



CONTENTCREATOR



SITEARCHITECT



SERVERMONITORING



SERVERMANAGER

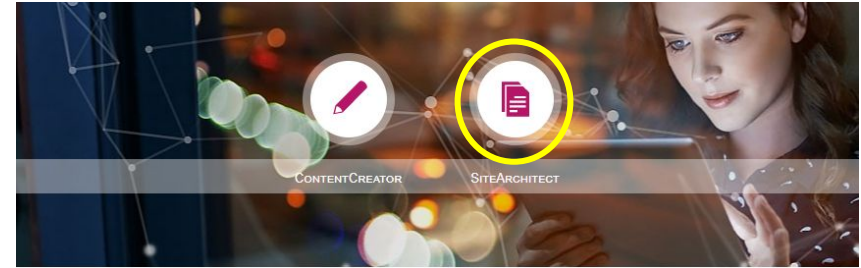


HILFE

FirstSpirit Crashkurs

Start

- log in with personal login
- we are working on the new website, therefore select **BLANCO Website Relaunch 2018**
- select **BLANCO Website Relaunch 2018** in the quickstart menu or go via SiteArchitect



SCHNELLSTART

-  [BLANCO GmbH + CO KG](#)
-  [BLANCO | Website Relaunch 2018](#)

ZULETZT GEÖFFNET

-  [BLANCO | Website Relaunch 2018](#)
-  [BLANCO GmbH + CO KG](#)
-  [BLANCO | Website Relaunch 2018](#)
-  [BLANCO GmbH + CO KG](#)

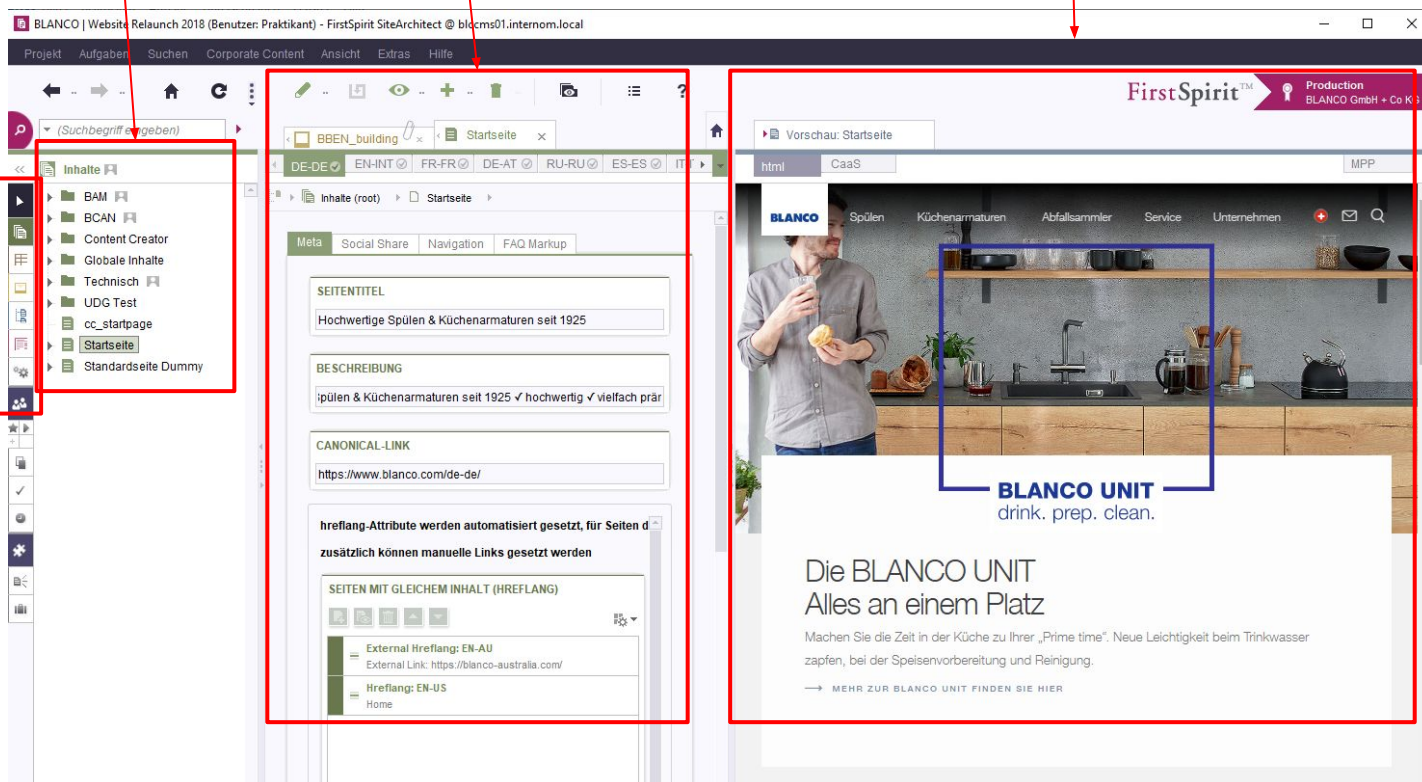
Overview

Bearbeitungsansicht

Vorschau

Navigation

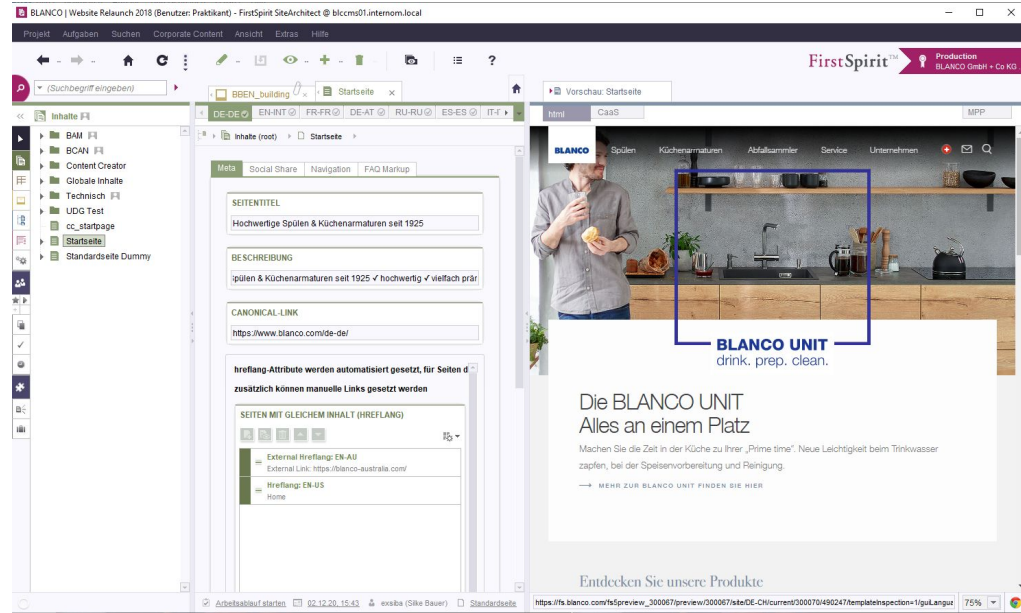
Levels



Overview

The SiteArchitect user interface consists of a screen view divided vertically into three sections of varying sizes relative to one other. In general, the SiteArchitect layout looks like this:

- **The title row:** Apart from the FirstSpirit logo, this row also contains details of the currently opened project (project name), the user name of the logged-in user, and the server name.
- **The menu bar:** This is located beneath the title row and contains functions for general and project-wide use.
- **The horizontal tool bar:** Some frequently required functions are provided directly beneath the menu bar in the form of icons.
- **The status row:** This is the bottom row of SiteArchitect. Information on the selected object in the tree structure is shown here.



Overview

The left-hand part of the screen

Various project content, such as the tree structure, search results, bookmarks, tasks, clipboard, etc., can be displayed on the left-hand part of the screen. Once a project is started, the tree structure is always shown and the most recently selected object is always activated.

- The **vertical tool bar**: This controls the content shown on the left-hand part of the screen.
- The **global search**: This is located above the project content on the left-hand part of the screen.

The central part of the screen

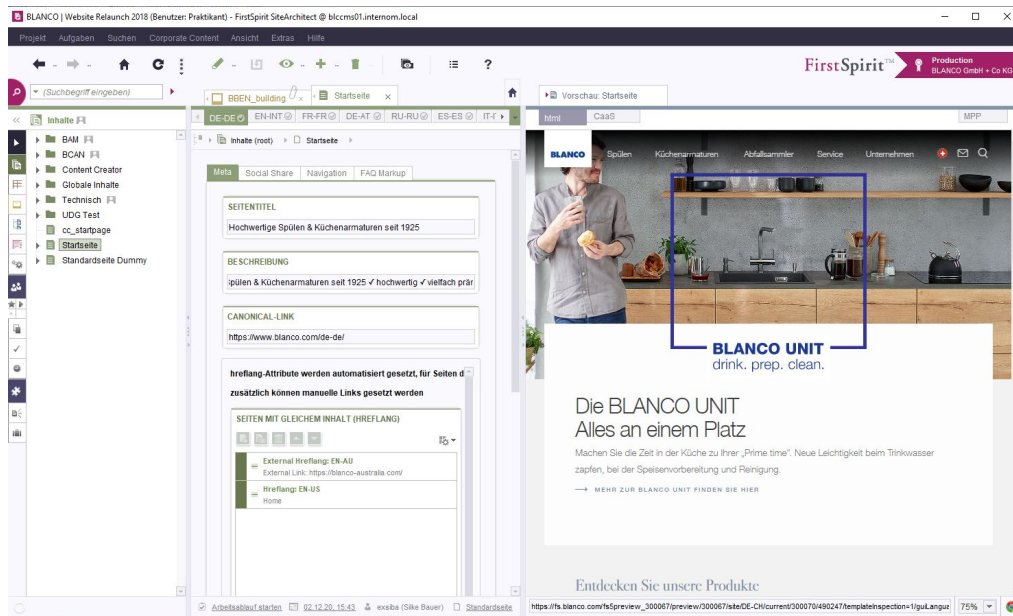
The central part of the screen contains the editing area with a horizontal tab navigation layout.

- The **editing area**: This relates directly to the active object within the tree structure. The editing screens and setting options for the various objects are found here.

The right-hand part of the screen

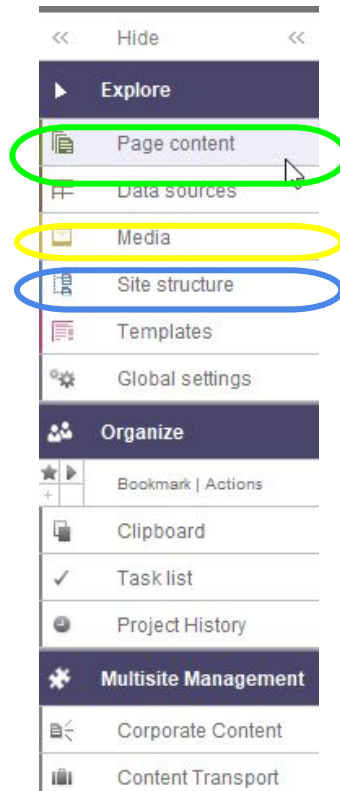
The right-hand part of the screen contains the FirstSpirit AppCenter and the integrated preview.

- **AppCenter/integrated preview**: Project content can be viewed in an integrated browser (integrated preview) or third-party applications can be accessed for this purpose.



The different sections

- The contents (texts, images, etc.) are created within the page content layer (green).
- Images, PDF's, ZIP-files etc. are stored under media (yellow).
 - ATTENTION: No videos!
- After creating the content, the page is linked under site structure (blue) and can then be published.



Page Content

Page Content

- The Page Store is used to maintain editorial content. Here “pages” and “sections” with editorial content are created, which are later referenced to the structure and layout from the Site and Template Stores. A page from the Page Store corresponds in most cases to a page on the website.
- Maintenance of all website content
- If you delete any content page or section template, other countries may also lose their content
- **PLEASE DO NOT DELETE ANY TEMPLATES!**

The following objects can be created within the Page Store:

-  Folders for structuring the pages (in most cases it is useful to copy the folder structure which matches the planned menu structure.)
-  Pages
-  Sections/data source sections
-  Section references

Creating pages and sections

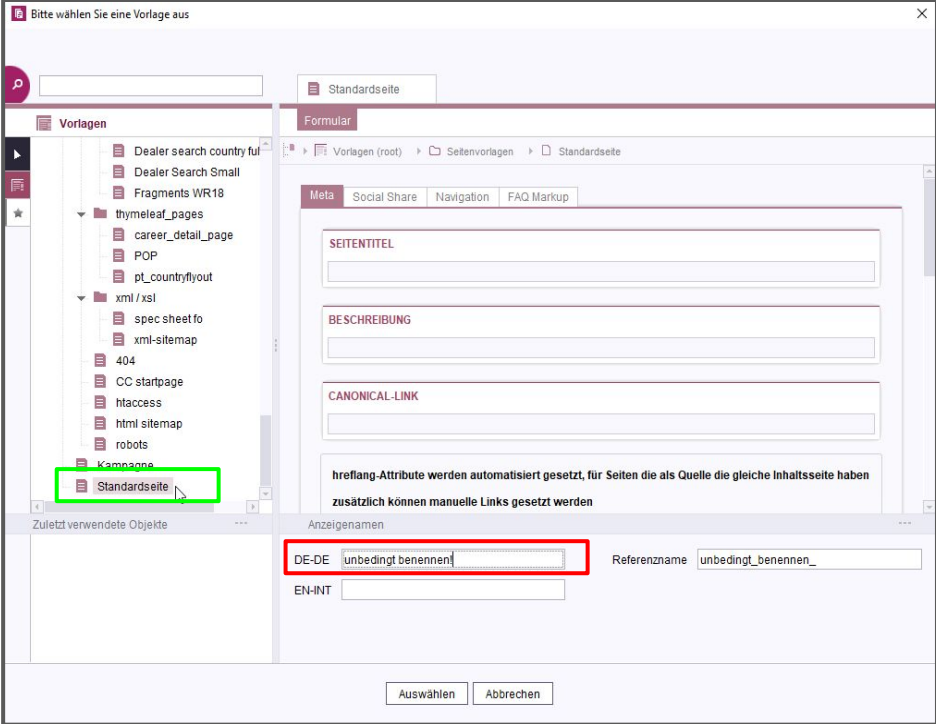
Objects can be created in the Page Store either using

- the **New** context menu entry
- the  icon **Insert** in the tool bar
- the relevant keyboard shortcut **Ctrl + N** (see [keyboard shortcuts](#))

As a template we always take the default page. (lowest selection)

Enter page title and description

ATTENTION: It is essential to define a display name!



Bitte wählen Sie eine Vorlage aus

Standardsseite

Vorlagen

- Dealer search country ful
- Dealer Search Small
- Fragments WR18
- thymeleaf_pages
 - career_detail_page
 - POP
 - pt_countryflyout
- xml / xsl
 - spec sheet fo
 - xml-sitemap
- 404
- CC startpage
- htaccess
- html sitemap
- robots
- Kampagne
- Standardsseite**

Zuletzt verwendete Objekte

Formular

Vorlagen (root) > Seitenvorlagen > Standardsseite

Meta Social Share Navigation FAQ Markup

SEITENTITEL

BESCHREIBUNG

CANONICAL-LINK

hreflang-Attribute werden automatisiert gesetzt, für Seiten die als Quelle die gleiche Inhaltsseite haben zusätzlich können manuelle Links gesetzt werden

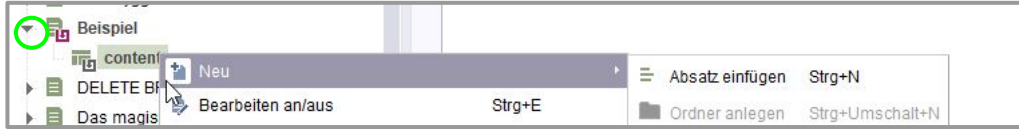
Anzeigenamen

DE-DE **unbedingt benennen** Referenzname unbedingt_benennen_

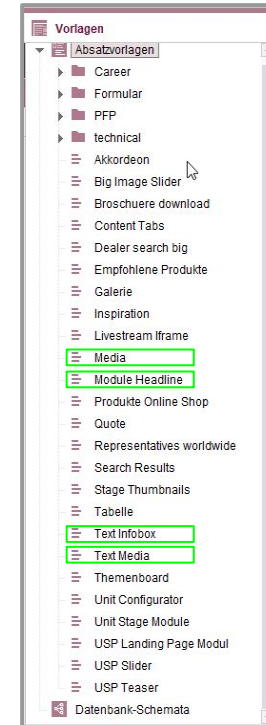
EN-INT

Auswählen Abbrechen

create a new section



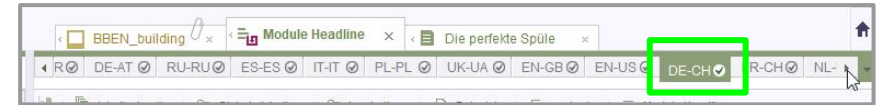
- expand the page with a click on the triangle
- right click on content to insert new module template
- select the desired module from the templates on the right:
- typical modules: Headline, Media, Text Media, Text Infobox modules.
- more info about the modules > [here](#) <



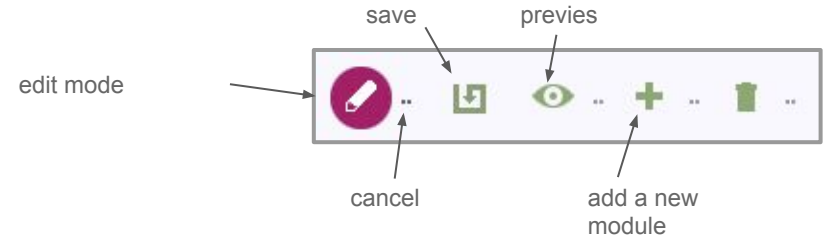
create a new section

ATTENTION: make sure that the correct language is selected!

Now the module can be filled in



Never delete moduls, as they will be deleted for ALL languages



Media

Media Store

The Media Store is used to manage all the media used in a project. These can be images in any graphic format which are to appear on one or several pages of the website. They can include PDF files to be offered for downloading, sound files which are played back when certain links are clicked, etc.

The following elements can be created within the Media Store:

-  Folders for structuring the media
-  Language-independent images
-  Language-dependent images
-  Language-independent files
-  Language-dependent files

Specific icons based on the file type are displayed for files too. In this way, the file type is immediately apparent in the tree structure, without having to change to the detailed view first.

Media Store

- Upload images to the appropriate category, please follow the [guidelines](#).
- Image can then be dropped by drag and drop, more info > [here](#) <
- Videos are NOT uploaded in FirstSpirit!
Please embed via YouTube.
- Upload documents (Zip files and PDF's) into the appropriate category.



images

Images must be cropped according to the module.

The cropping specifications are in the module or can be found [here](#).

Images should always be formatted in JPEG, and should not exceed a file size of 3MB.

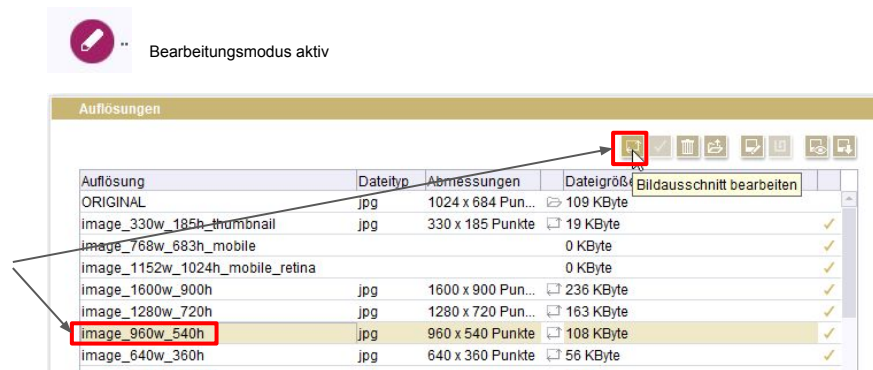
Uploading images should always follow the [Media Guidelines](#) to keep the filing and naming of images consistent.



Beispiel: Text-Media Modul

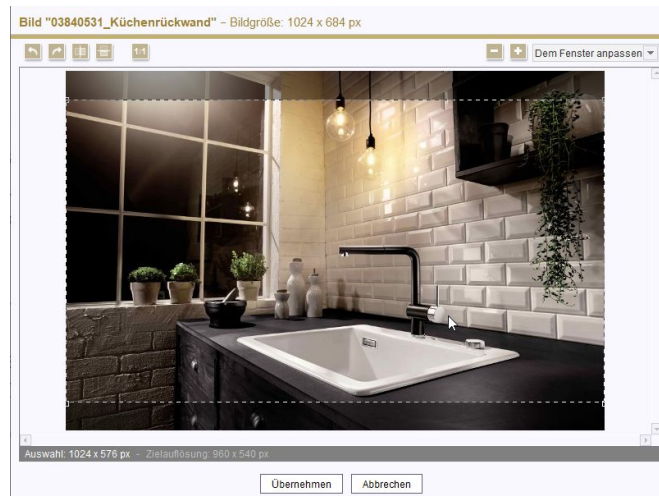
cropping images

Open image with double click
switch to the edit mode
Select size and click on the icon
Info: if the columns File type and Dimension are already filled in, the image is already cropped in this format and does not need to be cropped again!



Set image section
ATTENTION: Please make sure that the selected crops are similar for all formats and do not differ too much.
Repeat for all required sizes
Apply and save

Read more [here](#).



Videos

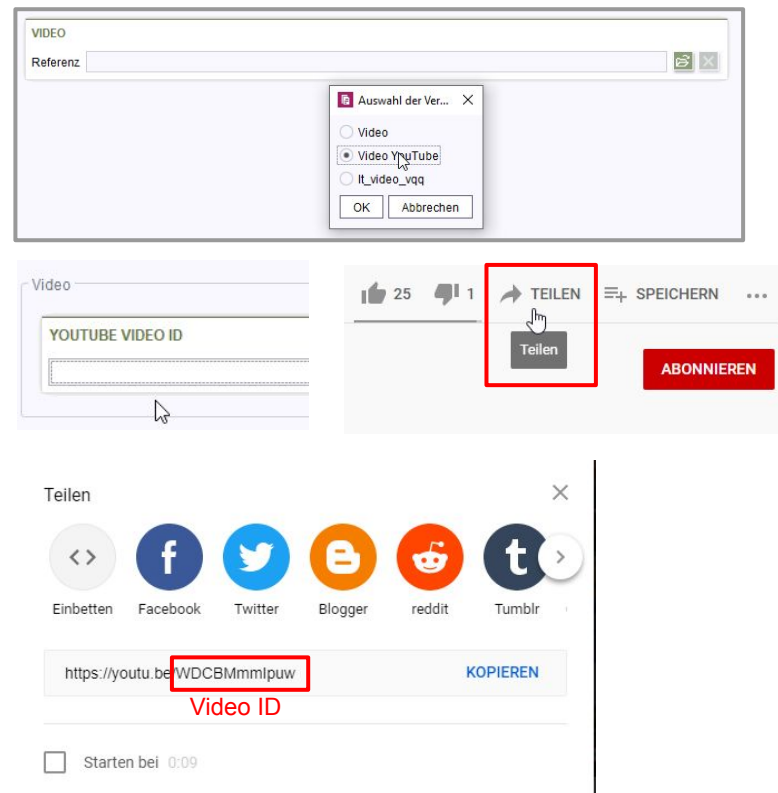
Videos are NOT uploaded directly to FirstSpirit, but are integrated via YouTube.

For this, the video must be uploaded to YouTube beforehand

All videos require a thumbnail image in the maximum resolution 1600x900px, this must be stored beforehand under 02-Video > Thumbnails_Videos

It is recommended to use a screenshot from the video as thumbnail

YouTube Video ID: click on "Share" in YouTube



Site Structure

Site Structure

- The Site Structure maps the navigation structure of the website.
Each country has its own structure folder
- if there are several language versions for one country, each language has its own folder
- Each folder in the Site Store corresponds to a menu level in the navigation so that a new menu level is automatically added with each new subfolder.
- Always create new pages only in the own structure folder!

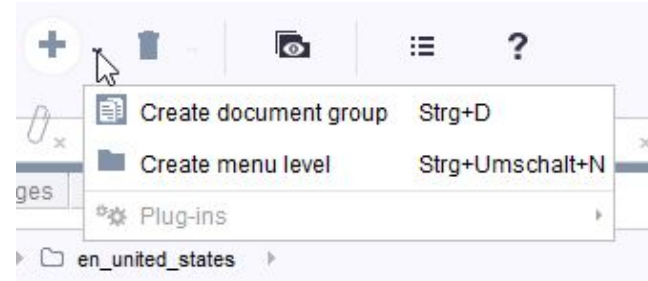
The following elements can be created within the Site Store:

-  **Folders:** Correspond to a menu level in the website's navigation.
-  **Start folders:** If a menu level does not have a specific page, the link is directly forwarded to the pages in the start folder.
-  **Page references:** These are the specific pages which can be displayed.
-  **Start pages:** If there are several pages in a menu level, the start page is displayed first.
-  **Document groups:** Can group together several page references and menu levels and display them as one page.



Create new page reference

1. Click on the + to create a new page reference, click on the .. to create a new menu level
2. A window opens in which the tree structure of the Page Store is displayed.
3. Assign a language-dependent display name for the page reference
4. The “Reference name” field is automatically filled with the value for the page used from the Page Store, but can be changed (up to the initial creation of the object). The reference name may not contain any spaces, special characters or symbols.



Each folder in the Site Structure corresponds to a menu level in the navigation

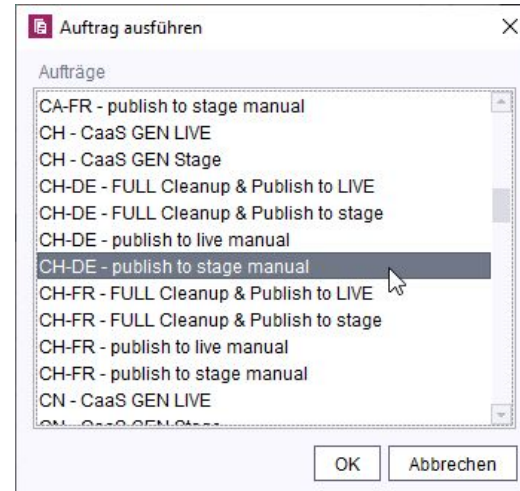
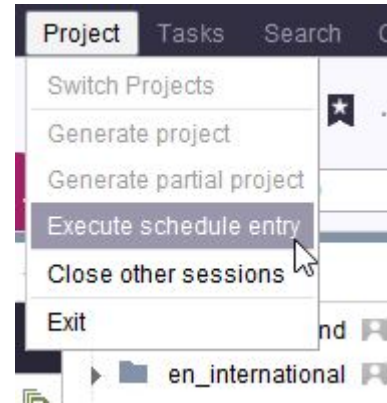
Publish the Site

After successfully creating the page reference, the page can be published:

1. In the menu bar: Project > Execute schedule entry
2. Select the desired country and option.

There are the following **publishing options**:

- FULL Cleanup & Publish to ...:
 - publishes the whole website
- publish to ... manual:
 - publishes selected sites
- **Stage: testserver**, where you can check your work before putting it on the live website
 - we recommend publishing to stage before publishing to live
- **Live: publishes to the live website**

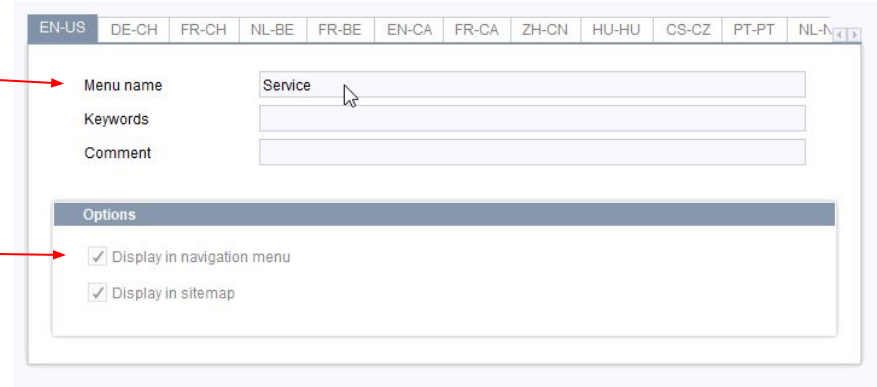


Settings at menu level

Various settings can be made for each menu level in order to enhance navigation through the website. Edit mode must have been activated for the menu level in order to make such settings.

Menu name: In this field you enter text to represent this menu item within the navigation. This is the name for this navigation item really used on the website, which may differ from the name of the menu level in the Site Store.

Display in navigation menu?: This option must be activated, otherwise this menu item (including all submenus) is removed from the navigation! This option is useful for areas which are to be temporarily removed from the website but re-integrated later. This option saves having to create the structure for this area again.

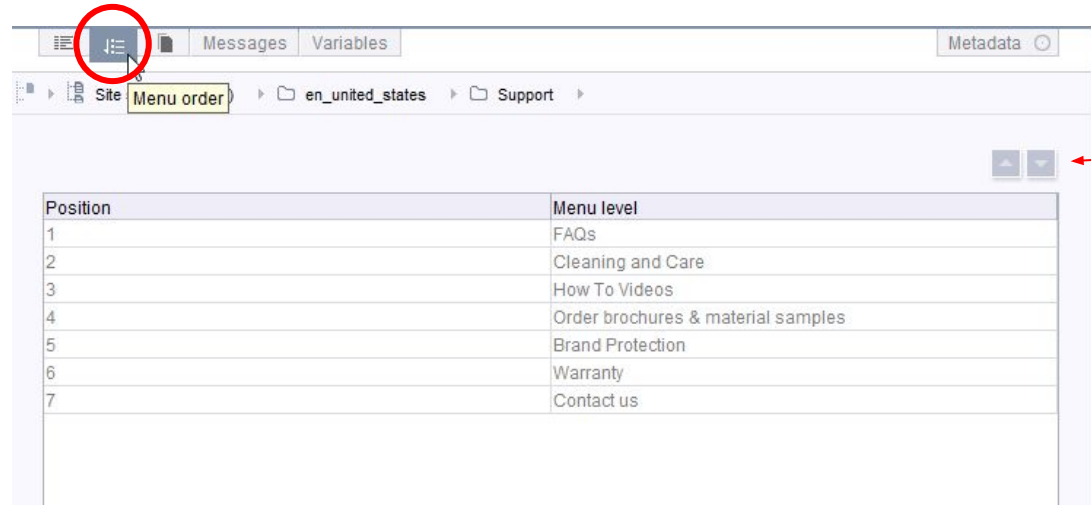


The screenshot shows a web interface for editing menu settings. At the top, there is a language selection bar with tabs for EN-US, DE-CH, FR-CH, NL-BE, FR-BE, EN-CA, FR-CA, ZH-CN, HU-HU, CS-CZ, PT-PT, and NL-NL. Below this, the 'Menu name' field is set to 'Service'. The 'Keywords' and 'Comment' fields are empty. The 'Options' section contains two checked checkboxes: 'Display in navigation menu' and 'Display in sitemap'. Two red arrows point from the text blocks to the 'Menu name' and 'Options' sections respectively.

EN-US	DE-CH	FR-CH	NL-BE	FR-BE	EN-CA	FR-CA	ZH-CN	HU-HU	CS-CZ	PT-PT	NL-NL
Menu name: Service											
Keywords:											
Comment:											
Options											
☒ Display in navigation menu											
☒ Display in sitemap											

Menu order

The Menu order tab can be used to subsequently change the order in which the menu entries are to appear in the navigation. All menu items below the selected navigation level are listed. Click the Move up or Move down icon to move the selected menu level up or down by one position in the list.



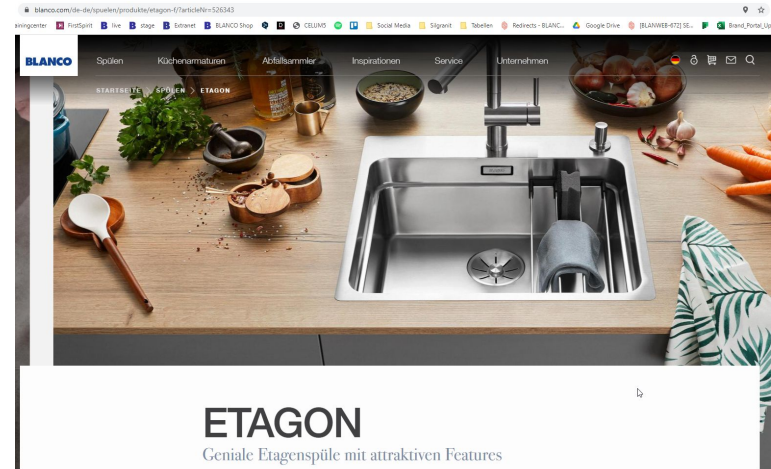
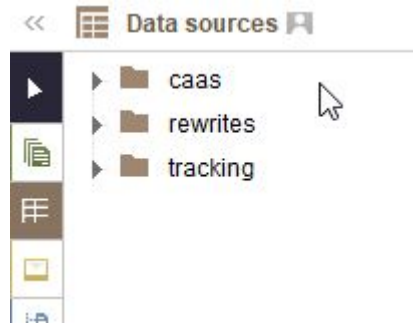
The screenshot shows the 'Menu order' tab in a software interface. The breadcrumb path is 'Site > Menu order > en_united_states > Support'. The 'Menu order' tab is highlighted. Below the breadcrumb, there are two small icons (up and down arrows) and a red arrow pointing to them. The main area contains a table with two columns: 'Position' and 'Menu level'.

Position	Menu level
1	FAQs
2	Cleaning and Care
3	How To Videos
4	Order brochures & material samples
5	Brand Protection
6	Warranty
7	Contact us

Data Structure

Data Structure

The Data Structure is used for managing family page content and short-urls.



Edit Family Pages

Search for the family
you want to edit

Filter ☐ [All Records] Display 500 datasets

Sort Order > ID ↓ x > (+)

ID	Meta Titel	Meta Beschreibung	Meta OpenGraph Tit...	Inhaltsliste	In dieser Sprache a...	SEC
3914	BLANCO GOURMET	BLANCO GOURMET	GOURMET	[PFP Stage, Product		
3913	BLANCO IKON	BLANCO IKON	IKON	[PFP Stage, Product		
3912	BLANCO HERALD	BLANCO HERALD	HERALD	[PFP Stage, Product		
3911	BLANCO GALAXY	BLANCO GALAXY	GALAXY	[PFP Stage, Product		
3910	BLANCO FORMERA	BLANCO FORMERA	FORMERA	[PFP Stage, Product		
3909	BLANCO FOCUS	BLANCO FOCUS	FOCUS	[PFP Stage, Product		
3908	BLANCO FLEET	BLANCO FLEET	FLEET	[PFP Stage, Product		
3907	BLANCO FILTRA	BLANCO FILTRA	FILTRA	[PFP Stage, Product		
3906	BLANCO FAVUM	BLANCO FAVUM	FAVUM	[PFP Stage, Product	✓	
3905	BLANCO FAVOS	BLANCO FAVOS	FAVOS	[PFP Stage, Product	✓	
3847	BLANCO	BLANCO	EMPRESSA_soapdis	[PFP Stage, Product		
3846	BLANCO EMPRESSA	BLANCO EMPRESSA	EMPRESSA	[PFP Stage, Product		
3845	BLANCO EYE	BLANCO EYE	EYE	[PFP Stage, Product		
3844	BLANCO ESSENTIAL	BLANCO ESSENTIAL	ESSENTIAL	[PFP Stage, Product		
3843	BLANCO ENVOY	BLANCO ENVOY	ENVOY	[PFP Stage, Product		
3842	BLANCO ENOS	BLANCO ENOS	ENOS			
3841	BLANCO EMIR	BLANCO EMIR	EMIR	[PFP Stage, Product		
3840	BLANCO ELLIPSE	BLANCO ELLIPSE	ELLIPSE	[PFP Stage, Product		
3785	BLANCO DIVA	BLANCO DIVA	DIVA	[PFP Stage, Product		
3784	BLANCO DIAMOND	BLANCO DIAMOND	DIAMOND	[PFP Stage, Product		
3783	BLANCO CERANA	BLANCO CERANA	CERANA	[PFP Stage, Product		
3782	BLANCO CANTATA	BLANCO CANTATA	CANTATA	[PFP Stage, Product		
3781	BLANCO CUBIC	BLANCO CUBIC	CUBIC	[PFP Stage, Product		
3780	BLANCO CREST	BLANCO CREST	BLANCO CREST	[PFP Stage, Product		
3779				[PFP Stage, Product		
3778	BLANCO CITY	BLANCO CITY	BLANCO	[PFP Stage, Product		
3777	BLANCO CABO	BLANCO CABO	CABO	[PFP Stage, Product		

Edit Family Pages

make sure you selected your country

Show in this language has to be selected for the family page to show up on the live website

click on content and go in to the “edit-mode”

most of the page content comes directly from PIM, the Data Information System, and **CAN'T be edited with FirstSpirit**

some content can be edited and you can add more sections if needed

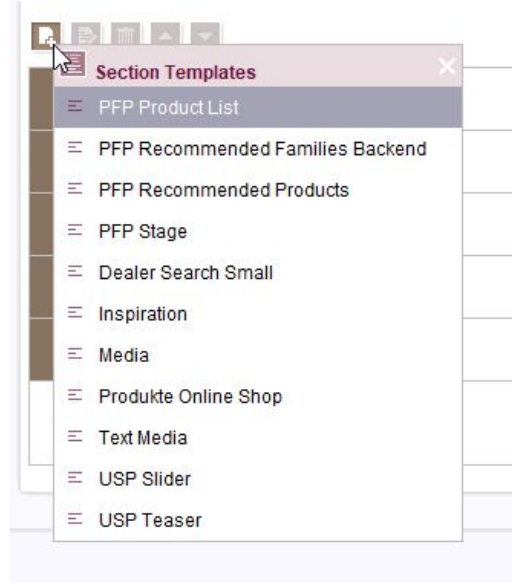
The screenshot shows the FirstSpirit edit interface for a family page. At the top, there is a language selection bar with options: DE-DE, EN-INT, FR-FR, DE-AT, RU-RU, ES-ES, IT-IT, PL-PL, UK-UA, EN-GB, **EN-US**, DE-CH, FR-CH, and NL-BI. Below this is a breadcrumb trail: Data sources (root) > caas > product_family > Product_family: 3784. The main content area has a tabbed interface with 'General', 'Content', and 'Meta' tabs. The 'Content' tab is selected. Below the tabs is a 'CONTENT LIST' section. It contains a list of content items, each with a PIM icon and a title: 'PFP Stage', 'Section template: Text Media', 'Section template: Text Media', 'Product List', and 'Dealer Search Small'. Each item has a 'PIM' label below its title. Red arrows from the text on the left point to specific elements: one to the language bar, one to the 'SHOW IN THIS LANGUAGE' checkbox (which is checked), one to the 'Content' tab, and two to the 'PFP Stage' and 'Product List' items in the content list.

Edit Family Pages

to add a new section click on the icon after you entered the edit mode

you can choose from the same templates as in the “green” page structure

To edit an existing section, just double click on it. You can edit it the same way you would in the green/page structure.



short urls / rewrites

we don't use this tool to create rewrites/redirects, please contact us if you need to do so.

you can create Short-Urls if needed, but please discuss the naming with us, as some names are saved for global campaigns.

this part comes after `www.blanco.com/`

choose the target URL
you can chose internal, external or PIM product link

Internal: chose the language

PLEASE INPUT THE OLD URL (WITHOUT "HTTPS://WWW.BLANCO-GERMANY.COM/" AND START WITHOUT /)

LINUS

PLEASE INSERT THE TARGET URL INTERNAL OR EXTERNAL LINK

Reference LINUS BAM

for INTERNAL links it's neccessary to chose a language

FOR INTERNAL LINK: SELECT THE LANGUAGE OF THE NEW URL

☐ CS-CZ	☐ DE-AT	☐ DE-CH	☐ DE-DE	☐ EN-CA	☐ EN-GB	☐ EN-INT	☒ EN-US
☐ ES-ES	☐ FR-BE	☐ FR-CA	☐ FR-CH	☐ FR-FR	☐ HU-HU	☐ IT-IT	☐ NL-BE
☐ NL-NL	☐ PL-PL	☐ PT-PT	☐ RO-RO	☐ RU-RU	☐ UK-UA	☐ ZH-CN	

Note: Parameters behind the urls will be ignored!

Comment (optional)

Tips & common mistakes

I can't find the page in the page structure:

To quickly find a page in the green structure, you can simply search for the page in the site structure:

1. Search your site in the site structure
2. the corresponding page is linked in the bottom right corner

The screenshot shows a web application interface with a top navigation bar containing language selection options: DE-DE, EN-INT, FR-FR, DE-AT, RU-RU, ES-ES, IT-IT, PL-PL, UK-UA, EN-GB, EN-US, and a search icon. Below the navigation bar is a breadcrumb trail: Site structure (root) > en_united_states > Inspirations > Farmhouse Installed into Preexisting Cabinetry. The main content area is divided into several sections: General, Options, Menu overview (Sitemap), Link, and Validity period. The General section contains fields for File name (farmhouse_installed_into_preexisting_cabinetry) and Keywords. The Options section has a checkbox for Show in page group. The Menu overview (Sitemap) section has a checkbox for Show in Sitemap and fields for Text for sitemap and Image for sitemap. The Link section has radio buttons for Internal (FirstSpirit), External URL, and use URL from related project, each with a corresponding input field. The Validity period section is empty. At the bottom of the page, there is a status bar with a Start Workflow button, a date and time stamp (4/20/20, 8:43 PM), a user identifier (US00800680 (Stephen Norris)), and a link to the page (Farmhouse Installed into Preexisting Cabinetry). A red arrow points to this link.

DE-DE EN-INT FR-FR DE-AT RU-RU ES-ES IT-IT PL-PL UK-UA EN-GB EN-US C Metadata

Site structure (root) > en_united_states > Inspirations > Farmhouse Installed into Preexisting Cabinetry

General

File name farmhouse_installed_into_preexisting_cabinetry

Keywords

Options

☒ Show in page group

Menu overview (Sitemap)

☒ Show in Sitemap

Text for sitemap

Image for sitemap

Link

☒ Internal (FirstSpirit)

☐ External URL

☐ use URL from related project

Validity period

Start Workflow 4/20/20, 8:43 PM US00800680 (Stephen Norris) Farmhouse Installed into Preexisting Cabinetry

What does this error mean??

- In a module not everything was filled in correctly!
- The affected module is marked red.
- What if it is red in another country tab?
 - the module can be deactivated for the country.
 - Click on the checkmark and deactivate module

