Magazine Website Editing Guide: Blog Story Page

IN THIS SECTION

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INSERTING A BLOG STORY PAGE

Navigate to the Blog page and click on the + sign located next to Blog to expand the content

PLEASE NOTE: For SEO purposes some items you should consider when giving your blog a name are:

- Page name should match the title of the page. It doesn’t have to be the exact name of the page title, but it should relate to the content that will be found on the web page. It should also be descriptive of what a user will access when navigating to this page if they click on the link from search. E.g., if someone is searching using Google/Bing and use good name conventions to give them a reason to click on the link to read more and or access your link

- Page Titles should be about 60 characters in length

- Keep in mind that your page name can also be referenced for key words. Instead of “In this issue” it could be “lastest Chicago Booth Magazine Issue”

Right click on the current year and select insert >> blog page

Give the item a name
Press **OK** to confirm

Located in the **data** section in sitecore define the following fields

**Story Image**: Click on the browse button to navigate to the media library to include an image for the blog

Blog Image Sizes should be saved at **w 1500 x h 1500**
**Class:** This is an optional field, but use the information shown below to indicate to the visitor the type of information contained on your blog such as an *InfoGraphic, Video, etc*

Depending on the class you select will determine the appropriate icon to display over the blog image when someone clicks to read more

**Image Caption:** Optional field, use this area to enter a caption that will display directly beneath the image contained in your blog

**Blog Author:** Choose from the drop down menu and select the blog author for the post

**Please Note:** Refer to the bottom section of this document regarding how to create additional blog authors to display in this section

**Blog Excerpt:** Use this field to enter a excerpt regarding your blog. The information entered here will be displayed on the home page in the top right area of your blog. It will also act as a teaser for the blog from the blog home page
**Blog Content:** Use this field to enter the main content for your blog. As of the creation of this document the blog is intended to only allow content to be posted in this section. Please consult with interactive if needing to add images in the blog content section due to the mobile format.

*This is the first installment in a series highlighting the Class of 2017 recipients of the 1898 Scholarship Fund. Made possible by the generosity of alumni and friends, the fund continues to expand our diverse community and further support truly exceptional candidates. Through continued generous support, we are able to help our students unlock their true potential and thereby propel future leaders to confidently navigate the uncertainties of a rapidly changing world.*

**TimeStamp:** By default the information here will automatically be the date and time you created the blog. You may change the information by clicking on the drop down menu.

**Please note:** Depending on the date and time of the blog is how your blogs will appear on the main page, with the most recent blog being displayed at the top of the page on the blog home page. *All blogs are displayed in date order.*
See example below regarding date order

**Student Profile: Fernanda Gomez Ocejo**

*By 3oth Staff on August 30, 2016*

“Booth is not only about showing you concepts, but providing tools to help you face different challenges.”

**Manny Roman, '87, Taking Charge at Pimco**

*By Alina Dzikon on August 08, 2016*

After leading a turnaround at Man Group, Roman heads to the West Coast to run the world’s largest bond manager.

**Title:** Although at the bottom of the content editor, enter a title for the blog. Required for Search and SEO purposes

<table>
<thead>
<tr>
<th>Title:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Profile: Fernanda Gomez Ocejo</td>
</tr>
</tbody>
</table>
If entered correctly, the blog will be displayed as shown below

Student Profile: Fernanda Gomez Ocejo

"Booth is not only about showing you concepts, but providing tools to help you face different challenges."

Fernanda brings the same intensity and dedication to her work in the Full-Time MBA Program. Chicago Booth has given her the tools and perspective to navigate the uncertainty and rapid changes in her professional and personal life.

"You really get a different perspective about how you approach different issues. Booth is not only about showing you concepts, but providing tools to help you face different challenges."

Before coming to Chicago Booth, Fernanda was a budding entrepreneur. Partnering with her father, an interior designer, they developed a small business selling a product to help people handle areas of Mexico access a healthy, healthy, home-cooking solution.

"This is a cultural issue, a problem of cooking as seen in a couple communities and their world needs it. We implemented and had a start to potential and I hope to explore if further through the Capital Idea Venture Challenge."

Between her entrepreneurial aspirations, Fernanda is also looking forward to working at Nike. "I wanted to get an MBA to improve myself and I feel comfortable with a lot of people for fast-paced pace in the recruiting process."

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By Booth Staff
August 30, 2016
CREATING BLOG AUTHORS

If you do not see a blog author name in the list below, refer to the steps below to add a blog author to the list.

Navigate to the settings folder and click on the + sign to expand.
Right click on the BlogAuthors folder and select insert >> Filter

Give the filter item a name, in this case the name of the Blog Author

Press OK to confirm
If done correctly, you should see the author in the **BlogAuthors** folder

Repeat this step to add additional blog authors

You will need to submit for approval and approve to publish in order for the names to render on the live site

When you insert a blog story page and click on the blog author drop down, the information displayed in the drop down menu pulls from the section above (as shown below)
CREATING YEAR FOLDERS

The section below will highlight the steps needed to create a new folder for the current year. The blog page has been setup to store blogs for the current year in their respective year folders as shown below:

To create a folder for say the year 2017, right click on the Blog home page and select **insert >> Blog News Year Folder**

Give the item a name, preferably the current year:

```
Enter the name of the new item:
2017
```

OK  Cancel
Press **OK** to confirm

Once created, you may now insert blogs to be listed in this folder for the current year

![Blog folder with 2017 option selected](image)

Repeat the above steps when adding a folder for the following year

**Please note:** In order for your blogs to display under the current year you will need to publish the year folder. This process will only need to be done once a year.