

# PAGEMASTER'S USER GUIDE

Including:

General Information, Responsibilities,  
Procedures and Section 508 References

Uniformed Services University  
University Information Systems/  
Information Engineering Branch

USU Webmaster  
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## What is a Pagemaster?

A Pagemaster is a term given to an organizational web-content developer who may be staff, faculty, student, contractor or volunteer. The Pagemaster designation is unofficial and activities are not assigned through UIS, however responsibilities for site/page publication is specified as the USU Webmaster and UIS personnel are responsible for the site as a whole.

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## How to Become a Pagemaster

To become a Pagemaster or an alternate Pagemaster, the department chair must submit a memo on USU letterhead addressed to the USU Webmaster (it can be dropped off at the UIS helpdesk located @ G074) requesting that the identified personnel be assigned as Pagemaster. The memo should include the following:

**Name of Personnel:**  
**Room:**  
**Department:**  
**Phone:**  
**Department Chair signature:**  
**Date:**

### Sample letter:

<date>

USU Webmaster:

The Department of <department> would like to assign <name of personnel> as the new Pagemaster. He/she will need permission to upload files to the interim server and instructions on web procedures, and is authorized to make any changes to pages and content on the <department> site. <name of personnel> can be reached at <phone> and is located in <room> .

<Department Chair signature>

- Pagemasters are usually designated via memo when access to the UIS Web servers is needed or when the Pagemaster will be making changes to pages and sending pages to the USU Webmaster directly to be uploaded.
- Remember that the Pagemaster is the point of contact for all web content issues. The organization contact information (or Pagemaster email address) should be placed on each page published so that visitors from any referrer will have contact information. More detail on items that must be included on USU web pages is provided later in this guide.
- The same procedure can be followed to remove Pagemaster privileges.

## What are Pagemasters responsible for?

The USU website consists of pages administered by the USU Webmaster, as well as pages administered by Pagemasters. Some sites are hosted on the USU web server (administered within University Information Systems-UIS) or by departments or organizations (such as the LRC or Radiology). Those few sites maintained on separate servers have been approved by the AISPC and are expected to conform to university and other guidelines, however all administration of such sites is completely autonomous.

This user guide will address responsibilities and expectations of all organizational web sites that represent the university. In addition, the guide will detail connecting via FTP to the USU "Interim" server (explained later in this document), with upload and download instructions for those Pagemasters who access files stored within UIS.

All Pagemasters are expected to have at least a basic working knowledge of HTML, Javascript and CSS, or a good working knowledge of at least one WYSIWYG editor (such as Frontpage or Dreamweaver). This includes troubleshooting problems with links, images and page layout. Assistance is provided by the USU Webmasters for troubleshooting purposes, but training in programs or coding is not available at this time. Information published to the web represents the university, and should be presented in a professional and clear format. Pages should be checked after publication to ensure correctness (images load properly, page layout correct, links work properly). The USU Webmaster will NOT check your pages after uploading them to the "Production" (main) web server.

Organizations may choose to have the USU Webmaster create or manage their site, and may choose to simply have a contact person who will work with the USU Webmaster.

The following is a list of responsibilities each organization will have based upon their level of independence:

1. The organization is an affiliate of the university, or pages are hosted entirely outside of USU.
  - Site maintained and administered entirely by organization- usually involves no collaboration with USU Webmasters.
2. The organization maintains and administers its own server as well as web content
  - The organization will have obtained approval from the AISPC **PRIOR** to setting up a server.

- The organization will be solely responsible for content, maintenance, and administration of the site as well as conformity to established rules and guidelines.
3. The organization designates a person to become the Pagemaster to maintain pages hosted on the UIS Web server (main USU Web server, or "Production" server).
- The organization will send a memo to the USU Webmaster on USU letterhead stating the intent to designate the Pagemaster. Details on what items should be included in this memo are listed in "How to become a Pagemaster".
  - The organization is solely responsible for any training, software, graphics, etc that the Pagemaster may need in order to fulfill their responsibilities. USU Webmasters do NOT oversee Pagemasters and are NOT responsible for their training or management in any way. UIS does NOT provide position descriptions as no actual "Pagemaster" position within UIS exists.
  - Pagemasters are THE responsible party for ensuring any sites/pages that they create or manage are compliant with all established rules and regulations.
  - Pagemasters are responsible for ensuring SOLE use of any access information given to UIS servers. User IDs and passwords will **NEVER** be given to other personnel, and pages will not be accepted for upload to the Production (USU Main) server from other organizational representatives except department Chairs.
  - Pagemasters are solely responsible for ensuring their pages display correctly after upload and can work with the USU Webmasters to troubleshoot problems. \*The USU Webmasters **DO NOT CHECK YOUR PAGES** upon upload to ensure they are correct- **THIS IS YOUR RESPONSIBILITY.**
  - Pagemasters should be aware of development standards (such as W3C) and specifications.
4. The organization designates a contact person to work with the USU Webmaster on creating or managing a site.
- Contact person will be responsible for providing content to the USU Webmaster for the organization's site.
  - Contact person will be responsible for ensuring content is updated and information presented on the organization's site is accurate.
  - Contact person will act as a liaison between organization and USU Webmaster. Other personnel, faculty, etc should not be encouraged to contact the USU Webmaster with content changes and will be directed back to the Pagemaster.

## What should a web page contain?

There are a few items that EVERY USU page should contain:

1. Link to DoD disclaimer/privacy and security notice-  
<http://www.usuhs.mil/warning.html>
2. Link to USU home page  
<http://www.usuhs.mil>
3. Contact information for organization or Pagemaster responsible for content.
4. Date of last update.

## What else is recommended that be placed on a page?

- It is highly recommended that the semi-transparent USU logo be placed at the bottom of every page. This is used as a “network” logo- to identify to users that they are visiting a USU page. This logo is available from the USU Webmaster with no background color in Photoshop format (PDF), or the image can be altered by the USU Webmaster (upon request) to match a background color, however the transparency may not look its best as it was intended for white background.



(semi-transparent USU seal)

- Pages should be written to display the page title at the top of the browser as well as at the top of the page.

More detailed information is contained within the USU Web Guidelines at:

<http://www.usuhs.mil/uis/documentation/webguides.pdf>

## Why are there 2 servers, and why can't I access the main web server?

To ensure users are working in a safe and stable environment, and to completely remove unauthorized access to the main or “Production” server, UIS began using a two Web server system on January 2<sup>nd</sup>, 2001. The “Interim” Web Server is the *development* box for page masters. It provides UIS with a complete level of security for the “Production” Web Server, and gives users the capability to upload and view their web pages before the USU webmaster posts them to the “Production” Web Server. The USU Webmaster **ONLY** is responsible for uploading files to the “Production” Web Server. In no circumstances will

authorization be granted for any other person(s) to publish directly to the "Production" box. Since these procedures have been implemented, NO attempts to access the server in an unauthorized manner have been successful.

### **What is the Procedure for getting files placed on the USU Web server?**

1. Create or edit pages. This process can be done on your local or network drive using your favorite page editor.
2. Upload pages to the "Interim" server and check pages.
3. Submit upload files form  
<http://www.usuhs.mil/uploadform.html>  
**Or** submit on CD, Zip or floppy to UIS helpdesk with ticket to upload files (in special circumstances files can be emailed to the Webmaster).

### **General Information**

- UIS recommends you use FTP software to upload file(s) to the Interim Box. We do NOT support Frontpage for publishing. Frontpage can be used as an HTML editor but causes conversion problems when publishing.
- UIS provides WS-FTP95.exe software (WS-FTP95.exe). This software is located at <http://www.usuhs.mil/uis/ieb/pagmas.html>. Contact the UIS Helpdesk [help@usuhs.mil](mailto:help@usuhs.mil) or Webmaster [webmaster@usuhs.mil](mailto:webmaster@usuhs.mil) at 295-9800 for more information.
- All page masters will have full access to their directory and files on the development server (Web Interim). This server will allow you to upload, download, view, test and make changes to the web page(s).
- The Web Interim Server address to be used is: 131.158.7.207/*path* (ie 131.158.7.207/ uis/index.htm). If you have typed the path incorrectly, you will receive a "403 Forbidden" error. This is intended and has been implemented for security reasons.
- Uploading files to the production server involves several steps:
  1. Upload files to Interim Box
  2. Check pages
  3. Fill-out Upload Form located at: <http://www.usuhs.mil/uploadform.html> and submit to Webmaster.
- NO access will be granted to the Production Web Server under any circumstances
- Pagemasters should remember to submit requests to delete pages no longer in use- this does not need to be done when overwriting files with newer content.
- Webmaster can create cgi program, perl script, asp files, etc. if needed. Pagemaster should create a "help" ticket at the UIS helpdesk and detail script need.
- Any additional requests for service must be submitted to the UIS Helpdesk- a ticket will be created and immediately forwarded to the webmaster

## Training and Assistance

The USU webmasters are available for guidance on the following topics:

- Section 508
- Scripting needs
- Broken links
- Code troubleshooting
- Template information

The USU Webmaster maintains a Webmaster page (<http://www.usuhs.mil/uis/ieb/webmas.html>) as well as providing more specific Pagemaster information (<http://www.usuhs.mil/uis/ieb/pagmas.html>).

## Section 508 and §1194.22

As of June 21, 2001, all pages are required to meet Section 508 of the Rehabilitation Act (Electronic and Information Technology) standards. § **1194.22** applies to all Web-based intranet/internet information and applications, and is the section that Pagemasters will have to become extremely familiar with.

### First- what does this involve?

§1194.22 of Section 508 contains the actual rules that must be followed regarding web-based intranet/internet information and applications. A content developer **MUST** ensure Section 508 compliance. One mistake made is to think that ensuring WAI compliance means meeting Section 508 rules also. This is not true. Also, there are no varying levels of Section 508 compliance- only varying levels of WAI accessibility. **With Section 508 a site is either compliant or not.** How to ensure compliancy? There are tools available to assist you with these tasks. The following link will provide you with a free tool:

<http://aprompt.snow.utoronto.ca> This site provides a free A-Prompt software download. This software specifically checks your pages for Section 508 compliance issues.

**\*\*THE ABOVE SOFTWARE IS NOT DIRECTLY SUPPORTED BY UIS\*\***

**\*\*Important Note: If you cannot find a way to make a page meet Section 508 standards, you may provide a link to a text-only page. This page MUST provide equivalent information as the primary page, and the content must be updated whenever the primary page content changes.**

## Making Changes to Ensure Compliance

Once you start sifting through the changes that are required, many questions will arise as to how to best make some of the changes for compliance. Your intent will be to ensure compliance to the 508 standards, however you should always strive towards providing full access to ALL visitors.

For example, if you have an image on your page, you must provide "alt" text with it. This is the text that pops up when you mouse over an image (PC only). If your image is too involved to be described within an "alt" tag, you may need to use the "D" link or the "longdesc" to adequately describe the information being presented.

Suggestions:

1. Make a list of the pages you change and publish that are compliant.
2. Make Changes NOW! As of June 21, 2001, agencies can be sued for posting web pages inaccessible to people with vision impairments, hearing problems, limited dexterity and other disabilities.
3. Some users have reported problems figuring out how to get software such as Frontpage to make the changes necessary to ensure compliance. Check the Software site for more information and assistance.
4. If, in the end, you cannot ensure a page's compliancy, you may create a link to a mirror page prepared as a text-only page. The drawback is that is **MUST** be updated whenever the primary page content changes. The advantage is that it is a fairly simple way to provide compliance.

Free tools to check web pages:

<http://aprompt.snow.utoronto.ca> (A-Prompt - checks Section 508 compliance)

Section 508 compliance issues:

<http://www.cpcug.org/user/houser/section508>

<http://www.iqsolutions.com/accessibility/>

<http://www.usdoj.gov/crt/508/508home.html> (DOJ)

[http://www.gcn.com/vol20\\_no12/news/4325-1.html](http://www.gcn.com/vol20_no12/news/4325-1.html) (Gov. Computer News- Tips)

DoD Website Administration Policies and Procedures:

[http://www.defenselink.mil/webmasters/policy/dod\\_web\\_policy\\_12071998\\_with\\_amendments\\_and\\_corrections.html](http://www.defenselink.mil/webmasters/policy/dod_web_policy_12071998_with_amendments_and_corrections.html)

More information regarding accessibility (including examples) is provided at:

<http://www.w3.org/TR/WCAG10-TECHS/>

**Electronic and Information Technology Accessibility Standards**  
**§1194.22 Web-based intranet/internet information and applications.**

- (a) A text equivalent for every non-text element shall be provided (e.g., via "alt", "longdesc", or in element content).
- (b) Equivalent alternatives for any multimedia presentation shall be synchronized with the presentation.
- (c) Web pages shall be designed so that all information conveyed with color is also available without color, for example from context or markup.
- (d) Documents shall be organized so they are readable without requiring an associated style sheet.
- (e) Redundant text links shall be provided for each active region of a server-side image map.
- (f) Client-side image maps shall be provided instead of server-side image maps except where the regions cannot be defined with an available geometric shape.
- (g) Row and column headers shall be identified for data tables.
- (h) Markup shall be used to associate data cells and header cells for **data** tables that have two or more logical levels of row or column headers.
- (i) Frames shall be titled with text that facilitates frame identification and navigation.
- (j) Pages shall be designed to avoid causing the screen to flicker with a frequency greater than 2Hz and lower than 55 Hz.
- (k) A text-only page, with equivalent information or functionality, shall be provided to make a web site comply with the provisions of this part, when compliance cannot be accomplished in any other way. The content of the text-only page shall be updated whenever the primary page changes.
- (l) When pages utilize scripting languages to display content, or to create interface elements, the information provided by the script shall be identified with functional text that can be read by assistive technology.
- (m) When a web page requires that an applet, plug-in or other application be present on the client system to interpret page content, the page must provide a link to a plug-in or applet that complies with Sub-Section 1194.21(a) through (l).
- (n) When electronic forms are designed to be completed on-line, the form shall allow people using assistive technology to access the information, field elements, and functionality required for completion and submission of the form, including all directions and cues.
- (o) A method shall be provided that permits users to skip repetitive navigation links.
- (p) When a timed response is required, the user shall be alerted and given sufficient time to indicate more time is required.

## FTP Instructions

1. Open FTP.
2. Once the program is running, you will need to fill out some information such as:

**Host Name type:** 131.158.7.207

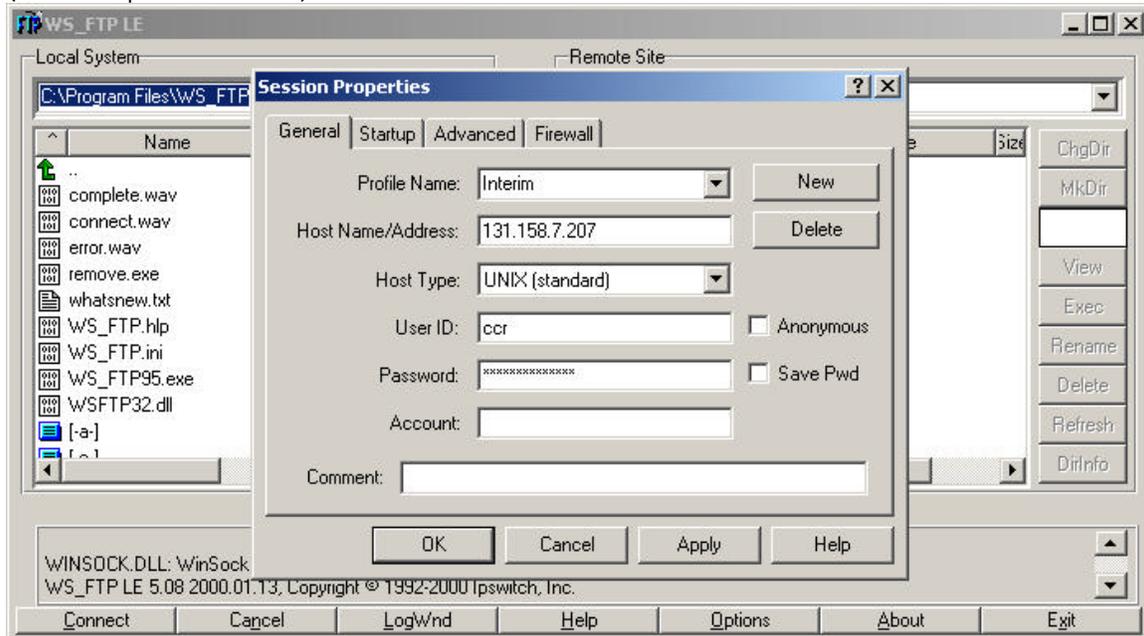
**User Name type:** your user id

**CLICK SAVE OR APPLY BEFORE ENTERING PASSWORD!**

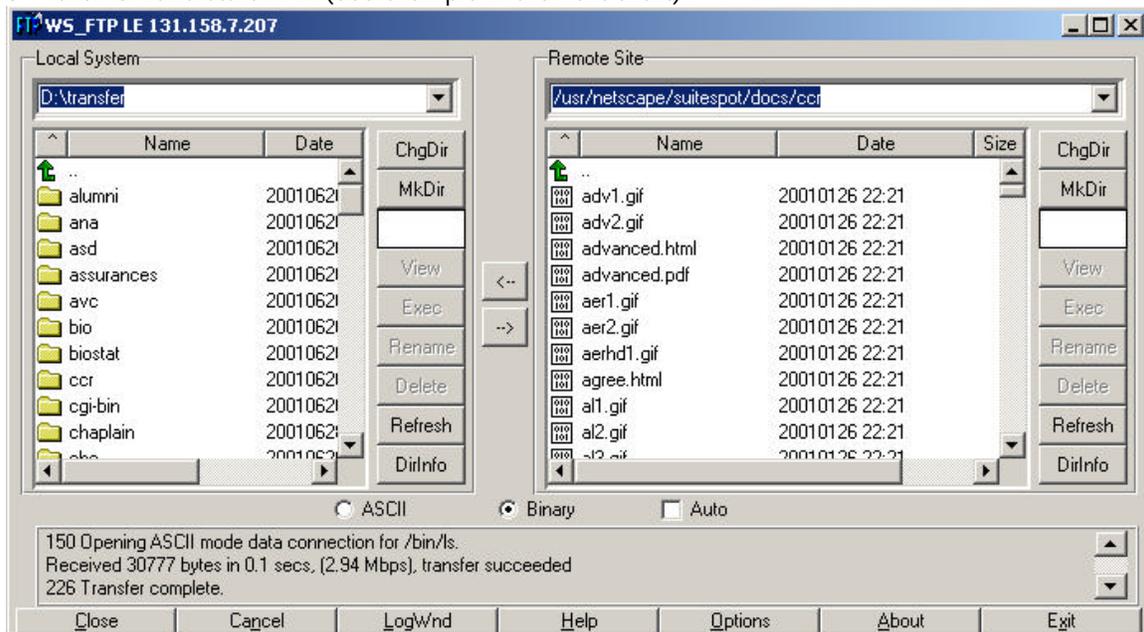
**Password type:** your password

**Userid and password are case sensitive.**

(See example in the chart)



3. Click OK and start FTP. (See example in the next chart)



WS-FTP is used to transfer files between your locally accessible drives (including floppy, zip and network) to the interim server folder that you have access to.

Files on your local system will be in the windows on the left- the path to the folder you are currently in is listed (in the above example, the local path to web files is D:\transfer). If you scroll down, you will see drives listed next to blue buttons- these are your floppy, zip, CD-ROM or network drives that are available. You can upload files from any of these sources. On the right is the interim server- FTP will automatically open to your folder.

**UPLOAD:**

Highlight files on the left to transfer and click the arrow button pointing to the right

**DOWNLOAD:**

Highlight files on the right to transfer and click the arrow button pointing to the left.

You should be in binary mode (default). You will see messages such as **226 Transfer complete** listed at the bottom.

**Filling out the upload request form ([www.usuhs.mil/uploadform.html](http://www.usuhs.mil/uploadform.html))**

In the example below, you will see such typical entries as Name, Phone and Department. In the "Directory Path" text box, you do not need to enter the entire path, only your folder. In the "Upload" text boxes, list the files you want uploaded. If you maintain separate folders for information (such as images or docs), you will need to specify which folder the files will be published in. Note the example where the application1.doc should be published within the /forms folder that resides within the ccr directory.

Remember to list any files that may be needed to ensure your pages load correctly and all links work- including images, .css or .js, .pdf, .doc, etc.

Once ready, click "Submit" (not shown in example) at the bottom of the page to send this request to the Webmaster. Once received (usually within minutes), the Webmaster ensures files will be uploaded within 24 hours. While files are usually published in a MUCH faster time frame, we cannot guarantee this regularly. No notification is sent to the Pagemaster regarding the publication of the files. Pagemasters can visit the page or refresh the pages if checking on publication status.

Please note- we want to get your information published in a timely manner- if you need something published very quickly, please do not hesitate to call (via helpdesk- 295-9800, ask for the Webmaster).

## Sample Upload Request Form

**Upload Files Form - Microsoft Internet Explorer**

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print Mail News RSS

Address <http://www.usuhs.mil/uploadform.html> Go Links >>

 University Information Systems  
Upload Files Form

**Please take a few minutes to enter the information below.**  
**The webmaster will only upload those files to the Production server that are listed on this Form.**

**Last Name:**

**First Name:**

**Phone:**

**Department:**

**Directory Path:**  (Example:  
<http://www.usuhs.mil/uis>)

**UPLOAD (file names)**

**Upload:**

**Upload:**

**Upload:**

**Upload:**

**Upload:**

**DELETE (file names)**

**Delete:**

**Delete:**

**Date:**

**Comments:**

Done Internet

## Notes Regarding Publication

- Path to view files on interim server:  
131.158.7.207/<yourdirectory/filename>  
(ie 131.158.7.207/uis/helpdesk/index.html)

The USU Webmaster publish/delete files listed on the upload form. Files must be listed with their extension and using **proper case**.

Correct:       index.html                Incorrect:   index  
              Staff.html                staff.html (if name is Uppercase)

- Use file name extension- we won't know the difference between staff.html, staff.htm, staff.doc or staff.pdf if you don't specify.
- Servers use case-sensitivity- indicate file name in proper case (many Pagemasters use files that only differ in case- the webmaster cannot assume what files you "meant" to upload).
- If possible, use index.html as your home page name (NOT index.htm). This is the filename the server automatically looks for as the default within a folder if no filename is typed in.
- Pagemasters are responsible for publishing/deleting files to and from their Interim web Server folder(s). This should not be used for storage.
- The Webmaster does not check your links and pages unless you specifically request assistance. It is intended that you use the Interim server to view your pages and check your links and work or check your pages regularly to ensure everything is in order.
- Netscape browsers occasionally "dislike" filenames with spaces, even if you have specified %20. Try using an underline within filenames instead.
- USU images such as the USU logo are already located on the production server and should be linked to within the images directory. See the Pagemaster page for more information on images and templates:  
<http://www.usuhs.mil/uis/ieb/pagmas.html>

Finally, to discuss any information regarding the USU web, please contact the helpdesk at **295-9800** and ask to speak to one of the Webmasters. We have received many excellent suggestions and comments from Pagemasters and users- we welcome your input! You may email us at [webmaster@usuhs.mil](mailto:webmaster@usuhs.mil).

## PUBLICATION QUICK-REFERENCE SHEET

- Edit pages as you normally would on your hard drive, or wherever you save your files. Save your work as usual.
- Upload files to “Interim” server using your account information. (See [FTP Instructions](#) in this guide).
- Check your files to see that you have uploaded everything properly and that links work correctly at:  
131.158.7.207/*yourfoldername/yourfilename*  
ie: (131.158.7.207/ccr/index.html)
- Once satisfied, complete Upload Request Form located at <http://www.usuhs.mil/uploadform.html>. Mandatory fields **MUST** be completed in entirety (Complete Last name, First name, etc).
- Webmaster will upload your pages within **24 hours** (business days- no holidays or weekends). This process *usually* is completed within a much shorter timeframe. Webmaster will **NOT** notify you that upload has been completed. Pagemaster should check pages to ensure upload has been completed and pages properly link and that all files (images, js and css files, etc) have been uploaded correctly.

Contact the webmaster ([webmaster@usuhs.mil](mailto:webmaster@usuhs.mil)) if you have questions, concerns, comments or need assistance. Please **CHECK YOUR WORK** (links, etc) **BEFORE** contacting webmaster.