

Streamline your Web content management

Lotus tool helps reduce development and implementation time

Skill Level: Introductory

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Lotus Workplace Web Content Management is a powerful system that leverages content in back-end systems to reduce development and implementation time. It enables you to create a framework and templates to simplify content creation and management. This can dramatically reduce the cost of managing your site, while ensuring that information on your site always remains current. This tutorial explains both the key concepts and terminology necessary to understand the product, and demonstrates how to use it to design Web pages and ultimately build a site. It provides a technical 'walk through' demonstration on how to build specific components for a page and how to prepare templates for easily creating additional content. Throughout the tutorial you will learn important underlying concepts of how the tool works and which elements must be in place to build a complete site.

Section 1. Before you start

Should I take this tutorial?

This tutorial is recommended for Web site designers who want to learn how to accomplish common tasks when building a site using IBM® Lotus® Workplace Web Content Management, the Java Edition. In addition to showing how to build specific components for a page, it also explains some of the important underlying concepts of how the tool works and which elements must be in place to build a complete site.

Ideally, you should have a basic understanding of a Web sites' architecture and how information and design work together to enhance the usability of a Web site. Since Lotus Workplace Web Content Management Java Edition works with common Web site programming languages, you should also have a basic understanding of HTML code.

About this tutorial

Lotus Workplace Web Content Management (ILWWCM) is a powerful system that leverages content in back-end systems to reduce development and implementation time. It enables you to create a framework and templates to simplify content creation and management. This can dramatically reduce the cost of managing your site, while ensuring information on your site always remains current.

This tutorial explains both the key concepts and terminology necessary to understand the product, and demonstrates how to use it to design Web pages and ultimately build a site. It provides a technical 'walk through' demonstration on how to build specific components for a page and how to prepare templates to create additional content fast and easy. Throughout the tutorial, important underlying concepts of how the tool works and which elements must be in place to build a complete site are described.

A few examples are provided to make it clear how ILWWCM works. The installation files for this product include a *Software Information Center (Webhelp)*, that contains more in-depth information necessary for working with ILWWCM. Additionally, there is a Redbook available that provides a detailed look at how to install, configure and use the product. See [Resources](#) for a link to the Redbook and for more information on the documentation of ILWWCM.

Section 2. Key concepts

Separation of content and design

In ILWWCM, the "creation of content" is separated from the "presentation of content". This means that content can be created once and then displayed with various different presentations. For example, the presentation might depend on:

- The area of the Web site the user is navigating through

- The user's personalization settings (e.g. preferred color)
- Predefined presentation settings (e.g. print layout)
- The online device that accesses the content

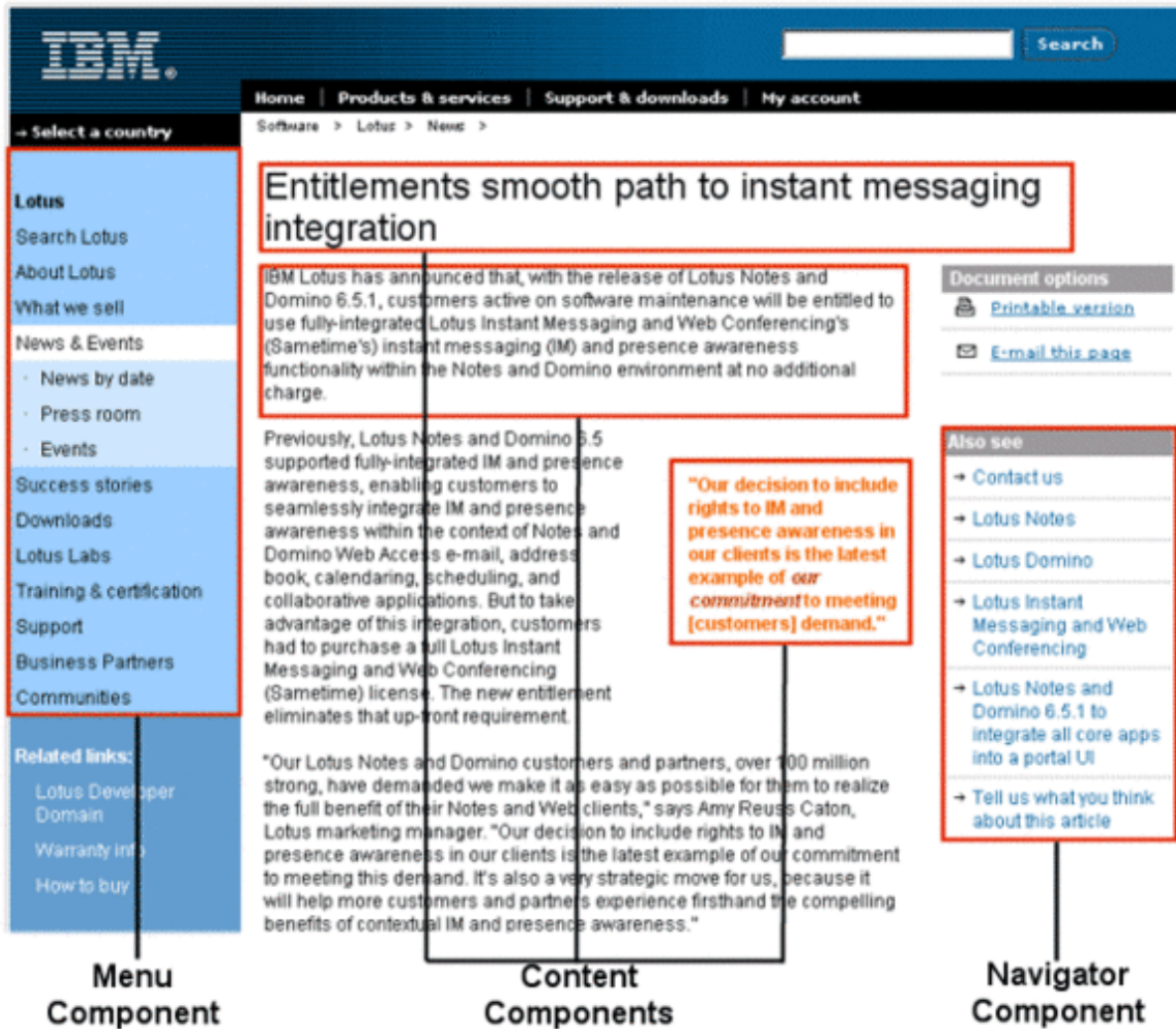
This approach also guarantees the consistent look and feel of a Web site. If the design changes, the content parts remain unaffected. Additionally, the content creators do not need to worry about the presentation of their content. This can be very important, since content creators often lack specific HTML knowledge.

Dynamic presentation

ILWWCM is based on the principle of the so called *componentization*. A Web page is comprised from various components. These components could include, for example, a navigator, an image, a list of related links, and so on.

These components are referenced by the underlying *Page Design* that is building the basic layout and the default properties (e.g. background color) of the Web page.

In the following Web page example from the [Lotus Web site](#), some typical component types are highlighted. A more in-depth description of these components is provided in the next section.



All components can be reused. Changes in one component will be reflected in all objects that are using this component. Additionally, a page design can be reused for multiple pages of content, since one content object can be presented in different layouts using different page designs.

In ILWWCM, content is not formatted but *structured*. This means that a single content object holds different content components, such as a title, a summary, or a main text component. Each content component can be displayed separately with the appropriate presentation, providing even greater control and flexibility over presentation.

Content management

ILWWCM offers a set of tools to manage the creation, approval, and publication of

Web content:

- Scheduled publishing and expiring of Web pages
 - Workflows to manage approval processes
 - Security settings to control user access to different areas of the Web site
 - Content templates allowing authors to easily create content
-

Section 3. Build a page

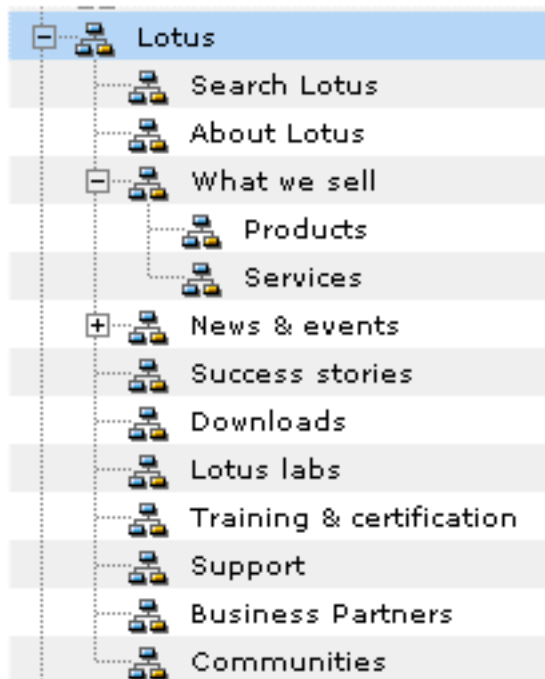
Introduction

When planning and designing a site with the Lotus Workplace Web Content Management, the Information Architecture (IA) of your Web site must be defined. The IA determines how information on a Web site should be organized and linked so that users can access required content. The main goal of an Information Architecture is to build a Web site that is easy to understand and to use.

From an underlying technical perspective, building the IA means to structure your content and implement this structure into ILWWCM. The first structure you must define is the *Site Framework*. The site framework is a hierarchical presentation of all sections in which your content has been structured. Every entry in the site framework will dynamically create a link to the page representing the entry point to one area of your Web site. Since the site framework creates all the navigators, it is really important to determine a hierarchical structure a user can understand. For example, you can create a site framework that represents the organizational structure of your company.

For this tutorial, you are working from an existing site framework, namely the Lotus Software section of www.ibm.com.

Example Site Framework within the ILWWCM UI



It is necessary that the site framework is in place before you can start building Web pages. In most cases, a technical Web site designer would not necessarily be responsible for creating this underlying site structure, but instead would be provided with a working model of it. For example, a company might have a dedicated team that determines the underlying structure of the site and a navigational taxonomy based on the business needs. The site framework will also be discussed in greater detail in the section on profiling.

Now that this foundation is in place, let's review the concepts and process specific to the construction of Web pages.

In ILWWCM, a Web page needs various information before it can be published on the live Web site:

- The content and the design of the page, which are both directly visible to the user.
- The profiling information used internally by ILWWCM to structure the content. Profiling can be used, for example, to enable the search mechanism to group content by a particular search criteria.
- The workflow, which allows ILWWCM to control the access to the content and to provide content management approval cycles.

Content

The *Content Template* provides the data entry fields for the content components such as the title, summary, and the main content body. The content components are stored in the content object file. Content authors can only create specific content components that have already been pre-defined in the content template.

The content object contains all content structured in separate content components. Only those content components that are referenced in the page design are displayed on the Web page.

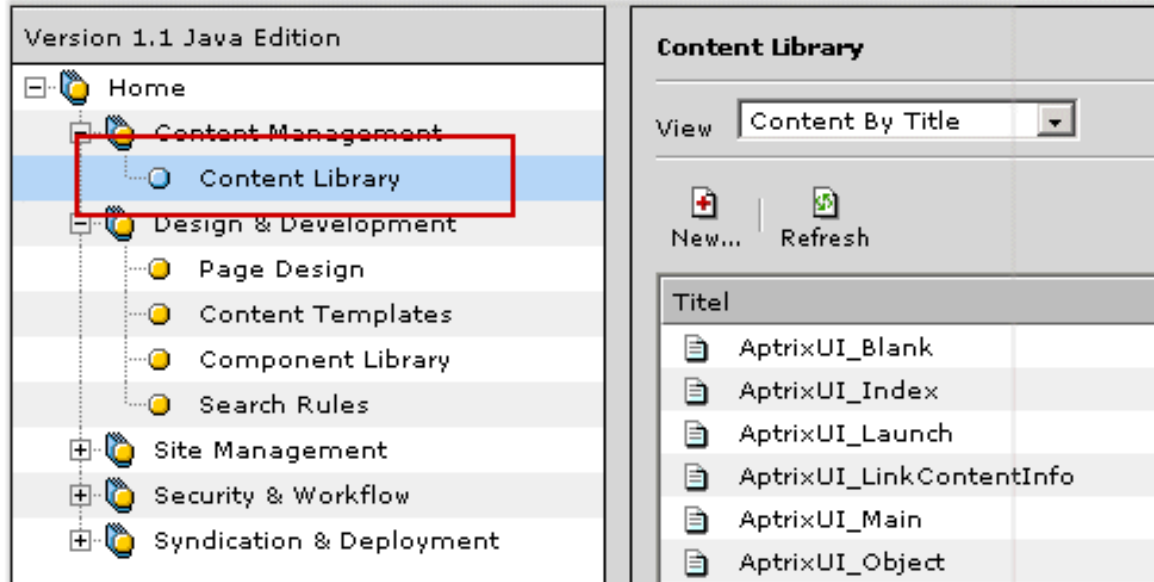
Design

The page design creates the look and feel of a Web page. It uses HTML to structure the Web page and provide some of the general page properties, such as the background color. In this framework of code, it also uses XML tags to reference other specific components. Many of these components can be common, in that they appear in almost all pages in the site.

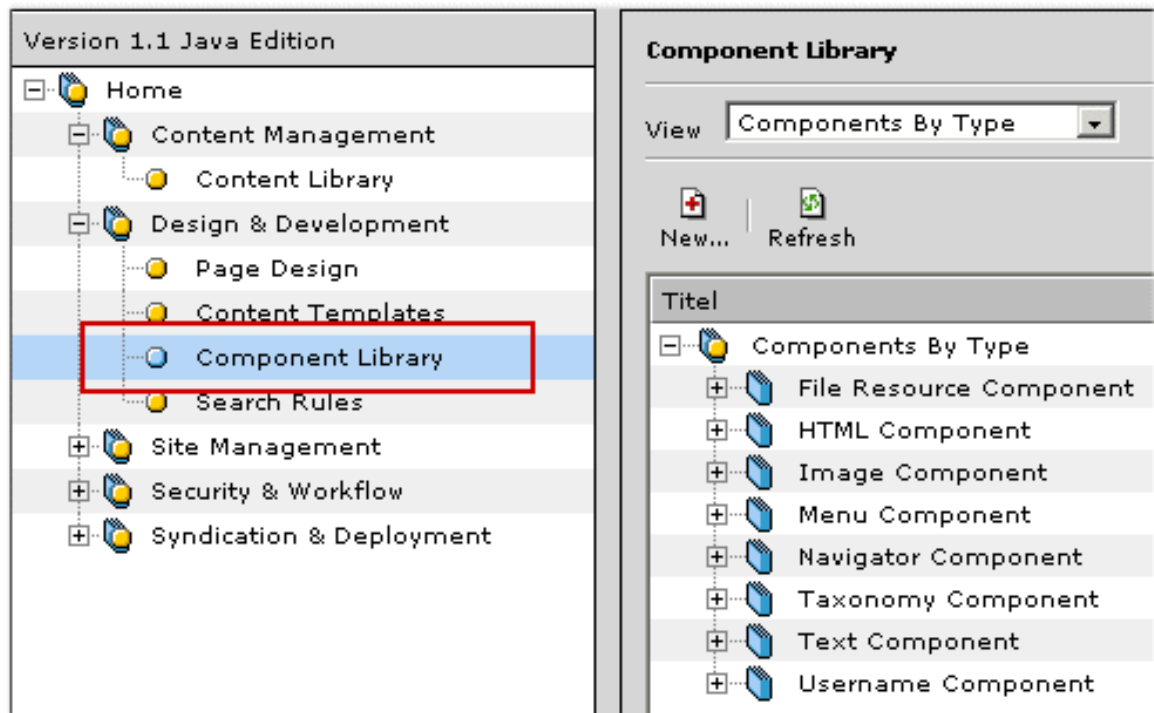
A component is either a content component, such as a heading and a main (body) text, or it is a design component. A navigator is an example of a design component that usually appears on every Web page.

Content components are stored in the content library, while design components are stored in the component library. To access these libraries use the left navigation in the ILWWCM interface.

Content Library within the ILWWCM UI

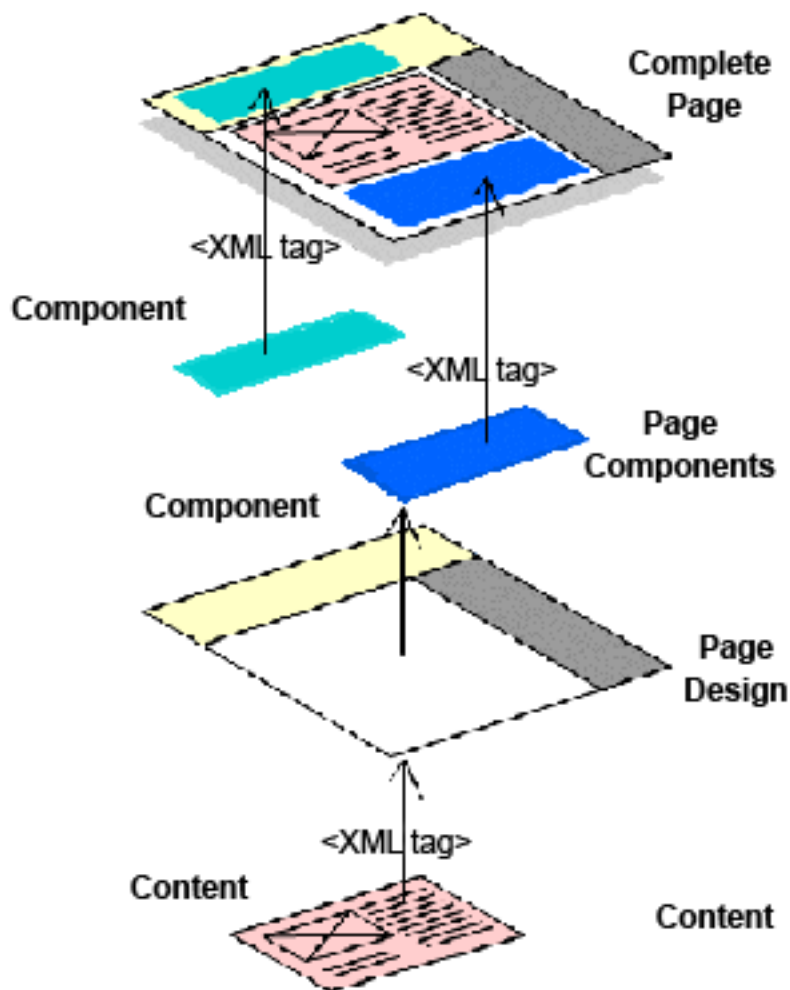


Component Library within the ILWWCM UI



The following diagram illustrates how content, page design, and page components fit together to build a complete page in ILWWCM.

How a Page Design creates the design of a webpage (simplified graphic)



The following table provides a brief overview of the design component types provided with ILWWCM.

Library component type	Description
Text	You can enter a block of text or HTML that can be used in multiple page designs or components. Reference tags to other components won't be processed here.
Rich Text	This is the same as a text component, except that it is also can interpret reference tags. Additionally, you can use a rich text editor to format text stored in a rich text component.

HTML	This component is similar to the rich text component, but doesn't have a rich text editor. You can either enter the HTML directly or import existing HTML from a file.
Taxonomy	The taxonomy component creates a category selection tree that allows users to filter and personalize the content presented to them by selecting specific categories.
Component Reference	This component is referencing another component of any type. By using it in a page design or another component, the component being displayed can be changed without having to change the page design or component design. Using the reference component in content templates provides content authors with the ability to select a component from the Component Library for that particular content object.
File Resource	This component takes a file (e.g. a PDF file) from your local server and converts it to an ILWWCM object. A link to that component can then be built in a page design or rich text component to ultimately allow users to download the file.
Username	The username component is used to display the user name if the user has logged on.
Image	This component takes an image file from your local server, or any valid URL, and converts it to an ILWWCM object.
Navigator	A navigator provides a mechanism for end users to move around the site. A navigator uses the site framework to automatically create links to different areas on the site. If a site framework entry changes, this change will dynamically be reflected in the navigator.
Menu	A menu is similar to a navigator, in that it provides a way for a user to navigate around the site. The primary difference is that a menu groups together related links based on specific profiling criteria, such as a defined category and/or keywords, etc.

Profiling

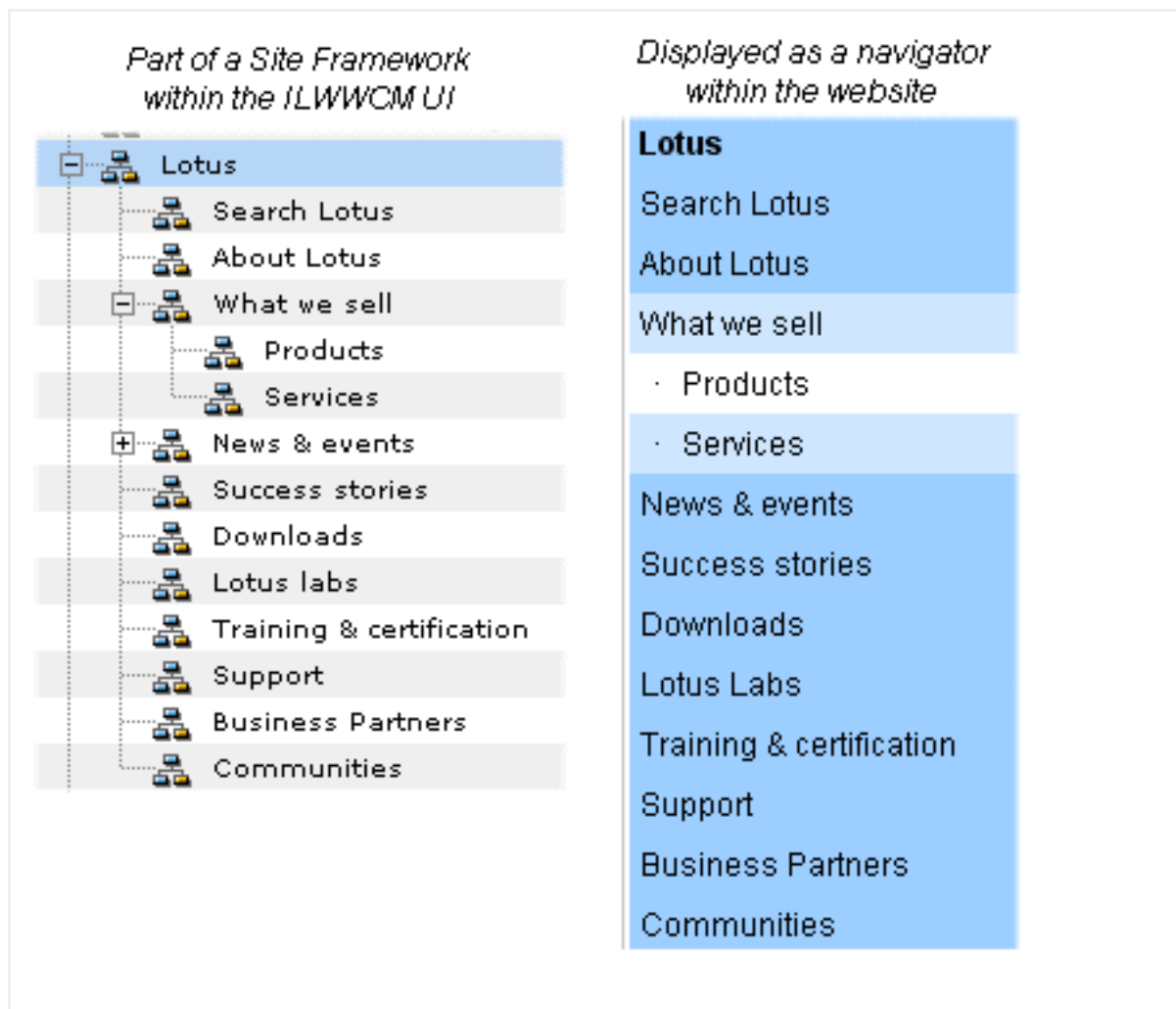
Profiling is a way to outline the content of a Web page by assigning the page to:

- Site areas

- Categories
- Key words

A *Site Area* is a building block of the site framework, which you will recall, is the hierarchical structure of the content of your Web site. Together, both the site areas and the site framework provide the foundation for building the navigation through your site. You can compare this structure of content classification to chapters in a book. When you assign specific site area information to a content object, this is essentially assigning the content to one or more particular sections (chapters) of your Web site. When defining a specific site area, it is also possible to specify how the content assigned to that area is displayed.

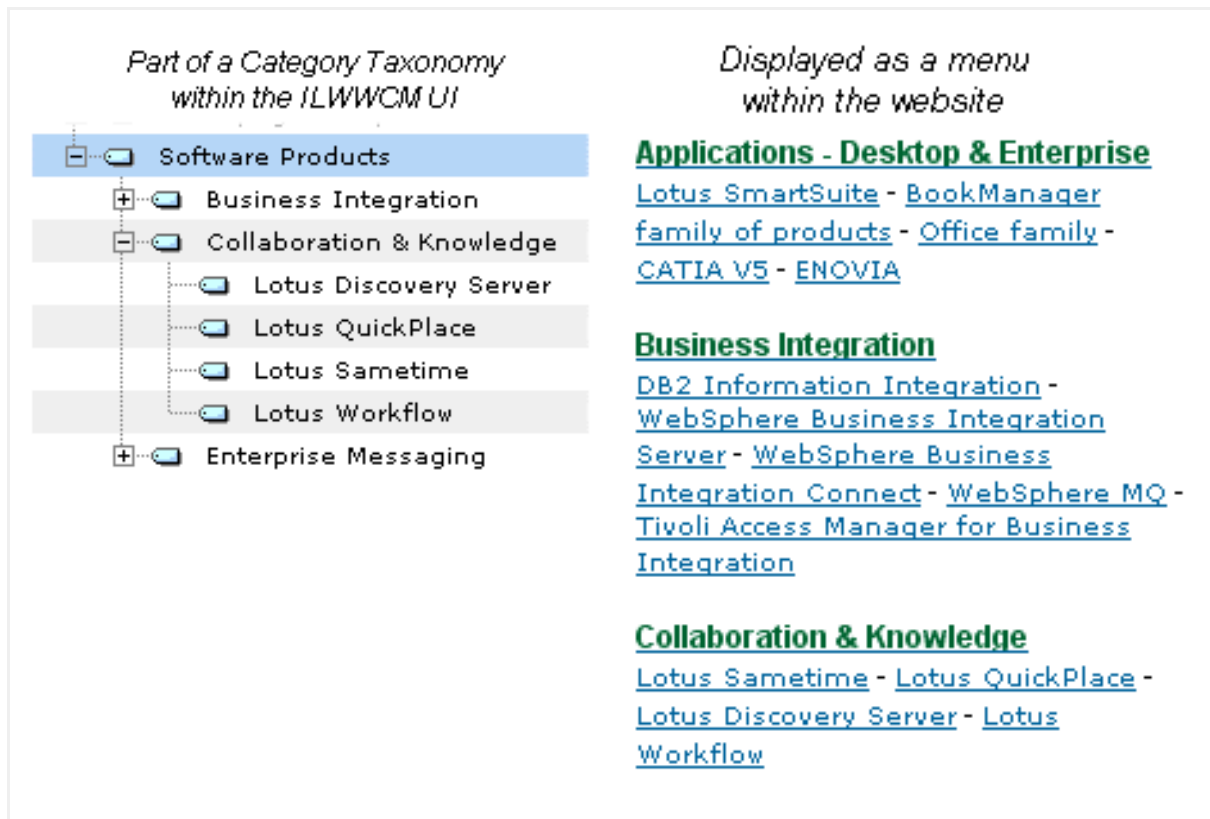
The following example provides a site area hierarchy that represents the Lotus section of IBM's organizational structure within the www.ibm.com Web site. On the left side, you can see the overall site framework made up from specific site areas. On the right side, you can see how this appears on a navigator on the actual site.



As an example, if searching for information about Lotus Quickplace, a user could easily navigate through this hierarchy by selecting **Lotus -> What we sell -> Products** .

A *category* is a classification mechanism to reference the specific subject matter of the content. All categories are grouped into the Category Taxonomy of the Web site, another hierarchical classification system. Categories can be used to group related content, such as a list of related links. This is another way of providing users a possibility to navigate through your Web site.

An illustration of how categories can be used effectively within a site is used in the following example. In this case, categories to specify the links displayed on a menu are used. Instead of grouping the software products by their originating brand, categories are used to group the products by their main functionality. Assume, for example, that you only knew the product name Quickplace, without knowing that it is associated with the Lotus brand, you would probably look under the category "Collaboration and Knowledge".



Keywords provide an additional way of describing the content. Generally, they are used for enabling search engines to find the appropriate content the user is looking for.

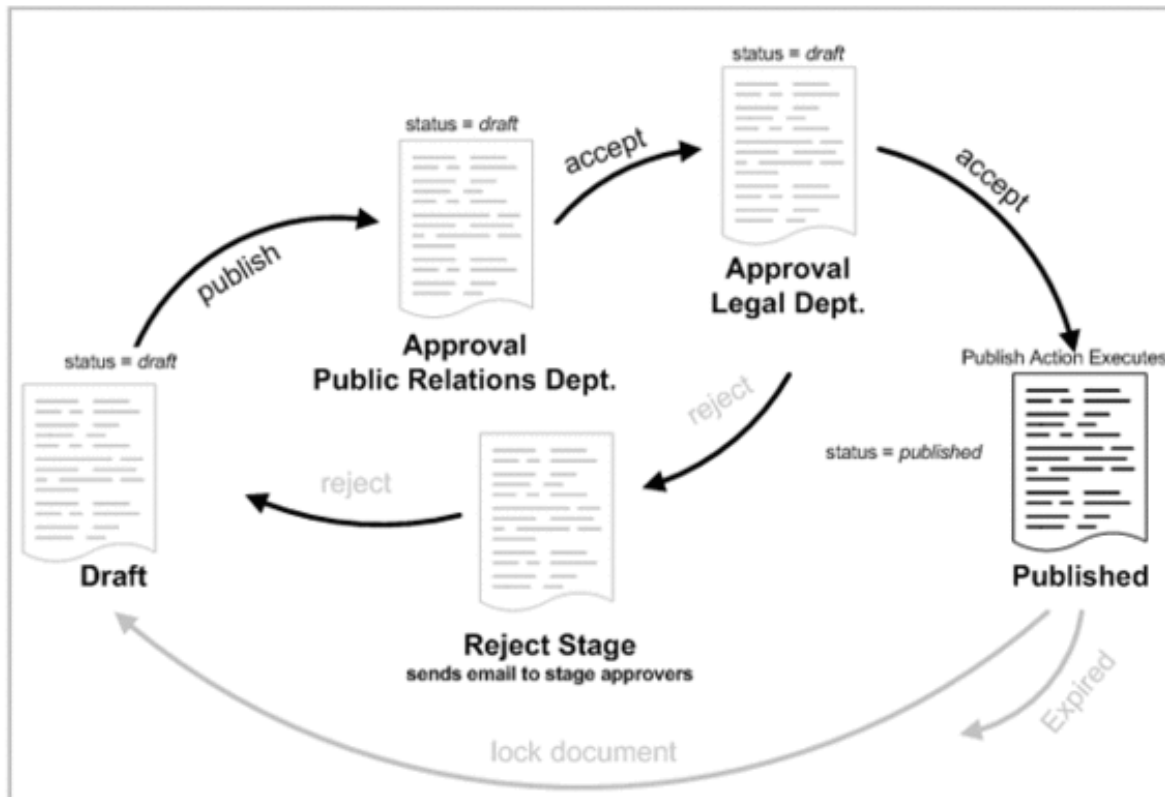
Workflow

A *workflow* is derived from many workflow stages, including several approval stages. Note that all workflows must have at least *one* workflow stage. Every object must pass through all stages before it is published on a Web page.

As an object moves through the approval process, its status changes from "Draft" to "Live" (viewable on the live site) and eventually to "Expired", when the content is no longer required on the live site.

A *workflow stage* is a building block of a workflow. It determines the access level of users and groups for Web pages in that stage. You can also define actions to execute as an object enters or exits a particular workflow stage.

Object Lifecycle in ILWWCM



Section 4. Create navigators, menus, and page design

Overview

When creating the design, it is useful to start from a graphic mock-up of the Web page. You can then determine from the mock-up how your Web page is structured and which design elements you might need on your site.

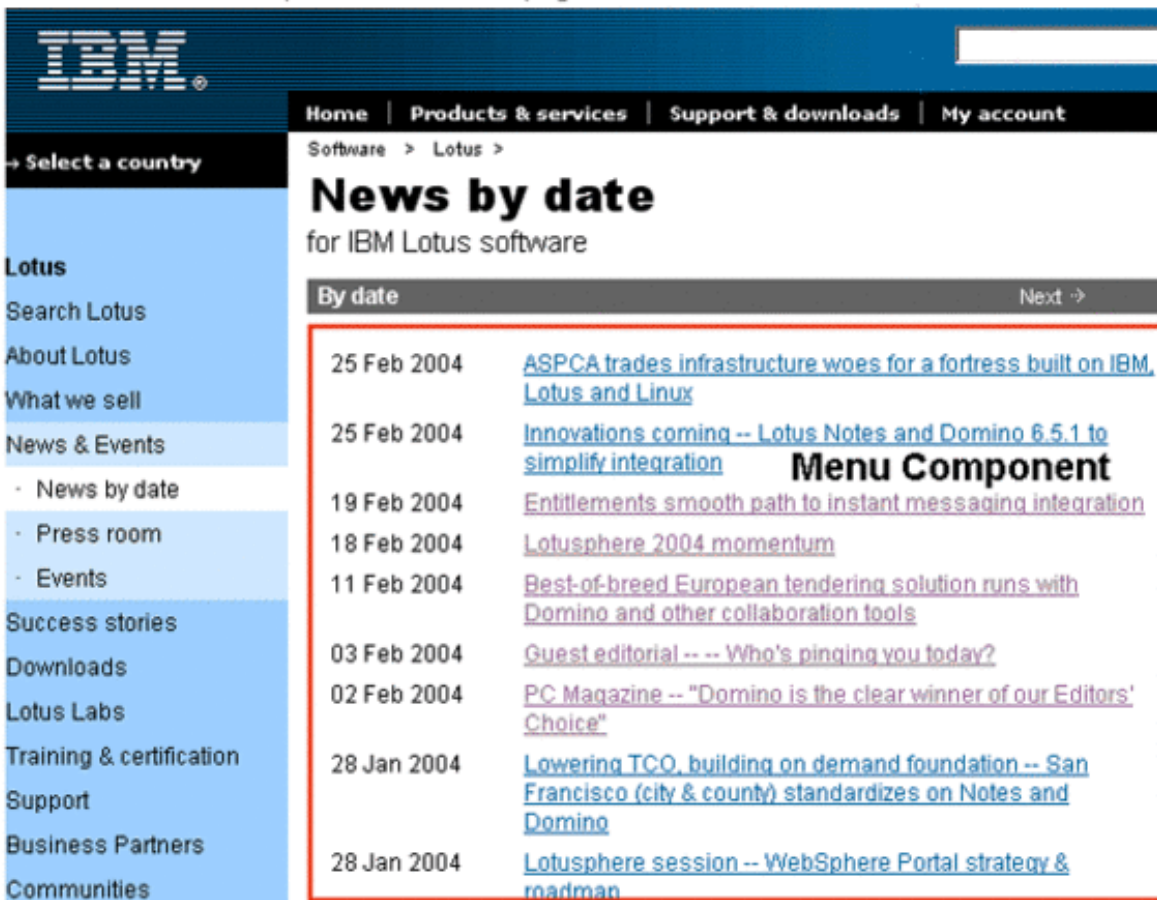
Here is a simplified deconstruction of a page displaying a news article. For this example, a Navigator Component is identified in the left pane. Additionally, highlighted are several content components stored in one content object, but have to be referenced separately in the page design. Note that the Web page shown in this example contains additional components that have not been discussed in detail. For the purposes of this tutorial, the primary focus is navigators, content components, and menu components.

ILWWCM Navigator and Content Components within a webpage

Navigator Component

Content Components (Title, Introduction..)

ILWWCM Menu Component within a webpage



In the second image above, a menu component displaying a list of news headlines is identified. This component is displayed when the user navigates to the "News by date" section from the left hand navigator.

In the next several pages of this tutorial, you will learn how to create some simple design components, and then how to reference them from a page design. Finally, you will prepare a content template for creating content.

You will learn how to create the following:

- The navigator on the left pane
- The menu that displays the news
- The page design for the News Content Page
- The content template for creating the news content

Note that these steps are simplified to show the "general" process of building Web

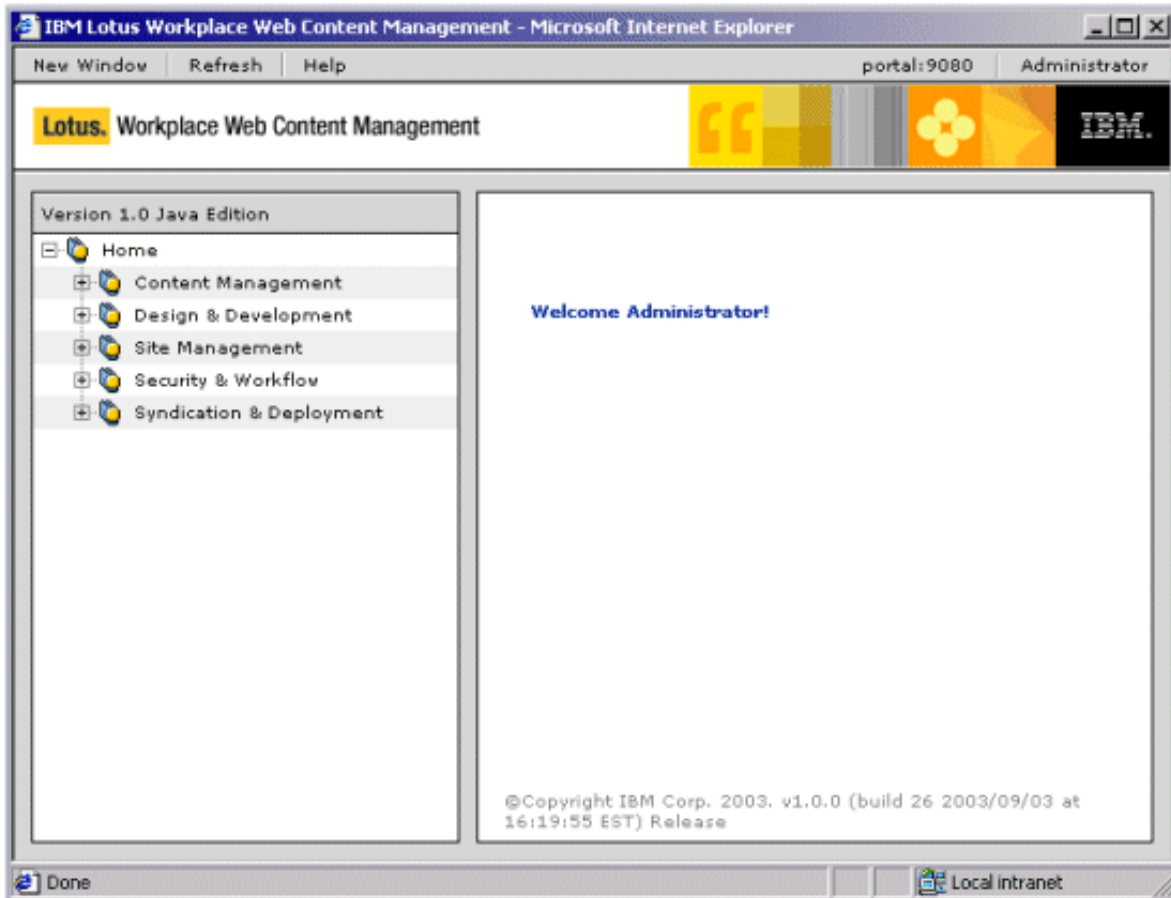
pages without becoming too detailed about a specific page design. For detailed information, refer to the Software Information Center provided with the ILWWCM installation or refer to the Redbook, *Lotus Workplace Web Content Management* (see [Resources](#)).

The user interface

To access the IBM Lotus Web Content Management user interface:

1. Open a browser and enter the URL for your ILWWCM server. It will be probably be similar to this URL:
`http://yourserver:9080/ilwwcm/connect/aptrix`
2. Enter your username and the network password.
3. A Welcome Screen appears and then the ILWWCM application window opens. **Note:** If you close the Welcome screen, all other ILWWCM windows will close too.

IBM Lotus Workplace Web Content Management User Interface



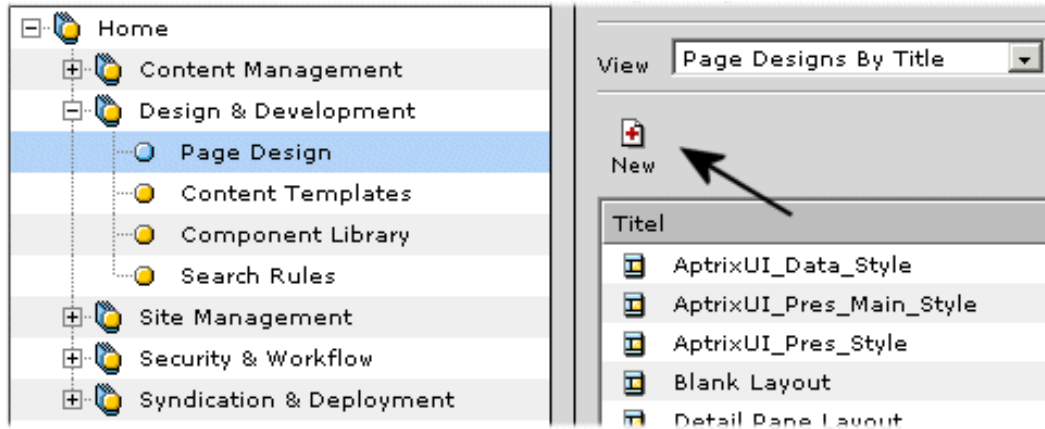
Navigate to any section of IBM Lotus Web Content Management through the main navigation screen. There are five main sections with each section providing tools for different roles:

- Content Management: create and manage content
- Design&Development: create and manage content templates, page designs and formatting
- Site Management: create and manage site framework and category taxonomy
- Security&Workflow: create and manage users, groups, security and workflow
- Syndication&Deployment: manage site deployment

Create new objects

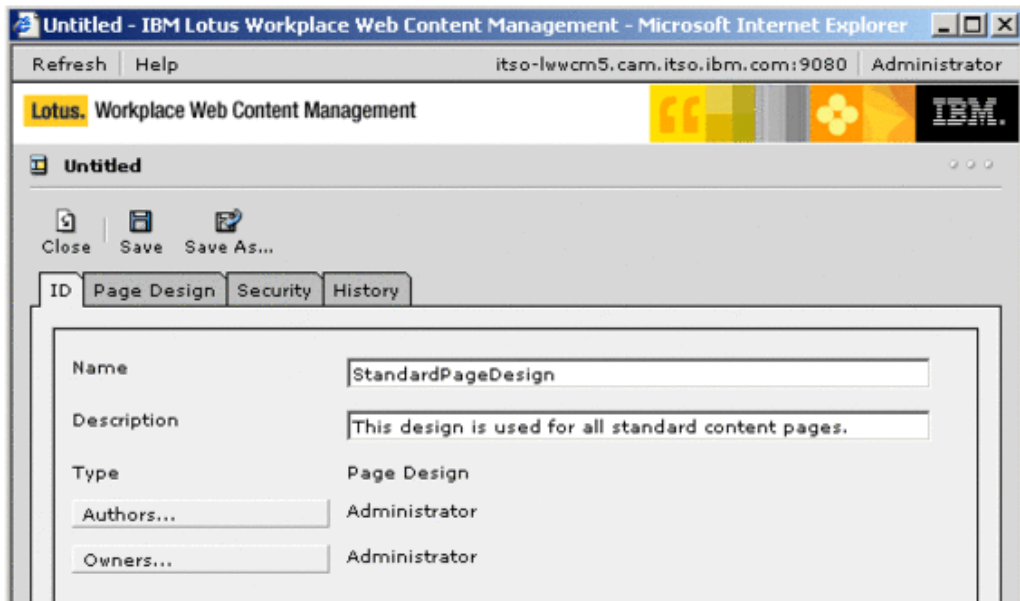
To create a new object:

1. Select the object type you want to create in the left navigation and click **New**.



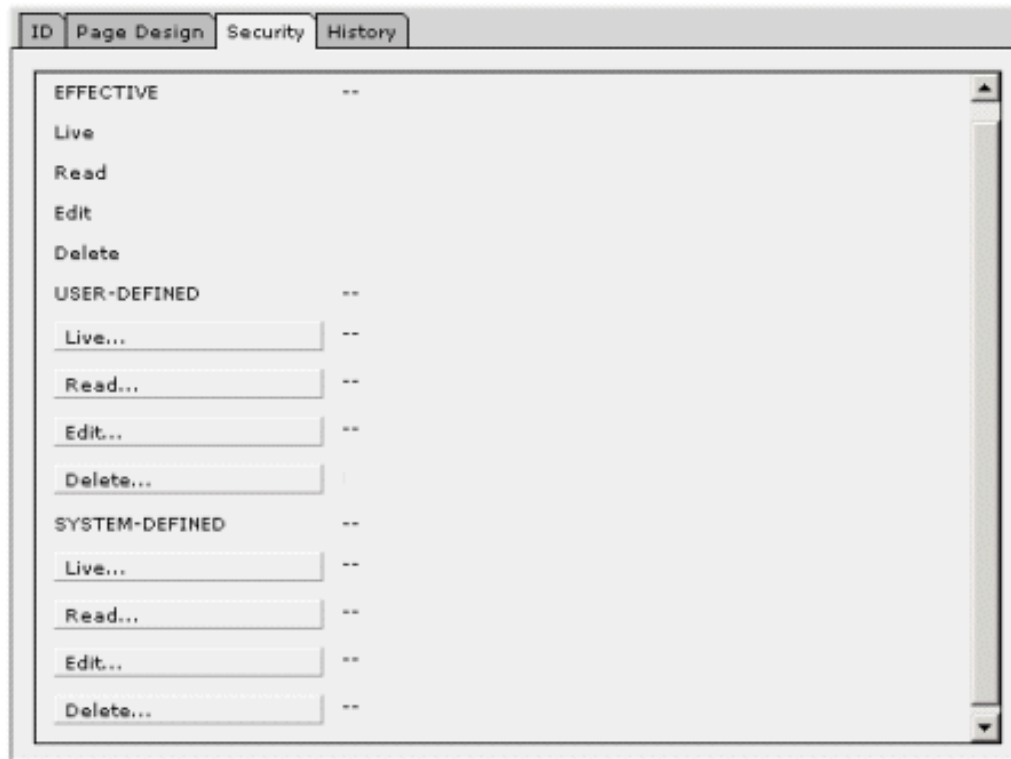
2. You will be prompted to fill out a form which stores all necessary information for that particular file/object you are creating. This form contains several tabs across the top which help to group the type of information required. There are common sections (tabs) which exist for every file/object you create in ILWWCM.
3. On the ID tab, enter the unique name of the component and a brief description. If necessary, you can change the author/owner information.

ID Tab



4. On the Security tab, define the access to this object.

Security Tab



There are four types of access:

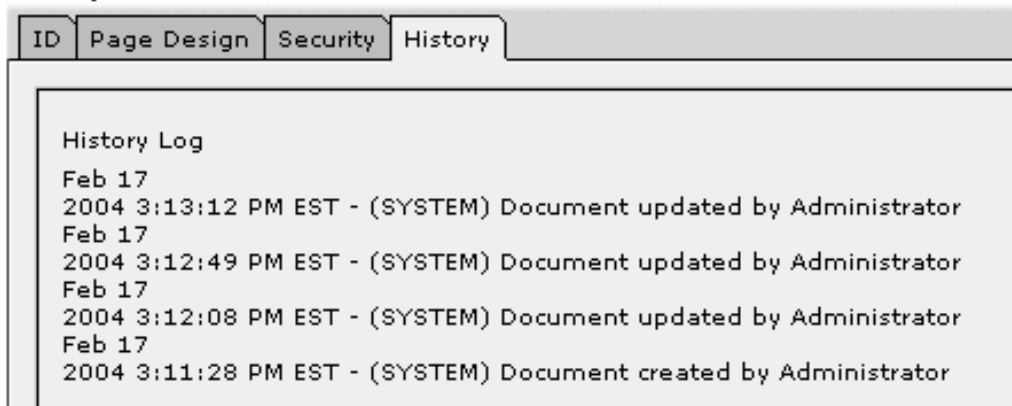
- **Live:** Allows you to view the object in a browser. You need live access to all objects that comprise a Web page. For example, you will need live access to the site area and page design to view the page and its content. **Note:** If this field is empty, no one will see this object on the live site.
- **Read:** Allows you to open and view an object in the ILWWCM user interface. Includes Live access.
- **Edit:** Allows you to edit an object. Includes Live and Read access.
- **Delete:** Allows you to delete the object. Includes Live, Read, and Edit access.

If the object is *not participating in a workflow*, the user can define edit access in the User-Defined section of the security tab. Note: a user only has access to edit user-defined access levels up to the same level

<p>USER-DEFINED --</p> <p>Live... [ALL USERS]</p> <p>Read... IT Staff</p> <p>Edit... IT Staff</p> <p>Delete... Administrator</p>	<p>as the user-defined access they have for that object. For example, a user with Read Access can edit the User-Defined security for Live and Read access, but not for Edit or Delete access.</p>
<p>WORKFLOW --</p> <p>Live [ALL USERS]</p> <p>Read UI Access Group</p> <p>Edit --</p> <p>Delete Administrator Administrators Intranet Content Approvers Intranet Content Creators Site Administrators</p> <p>Approve --</p>	<p>If an object <i>is participating in a Workflow</i>, then the User-Defined option does not appear and the Workflow settings are displayed. This cannot be edited. Workflow access is set in Workflow Stages.</p>
<p>SYSTEM-DEFINED --</p> <p>Live... [ALL USERS]</p> <p>Read... IT Staff</p> <p>Edit... Web Design</p> <p>Delete... Administrator</p>	<p>Administrators can edit user access to an object at any time by changing the System-Defined settings. For example, an Administrator might extend the access for particular users who are in a group that has limited access according to the workflow settings.</p>
<p>EFFECTIVE --</p> <p>Live Administrator</p> <p>Read Administrator</p> <p>Edit Administrator</p> <p>Delete Administrator</p>	<p>The absolute access to an object is displayed under Effective. This displays the cumulative security of User-defined/Workflow defined plus System-defined.</p>

- The History tab contains the history log for that file. It shows when the object was created and updated.

History Tab

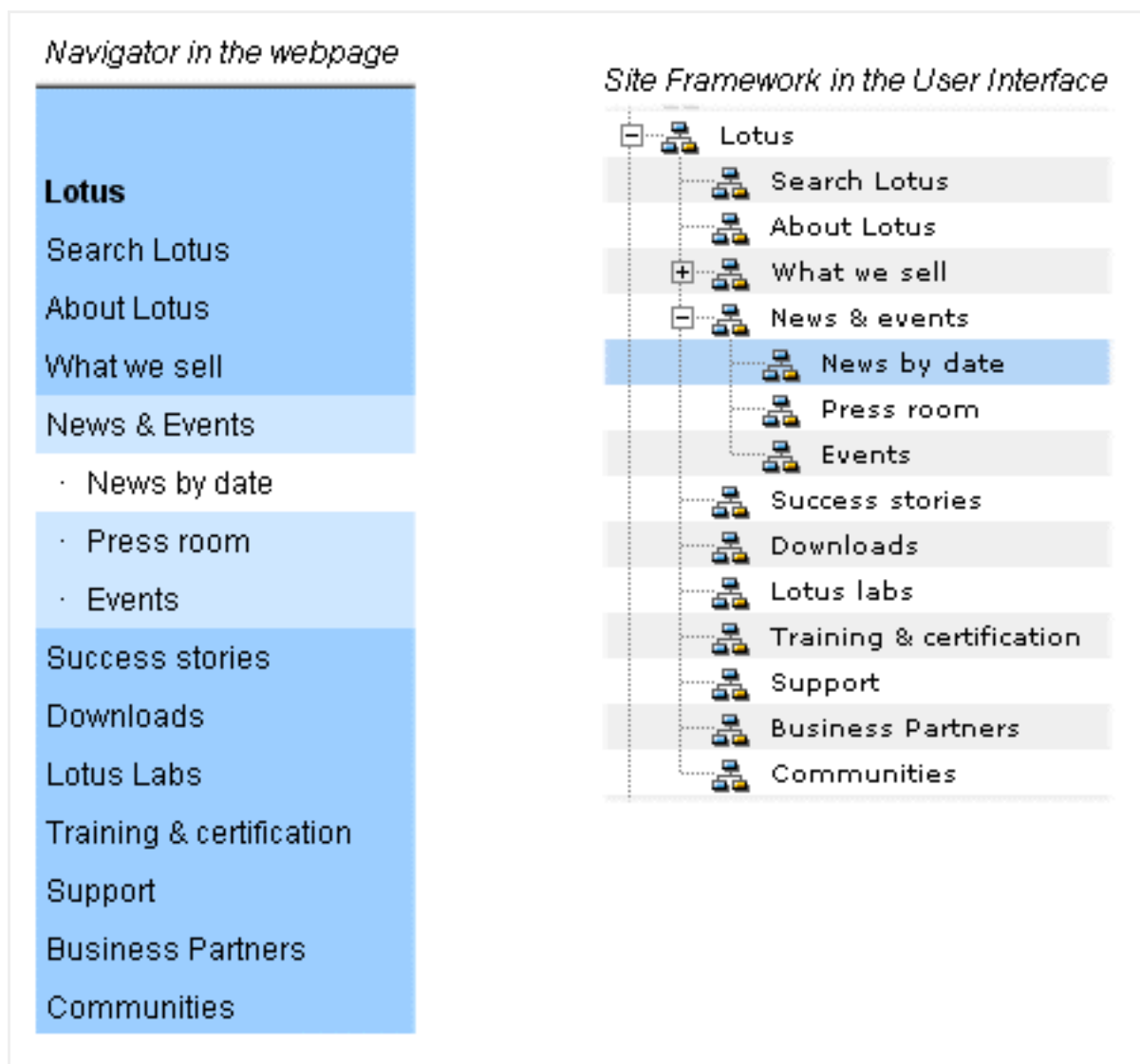


Create the navigator

Based on the site framework of your site, navigators provide the logical framework that allow site visitors to link to different sections of your Web site. A navigator is simply a snapshot of your site framework and helps you to guide a user through a (large) collection of content pages.

When building a navigator, you need to determine two key pieces of information:

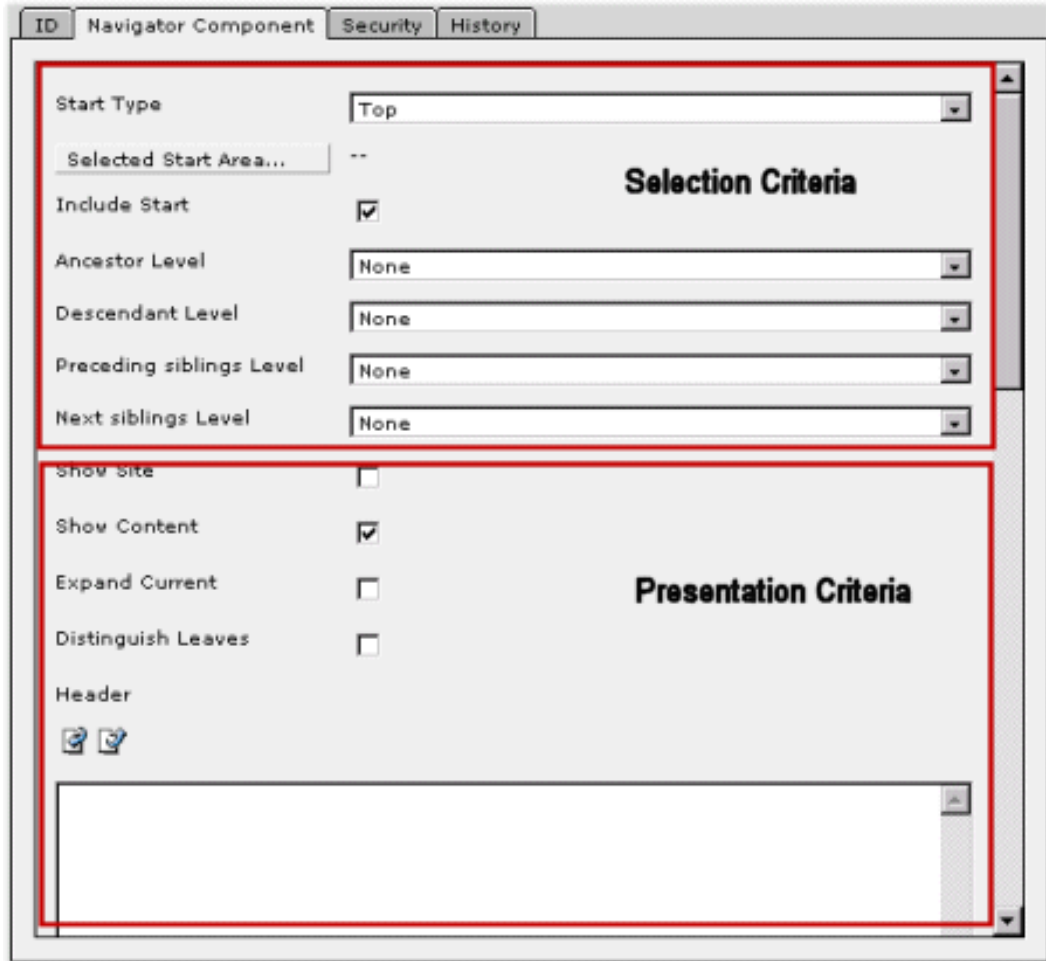
- **Selection criteria:** Which site areas will display in the navigator
- **Presentation criteria:** How will those matching site areas be displayed



- **Selection criteria:** The navigator shows all site areas located under the Lotus brand node, including the start node and all children nodes to be displayed.
- **Presentation criteria:** The start node (Lotus) is displayed in bold text. As shown in the navigator example above, different designs for highlighted nodes and normal (non-selected) entries as well are displayed. Particular background colors for specific levels of nodes in the navigator are also used.

To create a new navigator:

1. Go to the Component Library within the ILWWCM navigator (ILWWCM UI) and click **New**.
2. Select the **Navigator component** object type when prompted.
3. Fill in the common tabs (ID, Security) as described in the previous section.
4. On the Navigator Component tab, enter the properties for the navigator, such as the selection criteria and presentation criteria. The image below shows the fields designated to Selection and Presentation.



Selection criteria

Selection criteria

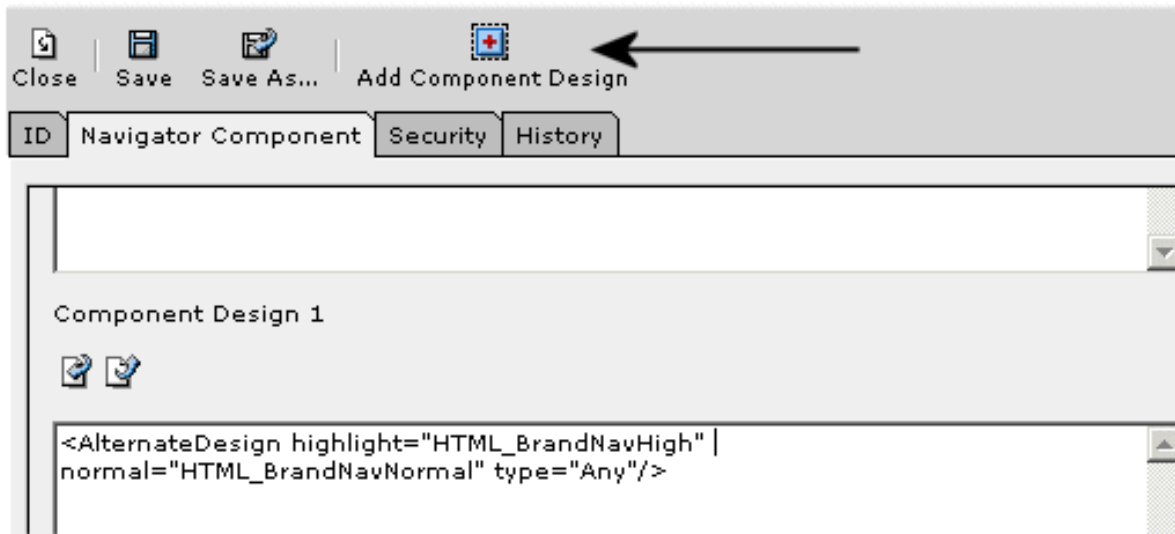
ID	Navigator Component	Security	History
Start Type	Selected		
Selected Start Area...	/IBM/Software Brands/Lotus		
Include Start	<input checked="" type="checkbox"/>		
Ancestor Level	None		
Descendant Level	All		
Preceding siblings Level	None		
Next siblings Level	None		
Show Site	<input type="checkbox"/>		
Show Content	<input checked="" type="checkbox"/>		
Expand Current	<input checked="" type="checkbox"/>		

1. In the Start Type field, determine from which site area your navigator should start. Since you want to start from the Lotus site area, select that particular one.
2. Select **Include Start Area** to include the Lotus entry in the navigator. You have the choice to either start from a particularly selected site area or from a site area that is based on the currently opened Web page. Or, you could also select to start from the top-area of your whole site framework.
3. To get the layout result shown in the image, the following selections were made:
 - Ancestor Level: None (displays the site areas located in the level(s) above)
 - Descendent Level: All (displays all site areas for which "Lotus" is a parent area)
 - Preceding siblings Level: None (displays the site areas which share the same parent site area as Lotus and are located above Lotus in the site framework)
 - Next siblings Level: None (displays the site areas which share the

same parent site area as Lotus and are located below Lotus in the site framework)

Presentation criteria

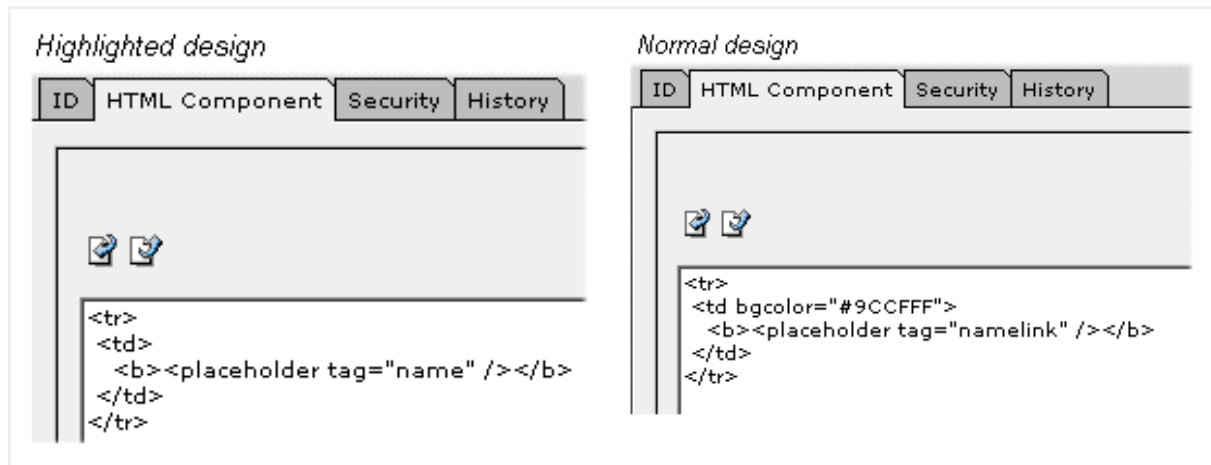
Presentation criteria



Use HTML to create the layout of the navigator. In most cases, build a table. In the Component Design field, you can define a header and a footer (mostly opening/closing table tags, including general table properties) and define the item layouts (layout for single entries in the navigator). To create different designs for the different levels of the navigator, add more Component Designs. For example, if there are three levels in a site area, but only two Component Designs in the navigator, then the last two levels in the navigator use the final Component Design.

In the Component Design 1 field, the layout for the top level entry, which is Lotus, is specified. Since the design should change when the site area is currently selected, a tag to render either the normal or the highlighted design is used. Both designs are defined in separate HTML components.

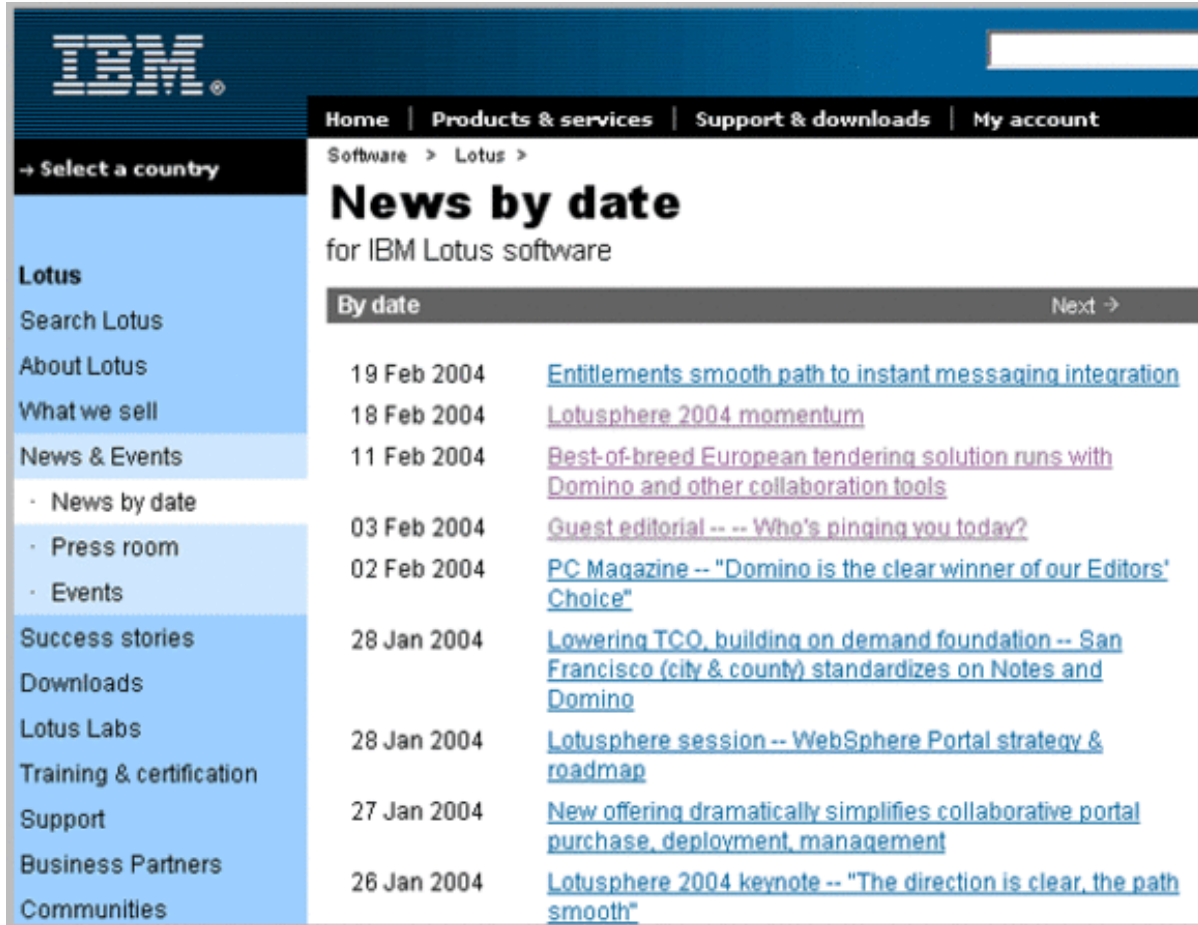




For more information on predefined tags used in navigator components, refer to the ILWWCM Software Information Center.

Menu

A menu is a search mechanism. It searches for and aggregates published content that matches its search criteria. The search criteria are profiles defined in Site Areas, Templates, and Categories. Keywords can also be searched. Content that has a profile that matches the criteria is frequently listed as a link in a menu.



Menus also give you very flexible formatting options. You can display links as images, icons with text, links with a summary, or many other combinations. The set of content that match the criteria can then be sorted by name, description, effective date, and last modified date. The results can be paged, with a specified number of results per page.

Menus do not have to be displayed as links. They can be used to display actual content that can change depending on the menu's parameters and the current page context.

In the next step, you'll learn how to create the menu that is displayed when a user selects **News by date** in the left navigator. It displays a list of links to all published news sorted by publishing date.

As you did when creating the navigator, define the search criteria for the menu.

Selection criteria

ID	Menu Component	Security	History
Matching Content Associated Site Areas...		/IBM/Software Brands/Lotus/News & events	
Include Current Site Area		<input type="checkbox"/>	
Include All Ancestors		<input type="checkbox"/>	
Include All Descendants		<input type="checkbox"/>	
Matching Content Templates...		News	

Search for all documents that are assigned to the site area "News & Events". Since you want to display a list of news articles, search only for those documents in that site area that have been created with the News template.

Presentation criteria

Ascending Order for Results	<input type="checkbox"/>
Results Primary Sort Key	Publish Date
Results Secondary Sort Key	Name
Results Tertiary Sort Key	Description

Do not check the Ascending Order field since you want a descending sort by the publishing date. News stories published on the same date are sorted by their title.

The Menu Component uses a component design to format each of the resulting content results. The component design is a Rich Text component that uses XML tags to extract values from each content result.

Choose to display the results as a table that contains the publishing date and the title that links the user to the selected source document.

Component Design for
Each Matching Content



```
<tr>
  <td>
    <WorkflowCmpnt context="autoFill" field="publishdate" format="dd MMM yyyy"
type="content"/>
  </td>
  <td>
    <Placeholder tag="namelink"/>
  </td>
</tr>
```

Page design

Page designs ultimately determine the properties of a content page. They combine and display fields from the content, together with components such as menus, navigators, and images.



Create HTML tables to determine the layout of a page. To add additional components, such as navigators, menus and content components, add a component reference tag for each component.

The screenshot shows the IBM Lotus software website layout. The **Header Pane** at the top contains the IBM logo, a search bar, and navigation links: Home, Products & services, Support & downloads, and My account. Below the header is a navigation bar with a country selector and a breadcrumb trail: Software > Lotus >. The main content area is titled **News by date** for IBM Lotus software. It features a table of news items with columns for date and title. The **Left Pane** is a vertical navigation menu with categories like Lotus, Search Lotus, About Lotus, What we sell, News & Events, Success stories, Downloads, Lotus Labs, Training & certification, Support, Business Partners, and Communities. The **Right Pane** contains an **Events** section with a link to Lotusphere 2004. The **Footer Pane** at the bottom includes links for About IBM, Privacy, Terms of use, and Contact.

By date	Next →
11 Mar 2004	NetworkWorld Fusion: Microsoft users decry no bang for big bucks
09 Mar 2004	HSBC Mexico cuts Web content management cost and provides customers with services on demand
09 Mar 2004	eWeek -- on Sarbanes-Oxley service offerings
04 Mar 2004	Enhanced Workplace solution can help retailers run more efficient, responsive shops
25 Feb 2004	CRM: Businesses balk at Microsoft Licenses
25 Feb 2004	ASPCA trades infrastructure woes for a fortress built on IBM, Lotus and Linux
19 Feb 2004	Entitlements smooth path to instant messaging integration
18 Feb 2004	Lotusphere 2004 momentum
11 Feb 2004	Best-of-breed European tendering solution merges with Domino and other collaboration tools
03 Feb 2004	Quest editorial -- Who's singing you today?
02 Feb 2004	PC Magazine -- Domino is the clear winner of our Editors' Choice
28 Jan 2004	Lowering TCO, building on demand foundation -- San Francisco city & county standardizes on Notes and Domino
28 Jan 2004	Lotusphere session -- WebSphere Portal strategy & roadmap
27 Jan 2004	New offering dramatically simplifies collaborative portal purchase, deployment, management
26 Jan 2004	Lotusphere 2004 keynote -- "The direction is clear, the path smooth"
26 Jan 2004	Lotusphere blog -- "From the floor"
26 Jan 2004	Notes and Domino 6.5.1 to integrate all core apps into a portal UI
26 Jan 2004	Lotusphere 2004 -- Wrap up
26 Jan 2004	What the press is saying about Lotusphere 2004
26 Jan 2004	Technology preview -- IBM Workplace Client Technology

Simplified HTML code for the Page Design of the example webpage

```
<table>
  <tr>
    <td></td>
  </tr>
</table>

<table>
  <tr>
    <td>
      <table>
        <tr>
          <td><ApatrixLibCmpnt name="nav_SoftwareBrand"/></td> |
        </tr>
        <tr>
          <td bgcolor="#639ACE">...</td>
        </tr>
      </table>
    </td>
    <td>
      <ApatrixCmpnt type="content" context="current" key="Title"/>
      <ApatrixCmpnt type="content" context="current" key="subtitle"/>
      <ApatrixLibCmpnt name="men_NewsByDate"/>
    </td>
    <td>
      <ApatrixCmpnt type="sitearea" context="current" key="BrandLogo"/>
      <ApatrixLibCmpnt name="men_Events"/>
    </td>
  </tr>
</table>

<table>
  <tr>
    <td></td>
  </tr>
</table>
```

By using ILWWCM component reference tags, you can insert:

- Design components stored in the Component Library (e.g. navigators, menus, images)
- Specific information in content objects or site area objects (e.g. title, summary)
Example: Insert a summary of the content object or site area that is currently open

Instead of inserting the reference tags manually, you can also use the **add-in to Dreamweaver** option provided with ILWWCM Java Edition. To do this, create the HTML framework of the page design in Dreamweaver. The references can then be inserted by using the object palette. You can ultimately import the whole piece of

code into the Page Design object.

For more information on how to use the reference tags and the Dreamweaver add-in, refer to the ILWWCM Software Information Center.

Section 5. Create content templates and build the page

Introduction

All content in Lotus Workplace Web Content Management is created using a content template. Each content template defines the data entry fields that appear when creating new content. Default values can also be entered into a content template. Additionally, it is also possible for the technical designer to enter prompts into fields to explain to users what data is required in a specific field.

Keep in mind that a content template is one of the key components that allow content authors to focus on entering just content, and not worrying about the presentation of the content. This is very important since most content authors do not have advanced HTML editing skills. Ultimately, this ties back to the fundamental concept of separation of content and presentation in ILWWCM.

Create content templates

In this section, you will create a content template that allows authors to write a news article to display in the News by Date menu. Let's look at which content objects you will need to prepare.

Entitlements smooth path to instant messaging integration

Display Title

IBM Lotus has announced that, with the release of Lotus Notes and Domino 6.5.1, customers active on software maintenance will be entitled to use fully-integrated Lotus Instant Messaging and Web Conferencing's (Sametime's) instant messaging (IM) and presence awareness functionality within the Notes and Domino environment at no additional charge.

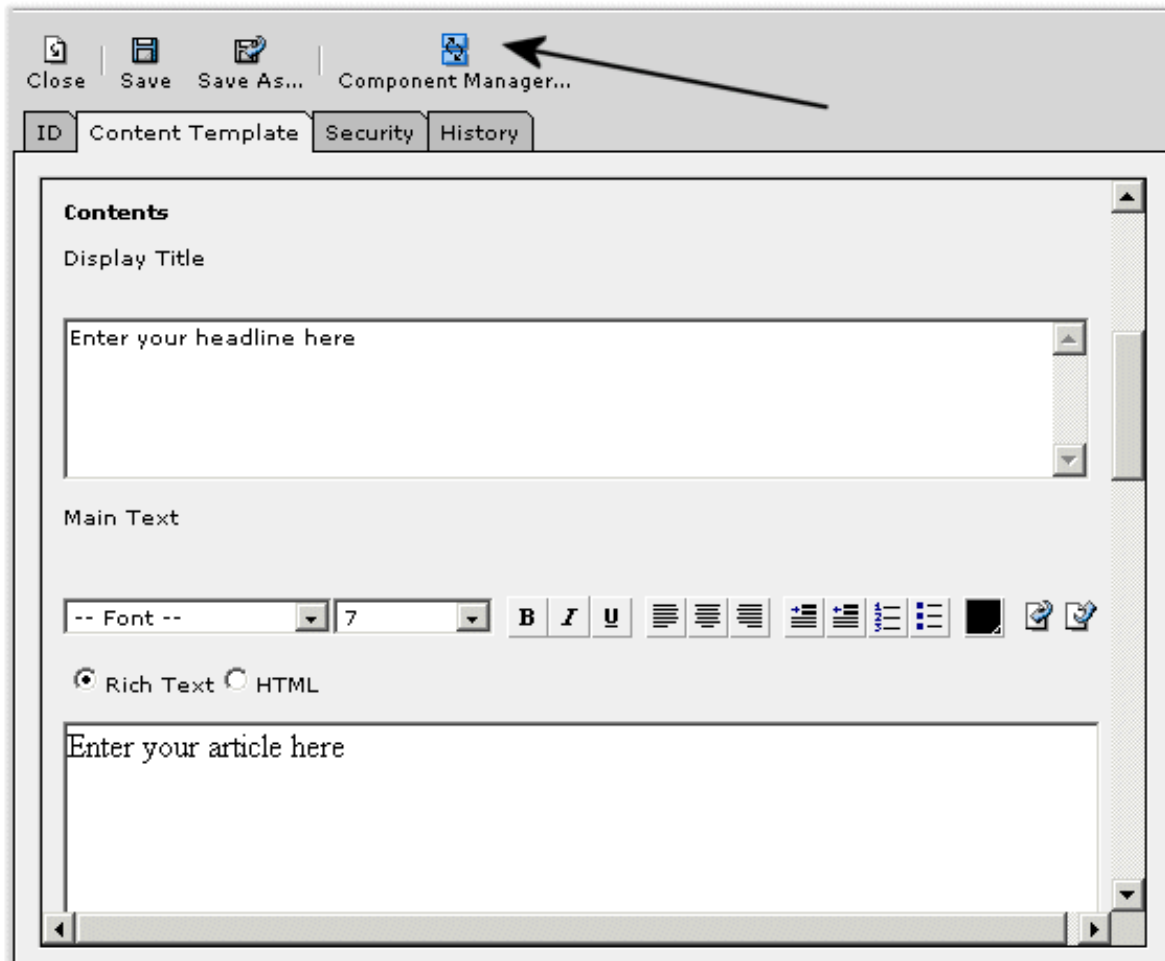
Main Content

Previously, Lotus Notes and Domino 6.5 supported fully-integrated IM and presence awareness, enabling customers to seamlessly integrate IM and presence awareness within the context of Notes and Domino Web Access e-mail, address book, calendaring, scheduling, and collaborative applications. But to take advantage of this integration, customers had to purchase a full Lotus Instant Messaging and Web Conferencing (Sametime) license. The new entitlement eliminates that up-front requirement.

"Our decision to include rights to IM and presence awareness in our client's license is the latest example of our commitment to meeting customers' demand."

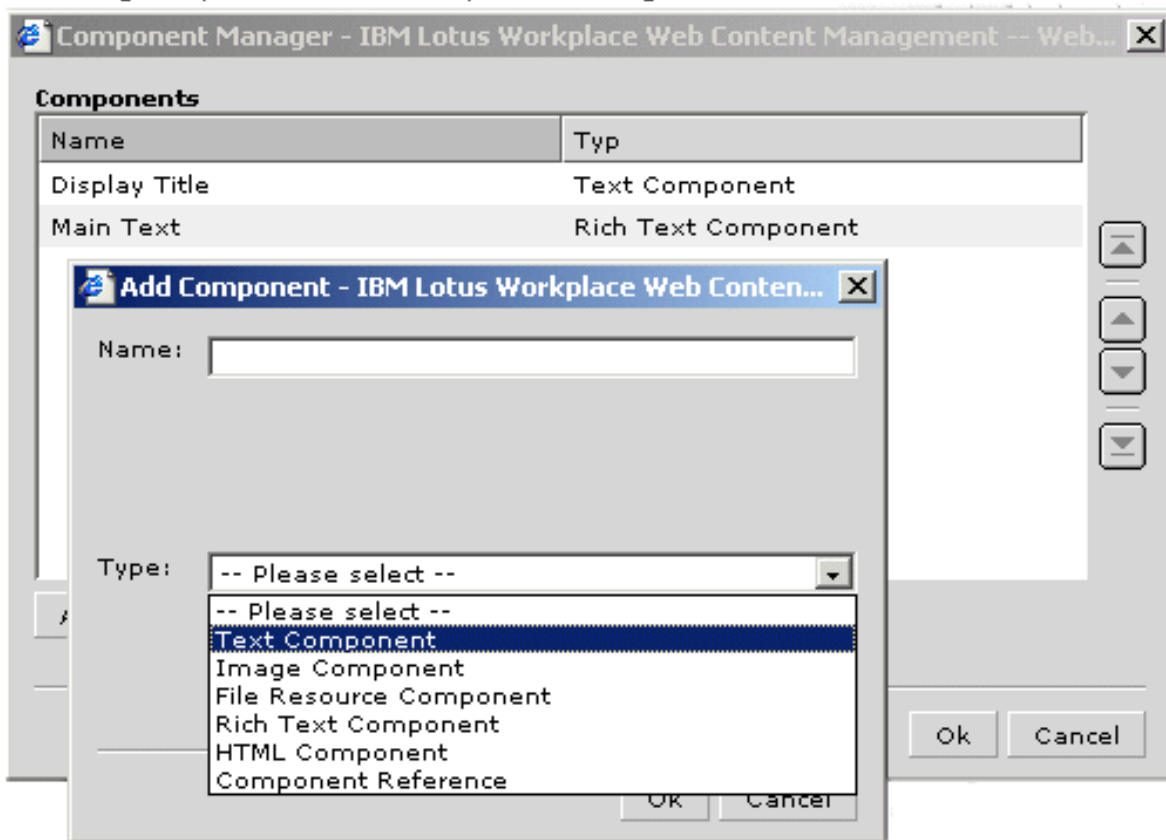
You need a headline field, the main body text field, and a field for the piece of text that will be displayed as the highlighted text for the article. When creating a content template, you can add fields of any type by using the Component Manager. You can also enter some explanation text to help the content authors fill in the fields.

Creating fields in the Content Template



When creating text fields, you must decide whether the author can format the text or not. For example, your heading should be formatted directly in the page design when referencing this content component. Accordingly, you created a simple text field for the display title.

Selecting components in the Component Manager



Note: The names you are giving to the new content components (labels) must be the same as the components' names you are referencing in the page design. It is particularly important to consider this if two content templates will be using the same page design. For example, the reference tags for the components you created in the content template must look like this:

```
<AptrixCmpnt type="content" context="current" key="Display Title"/p>
<AptrixCmpnt type="content" context="current" key="Main Text"/p>
```

You can also use the content template to set Web page defaults:

- ID information (owner, author)
- Workflow (approval process, expiration date for archiving the content etc.)
- Profiling (categories, keywords)
- Security (who has access to the content object)

The objects Security and Workflow are values that should usually be set as defaults.

Pair content template and page design

One final important concept of Lotus Workplace Web Content Management is the pairing of page designs and templates. The Site Area object defines a content template paired with a page design. When content publishers create content, they select a content template and a site area. This in turn automatically defines which page design should be used.

By defining the pair in a Site or Site Area object, you are able to pair one content template to multiple page designs. Since each pair is in a different site or site area, you can define the presentation of the content, depending on which site or section of the site the content is located in.

If you plan to use the same content template - page design pair in all site areas, define the pair at the Site (highest) level. All subsequent children site areas inherit the content template - page design pairing from the top level site object.

For this example, you want the news stories (which are displayed when you select News by Date in the navigation) to be presented in the Style "NewsDetails". Therefore, pair this page design with the content template that is used for creating the news (News).

Pairing the Content Template and the Page Design in the Site Area object

The screenshot shows a web interface for configuring a Site Area object. At the top, there are four tabs: ID, Properties, Security, and History. Below the tabs is a form titled "Site Area Info". The form contains the following fields:

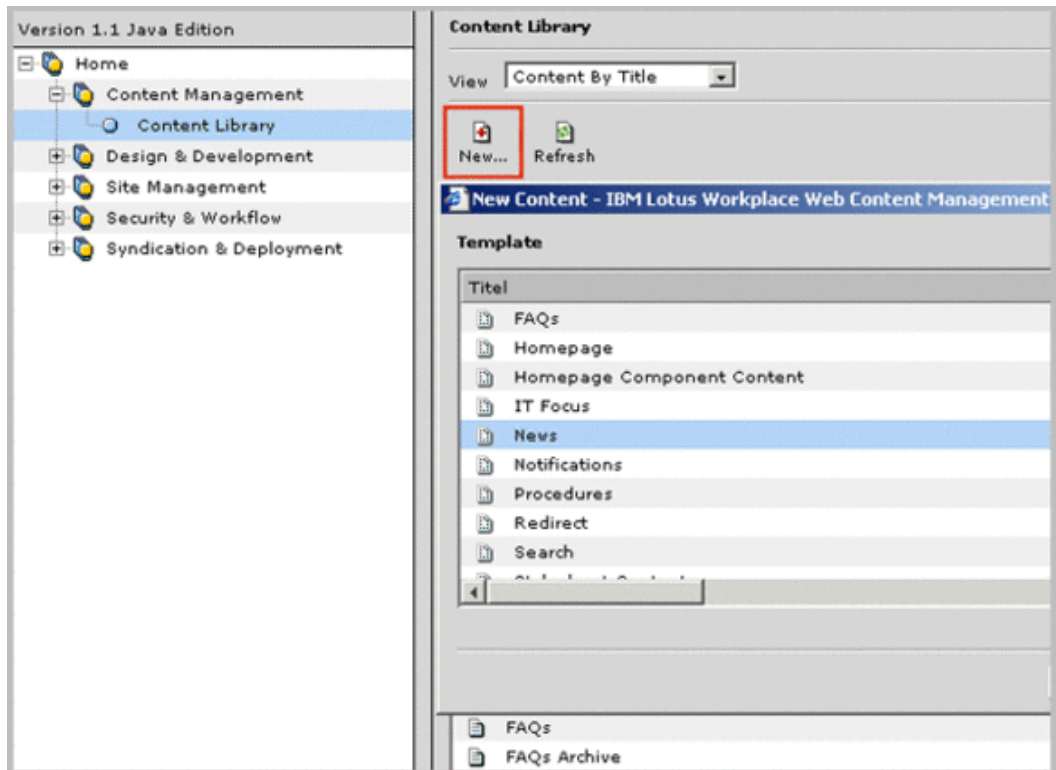
Path	/IBM/Software+Brands/Lotus/News+%26+events/
Default Content...	News
Content Template...	News
Page Design...	NewsDetails

The Default Content defines which page you will see when you click on this navigation entry. You want to display the News page that contains your menu. All pages that are created with the News template and are assigned to that site area or subsequent site area beneath it will be displayed with the NewsDetails design.

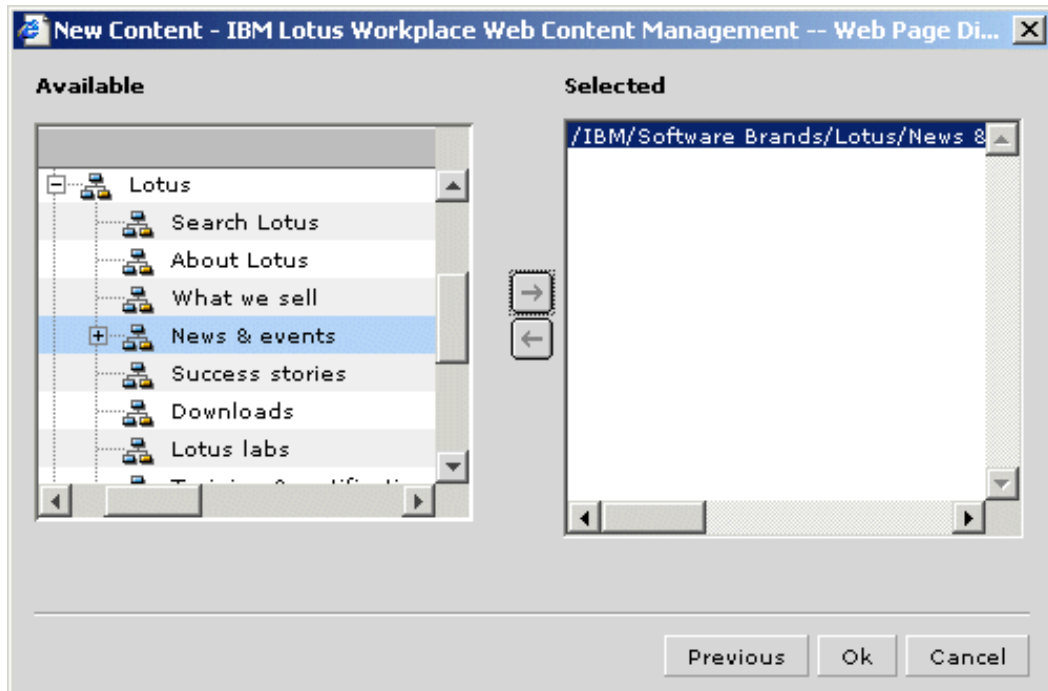
Now that you have paired the content template and the page design, you can start creating the content.

Create example content

1. Go to the Content Library section in the user interface and click **New**.
2. Select the Content Template.

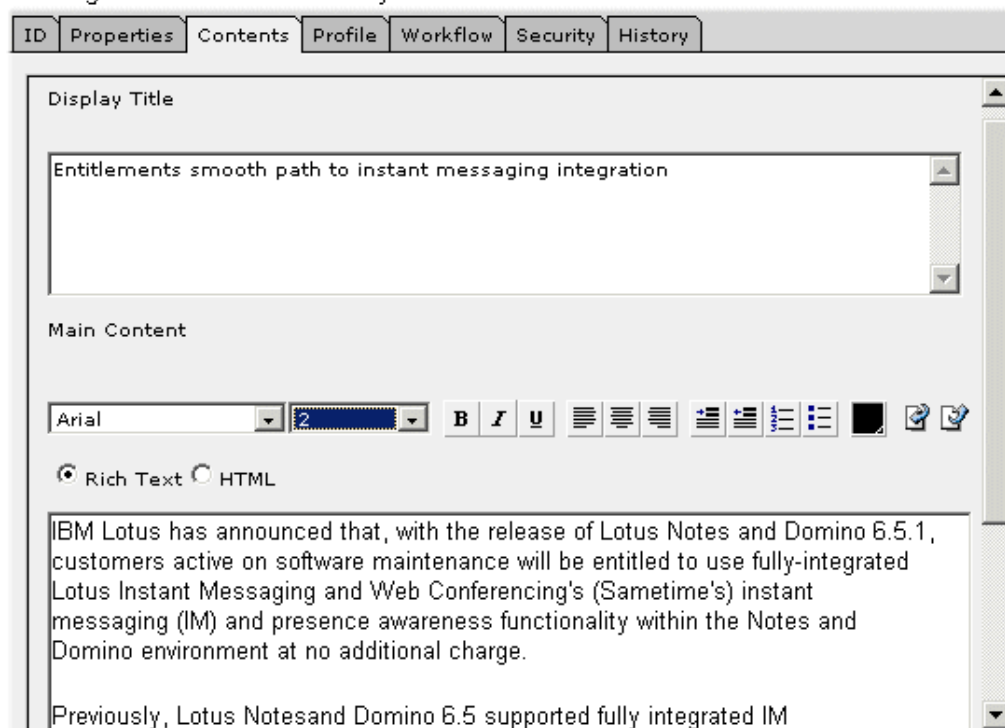


3. Assign your content to one or more site areas. Make sure the site area you choose has a valid template-page design relationship existing with the template chosen in the previous step.



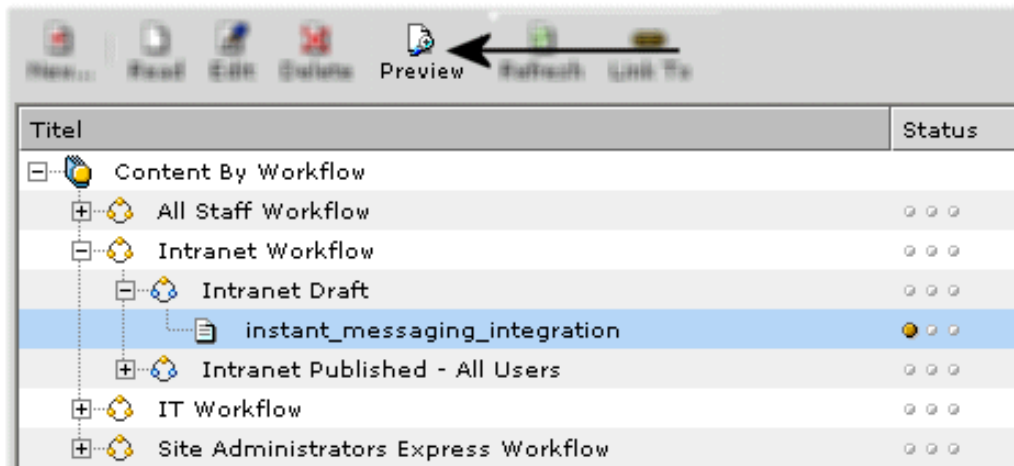
- 4. Fill in all content component fields provided by the template.

Creating content in the Content object



5. Preview your content after saving the content object.

List of all Content objects in the Content Library



After publishing the content, it enters the next workflow stage, usually an approval stage. The content approver can either accept or decline the content. If the content object has gone through all stages, the completed Web page will be visible on the live site.

Section 6. Wrap up

Summary of key concepts

In this tutorial, both the key concepts and terminology were described to help you understand the benefits of the product. Additionally, you saw how to create some of the key components required to design and build a page and ultimately build a site. Key concepts included:

- Separation of content and presentation. Content can be presented in many different ways. The presentation can be dynamically updated without impacting the original content.
- Componentization. A page constructed in ILWWCM exists of reusable components such as navigators, menus, and content objects. Content objects exist as components that can include a title, main text body, and

highlighted text. Components can be reused in various parts of the site and can be presented differently based upon their underlying page design.

- Navigation within the site is determined by the underlying Information Architecture and the actual site framework.
- Content is entered through a content template.
- Page designs ultimately control the presentation of content. Content templates are paired with a specific page design.

Summary of steps to build a page

The following summary provides a high level overview of the steps required when building pages for a site.

Before you can start to build the design and specific pages of the Web site, the Information Architecture must be in place. This means:

- The site framework has been created, since it is the basis for the navigator.
- The Category Taxonomy has been defined, since this will be the basis for building menus as another way of navigation through the site.

Your security model should be defined, since you must define security at the object level. You should also define any required workflows and determine which access groups need to be created.

Based on a graphic mock-up of the Web site you have to:

- Identify the basic layout of the pages and the design components you need to create.
- Create the design components.
- Create the page design and write XML tags that are referencing design and content components.
- Create content templates to provide the necessary fields for entering content.
- Pair the content templates with the page designs in the Site Area objects.

Finally, once those tasks have been accomplished, the authors can create content objects and send them into the workflow. After passing all workflow stages, the Web page will be published on the live Web site.

Resources

Learn

- Visit the [Lotus Workplace Web Content Management](#) home page.
- Find everything you ever wanted to know about Lotus Workplace Web Content Management in the Redbook, [Lotus Workplace Web Content Management](#), which can be downloaded from the [IBM Redbook site](#). It contains:
 - An installation guide for Domino and Java edition
 - Deployment considerations and best practices
 - A detailed guide to creating and publishing content
- Read a Whitepaper on [Lotus Workplace Web Content Management](#) which answers some of the most common questions customers have about the new Lotus Workplace Web Content Management and how it fits with long-term IBM strategy.
- Stay current with [developerWorks technical events and Webcasts](#).

Get products and technologies

- Build your next development project with [IBM trial software](#), available for download directly from developerWorks.

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- [Participate in the discussion forum for this content.](#)

About the author

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Tina Klein works as an IT Specialist for IBM Software Services for Lotus in Germany. She holds a Bachelor of Arts degree from the University of Cooperative Education in Berlin. In the last 2 years Tina has worked on customer projects focused on IBM Lotus Workplace Web Content Management and has supported pre-sales activities for ILWWCM. Furthermore, she is a specialist on the deployment and administration of IBM Lotus Workplace Collaborative Learning. Tina can be reached at tina.klein@de.ibm.com.