

# UF Health Web Services NEWSLETTER

University of Florida Health Communications & Information Technology

November 2019

## Didn't get to attend Behind the Web?

The "Behind the Web" mini-conference held on October 2, 2019 focused on the Apollo 2 migration experience for a select group of users with sites large and small. New and upcoming Apollo 2 features were introduced, as well.

[View presentations and watch the program](#)

## New Blocks, Features & Site Improvements

Please read below for more expanded information on the updated features and improvements that were presented at Behind the Web and how to use them.



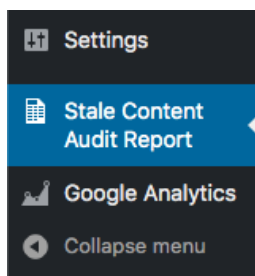
**Coming soon!**

### Duplicate a Page on Your Site with One Click

A new plugin will be release soon that will give you the ability to duplicate a page or post on your site with one click. Duplicate pages or posts will be saved on the site as drafts until Published. When a page is duplicated, all settings such as the page template and parent page are present in the duplicate page, as well. Duplicate posts retain the categories from the original post. Chronos users can also use this tool to clone Articles, but not Issues at this time.

*There are two ways to use this new feature:*

- Open your page/post in the editor and select the "Copy to a new draft" option in the black Admin bar at the top of the screen.
- Click on Pages/Posts in the Dashboard menu and hove your mouse over the title of the item you would like to duplicate. Select the "Clone" option that appears below the title.



### Stale Content Audit Plugin

The Stale Content Audit plugin is a custom tool that scans the site for pages and posts with content that hasn't been updated in 6 months, and is considered "stale". Site users will receive an report from the plugin periodically that catalogs the content which needs to be updated or generally addressed across all of the sites they currently or previously had access to edit. That email includes basic data about what the audit generated for them, a CSV file

for that data, and a link to an page in WordPress where they can view and interact with the data. Site Administrators will receive an additional CSV file with the data for all stale content across the site. If a user is the lead site administrator, they receive an additional report of all stale pages for all users across that site.

[Learn More about the Stale Content Audit Plugin](#)



## Table Block

The Table block for WordPress has been redeveloped to be more useful and meet the needs of our users. The redeveloped Table block now includes: a caption, an "interactive" setting which will enable search capabilities, pagination, and sorting by columns, and keyboard controls similar to Microsoft Excel.

[View more information on the Table block](#)



## Alert Block

Alert block is a new block from Web Services that will allow you to add visual significance to a piece of information on your page. Alerts blocks will display the information within them using a few predetermined color and icon choices to help convey the importance of the information.

[View more information on the Alert block](#)



## Landing Page Hero Block

The Landing Page Hero block is an eye-catching addition to any Landing Page. This block comes with the ability to add a title and subtitle at the top of the page and supports the addition of 4 call-to-action buttons. The Landing Page Hero block will display your website header animations or pattern kit seamlessly.

[View more information on the Landing Page Hero block](#)

## Directory Block Updated with Searchable Table

The Directory block has been updated to include a search box, pagination, and sorting by columns. These features are available by selecting the "Interactive" option in the block's settings.

[Try out the new features](#)

## Main Navigation Update

The main menu should appear to be more compact. Sub-pages will be ordered alphabetically and oriented vertically (top to bottom) unless the page order is manually set.

## Page Template Design Improvements

- Cards, Stats, Flip flop, and Calendar blocks are now officially supported on default and full width page templates.
- Images with captions have been stylized more inline with the Apollo 2 look and feel
- Videos which are center aligned should be aligned with the content around them.

## Website Header Patterns

A New pattern kit feature was added and is available through the Customizer under the "Header" option you can select one of two patterns in your selected kit to display in the background of you site's header. Seven kits are available to select from. Using a pattern in your header is the preferred option.

## Website Header Animations

10 subtle animations are now available for your website's header through the Customizer under the "Header" option. Adding an animation will replaced your selected background pattern for the header.

[Learn how to add animations and patterns to your website.](#)

## Optimizing for Apollo 2

### Before you begin

Looking at how your Apollo 1.0 site has been performing can help with your migration process – it can help you determine which pages are most valuable to your users and provide insights on what content might be removed or re-purposed. To help with this, we can provide a **preliminary migration audit**. This report provides a broad overview of your sites' Google analytics, and some general observations and recommendations by the Web Services content team based on that data.

### Refining your Apollo 2.0 site

After you've moved to Apollo 2.0, Web Services can partner with you to continue to optimize your website. We provide a number of usability testing services, such as analytics tracking, heat mapping, and A/B testing, to get a better picture of how your users interact with your site. These reviews and tests allow us to make iterative changes to improve your users' experience and to complete goals and tasks using your site.

[Learn more about these services](#)

## How to Use Blogging on Your Site

Blogging is something you can incorporate into your site with little effort. The main idea behind blogging is that you are posting short snippets of information as needed. Some effective uses for blogging are news articles, announcements, or faculty spotlights. To start blogging on the site, you will want to create a Post for each item you would like to blog about. Once the posts are published, they can easily be integrated into the homepage of your site with the [Recent Posts block](#). Blogging is what WordPress was originally developed for in the early 2000s and it does it well. It's also an easy way to improve your search engine rankings because you can use your blog posts to answer questions, promote projects, and research.

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## Industry Tips from the Nielsen Norman Group

The Nielsen Norman Group is a User Experience (UX) research and consulting firm recognized around the world for their leadership in defining the field of UX. Below are a few helpful articles recently published on their site.

## Microcontent: A Few Small Words Have a Mega Impact

Well-written, short text fragments presented out of supporting context can provide valuable information and nudge web users toward a desired action.

[Read More about Microcontent](#)

## Text Scanning Patterns: Eyetracking Evidence

Eyetracking research shows that there are 4 main patterns that people use to scan textual information on webpages: F-pattern, spotted pattern, layer-cake pattern, and commitment pattern.

[Read the full article](#)

