

Guideline for Magnolia CMS structure and naming convention



BRITA Website Team

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Magnolia CMS Structure and Naming Convention

Why to have a guideline?



Meanwhile a lot of colleagues from all markets over all Strategic Business Segments (SBS) are working within the Magnolia CMS and create different contents in the “Landing page” folders, the “Magazine-Hub” (local content) folder or on various local pages.

The list of pages and folders will get longer and longer.

In order to have **a better overview – especially in terms of future maintenance and archiving – we are asking you to follow this guideline: structure the folders and also follow the naming convention for pages, assets and downloads.**

The guideline should help to get into a structure and should avoid creative chaos ;-)



Relevant Magnolia Apps to maintain landing pages, local magazine hub and other § LocalPages

Pages App

for editing Landing pages, Magazine Hub Pages or other §LocalPages

EDIT



Pages



Assets

Assets App

for uploading images or download pdfs

BRITA



Downloads



Friendly URL

Downloads App

to define the title shown in the frontend, the preview image and maintain a reference to the respective PDF file uploaded in the Assets app.

Pages App – Folder structure

for landing pages and magazine hub pages

We ask you to structure the folders due to the Strategic Business Segments (SBS).

- Landingpage-Folder
 - Landing-Pages-Consumer
 - Landing-Pages-Dispenser
 - Landing-Pages-Prof-Filter
 - Archive*

- Magazine-Hub
 - Magazine-Hub-Consumer
 - Magazine-Hub-Dispenser
 - Magazine-Hub-Prof-Filter
 - Archive*
 -

(folders for overall topics can follow e.g. Why-BRITA)

For the magazine hub the differentiation is also necessary to structure your local content hub to the relating content page to follow the URL path.

*Archive: for old and depublished landing pages or magazine pages

Pages App – Naming Convention

for landing pages and magazine detail pages

SBS-campaign/category/page-content/subject

Examples:

Landingpages

consumer-spring-offer-marella

professional-event-london-coffee-festival

Magazine-Detail-Pages

consumer-limescale-why-filtering-water

dispenser-sustainability-sustainable-workplace-environment

professional-water-academy-coffee-sustainability

Important: Please only use **ENGLISH namings, lowercase letters** (except of country code), **minus sign** to separate words; Please do not use any special characters in the naming.

Assets App – Folder structure for landing pages and magazine hub pages

Please structure your images and downloads within the Assets app also due to the Strategic Business Segments (SBS) for landing pages and magazine hub pages **and** by folders for your relating landing pages or magazine articles.

Examples:

- Landingpages
 - Landing-Pages-Consumer
 - *consumer-spring-offer-marella*
 - Landing-Pages-Dispenser
 - Landing-Pages-Prof-Filter
 - Archive*

- Magazine-Hub
 - Magazine-Hub-Consumer
 - Magazine-Hub-Dispenser
 - *dispenser-sustainability -3-easy-ways-stay-hydrated-work*
 - Magazine-Hub-Prof-Filter
 - Archive*
 -

(folders for overall topics can follow)

*Archive: for old and depublished assets

Assets-App - Naming Convention CMS **Asset name** for images



SBS-**category/page/module**-**image-size**-**content/subject**-**mobile** (if relevant)

Examples for images:

consumer-stage-2560x1160-spring-offer
consumer-big-teaser-710x400-marella-mobile
dispenser-small-teaser-464x348-waste-prevention
professional-big-teaser-898x682-barista-espresso

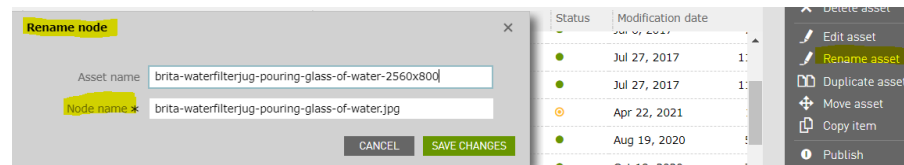
Rename asset:

The **node name** is the asset name of the image you initially uploaded it into the system. The node name should have the same name as the asset name.

Please upload the asset name with the pixel size in the system and rename it after upload due to SEO relevance.

Important:

Please only use **ENGLISH namings, lowercase letters** (except of country code), **minus sign** to separate words; Please do not use any special characters in the naming. For image files with text (consider to save as png) add the language (e.g. -fr, -de).



Assets-App – Uploading Images – Relevant to fill in



1. **SEO-relevant file name**, occurring in the code – please define an image name in local language based on local SEO requirements

2. **Asset name** displayed only within CMS, e.g. in the asset folder see [naming convention](#)

3. **SEO-relevant Title-Tag for better usability** – please define title in local language based on local SEO requirements (occurring with mouse over) – can be the same as ALT-text

4. **SEO-relevant ALT-text** (alternatively, when the image does not load) – **max. 50 characters**
Important for barrier-free web-design, please describe what you see on the image

Asset

DESCRIPTION

Media *

image detail

waterfilterjug-pouring-glass-of-water.jpg

Size 2560 x 800, 474 KB

Format jpg

EDIT IMAGE... UPLOAD A NEW IMAGE...

Asset name consumer-waterfilterjug-stage-2560x800-pouring-glass-of-water

Caption (en) consumer-waterfilterjug-stage-2560x800-pouring-glass-of-water Pouring a glass of water from a water filter jug image - jpg

Describe asset using Simple Dublin Core Metadata Element Set (DCMES)

Identifier c71252ff-c4a6-4fb6-91d6-f98181ec3407

Type

Title (en) Pouring a glass of water from a water filter jug

Description (en) * Pouring a glass of water from a water filter jug

Creation Date 2020-08-20 15:52

Modification Date 2021-05-17 14:47

Creator thahn

English

CANCEL DOWNLOAD SAVE CHANGES

``

Water filter jugs
Convenient filtration at home

Uploading images/downloads – what needs to be considered?



- SEO: Please don't forget to maintain **ALT-text/description and title tag** for your images and PDFs.
- ALT-texts should not exceed max. 50 characters
- Please upload the correct sizes to reach a good page speed. The perfect sizes you can find in the [module catalogue](#).
- Please don't forget to upload and integrate mobile images as well.
- A „How-to-upload-images“ with recommendations for editors please find [here](#).



Assets-App - Naming Convention Downloads

brita-SBS-category/product-content/subject-country

Examples for downloads:

brita-consumer-waterfilterbottle-active-instruction-manual-FR

brita-dispenser-vivreau-fill-datasheet-UK

brita-professional-purity-c-50-fresh-datasheet-UK

brita-professional-catering-brochure-BE

Important: Please only use **ENGLISH namings, lowercase letters** (except of country code), **minus sign** to separate words; Please do not use any special characters in the naming.



Downloads App – Folder structure

In the **Downloads app**, you define the title shown in the frontend, define a preview image and maintain a reference to the respective PDF file uploaded in the Assets app.

You can use the **same naming convention as for assets** (PDFs) but **remove “brita”**, e.g. *dispenser-vivreau-fill-datasheet* -FR

■ Landingpages

■ Landing-Pages-Consumer

⬇ *consumer-waterfilterjugs-instruction-manual*

⬇ *consumer-tea-test*

■ Landing-Pages-Dispenser

■ Landing-Pages-Prof-Filter

■ Archive

■ Magazine-Hub

■ Magazine-Hub-Consumer

■ Magazine-Hub-Dispenser

⬇ *dispenser-vivreau-fill-datasheet-FR*

■ Magazine-Hub-Prof-Filter

■ Archive

How to structure and what to consider?



1. Edit the Magnolia Apps and add your folders within the Landingpage-Folder and Magazine-Hub
 - > add page
 - > add page name (see naming convention)
 - > choose template: Folder

A screenshot of the "Add page" dialog box in the Magnolia CMS. It has a title bar with a question mark, a refresh icon, and a close icon. The main area contains two fields: "Page name *" with the text "Archive" and "Template *" with a dropdown menu showing "Folder". At the bottom right are "CANCEL" and "NEXT" buttons.

2. Publish the new folders or **make sure that the new folders in each app are published before you move your landing pages, articles, images or downloads into the relating folders!** Otherwise your published landing pages, local content, images or downloads will lead to an error page!
The published pages/images etc. have not to be published again.
3. Move your landing pages, local content, images or downloads in the relating folders by
 - drag and drop or
 - move page/image.

A screenshot of the "Move destination" dialog box in the Magnolia CMS. It has a title bar with a close icon. The main area shows a tree view with a search bar at the top. Under the "Page" section, there are two items: "Landing-Pages-Consumer" and "Landing-Pages-Dispenser", with the latter selected. Below the tree view, the path "/DE/CMS-Training/Landingpages/Landing-Pages-Dispenser" is displayed. At the bottom are "MOVE AFTER", "MOVE BEFORE", "CANCEL", and "MOVE INSIDE" buttons.

Whom to contact?



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In case of any further questions please contact the BRITA Website Team

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Thank you very much.