



**SOCIETY OF  
American  
Archivists**

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# Web Manual

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<http://www.archivists.org/saagroups/WebManual2008.pdf>

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# Introduction

Dear SAA Leader:

This Web Manual contains helpful information and recommendations for creating group websites. In addition to being a resource for member leaders, the purpose of these guidelines is to foster coordination between committees, sections, roundtables, and the SAA staff in order to develop a highly informative and easy-to-use website for the entire association.

To that end, the SAA Council convened the Website Working Group (WWG) in Fall 2007 with a charge “to investigate, evaluate, and recommend strategies for the effective management of online content created and/or maintained by the Society.” Based on the research conducted by WWG, staff proposed that SAA adopt Drupal (<http://www.drupal.org>) as our new Web content management system (CMS). The proposal was approved by the Council and work is now under way to outline the project plan and deploy the new CMS in advance of the 2009 Annual Meeting in Austin, Texas.

In short, this means that robust new tools for website development will be provided to committee, section, and roundtable leaders in the coming year. As Chair of the Website Working Group, I encourage member leaders to contact me and offer input on how we can better support your group’s work via the Web.

Best regards,

Brian P. Doyle  
Director of Member & Technical Services  
[bdoyle@archivists.org](mailto:bdoyle@archivists.org)

# Getting Started

SAA's overall "Web presence" is made up of a number of sites including but limited to:

1. The SAA "Intranet" (<http://saa.archivists.org>), comprising information drawn from SAA's internal database or *association management system* (AMS); and
2. The SAA "Extranet" (<http://www.archivists.org>);

The terms "Intranet" and "Extranet" are simply working terms meant for ease of reference.

It should be noted that many so-called Intranet pages are accessible to nonmembers and to the public in general. However, access to personal contact information always requires a user login. Nonmembers listed in the AMS have such a login, also called an "SAA profile," but access to certain online information (e.g., section member rosters) is restricted to members.

Every group listed in SAA's Leadership Directory (<http://www.archivists.org/leaders/>) has an official "home page" on the Intranet site. These pages contain:

- The group's official charge, if applicable;
- A basic description of the group; and
- Links to:
  - The group's leader and/or member roster(s);
  - The group's official email list;
  - The group's auxiliary website, if applicable;
  - Reference documents on SAA policies, procedures, and guidelines.

## Auxiliary Group Websites

Many SAA groups have long maintained their own websites, hosted either on the SAA Extranet or on third-party servers. This manual refers to such sites as *auxiliary*, meaning that they provide additional value beyond the scope of official information maintained on the Intranet site. Content posted to auxiliary websites typically includes group minutes, reports, newsletters, and announcements.

Groups are *strongly* encouraged to link back to information provided on the Intranet pages rather than duplicate leader and member rosters in static format. In addition to adhering to policy, this helps ensure that member information is kept up to date and that SAA's Privacy and Confidentiality Policy (<http://www.archivists.org/privacy>) is upheld.

As mentioned on page 2, SAA is currently working to deploy a new content management system that will ultimately drive all content administered on the so-called Extranet site. Drupal (<http://www.archivists.org>) features built-in support for popular Web 2.0 functions, including wikis, blogs, and RSS feeds, as well as content approval, version tracking, audit trails, and customizable taxonomies. Additional information will be provided about this important project over the course of the coming year.

## Where Do I Find My Group's Auxiliary Website?

Links to all existing auxiliary group websites are included on your group's official Intranet homepage, which you may find via the SAA website navigation menu under **Groups**. If your auxiliary website is hosted by SAA, the files will be located in your designated directory under: <http://www.archivists.org/saagroups/>.

## How Do I Access My Group's Auxiliary Website Files?

Unit subdirectories are accessed via file transfer protocol (FTP). For security reasons, Microsoft FrontPage extensions are not supported by SAA's hosting provider. Incoming committee, section, and roundtable Web liaisons should contact Brian Doyle ([bdoyle@archivists.org](mailto:bdoyle@archivists.org)) to obtain their unit's FTP user name and password.

If you do not already have an FTP application, you can download FileZilla for free at: <http://filezilla-project.org/>

For information on using FileZilla, please see: <http://wiki.filezilla-project.org/Using>

## Tips for Managing Your Website Files

- *Always* keep a local copy of your unit's Web files;
- Do not delete, rename, or modify the <home.asp> page. This is a redirect file that quickly and easily references your official homepage on the SAA Intranet site;
- Name the homepage for your *auxiliary* website <index.asp> or <index.html>;
- If you use the SAA Web Template, your files must use the <.asp> extension;
- If you create additional folders, create an <index> page for those as well;
- Do not store non-essential files (e.g., Photoshop files, etc.) in your Web folder;
- .LCK files are a by-product of Macromedia Dreamweaver's check-in/check-out feature (which is used by the SAA Webmaster); these files may be safely deleted.

## Use of the SAA Logo and Web Template

SAA strongly encourages use of the provided webpage template (*see page 5*) in order to maintain consistent branding for the Society and to facilitate effective website navigation. If you choose not to use the template, you should include the official SAA logo and a link to your group's official homepage on the SAA Intranet:

**<http://www.archivists.org/saagroups/<yourDirectoryName>/home.asp>**

If you do not know your group's directory name, please email Brian Doyle.

The official SAA logo should be used in all cases and should not be altered without written approval from the Executive Office. The logo may be downloaded at:

<http://www.archivists.org/saagroups/logos.asp>

# The SAA Web Template

The SAA Web Template uses a combination of server-side includes (SSIs), Classic ASP, and VBScript to dynamically insert the code for commonly recurring headers and footers, cascading style sheets (CSS), and the overall page grid.

If you are new to Classic ASP and VBScript and want to learn more, visit the following links to browse free online tutorials and references:

<http://www.w3schools.com/asp/>

<http://www.w3schools.com/vbscript/>

The following image shows a typical page that uses the 3-column version of the template.



3-Column Version of the SAA Web Template

In 2007, SAA staff implemented some revisions to the main navigation menu. In the process, we also created an alternate 2-column version of the template (see page 6) that features a wider format for the main body copy. In general, the 2-column format makes better use of space on the page and is recommended over the older, 3-column version.



2-Column Version of the SAA Web Template

## How to Implement the (2-Column) SAA Web Template

It's important to understand that the actual source code of Active Server Pages (.ASP) is executed on the Web server and is *not* visible via View Source in a Web browser. In other words, once a page is served up, the source code is transformed to standard HTML.

This is significant because if you try to implement the template by grabbing and pasting source code from a live page, the result may look correct in the short term—but your pages will actually be detached from the template. In the long term, any changes made to the template will not take effect on your pages. Therefore, it's important that you start by using the proper code for a blank page.

The text file posted to the following URL and displayed on the next page contains the 2-column template source code:

<http://www.archivists.org/saagroups/template-blank.txt>

## 2-Column Template Source Code

```
1  <!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
2  <HTML LANG="en">
3  <HEAD>
4  <title>Page Title</title>
5  <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
6  <LINK REL=STYLESHEET HREF="/styles/<%=Session("styletag")%>.css">
7  <LINK REL=STYLESHEET HREF="/styles/netscape6-core.css">
8  <!--#include virtual=/source/pageTop1.asp-->
9  <!--Start left column -->
10 <hr size=1 noshade>
11 <p class=sans><b>Table of Contents:</b></p>
12 <p class=sans><a href="/saagroups/directory_name/home.asp">Home</a><br>
13 <a href="/saagroups/<directory_name>/newsletter.asp">Newsletter</a><br>
14 <a href="/saagroups/<directory_name>/minutes.asp">Minutes</a></p>
15 <!--End left column -->
16 <!--#include virtual=/source/pageTop2a.asp-->
17 <!--Start center column -->
18 <!--Begin content -->
19 <h1>Page Title</h1>
20 <p>&nbsp;</p>
21 <p>Welcome to...</p>
22 ...
23 <!--End center column -->
24 <!--#include virtual=/source/pageBottom1a.asp-->
25 <!--#include virtual=/source/pageBottom2.asp-->
26 <!--Start bread crumb trail -->
27 <!--If bread crumb trail present, precede with two paragraph tags -->
28 <!--If bread crumb trail absent, use '&nbsp;' only -->
29 <p>&nbsp;</p>
30 <p>&nbsp;</p>
31 <p class=footer><A HREF=/index.asp>Home</A> &raquo;
32 <a href="/saagroups/directory_name/home.asp">Group Home</a></p>
33 <!--End bread crumb trail -->
34 <!--#include virtual=/source/pageBottom3.asp-->
```

In the code displayed above, text highlighted in **BLUE** is code that you can change. The sample lines 10-14 show how to insert an optional navigation sub-menu in the left-hand column. We recommend that you include a link back to your official home page on the SAA Intranet site. If you are going to display such a menu on many pages, you should consider creating your own SSI so that you only have one file to edit. (See page 9.)

Text highlighted in **RED** should *not* be altered.

## How to Convert a 3-Column Template Page to a 2-Column Template Page

If you currently have 3-column template pages on your auxiliary site that you want to convert, there are three simple steps that you need to take:

- 1) Look for the code `<!--#include virtual=/source/pageTop2.asp-->` and change it to: `<!--#include virtual=/source/pageTop2a.asp-->`
- 2) Look for the code `<!--#include virtual=/source/pageBottom1.asp-->` and change it to: `<!--#include virtual=/source/pageBottom1a.asp-->`
- 3) Delete any code that had been previously displayed in the right-hand column.

# Cascading Style Sheets (CSS)

Lines 6 and 7 in the 2-template source code displayed on page 7 are as follows:

```
6 <LINK REL=STYLESHEET HREF="/styles/<%=Session("styletag")%>.css">
7 <LINK REL=STYLESHEET HREF="/styles/netscape6-core.css">
```

These lines reference two Cascading Style Sheet (CSS) files that contain formatting specifications for various common HTML tags. Use of CSS, rather than HTML font tags, is the preferred method for formatting type, as indicated by W3C's Web Accessibility Initiative (WAI) (<http://www.w3.org/WAI/>).

The following tags are among those that are automatically formatted by the CSS files:

<code>&lt;h1&gt;</code>	used for page titles (should only be used once, at top of the page)
<code>&lt;h2&gt;</code>	used for subheads
<code>&lt;p&gt;</code>	formats type in Georgia; used for body text
<code>&lt;p class=sans&gt;</code>	formats type in Verdana; use with <code>&lt;b&gt;</code> for sub-subhead
<code>&lt;p class=smallsans&gt;</code>	formats type in Verdana
<code>&lt;blockquote&gt;</code>	formats type in Georgia; used for indented text
<code>&lt;ol&gt;</code>	numbered lists
<code>&lt;ul&gt;</code>	bulleted lists

Web liaisons are encouraged to submit requests for additional styles.

# Creating Your Own Server Side Include (SSI) Files

Web liaisons may wish to create their own SSI files for recurring content. In order to accomplish this, do the following:

- 1) Create a file containing only the HTML-formatted text that you want to insert. For example your file might include a modified version of lines 10-14 from page 7:

```
10 <hr size=1 noshade>
11 <p class=sans><b>Table of Contents:</b></p>
12 <p class=sans><a href="/saagroups/directory_name/home.asp">
    Home</a><br>
13 <a href="/saagroups/<directory_name>/newsletter.asp">
    Newsletter</a><br>
14 <a href="/saagroups/<directory_name>/minutes.asp">Minutes</a></p>
```

- 2) Save your text as an ASP file (e.g., menu.asp).
- 3) Insert an include comment on those pages where you want the SSI text to be inserted. Example: `<!--#include virtual=menu.asp-->`
- 4) When your live page is viewed in a browser, your SSI text will appear.