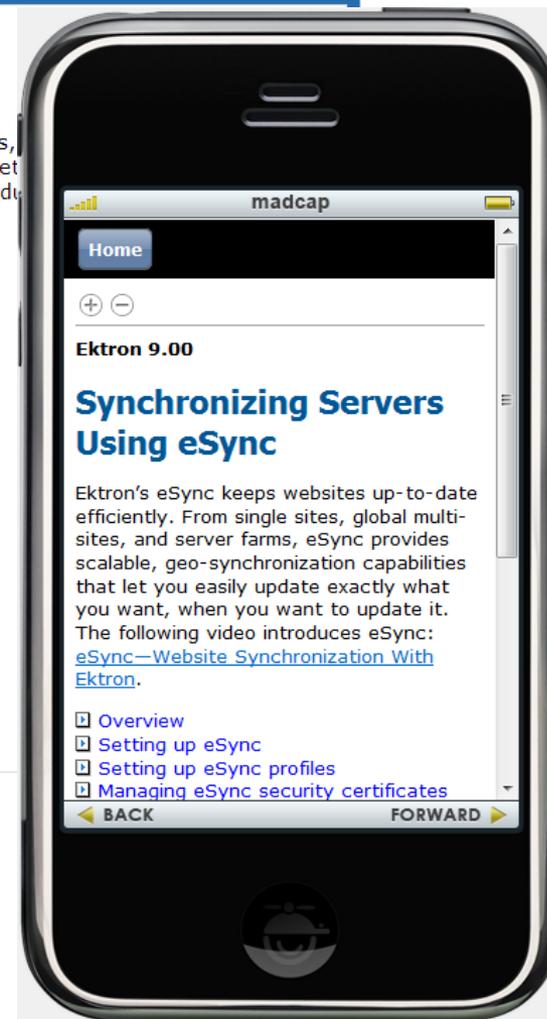
- A-Z Topic List
- Getting Started with Ektron
- Installing Ektron
- Upgrading Ektron
- Securing Ektron
- Setting Up Ektron
- Distributing Resources with 3-Tier Architecture
- Setting Up Search for Your Web Site
- Setting Up the Digital Experience Hub
- Setting Up Your CMS Folder Structure
- Using Ektron in the Cloud
- Managing Personas
- Ektron's Mobile-Driven Web Experience
- Ektron's Marketing Optimization Suite
- Ektron's Social Business Software
- Editing in Ektron
- Managing Content
- Analyzing Websites
- Creating Web Pages with PageBuilder
- Testing Multivariate Versions of a Page
- Creating and Using Widgets
- Creating Menus for Your Website
- Organizing Content with Taxonomies
- Creating User-Friendly URLs with Aliasing

## Ektron 9.00

## Synchronizing Servers Using eSync

Ektron's eSync keeps websites up-to-date efficiently. From single sites, farms, eSync provides scalable, geo-synchronization capabilities that let you update exactly what you want, when you want to update it. The following video introduces [Synchronization With Ektron](#).

- [Overview](#)
- [Setting up eSync](#)
- [Setting up eSync profiles](#)
- [Managing eSync security certificates](#)
- [Specifying eSync settings](#)
- [Running eSync](#)
- [Synchronizing content and folders](#)
- [Synchronizing custom SQL database tables](#)
- [Synchronizing a package](#)
- [Viewing eSync activity](#)
- [Using eSync with other Ektron features](#)
- [Running 8.5 and Ektron 9.00 eSync simultaneously](#)
- [Troubleshooting eSync](#)
- [Using eSync strategies](#)





- ▣ A-Z Topic List
- ▣ Getting Started with Ektron
- ▣ Installing Ektron
- ▣ Upgrading Ektron
- ▣ Securing Ektron
- ▣ Setting Up Ektron
- ▣ Distributing Resources with 3-Tier Architecture
- ▣ Setting Up Search for Your Web Site
- ▣ Setting Up the Digital Experience Hub
- ▣ Setting Up Your CMS Folder Structure
- ▣ Using Ektron in the Cloud
- ▣ Managing Personas
- ▣ Ektron's Mobile-Driven Web Experience
- ▣ Ektron's Marketing Optimization Suite
- ▣ Ektron's Social Business Software
- ▣ Editing in Ektron
- ▣ Managing Content
- ▣ Analyzing Websites
- ▣ Creating Web Pages with PageBuilder
- ▣ Testing Multivariate Versions of a Page
- ▣ Creating and Using Widgets
- ▣ Creating Menus for Your Website
- ▣ Organizing Content with Taxonomies
- ▣ Creating User-Friendly URLs with Aliasing

## Working with posts

### Working with Posts

When a new topic is created, the first post is created from the topic's message. Posts to a topic are replies to the first post. You can search posts by clicking **Search**.

- ▣ [Replying to a post](#)
- ▣ [Editing a post](#)
- ▣ [Quoting a post](#)
- ▣ [Attaching images and files to a post](#)
- ▣ [Adding a video to a post](#)

### Adding a Video to a Post

1. Click **Insert Embedded Video**  in a forum post. The Insert Embedded Media screen appears.
2. Add your embedded HTML code. For example:
  - ▣ [—Code—](#)
3. Click **Insert**. The video is embedded in the content.

- ▣ [Deleting a post](#)
- ▣ [Moving a topic and its posts to another forum](#)
- ▣ [Replacing words in a post](#)
- ▣ [Adding emoticons to a post](#)
- ▣ [Moderating from the control panel](#)
- ▣ [Approving a post](#)
- ▣ [Setting up Post Reporting](#)
- ▣ [Managing a discussion board on your website](#)

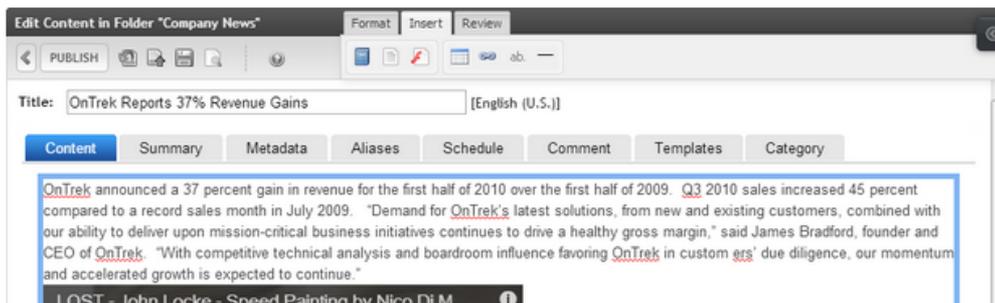
- 📄 A-Z Topic List
- 📄 Getting Started with Ektron
- 📄 Installing Ektron
- 📄 Upgrading Ektron
- 📄 Securing Ektron
- 📄 Setting Up Ektron
- 📄 Distributing Resources with 3-Tier Architecture
- 📄 Setting Up Search for Your Web Site
- 📄 Setting Up the Digital Experience Hub
- 📄 Setting Up Your CMS Folder Structure
- 📄 Using Ektron in the Cloud
- 📄 Managing Personas
- 📄 Ektron's Mobile-Driven Web Experience
- 📄 Ektron's Marketing Optimization Suite
- 📄 Ektron's Social Business Software
- 📄 Editing in Ektron
- 📄 Managing Content
- 📄 Analyzing Websites
- 📄 Creating Web Pages with PageBuilder
- 📄 Testing Multivariate Versions of a Page
- 📄 Creating and Using Widgets
- 📄 Creating Menus for Your Website
- 📄 Organizing Content with Taxonomies
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## Adding a Video to a Post

1. Click **Insert Embedded Video** (📺) in a forum post. The Insert Embedded Media screen appears.
2. Add your embedded HTML code. For example:  
📄 [-Code-](#)

```
<object width="425" height="350">
  <param name="movie"
    value="http://www.youtube.com/v/8K_NQe57C-k"></param>
  <param name="wmode"
    value="transparent"></param>
  <embed src="http://www.youtube.com/v/8K_NQe57C-k"
    type="application/x-shockwave-flash"
    wmode="transparent" width="425" height="350"></embed>
</object>
```

3. Click **Insert**. The video is embedded in the content.  
📄 [-Image-](#)



Discussion\_Boards.htm\*

Layout (Web) Medium (non-print) Page Layout

## Adding a video to a post

### Adding Video to a Post

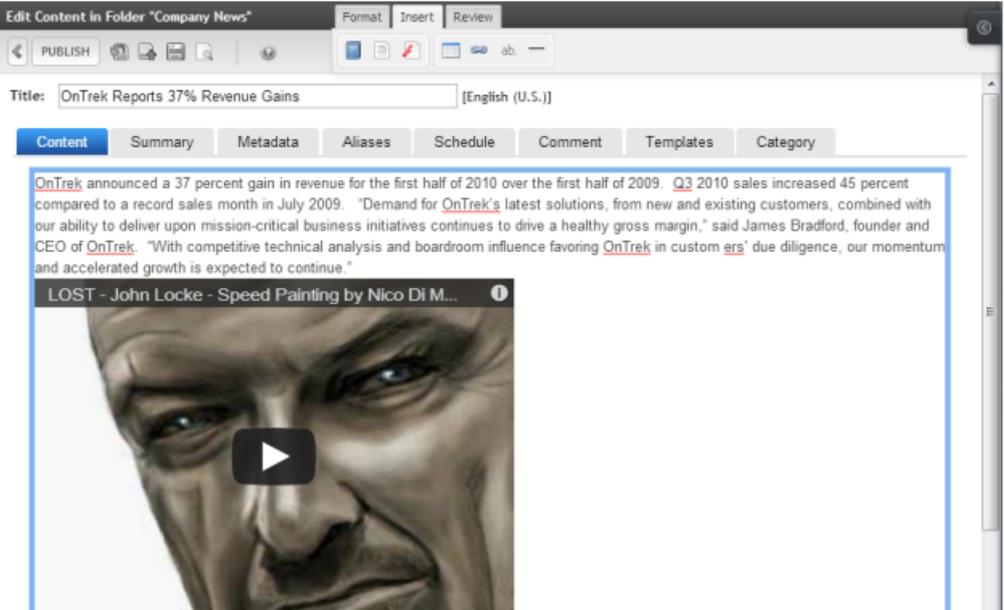
1. Click **Insert Embedded Video** (📺) in a forum post. The Insert Embedded Media screen appears.
2. Add your embedded HTML code. For example:
 

```

      -Code-
      <object width="425" height="350">
      <param name="movie"
      value="http://www.youtube.com/v/8K_NQe57C-k"></param>
      <param name="wmode"
      value="transparent"></param>
      <embed src="http://www.youtube.com/v/8K_NQe57C-k"
      type="application/x-shockwave-flash"
      wmode="transparent" width="425" height="350"></embed>
      </object>
      
```
3. Click **Insert**. The video is embedded in the content.
 

```

      -Image-
      
```



The screenshot shows a content editor window titled "Edit Content in Folder 'Company News'". The title field contains "OnTrek Reports 37% Revenue Gains". Below the title are tabs for "Content", "Summary", "Metadata", "Aliases", "Schedule", "Comment", "Templates", and "Category". The main content area displays a news snippet about OnTrek's revenue gains, followed by a video player. The video player has a play button and a title "LOST - John Locke - Speed Painting by Nico Di M...".

```

<MadCap:dropDown><MadCap:dropDownHead MadCap:conditions="Conditions.All_online">
  <MadCap:dropDownHotspot>Adding a video to a post</MadCap:dropDownHotspot>
</MadCap:dropDownHead>
<MadCap:dropDownBody>
  <h2><a name=" add_video"></a>Adding Video to a Post</h2>
  <ol>
    <li>Click <b>Insert Embedded Video</b> (icon-image) in a forum post. The Insert Embedded Media screen
appears. </li>
    <li>Add your embedded HTML code. For example:
      <MadCap:dropDown><MadCap:dropDownHead MadCap:conditions="Conditions.All_online">
        <MadCap:dropDownHotspot>—Code—</MadCap:dropDownHotspot></MadCap:dropDownHead>
        <MadCap:dropDownBody>
          <p><pre xml:space="preserve"><b>code removed from demo</b></pre></p>
        </MadCap:dropDownBody>
      </MadCap:dropDown></li>
    <li>Click <b>Insert</b>. The video is embedded in the content.
      <MadCap:dropDown><MadCap:dropDownHead MadCap:conditions="Conditions.All_online">
        <MadCap:dropDownHotspot>—Image—</MadCap:dropDownHotspot></MadCap:dropDownHead>
        <MadCap:dropDownBody>
          <p></p>
        </MadCap:dropDownBody>
      </MadCap:dropDown></li>
  </ol>
</MadCap:dropDownBody>
</MadCap:dropDown>

```

# Flare Demonstration

# CONSIDERATIONS

- You *can* go overboard with drop-downs. (Make exceptions to the rule.)
- Hybrid approach provides huge maintenance savings!
- Be careful with copy and paste of items in a drop down. (Causes “Missing dropdown effect” errors.)



[www.ektron.com/documentation](http://www.ektron.com/documentation)

[www.madcapsoftware.com/casestudy/Ektron.aspx](http://www.madcapsoftware.com/casestudy/Ektron.aspx)

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# QUESTIONS?

Take it for a spin, yourself!

1. Go to [www.Ektron.com/Documentation](http://www.Ektron.com/Documentation)
2. Scroll down to the EKTRON 9.00 section
3. Click on the [Web](#) link