

# CMS Certified Editor 10 LTS

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## CMS Basics

### About a CMS

A content management system is a software application for the collaborative creation, organization and editing of content, primarily in the online area.

### Working with translations

TYPO3 offers the function to deliver contents, datasets as well as metadata multilingual. Content elements can be translated via a "free" or "connected" mode. The number of languages that can be editorially recorded is not limited in TYPO3.

### Backend navigation components

The backend is divided into specific navigation components. A distinction is made between top bar, module bar, page tree, context bar, workspace, directory tree and directory contents.

### Backend account

Access to the backend is secured by a login (username and password). A backend user can be granted rights to work with modules, pages, and content. Backend users can be grouped for easy management. For any credential issues I know how to reset my password or that the administrator is to be contacted for further issues.

### Choosing a secure password

The security of your own data, as well as the security of each organization, depends largely on the choice of secure passwords. Too simple, too short or repetitive passwords are often hacked and misused.

### Frontend and backend

The website, or respectively layout and content output, is called a frontend. Pages and contents are maintained in the backend, and then displayed in the frontend.

### Basic usage of a browser

A browser is the central application for viewing and using information on the Internet. In addition to accessing or displaying web pages, web applications such as a content management system can be used. With a browser form fields can be filled out and submitted to interact with a web application.

### Roles in TYPO3

In content management systems, roles and rights are differentiated for backend users, to best support their tasks and hide unnecessary complexity. In TYPO3 there is always at least one administrator user who takes care of roles and rights of backend users and other issues.

### About TYPO3

TYPO3 is a content management system (CMS) which is developed under an open source license GPL. The code is thus freely available. TYPO3 offers a wide range of functions and can be extended by so-called extensions. The system is well documented and help can be found on <https://typo3.org/>.

## Backend Administration

About backend users and backend user groups

Users of a content management system can have different permissions. This allows users to focus on the features that are relevant to them.

## Media Management

Media formats

With a content management system, different media such as images, videos, texts, PDFs and other file formats can be managed and made accessible via the browser.

Naming files

The naming of files is subject to certain restrictions to guarantee smooth processing and presentation in the browser.

Working with files

Uploaded files can be tagged with meta information. In addition, the content management system also knows if files are in use or not.

Rich Text Editor

Overview of the basics and functions provided by the included text editor. Rich text fields are fields which may contain text with markup, for example for adding a style such as bold, using lists or enumerations, headlines or adding links.

CSV - Character Separated Values

CSV files are used to exchange data between different computer systems. The editor must know how these files are structured so that they can be exported and additionally how they can be processed by TYPO3 without errors.

Copyright and data protection

By using external files, e.g. images or videos, the copyright must be considered. When handling with information relating to an identifiable person the (country specific) legal situation must be considered.

## TYPO3 Handling

Working with data records

In order to be able to manage individual data types, it is possible to manage own data record formats in TYPO3. These can be adapted exactly to the specific requirements of a website.

Content elements

When using content elements, the user must be able to use elements such as text, media, tables and predefined forms while paying attention to responsiveness, semantics and accessibility. When adding media, users know about the ability to upload and embed the various image and video formats, and crop images using the cropping tool.

Page Tree

The structure of the web pages managed in TYPO3 is easily accessible via the page tree. It is possible to manage pages that are visible in the frontend as well as associated data, which are then installed at the appropriate place in the frontend. With a click on the page icon the context menu

appears with additional options.

#### Using extensions in TYPO3

Knowledge about using extension-provided plugins in the TYPO3 backend.

#### Access restriction Basics

The access control can be used to control in detail which functions certain frontend user groups are allowed to work with. For example, deleting or editing may be allowed only to a subset of users.

#### Searching in the backend

A search function is available in the TYPO3 backend. The function has the purpose to find the desired content quickly and show the result in a structured and convenient way.

#### Info about workspaces

Work environments include, among other things, approval processes. Changes can be made by users in a preview environment, and reviewed, approved, and published by other stakeholders.

#### Admin panel Basics

The admin panel can be activated for editors by a TYPO3 administrator, and used to simulate a different time or group of users in the frontend. In addition, a button helps to find and open the corresponding page in the backend via a URL.

#### Page properties

The TYPO3 editor/integrator knows about the properties and how these can affect the page in different ways. Besides the general options such as page types and title information, the editor is aware that the appearance can be changed by the given options and affect the page layout in the frontend, caching, SEO specific and social media related possibilities.

#### Page

An editor can use different page types to influence the behavior of a page in the frontend and the presentation in the navigation. The editor needs to know how pages in the page tree can be structured and managed in a structured way, and how that affects the task.

#### Dashboard Basics

Knowledge of the module Dashboard in the TYPO3 backend and the usage of it. Users can create multiple dashboards visible in this module, and switch between those dashboards. Each of the dashboards can have multiple widgets.

## Target Group Optimization

#### URL redirect Basics

The user knows the effects in terms of SEO and backlinks in a subsequent change of a URL. The user knows how to minimize the negative effects by defining redirects.

#### TYPO3 URL Redirects

The user knows about the use redirects have in TYPO3 and how to create them for a specific page in the TYPO3 backend.

#### Social Media

Social media platforms are a collective of online communication channels used for community-based input, content-sharing, collaboration and interaction. Links that are placed on social media

platforms such as Twitter or Facebook, can be enriched with additional information about the targeted website and encourage the user to follow the link.

#### SEO (Technical)

The editor is aware of the relevance of duplicate content on websites and the consequences for search engine results. By using canonical links properly, an editor knows how to prevent duplicate content issues. Furthermore, the editor has knowledge about forcing robots not to index the content of a page, and/or not scan it for links to follow. The editor knows what an XML Sitemap is and that these are used to give search engines information of the websites' structure.

#### SEO (On-Page)

With the help of TYPO3, the user can easily optimize the visibility of content in search engines.

#### Web accessibility

To make a website accessible to as many people as possible, a user must know the basics of accessible websites.

### **Performance**

#### Page cache

Changed content might not be visible immediately due to optimization.