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DELTATRE DIGITAL PRODUCT TEAM

FORGE GO – Product Features

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1 Introduction

The present document aims to detail all functionalities and features available in a standard FORGE GO release, following the first delivery of the October 2020 version.

New features released at the end of the quarter are flagged with the above label:

-- - - April 2021 release start - - --

-- - - April 2021 release end - - --

New releases - Summary:

- <u>SEO (XML sitemaps, robots)</u>
- Story improvements
 - o <u>AMP article version</u>
 - o Article Infinite scrolling
- Centralised view for different video providers
- <u>Vocabulary V2</u> (UI for creating / editing terms and batch uploading terms via CSV file)
- <u>Minute.ly</u>

1.1 Setup and environments

FORGE GO setup foresees the stand-up of the DEV and PROD environments.

2 Available Applications in FORGE GO GUIShell

Here below follows the list of applications available, in each environment, after the completion of the FORGE GO instantiation: <u>https://guishell.products-demo.deltatre.digital/</u>

- Content Manager
- Presentation Manager
- Site Search Indexing
- Graphic Asset Dashboard
- Site frontend
- Vocabulary Tool
- Content Importer*
- External Content Feeds*
- LIVE BLOGGING *
- FORGE Mobile*

* Only installed in FORGE GO if requested by the Client.

All these applications are available in GUIShell, the FORGE GO launchpad area where users can find all applications they have the permissions for:



Users can also browse thru applications (and go back to the GUIShell launchpad) using a handy navigation shortcut available in all applications' menu (top right corner):



3 Content Manager



FORGE GO demo site reference for Product Manager: https://forge.products-demo.deltatre.digital/#/

Product Manager is the FORGE GO application where editorial teams prepare, write and publish content.

3.1 FORGE Entities

Here follows the list of all FORGE GO content entities available:

- Stories
- Photos
- Albums
- Documents
- Editorial Selections
- Visual Card
- Visual Story
- Youtube videos
- Brightcove videos
- Vimeo videos
- Call to actions
- Promos
- Players
- Teams
- Events
- Venues
- Interview
- Partners (sponsors)
- Socials (social networks)

3.1.1 Features common to all entities

Here follows the list of common features all the FORGE GO content entities share:

- Setup of the thumbnail
- Assignment of an authorisation group
- Setup the availability of the entity into an automated list
- Assignment of relation to other entities
- **Promotion** as featured content or in Selections
- Overview of the analytics performances
- History and previous versions comparison

- Translation of the entity in other languages (the ones defined for a given project)
- Assignment of context and tags

3.1.2 Stories

Content Manager sample: <u>https://fe-en.products-demo.deltatre.digital/news/andy-murray-wins-wimbledon</u> Frontend sample: <u>https://forge.products-demo.deltatre.digital/#/wcm/stories/16f59f1e-a140-42b0-b494-88cbd624ad2e</u>

Available body parts:

- Photo entity
- Album entity
- Quote
- Document entity
- Youtube Video entity
- Brightcove Video entity
- Vimeo Video entity
- Promo entity
- Event entity
- Player entity
- Team entity
- oEmbed entity (social network posts that support <u>oEmbed</u> format)
- Table
- Venue entity

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Text	Photo	Album	Document	YouTube	Promos	Events	Players	Teams	Federati	
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Venues	Interview	Cloudina	YouTube	Partner	Social	Brightco	VimeoVi	OEmbed		
										Ē.

As part of the story entity the following specific features are provided:

- SEO panel, which guides editors in the creation of a SEO-friendly article
- Preview of the article in the frontend of the site

Here below follows the list of all body parts available with the corresponding functionalities:

3.1.2.1 Standard story detail – Body parts type and properties

3.1.2.1.1 Text

This is the body part that allows editors to add text to the story.

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+	Alignment Only In Desktop/Tablet View if not chosen by default is Centre	•
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Properties applicable to this body part:

- Style: Light, Dark, Default
 - This property allow editors to change the background of the text body part.
- Alignment: Left, Centre, Right

This property allows editors to apply a specific layout placement of the text body part. By selecting "left" or "right" the body part takes 50% of the story layout (in desktop only). "Centre" is equal to default, and keeps the text to 100% of the layout.

The frontend view for this body part is available at this link: Text views

3.1.2.1.2 Photos

This is the body part that allows editors to add photos to the story. Photos are retrieved from the <u>Photos</u> custom entity.



Properties applicable to this body part:

- **Hide title**: This option hides the title of the Photo.
- **Title**: This property allows editors to overwrite the original title of the Photo.
- **Copyright**: This property allows editors to overwrite the original copyright of the Photo.



• **PositionStyle**: TopContent, Default

By selecting "TopContent" the photo will be used in the frontend as top content, and visible in the story right below the title. "Default" will keep instead the photo as a standard item amongst the other body parts.

- Size: M, L, XL, XXL This property allows editors to define the size of the photo. In case the editors set M size in combination with the alignment "right" or "left", the photo will be placed in desktop in the right or left side of the story layout. In all other cases (L, XL, XXL) the photo will take the full horizontal space of the story layout.
- Alignment: Left, Centre, Right
- **Orientation**: Landscape, Portrait, Square Landscape mean a photo with 16:9 format, Portrait means a photo with 3:4 format.

The frontend view for this body part is available at this link: Photos views

3.1.2.1.3 Albums

This is the body part that allows editors to add albums to the story. Photos are retrieved from the <u>Albums</u> custom entity.



Properties applicable to this body part:

- Title: This property allows editors to overwrite the original title of the album.
- **PositionStyle**: TopContent, Default By selecting "TopContent" the album will be used in the frontend as top content, and visible in the story right below the title. "Default" will keep instead the album as a standard item amongst the other body parts.
- Size: M, L, XL, XXL This property allows editors to define the size of the gallery. In case the editors set M size in combination with the alignment "right" or "left", the album will be placed in desktop in the right or left side of the story layout. In all other cases (L, XL, XXL) the album will take the full horizontal space of the story layout.
- Alignment: Left, Centre, Right
- Layout: Mosaic, Slideshow This property allows editors di define the view of album: "Mosaic" create a mosaic of photos, "Slideshow" will create a carousel of photos.



The frontend view for this body part is available at this link: <u>Albums views</u>

3.1.2.1.4 Videos

This is the body part that allows editors to add videos to the story. Photos are retrieved from the <u>Youtube videos</u>, <u>Vimeo videos</u>, <u>Brightcove videos</u> custom entity.



Properties applicable to this body part:

- **Title**: This property allows editors to overwrite the original title of the video.
- **Copyright**: This property allows editors to overwrite the original copyright of the video.
- **PositionStyle**: TopContent, Default
 - By selecting "TopContent" the video will be used in the frontend as top content, and visible in the story right below the title. "Default" will keep instead the video as a standard item amongst the other body parts.
- Size: M, L, XL, XXL

This property allows editors to define the size of the video. In case the editors set M size in combination with the alignment "right" or "left", the video will be placed in desktop in the right or left side of the story layout. In all other cases (L, XL, XXL) the video will take the full horizontal space of the story layout.

• Alignment: Left, Centre, Right

The above properties are valid for all video types: <u>Youtube videos</u>, <u>Vimeo videos</u>, <u>Brightcove videos</u>, which are imported via <u>External Feeds</u> and made available in Content Manager as specific Custom Entities.

The frontend view for this body part is available at this link: Videos views

3.1.2.1.5 Quotes

This is the body part that allows editors to add quotes to the story (both text and author).



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+	7			

Properties applicable to this body part:

- Alignment: Left, Centre, Right If aligned to "Left" or "Right", in desktop the quote takes only 50% of the story layout. If aligned to "Centre" the quote takes the full width of the story layout.
- View: Dark, Light This property allows editors to change the background of the quote body part.

The frontend view for this body part is available at this link: Quotes views

3.1.2.1.6 Promos

This is the body part that allows editors to add promos to the story. Photos are retrieved from the <u>Promos</u> custom entity.



Properties applicable to this body part:

• Size: M, L, XL, XXL

This property allows editors to define the size of the promo. In case the editors set M size in combination with the alignment "right" or "left", the promo will be placed in desktop in the right or left side of the story layout. In all other cases (L, XL, XXL) the promo will take the full horizontal space of the story layout.

• Alignment: Left, Centre, Right

• View: Dark, Light This property allows editors to change the background of the promo body part.

The frontend view for this body part is available at this link: Promos views

3.1.2.1.7 Events

This is the body part that allows editors to add events to the story. Photos are retrieved from the <u>Events</u> custom entity.



Properties applicable to this body part:

- **Title**: This property allows editors to overwrite the original title of the event.
- Alignment: Left, Centre, Right

If aligned to "Left" or "Right", in desktop the event takes only 50% of the story layout and presents a specific view (image on top and text at the bottom of the card). If aligned to "Centre" the quote takes the full width of the story layout with a specific view (image on the left and text on the right of the card).

The frontend view for this body part is available at this link: Events views

3.1.2.1.8 Player

This is the body part that allows editors to add players to the story. Photos are retrieved from the <u>Players</u> custom entity.



Properties applicable to this body part:

- **Title**: This property allows editors to add a title to the module.
- Alignment: Left, Centre, Right If aligned to "Left" or "Right", in desktop the player takes only 50% of the story layout and presents a specific view (image on top and text at the bottom of the card). If aligned to "Centre" the player takes the full width of the story layout with a specific view (image on the left and text on the right of the card).

The frontend view for this body part is available at this link: Player views

3.1.2.1.9 Team

This is the body part that allows editors to add teams to the story. Photos are retrieved from the <u>Teams</u> custom entity.



Properties applicable to this body part:

• **Title**: This property allows editors to add a title to the module.



- Alignment: Left, Centre, Right
 - If aligned to "Left" or "Right", in desktop the team takes only 50% of the story layout and presents a specific view (image on top and text at the bottom of the card). If aligned to "Centre" the team takes the full width of the story layout with a specific view (image on the left and text on the right of the card).

The frontend view for this body part is available at this link: Team views

3.1.2.1.10 Document

This is the body part that allows editors to add documents to the story. Photos are retrieved from the <u>Documents</u> custom entity.



Properties applicable to this body part:

- Alignment: Left, Centre, Right
 - If aligned to "Left" or "Right", in desktop the document takes only 50% of the story layout and presents a specific view (file icon on top and text at the bottom of the card). If aligned to "Centre" the document takes the full width of the story layout with a specific view (file icon on the left and text on the right of the card).

The frontend view for this body part is available at this link: Document views

3.1.2.1.11 oEmbed

This is the body part that allows editors to add oEmbed to the story. Are considered oEmbed all entities compliant with the <u>oEmbed</u> standard. This body part renders oEmbed-compliant content from 3rd parties sites, like Instagram, Facebook, Soundcloud, Twitter, Giphy posts or Youtube videos. Full list of 3rd parties providers complaint with oEmbed is available <u>here</u>.

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The frontend view for this body part is available at this link: oEmbed views

3.1.2.1.12 Table

This is the body part that allows editors to add tables to the story. Editors can add a title, rows and columns.

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							418 words	61				

The frontend view for this body part is available at this link: Table views

3.1.2.1.13 Minute.ly

This is the body part that allows editors to add Minute.ly video packages to the story. Editors can add a package already created into the Minute.ly back-office (see for this the <u>Minute.ly</u> <u>dashboard</u>).



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New package made by me	Top Videos
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The frontend view for this body part is available at this link: Minute.ly views

3.1.2.2 Headings and formatting

Story's text allows basic editor formatting:

- Heading 2 to 5
- Bold and italic
- Link
- Numbered and bulleted points
- Quotes
- Reset formatting
- Split of text in 2 text body parts



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3.2.1 Heading level (H4)

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- non proident
- 1. Excepteur sint
- 2. occaecat cupidatat
- 3. non proident

3.1.2.3 Related editorial content

Editors can relate content to the story (tab "Relations" in the right hand side of the story detail page).



Such items related will be shown in the story page frontend at the bottom of the story itself:



The managed entity types visible in this module are:

- Stories
- Videos
- Albums
- Visual stories

All other entity types related to will not be shown.

- - - April 2021 release start - - --

3.1.2.4 Related documents

In case documents entities are related to the story, the frontend site will show them in a dedicated module, available above the "Related items" one, e.g.:

relat	ed_documents ———		
POF	Press Conference - Release November 2020 0.34 MB	Ŧ	
elat	ed_items		

This solution has been specifically defined to provide the right visibility to documents.

-- - - April 2021 release end - - --

3.1.3 Photos

Content Manager sample: https://forge.products-demo.deltatre.digital/#/wcm/photos/55d5df40-8f80-4726-99c9-bea57647334c

Frontend sample: https://fe-en.products-demo.deltatre.digital/news-centre/photos/#photos d3399570-e68d-4c99-9865-5fe54e3a6f43-4

Photos, like Albums, are available in FORGE GO as metadata, but are physically uploaded and stored in Cloudinary, the Media Management System connected to FORGE GO. Original photos are available in FORGE and in the frontend in 3 different formats: portrait (3:4), square and landscape (16:9 and 21:9).

Photos section provides the "adjust gravity" feature, which allows editors to re-crop photos (which are automatically cropped by Cloudinary via Smart Cropping, a Cloudinary functionality that detects faces and people).

3.1.4 Albums

Content Manager sample: https://forge.products-demo.deltatre.digital/#/wcm/albums/e0d5df2b-18e5-48bf-82ad-db099d08e6ef

Frontend sample: https://fe-en.products-demo.deltatre.digital/news-centre/photos/galleries/nadiacomaneci

3.1.5 Documents

Content Manager sample: https://forge.products-demo.deltatre.digital/#/wcm/documents/e489a4fb-1027-4f86-85c8-8c5c46f340e1

Frontend sample: https://fe-en.products-demo.deltatre.digital/news-centre/documents/

3.1.6 Editorial Selections

Content Manager sample: https://forge.products-demo.deltatre.digital/#/wcm/selections/87e27a1a-a49b-4c55-b9f5-28d43f068bf9

Frontend sample: https://fe-en.products-demo.deltatre.digital/

Editorial selections allow editors to manually control list and order of entities in a given module (e.g. the entities published in the "Hero carousel" of the homepage).

3.1.7 Visual Card

Content Manager sample: https://forge.products-demo.deltatre.digital/#/wcm/custom/visualcard/fcff5c7cad3d-4a6f-b00e-f116f21d028a

Frontend sample: cards cannot be published as a standalone entity, but need to be included in a Visual Story (see below).

3.1.8 Visual Story

Content Manager sample: https://forge.products-demo.deltatre.digital/#/wcm/custom/visualstory/a90defa3-60df-498c-b871-0c9005629b91

Frontend sample: https://fe-en.products-demo.deltatre.digital/news-centre/visual-stories/roland-garros-2019-roger-vs-nadal

3.1.9 Youtube videos

Content Manager sample: https://forge.productsdemo.deltatre.digital/#/wcm/custom/youtubevideo/9763b383-9322-4a3a-afd0-60dffacb1645 Frontend sample: https://fe-en.products-demo.deltatre.digital/news-centre/videos/nadia-comaneciroutines



3.1.10 Vimeo videos

Content Manager sample: <u>https://forge.products-demo.deltatre.digital/#/wcm/custom/vimeovideo</u> Frontend sample: not available yet (missing content)

3.1.11 Brightcove videos

Content Manager sample: <u>https://forge.products-demo.deltatre.digital/#/wcm/custom/brightcovevideo</u> Frontend sample: not available yet (missing content)

3.1.12 Promos

Content Manager sample: <u>https://forge.products-demo.deltatre.digital/#/wcm/custom/promos</u> Frontend sample: <u>https://fe-en.products-demo.deltatre.digital/news-centre/videos/nadia-comaneci-</u> routines

3.1.13 Players

Content Manager sample: <u>https://forge.products-demo.deltatre.digital/#/wcm/custom/players/4775f325-0409-4c09-a56b-fafc9d41f961</u> Frontend sample: not available yet (missing content)

3.1.14 Teams

Content Manager sample: <u>https://forge.products-demo.deltatre.digital/#/wcm/custom/teams</u> Frontend sample: not available yet (missing content)

3.1.15 Events

Content Manager sample: <u>https://forge.products-demo.deltatre.digital/#/wcm/custom/events/38f0c2b1-ef03-4568-8c82-7aa7780ad1f2</u> Frontend sample: <u>https://fe-en.products-demo.deltatre.digital/</u>

3.1.16 Venues

Content Manager sample: https://forge.products-demo.deltatre.digital/#/wcm/custom/venues Frontend sample: not available yet

3.1.17 Interview

Content Manager sample: <u>https://forge.products-demo.deltatre.digital/#/wcm/custom/interview</u> Frontend sample: <u>https://fe-en.products-demo.deltatre.digital/</u>

3.1.18 Partners (sponsors)

Content Manager sample: <u>https://forge.products-demo.deltatre.digital/#/wcm/custom/partner</u> Frontend sample: not available yet (missing content)

3.1.19 Socials (social networks)

Content Manager sample: <u>https://forge.products-demo.deltatre.digital/#/wcm/custom/social</u> Frontend sample: <u>https://fe-en.products-demo.deltatre.digital/</u>

3.2 Dashboards

Here follows the list of all FORGE GO dashboards available:

- <u>System status</u>
- <u>Frontend</u>
- Distribution API
- Editorial activities
- Editorial statistics

- <u>Command metrics</u>
- Workflow statistics
- Analytics
- Visual Stories Dashboard

3.2.1 System Status

https://forge.products-demo.deltatre.digital/#/dashboard/forge-status-dashboard

This dashboard provides an overview of the status of all system components (API, Frontend, Back-office, Application Service, etc).

3.2.2 Frontend

https://forge.products-demo.deltatre.digital/#/performance

This dashboard provides an overview of the main frontend metrics: requests/sec, Execution time, Top requested pages, slowest pages, etc.

3.2.3 Distribution API

https://forge.products-demo.deltatre.digital/#/performance

This dashboard provides an overview of the main frontend metrics: requests/sec, Execution time, etc.

3.2.4 Editorial activities

https://forge.products-demo.deltatre.digital/#/dashboard/forge-editorial-dashboard

This dashboard provides updates about recent editorial activities: last active users, last updated entities, etc.

3.2.5 Editorial statistics

https://forge.products-demo.deltatre.digital/#/dashboard/forge-big-numbers-dashboard

This dashboard provides big numbers about the total entities published, numbers by entity, published entities in the last day, month, etc.

3.2.6 Command metrics

https://forge.products-demo.deltatre.digital/#/dashboard/forge-editorial-dashboard

This dashboard provides an overview of the command trends, queues, execution average. Commands are the actual actions editors perform operating in FORGE GO. Commands are all single actions performed by users.

3.2.7 Workflow statistics

https://forge.products-demo.deltatre.digital/#/dashboard/forge-workflow-dashboard

This dashboard provides an overview by entity type (Story, Photo, Album, etc) of the entities' status: Published, Reviewed, Archived, not Published.

3.2.8 Analytics

https://forge.products-demo.deltatre.digital/#/dashboard/forge-analytics-dashboard

This dashboard provides an overview of all main analytics metrics Google Analytics provides for a given domain. In order to be working, the dashboard has to be connected to an active Google Analytics tag installed in the frontend of an application (web or mobile).



The dashboard provides general metrics of all entities published in the frontend of site, with option of filtering (by time, entity, language), as well as details of each specific entity.

3.2.9 Visual Stories

https://forge.products-demo.deltatre.digital/#/dashboard/visual-stories-dashboard

This dashboard allows editors to store in dedicated folders all visual asset used to graphically enriched visual stories (videos, flags, logos, graphic elements, etc).

3.2.10 Minute.ly

<u>https://forge.products-demo.deltatre.digital/#/dashboard/minutely-dashboard</u> This dashboard allows editors to login into the Minute.ly back-office, manage video preview and create <u>video</u> <u>packages (that can be added into stories' body parts).</u>

3.3 Context & Tags

Any FORGE GO entity can be related to context and tags:

< E Properties	 Tags	Relations	Promote	>		
Context						
World Champions	hips			Î		
Tags		Pinned folders $$				
indoor						
indoor (crea	te new)					

Context allows editors to define the context of the content. Each context tag is associated to a link rule, which drives the content entity itself – when clicked by end users on frontend page - to be seen it in a specific section of the frontend (in the above sample the story should be open in a page under the section "World Championships").

It basically defines the "link rule" of the entity.

Tags allow editors to label content, which can then by distributed to different lists of the site. In the sample above the story with tag "indoor competition" will be listed in the page where all stories with tag "indoor competition" related.

Context and tags can be added inline directly by editors in the entity detail page (see above the indication "create new", which suggest editors to create the typed label "indoor") or edited in the FORGE GO Content Manager Tags section (e.g. <u>https://forge.products-demo.deltatre.digital/#/wcm/tags</u>).

4 Presentation Manager



https://forge.products-demo.deltatre.digital/#/vsm/siteexplorer/content/~/

=	Forge > PM > Site Man	ager							¢	1	EN	DG
	search for item name	•	• ~			Pending Changes	→ O Unpublish	en-GB.default.sandbox	Viev		review	
	A • • • •		-									
~	Ibraries		Cont	ent Variables	Metadata Filters Xrc File (xrc.	confie) Permissions				View	v Histo	ry
_	🕨 🖷 account			tonoores	Freedow Freedow Freedow	comp. Terminations						÷.
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				interviews	Published			Variables	Filters	Permission	5 8	
	> O I news-centre-test			layouts	Static							. 11
U	hotos	4		live-blogging	Published			Variables	Filters	Permission	6 8	
≔	• Players		0	mobileapp	Published			Variables	Filters	Permission	15 🔒	
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^	🕨 🖮 templates		0	news-centre	Published			Variables	Filters	Permission	• 8	
83	🕨 🖷 test			news-centre-test	Not Published			Variables	Filters	Permission	5 8	
	🕨 🖝 testing			photos	Published			Variables	Filters	Permission	6 8	
	o vandl		0	players	Published			Variables	Filters	Permission	5 8	
	• • • venues		0	sample modules	Published			Variables	Elters	Permission		
	• • videos			samples	Static							•

4.1 Templates

Here follows the list of templates FORGE GO Presentation Manager provides:

	For	ge → PM → Site Man	ager					5 🏔	EN DG
5	50	Change Template							eview -
~	4	(no template)	amp	amp-story	default	default-dark	search		
									History
S	1	0							erties
0		V							header
Ø	2				×				
					-				main
B	1							Cancel Change	
	11								i
PI	-	• Em multistories							footer
0	Þ	e 🖿 news							
U		• 🖿 news-centre							

Templates can be applied to pages when these get created.

With the exception of some pages that require a specific template (e.g. "Search" or "XXX" templates), most of the pages used in FORGE GO pages requires the "default" template.



4.2 Layouts

Here follows the list of layouts FORGE GO Presentation Manager provides:

	Layouts	Modules
Г	Footer	+ Add
-		
	Header	+ Add
ľ		_
		_
	Conting	
	Section	+ Add
		_

In the Presentation Manager, layout list can be retrieved every time web producers and editors have to add new layouts or modules (+ button) in a given page.

4.2.1 Modules

Here follows the list of modules FORGE GO Presentation Manager provides:

- Multi-items modules
 - o <u>Hero carousel</u>
 - o Hero + Top stories
 - o <u>Multistories</u>
 - o Standard editorial list
 - With or without carousel
 - Single or multiple rows
 - Various number of items per row
 - Mosaic (without ads banner integration)
 - Events list (standard or full image module)
 - Players list

0

- o <u>Teams list</u>
- o <u>Venues list</u>
- o Full image carousel list
- o <u>Promo</u>
 - Single or multiple rows
 - Full body width or multi promo
- o <u>Interview</u>
- o <u>Interviews list</u>

- o Documents list
- o <u>Youtube video list</u> (same views for Vimeo and Brightcove videos)
- o Live blogs list
- Facebook timeline
- o Twitter timeline
- Editorial RSS
- Single item modules
 - o Interview module
 - Liveblog module
 - o Vimeo module
 - Youtube module
 - o Brightcove module
 - $\circ \quad \text{Adv module} \quad$
 - o Album module
 - o Amp article module
 - o Article module
 - o Infinite Scroll Article module
 - o Azure search module
 - o Branded header module
 - o Breadcrumbs module
- FORGE modules**
 - o Data item module
 - Data list module
 - $\circ \quad \text{HTML content module} \\$
 - $\circ \quad \text{Include page module} \\$
 - Json content module
 - Markdown content module
 - o Menu module
 - Raw content module
 - o Razor transformation module
 - o Stub module
 - XHTML content module
 - XML content module

** These are legacy modules, that must not be used by web producers and editors.

In the Presentation Manager, modules list can be retrieved every time web producers and editors have to add new layouts or modules (+ button) in a given page.

/ coopination		J Nonback	- Tublish		en ob.a	crudit.Sundbox -	view - rieview -
Content Variables Metadata	Filters	Link Rules	Permissions	Item Visibility			View History
Current Template: default						Layouts	Modules
			Fixed content			editorial promo	
						Common	- Editorial + Add
Common - Mosaic							
Common - Hero Headlines						Common	- Editorial + Add
Common - Editorial List						Promo Lis Promo	t / Multi
Common - Editorial List							
			+				

- - - April 2021 release start - - --

4.2.2 Infinite scrolling story detail

This module allows editors to present, for a given set of stories tagged with a tag or context, stories in the same page, with the same list of stories available as thumbnails on the left-hand side of the page.

Producer is able to define in the module the same properties in place for the standard story page. The tag (see bottom area of the module properties) defines the linkrule where the article detail (article URL) is visible:

~/news-centre/stories-infinite/{slug}	→ O Unpublish en-GB.default.sandbox ▼ View ▼ Preview
Content Variables Metadata Filters Link Rules Permissions Item Visibility	View History
Current Template: default	· Common - Infinite Scroll Article - Properties
Fixed content	Context Slug (String)
	E Q C
Common - Infinite Scroll Article	Hide Related Items (Boolean)
Fixed content	HideAuthor (Boolean)
	HideDate (Boolean)
	On Off
	On Off
	+ HideRoofline (Boolean) @ C
	HideSocialShare (Boolean)
	Selected Slug (String) O
	@slug
	Tags (CmsArray)
	(start typing for suggestions)
	· Undo Save

See frontend sample.

-- - - April 2021 release end - - --



4.3 Vocabulary terms

Vocabulary terms are considered all terms, label and sentences that populate pages and sections like:

- Menu items and labels in header & footer
- Module title and call to actions
- Short sentences in page
- SEO page metadata

This type of content is not considered editorial content, and therefore is not edited and published via Content Manager.

All terms are managed by the new <u>Vocabulary Tool Application</u>, a new application available in the GUIShell, specifically developed for this type of service.

5 Content Importer



Content Importer is a specific application used by FORGE GO to import content from an external legacy Content Management System. This application is therefore instantiated only when a Client needs to move content from a legacy CMS to FORGE GO.

The import of this type of content, which normally consists in articles / photos / videos, can be performed only after a specific analysis of the data model the legacy CMS. That analysis allows FORGE GO team to understand how the content in the legacy CMS is technically stored and organized, and how this content can be mapped to the FORGE GO content entities data model.

This analysis is part of the Discovery phase, that involves both the Client and FORGE GO team prior the start of the FORGE GO instantiation.

= °	The construction Trace Monitor														
	Q Traces search criteria						^								
•	25	• Entity Type	•	Status			•								
	Source Id Import single item	n					÷								
=	Source Id				Culture	Status	View								
-,← ▲	Entity Type			- ida	ie	Completed									
	Cyprus Classic 20. Publish			- da	e 🌒	Completed	Ø								
D	National Bank of			iser	t 🖷	Completed									
Ê	Omega Dubai Der	Send import re	Iquest	iser	t 🗢	Completed	Ø								
~	Commercial Bank Qatar Masters 2014	eventinfo	2014005	publish-inser	t 😑	Completed	Ø								
~	🖬 Italian Challenge 2020	eventinfo	2020726	publish-inser	t 🌒	Completed	Ø								
	The Sinclair Invitational 2019	eventinfo	2019844	publish-inser	t 🔵	Completed	Ø								
	🖬 Italian Open 2020	eventinfo	2020086	publish-inser	t 🌒	Completed	Ø								

6 External Content Feeds



FORGE GO can configure the connection of external content feeds, such as a list of videos publish on a given Youtube channel (configuration app is available here (demo site): <u>https://extfeeds.products-demo.deltatre.digital/#/dashboard</u>).

Once connected, such content feeds are seamlessly available into FORGE GO back-office.

=	deltatre > Setup feeds	8
	gettyimages Configure your Getty Images external feed	×
P	gettyimages Configure your Getty Media Manager external feed	~
	You the Configure your YouTube external feed	~
	V Configure your Vimeo external feed	~
	6 Configure your Brightcove external feed	~

6.1 YouTube

https://forge.products-

<u>demo.deltatre.digital/#/wcm/custom/youtubevideo/import?search=source:YouTubeVideos</u> When the connection is established, in the FORGE GO video entity editors can see the list of videos published in a given Youtube account (presumably the proprietary Youtube account owned by the FORGE GO client). Editors can then import the video and use it as standard <u>Youtube video entity</u>.

6.2 Vimeo

Similarly to what happens for Youtube videos, when the connection is established, in the FORGE GO video entity editors can see the list of videos a Vimeo video account provides. Editors can then import the video and use it as standard <u>Vimeo video entity</u>.

6.3 Brightcove

Similarly to what happens for Youtube videos, when the connection is established, in the FORGE GO video entity editors can see the list of videos a Vimeo video account provides. Editors can then import the video and use it as standard <u>Vimeo video entity</u>.

6.4 Getty Images

https://forge.products-demo.deltatre.digital/#/wcm/photos/import?search=source:GettyImages Similarly to what happens for Youtube videos, when the connection is established, in the FORGE GO photo entity editors can see the list of photos a given Getty Images account provides. Editors can then import the image and use it as standard <u>Photo entity</u>.



7 Site Search Indexing



This application allows web producers and editors to monitor the status of content indexed and available in the web site search:



Here're the main tasks this application performs:

- add/update, in all languages, landing pages (index pages). For each page it is possible to updated page metadata that are visible to end users
- check the status of content pages (stories, photos, album, videos, players, teams, etc.) that might not be indexed or returning an error
- schedule automated jobs that allow the re-indexing of specific content types in a given timeframe.



8 Frontend

Reference URL: <u>https://fe-en.products-demo.deltatre.digital/</u>

Frontend web responsive is currently available in one language, but it can be configured for other languages too. By end of the current quarter (Jan 2021) will also be deployed at least one translated version.

Desktop:



Mobile:



8.1 Pages

The list below contains the full list of pages that are available when a FORGE GO instance is installed. Each client, based on the specific his business needs, can submit to Deltatre the specific sitemap indicating all sections and pages needed.

8.1.1 Sitemap

- Homepage
 - News centre landing page (<u>https://fe-en.products-demo.deltatre.digital/news-centre/</u>)
 - Stories section
 - Story page
 - Photos section
 - Photo detail
 - Galleries section
 - Gallery detail page
 - Videos section
 - Video detail page
 - Documents section
 - Visual Stories section
 - Visual Story detail page
 - Calendar events landing page (https://fe-en.products-demo.deltatre.digital/calendar/)
 - Event single page
 - Event multi pages
 - Stories section
 - Photos & Galleries section
 - Videos section
 - Visual Stories section
 - Players section
 - Player page
 - Teams section
 - Team page
 - "About the event" section
- Legal pages (this include the management of the "Cookie accept" layer when accessing the platform for the first time)
 - Terms of service (<u>https://fe-en.products-demo.deltatre.digital/terms-of-service</u>)
 - Privacy policy (<u>https://fe-en.products-demo.deltatre.digital/privacy-policy</u>)
 - Cookie policy (<u>https://fe-en.products-demo.deltatre.digital/cookie-policy</u>)
- Search landing page
 - Search result page (<u>https://fe-en.products-demo.deltatre.digital/search?q=murray</u>)

8.1.2 Frontend site features

8.1.2.1 PWA

FORGE GO frontend provides PWA (Progressive Web Apps), which allows any project to customize it depending on specific business needs (caching strategies, offline content, etc.). Immediate benefits of this adoption are:

- Increased performances in loading the content in page
- Site becomes like a separated app, allowing end users to add the site to the set of applications available in their pc/laptop (this both on mobile and desktop, see screenshot below)

Desktop:





8.1.2.2 Google Analytics

By default, FORGE GO frontend is integrated with Google Analytics tag provided by the client. The standard users tracking provided by the Google Analytics tag is also presented into the <u>Analytics</u> <u>dashboards available into the Content Manager</u>, which help editorial teams to understand users behaviors directly from the console they use for content authoring and publication.

FORGE GO frontend also supports the management of other tracking tools (e.g. Adobe, ATI, etc.) but without the native integration of the metrics into Content Manager's Analytics dashboard.

8.1.2.3 Google Search Console

During the FORGE GO setup, FORGE GO build team also links the Google Analytics tag with the corresponding Google service of the Google Search Console. This console provides insights and useful information about the crawling of the site by the Google Search, as well as the performances of the whole site on Google search results.



8.1.2.4 AMP (Story and Visual Stories)

All stories entities (e.g.https://fe-en.products-demo.deltatre.digital/news/andy-murray-wins-wimbledon) and visual stories entities (e.g. <u>https://fe-en.products-demo.deltatre.digital/visual-stories/roland-garros-2019-roger-vs-nadal</u>) are available as AMP version, meaning that Google search is able to crawl them up and show as AMP entities into the search result pages.

8.2 Standard story page

https://fe-en.products-demo.deltatre.digital/news/andy-murray-wins-wimbledon The story page shows the content published via <u>Story entity in Content Manager</u>.

On top of the Story, as a top content right below the main story headline, three are the media types editors can set: photo, video or album.

Below this top content area, the story shows the different body parts defined in the Content Manager, which are:

8.2.1 Story - Body parts views

8.2.1.1 Text views

The backend configuration for this body part is available at this link: <u>Text</u> Here follow some sample views:

Text with property "centre" alignment

What are the rules?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do this is a link ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation c ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Ut enim ad minim veniam, quis nostrud exercitation c ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est *laborum*. hello

Text with property "right" alignment, "light" style



International Sport Ctiteload this page

Jerez de la Frontera

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8.2.1.2 Photos views

The backend configuration for this body part is available at this link: <u>Photos</u> Here follow some sample views:

Photos with property "left" and "right" alignment, both "M" size, both "Portrait" orientation

fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt





mollit anim id est laborum

Olympic Arena

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010

Photo with property "centre" alignment, "XL" size, "Landscape" orientation

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© FFF

8.2.1.3 Albums views

The backend configuration for this body part is available at this link: <u>Albums</u> Here follow some sample views:

Album with property "centre" alignment, "XXL" size, "Slideshow" layout





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Album with property "Centre" alignment, "XL" size, "Mosaic" layout fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ----

8.2.1.4 Videos views

The backend configuration for this body part is available at this link: Videos Here follow some sample views (same for all 3 video types):

Video with property "Centre" alignment, "XL" size



HIGHLIGHTS: Los Angeles Football Club 1-1 Portland Timbers

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Video with property "Right" alignment, "M" size



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8.2.1.5 Quotes views

The backend configuration for this body part is available at this link: <u>Quotes</u> Here follow some sample views:

Video with property "Centre" alignment, "Light" view



8.2.1.6 Promos views

The backend configuration for this body part is available at this link: Promos

Here follow some sample views:

Promo with property "Left" alignment, "M" size, "Light" view



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Promo with property "Centre" alignment, "XXL" size, "Light" view

fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



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Promo with property "Centre" alignment, "XXL" size, "Dark" view



8.2.1.7 Events views

The backend configuration for this body part is available at this link: Events



Here follow some sample views:

Promo with property "Left" and "Right" alignment



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Promo with property "Centre" alignment



Giovanni Trapattoni once coached Vatican City's national team

8.2.1.8 Player views

The backend configuration for this body part is available at this link: <u>Player</u> Here follow some sample views:

Athlete with property "Centre" alignment



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut rhoncus est libero, vitae auctor tellus placerat vitae. Cras ut sollicitudin turpis. Aenean rutrum metus mauris, fermentum fermentum tellus ultrices quis. Quisque eu lorem blandit, porttitor erat nec, dignissim est. Curabitur sodales vitae mi non sodales.

Athlete with property "Left" alignment



reliencesque tempor erat at ante uttricles venicula, sed et nisi vel ex semper unamcorper aliquam sed mauris.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut rhoncus est libero, vitae auctor tellus placerat vitae. Cras ut sollicitudin turpis. Aenean rutrum metus mauris, fermentum fermentum tellus ultrices quis. Quisque eu lorem blandit, porttitor erat nec, dignissim est. Curabitur sodales vitae mi non sodales. Pellentesque tempor erat at ante ultricies vehicula. Sed et nisl vel ex semper ullamcorper aliquam sed mauris.

Quisque eu lorem blandit, porttitor erat nec, dignissim est. Curabitur sodales vitae mi non sodales. Pellentesque tempor erat at ante ultricies vehicula. Sed et nisl vel ex semper ullamcorper aliquam sed mauris. Quisque eu lorem blandit, porttitor erat nec, dignissim est. Curabitur sodales vitae mi non sodales.

Sed et nisl vel ex semper ullamcorper aliquam sed mauris. Quisque eu lorem blandit, portitior erat nec, dignissim est. Curabitur sodales vitae mi non sodales.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut rhoncus est libero, vitae auctor tellus placerat vitae. Oree ut collicitudio tunio. Aceen putture meture formatium formatium tellus vitaices quia

8.2.1.9 Team views

The backend configuration for this body part is available at this link: <u>Team</u> Here follow some sample views:

Team with property "Centre" alignment

Discover the team Indiana Pacers Italy
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut rhoncus est libero, vitae auctor tellus placera vitae. Cras ut sollicitudin turpis. Aenean rutrum metus mauris, fermentum fermentum tellus ultrices quis Quisque eu lorem blandit, porttitor erat nec, dignissim est. Curabitur sodales vitae mi non sodales. Pellentesque tempor erat at ante ultricies vehicula. Sed et nisl vel ex semper ullamcorper aliquam sed mauris.

Team with property "Right" alignment

Ferrari story

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut rhoncus est libero, vitae auctor tellus placerat vitae. Cras ut sollicitudin turpis. Aenean rutrum metus mauris, fermentum fermentum tellus ultrices quis. Quisque eu lorem blandit, porttitor erat nec, dignissim est. Curabitur sodales vitae mi non sodales. Pellentesque tempor erat at ante ultricies vehicula. Sed et nisl vel ex semper ullamcorper aliquam sed mauris. Curabitur sodales vitae mi non sodales. Pellentesque tempor erat at ante ultricies vehicula. Sed et nisl vel ex semper ullamcorper aliquam sed mauris. Curabitur sodales vitae mi non sodales.

Pellentesque tempor erat at ante ultricies vehicula. Sed et nisl vel ex semper ullamcorper aliquam sed mauris.



Heading 2

Lorom insum dolor oit amot, consociatur adiniscing olit. Ut rhonous ost liboro, vitao austor tollus placorat

8.2.1.10 Document views

The backend configuration for this body part is available at this link: <u>Document</u> Here follow some sample views:

Document with property "Centre" alignment

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Press Conference - Release November 2020

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Document with property "Left" alignment



dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



8.2.1.11 oEmbed views

The backend configuration for this body part is available at this link: <u>oEmbed</u> Here follow some sample views:

Facebook post embedded:



Twitter and Instagram post embedded:





Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



8.2.1.12 Table views

The backend configuration for this body part is available at this link: <u>Table</u> Here follow some sample views:

PLAYER	GOALS	APPS	YEARS	CLUBS
Cristiano Ronaldo	134	174	2003-	Real Madrid, Juventus
Lionel Messi	118	147	2005-	Barcelona
Robert Lewandowski	71	94	2011-	Borussia Dortmund, Bayern Munich
Raul	71	142	1995-2011	Real Madrid, Schalke 04
Karim Benzema	69	125	2006-	Lyon, Real Madrid
Ruud van Nistelrooy	56	73	1998-2009	PSV Eindhoven, Manchester United, Real Madrid
Thierry Henry	50	112	1997-2012	Monaco, Arsenal, Barcelona
Alfredo Di Stéfano	49	58	1955-1964	Real Madrid

8.2.1.13 Minute.ly views

The backend configuration for this body part is available at this link: <u>Minute.ly</u> Here follow some sample views:





8.2.2 AMP version

Each story is also available as AMP article.

AMP stands for <u>Accelerated Mobile Pages</u>, it is optimized for mobile web browsing and is intended to help webpages load faster. AMP pages are cached by a CDN, which allows pages to be served more quickly. This article version also allows Google to load articles faster when end users are interacting with the articles presented in search result pages, e.g.:



To verify that the AMP version of an article is available, producers and editors can check the view source of the page (it should be available the tag "link rel=" amphtml + URL OF THE AMP PAGE") or install and handy Chrome extension that validates the link to the AMP page:





e.g.: https://fe-en.products-demo.deltatre.digital/news-centre/stories/andy-murray-wins-wimbledon

The actual AMP version of the article presents all story body parts available in the HTML version, and it is the actual article that Google shows, via CDN, when end users are interacting with the articles in the Google search result pages (see sample of a the search page above).

The same Chrome extension, in this case, shows the green icon, confirming the AMP version is valid and working properly:



E.g.: https://fe-en.products-demo.deltatre.digital/news-centre/amp/stories/andy-murray-wins-wimbledon

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8.3 Infinite scrolling story page

Producers can define this specific experience by configuring the <u>article page with a dedicated module</u>. This view seamless present stories in the same page, by simply letting the end user to scroll up and down to access stories tagged with a given tag or context:



Article properties view (roofline, author, etc) and article numbers can be defined in the module's definition (Presentation Manager). While scrolling, URL of each story is kept, so that the actual deep link of the story always works (e.g. when story is shared on social).



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8.4 Site Search

The site search returns the content indexed and monitored by the <u>Site Search Indexing</u> application. Search presents both

content entities, created into FORGE Content Manager, e.g.

- Stories (https://fe-en.products-demo.deltatre.digital/news/andy-murray-wins-wimbledon)
- Youtube videos (<u>https://fe-en.products-demo.deltatre.digital/news-centre/videos/nadia-comaneci-routines</u>)
- Albums (<u>https://fe-en.products-demo.deltatre.digital/news-centre/photos/galleries/bolt-9-58</u>)
- Visual Stories (<u>https://fe-en.products-demo.deltatre.digital/visual-stories/roland-garros-2019-roger-vs-nadal</u>)

and **index pages**, created into the Presentation Manager and added to the Search Index via <u>Site Search</u> <u>Indexing</u>, e.g.:

- News Centre (<u>https://fe-en.products-demo.deltatre.digital/news-centre</u>)
- Visual Stories index (<u>https://fe-en.products-demo.deltatre.digital/news-centre/visual-stories</u>)
- Videos index (<u>https://fe-en.products-demo.deltatre.digital/news-centre/videos</u>)

Result page combines a list of photos (module on top of the list) and a list other entities (index pages and content entities pages, such us stories, videos, albums) matching the keyword inserted by the frontend user: <u>https://fe-en.products-demo.deltatre.digital/search?search=&q=ronaldo</u>



Users can also filter results by content entity.

8.5 Modules

What follows is the list of frontend modules available, driven by the Presentation Manager.

8.5.1 Hero carousel



8.5.2 Hero + Top stories module



8.5.3 Multistories

https://fe-en.products-demo.deltatre.digital/news-centre/





8.5.4 Standard editorial list module

With or without carousel:



Single or multiple rows:

Visual Stories



Various numbers of items per row: Standard List - 3 items



8.5.5 Mosaic

https://fe-en.integrations-lab-forge.deltatre.digital/news-centre/



8.5.6 Events list https://fe-en.products-demo.deltatre.digital/



8.5.7 Players list All Players





8.5.9 Venues list



8.5.10 Full image carousel list module



8.5.11 Promo Single row:





Multiple rows:



Full body width or multi promo:



8.5.12 Interview



8.5.13 Interviews list

More Interviews





8.5.14 Documents list



8.5.15 Youtube video list





8.5.17 Vimeo

See Youtube list module above Youtube video list.



8.5.18 Youtube

See Youtube list module above <u>Youtube video list</u>.

8.5.19 Brightcove

See Youtube list module above <u>Youtube video list</u>.

8.5.20 Adv

Currently there is no a instantiated banner in the Product Demo frontend, but it exists as module in Presentation Manager:



And it allows the creation of adv module in page, driven by a specific Google Ad Manager tag, e.g.:



8.5.21 Album list







8.6 Adv Manager

See <u>Adv</u> module.

By end of the current quarter (Jan 2021), it will be possible for producers and editors, to assign a specific Adv tag (Google Publisher Tag) to a given content entity (e.g. a story), a module (e.g. a standard editorial list) or a section (e.g. the calendar).

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8.7 SEO Optimisation Tools

8.7.1 Robots.txt

The robots.txt file tells search engine crawlers which pages or files the crawler can or can't request from your site. This is used mainly to avoid overloading your site with requests; it is not a mechanism for keeping a web page out of search engines (for more information, please visit this page: <u>robots.txt</u>).

FORGE GO's Presentation manager enables web producers to edit the robots.txt file in the root of the site, allowing the full configuration of all possible parameters:

- Allows
- Disallows
- Sitemaps (in this field web producers can add all sitemaps e.g. <u>https://fe-en.integrations-lab-forge.deltatre.digital/sitemap-index.xml</u> depending on the languages)

Site Ma	nager											¢		EN	DG
	Q¥	•	~						Pending Changes	→ O Unpublish	en-GB.default.sandbox 🕶	View	•	Previev	v -
			Content Variables	Metadata	Filters	Xrc F	ile (xrc.config)	Perm	issions				Vi	iew Hist	ory
leos			seo												
			disallows				/testing				13	\mathbb{C}_{s}	0	1	
			allows				/					ß	0	Ø	
			sitemaps				https://fe-en.in	tegration	s-lab-forge.deltatre.digi	tal/sitemap-index.xn	nl https://fe-fr.integrations-lat	Z	0	8	
		•	siteName				site-name					Ľ	0	ð	
ules			description				site-descriptior	1				Ľ	0	8	
			image				https://res.clou	idinary.co	m/dfflmmiij/image/uplo	oad/v1610096065/sa	mples/SeoImage/SeoImage_j	Ľ	0	8	
			title				site-name					Ľ	0	ð	
			robots									\mathbb{Z}^{n}	0	8	

Frontend presentation of the robots.txt:

 $\leftarrow \rightarrow \mathbf{C}$ \bigtriangleup fe-en.integrations-lab-forge.deltatre.digital/robots.txt

User-agent: *

Allow: /

```
Disallow: /testing
```

```
Sitemap: https://fe-en.integrations-lab-forge.deltatre.digital/sitemap-index.xml Sitemap: https://fe-fr.integrations-lab-forge.deltatre.digital/sitemap-index.xml
```

8.7.2 Sitemaps

Sitemaps are the best way to tell search engines and end users both site structure and content available in the web platform. FORGE GO sitemaps are available in XML via robots.txt, and HTML sitemaps via frontend website.

8.7.2.1 XML sitemaps

Sitemaps consist in two different XML types: structure sitemap, where the structure of the site (pages) is presented, and content sitemap, where the actual content of the site is presented (stories, video).

Sitemaps are automatically created in the following URL, e.g.: *www.clientsiteURL.com*/sitemap-index.xml

Working sample: https://fe-en.integrations-lab-forge.deltatre.digital/sitemap-index.xml





Structure sitemap

https://fe-en.integrations-lab-forge.deltatre.digital/sitemap.xml

This sitemap automatically generates itself and contains all pages available in the Presentation Manager:

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
v<urlset>
 <url>
    <loc>https://fe-en.integrations-lab-forge.deltatre.digital/~/cookie-policy</loc>
    <changefreq>daily</changefreq>
  </url>
 <url>
    <loc>https://fe-en.integrations-lab-forge.deltatre.digital/~/index</loc>
    <changefreq>daily</changefreq>
  </url>
 ▼<url>
    <loc>https://fe-en.integrations-lab-forge.deltatre.digital/~/privacy-policy</loc>
    <changefreq>daily</changefreq>
  </url>
 ▼<url>
    <loc>https://fe-en.integrations-lab-forge.deltatre.digital/~/socials</loc>
    <changefreq>daily</changefreq>
  </url>
```

In the robots.txt configuration section available in Presentation Manager is possible to indicate all pages to hide from this sitemap:

sitemap				
blacklist	test testing account search mobileapp multistories sample_modules venues players tear	Ľ	0	8
		Can	cel	Save

Stories

https://fe-en.integrations-lab-forge.deltatre.digital/sitemap-stories.xml This sitemap automatically generates itself listing the latest 100 items

Videos

https://fe-en.integrations-lab-forge.deltatre.digital/sitemap-videos-youtube.xml https://fe-en.integrations-lab-forge.deltatre.digital/sitemap-videos-vimeo.xml https://fe-en.integrations-lab-forge.deltatre.digital/sitemap-videos-brightcove.xml This sitemaps automatically generates themselves listing the latest 100 items for each video type category.



8.7.2.2 HTML sitemaps

HTML sitemap presents, in the actual site page, the structure of the whole site (e.g. https://tokyo2020.org/en/sitemap):

It can be embedded in a standard page by adding to it the module "Sitemap", see below:

Site Ma	anage	r												¢	EN	DG
	QŦ		•	~/siten	nap						→ O Unpublish	en	GB.default.sandbox -	View	- Prev	iew 👻
ules				Content	Variables	Metadata	Filters	Link Rules	Permissions	Translatior	s Item Visibility				View Hi	story
	Current Template: default									Layouts	Modules					
									site							
													Common - Sitemap + A			
				Common - Sitemap												
									Fixed co	ontent						

This configuration creates a frontend page like this:

FORGE GO	NEWS-CENTRE	CALENDAR	FEDERATION	ABOUT-US	ABOUT-FORGE-GO
FORGE GC) - Site	map			
 Cookie Policy Site-Name Privacy Policy Socials Site-Name Terms-Of-Service Site-Name Live-Blogging News Centre Stories All-Visual-St Photos All-Galle All-Videos Official-Doce All-Doce 	ce tories eries tos :uments uments				

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8.7.3 SEO page metadata

SEO page metadata are used to provide meaningful and compelling information – textual and visual - to search engines as well as to enhance the way web pages are presented and linked to social network posts and messaging chats (e.g. Whatsapp, Messanger, etc).

FORGE GO provides to web producers and editors a way to feed SEO Metadata of both **content entities pages** (stories, videos, etc) and **index pages** (News Centre, Video index, etc).



8.7.3.1 Content entities pages

Normally the key SEO metadata of such entities – Title, Description, Thumbnail – are provided by the TITLE, HEADLINE and THUMBNAIL of the FORGE Content Manager entity itself:





Frontend:



8.7.3.2 Index pages

Normally the key SEO metadata of such entities – Title, Description, Thumbnail – are provided as <u>vocabulary</u> terms managed as metadata in the Presentation Manager page itself:

/news-centre	/index					→ O Unpublish	en-GB.default.sandbox -	View 👻	Preview
ontent Variabl	es Metadata	Filters	Link Rules	Permissions	Item Visibility				View History
eo									Ø
disallows					/				
siteName					site-name				
description					Find all the latest ne sport!	ws, photos, albums, vio	deos and much more content r	related to you	r favourite
image					https://res.cloudinar	y.com/dfflmmiij/imag	e/upload/v1610096065/sample	es/SeoImage/	Seolmage_jx
title					News Centre				

Frontend:



8.7.3.3 Social Metadata

Social metadata are provided to enhance the view of the FORGE GO pages shared on social networks, e.g.,:

Anteprima del link



Malwina Smarzek – Poland's Future Starring In The Present I FORGE GO - Sandbox

The metadata content provided by SEO metatada, are provided for the following two social networks:

8.7.3.3.1.1 Facebook OpenGraph

					SEO check explore on-line tools info v2.5.2 print open all close all	
FOR	GE GO	I NE	WS-CENTRE	CALENDAR	соммол	\sim
					SOCIAL (2 sections)	
LATECT	STODIES	DUOTOS	VIDEOR		OPENGRAPH	
LATEST	STORIES	PHOTOS	VIDEOS	VISUAL STURIES	og type website	
					ognite_name FORGE GO - Sandbox	
					og ocale en-op	
					og tille News Centre FORGE GO - Sandbox	
-					og.image.ret. https://res.cloudinary.com/dfflmmliij/image/upload/v1610096065/samples/SeoImage/SeoImage_jxn 1bd.jpg	
	Canita P	5			og disactipitor. Find all the latest news, photos, albums, videos and much more content related to your favourite sport!	
	4				STRUCTURED DATA	y with
					MOBILE	
					MARKUP (6 sections) 🌖 🗸 🗸	
			-		PRESENTATION 🕗 🗸	
	and and					C C C C







8.7.4 Microdata

Microdata (or "Structured data") is a standardized format for providing information about a page and classifying the page content. Google uses structured data to understand the content on the page (see more about this on <u>Understand how structured data works</u>).

Google Search then uses structured data to enable <u>special search result features and enhancements</u>. Some samples:



FORGE GO provides, out of the box, an implementation of such structured data on specific entities, such as:

- Organisation / logo
- <u>Articles / stories</u>
- <u>Videos</u> (not implemented yet: <u>https://fe-en.integrations-lab-forge.deltatre.digital/news-</u> <u>centre/videos/nadia-comaneci-routines</u>) → this will be available with the next release (Jan 2021)
- Events (https://fe-en.integrations-lab-forge.deltatre.digital/events/indian-premier-league/) → this will be available with the next release (Jan 2021)
- <u>Sitelink search box</u>
- <u>Carousel list</u>
- Breadcrumbs

9 Vocabulary Tool Application

https://vocabulary-tool.products-demo.deltatre.digital/

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Detailed publication guide:

https://deltatre.sharepoint.com/:b:/s/DigitalProductDevelopment/EVby6twSSQtBk_160W_A9t8BpH0Tdf_uXIp _AG5oqnpDqw?e=ARBjUj

The new Vocabulary Tool enables editors and producers to manage all translated labels and SEO pages metadata (e.g., TITLE and DESCRIPTION of index pages) FORGE GO frontend pages need. The application provides two ways to handles labels: via UI and via CSV file upload.

9.1 Terms management via UI

The application provides a handy UI, that presents:

9.1.1 List of terms

	All Terms (23) Archived terms (11)	+ Add terr	n					
	Q Search by code, description or translations Context of Use Cultures Collaborators							
	23 terms	View by All 👻 Sort by Last Update Desc 🐧						
	lorem-ipsum 11 terms variant	Ae De Gb Us Es Fr In tt Jp Pt Cn 20 Apr. 2021 at 09:59 AM I. Zappavigna						
	photo 11 terms variant	Ae De Gb Us Es Fr In It Jp Pt Cn 19 Apr. 2021 at 10:40 AM D. Giulietti						
	newterm 11 terms variant	Ae De Gb Us Es Fr In It Jp Pt Cn 19 Apr, 2021 at 10:40 AM D. Giulietti						
	this-is-a-test-ui-code 11 terms variant	Ae De Gb Us Es Fr In It Jp Pt Cn 19 Apr, 2021 at 10:40 AM D. Giulietti						

Where the editors and producers can search terms and filter by context of use, languages, collaborators. From the same page is also possible add new terms and access already inserted terms.

9.1.2 Term details

 √* ■ ± 	← TERMS LIST TERM DETAI IOREM-IDSI A code must be a unique ID	um		20.	Apr, 2021 at	09:59 AM – I. Zappavigna	Save
\$	Term info Translations	Context Content Description Lorem ipsum dolor sit amet	•	Term Type Combination of words			
		Translations Standard Length Ar-AE C Lorem ipsum	De-DE	Lorem ipsum		Cn-68	ired translations

Where editors can edit all details of the terms, included context, term type, description, and translation (both standard and short).

9.2 Terms management CSV file upload

The application provides a simple UI that allows editors and web producers to upload a structured CSV file, that contains all the needed translation properties, for all languages the translation is requested for. It can be uploaded a new file with new terms, or an updated file, that amend and review the terms already

32	28 Terms FR-fr DE-de EN-gb J/	A-jp ES-es EN-us ZH-	cn	Dow	nload .CSV file	4
File	History					
	Upload your new vocabulary file!					
	The file should contain all the words and transla Tool	ation that you would like	to import into Vocabulary Brows	e 🖬 or D	Drop a new file	
	Allow formats is .csv file. Maximum file size is 5	Mb. Download a sample	tile.		-	
cs	Voc giusto.csv 27 Jan. 2021 at 12:50 PM	Mb. <u>Download a sample</u> 328 terms	r fie FR-fr DE-de EN-gb JA-jp ES-es EN-us ZH-cn	F. Fumagalli	0	4
0	voc glusto.csv 27 Jan. 2021 at 12:50 PM vocabulary-tool- new2_20210127081754.csv 27 Jan. 2021 at 09:17 AM	Mb. <u>Download a sample</u> 328 terms 293 terms	rfile FR-fr DE-de EN-gb JA-jp ES-es EN-us ZH-cn JA-jp ES-es EN-us EN-gb ZH-cn FR-fr DE-de	F. Fumegalli D. Piatti	0	1

inserted.

This functionality basically allows editors to quickly translate in the same file all terms, skipping all steps in place when editing the terms via UI.

The UI provides the download of both an empty file or a file with all terms already inserted:

Subsequent uploads of the same file override the terms already inserted, assuming the "code" property (unique identifier of a term) remains the same (the "code" is the actual unique key in the table).

Here's the list of fields to enter to properly fill in the CSV file:

- Code
- Culture
- Term type
- Standard label
- Short label
- Description

Any instance of FORGE GO instantiated will be provided of an already uploaded CSV file, so that all frontend pages available after the instantiation will show labels and SEO pages metadata on the FORGE frontend.

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10 Live Blogging

Reference URLs:

https://fe-en.products-demo.deltatre.digital/live-blogging/ https://fe-en.products-demo.deltatre.digital/live-blogging/?slug=2012-ryder-cup-live

As explained in chapter <u>Available Applications in FORGE GO GUIShell</u>, LIVE BLOGGING is an application seamlessly integrated with FORGE GO, that can be available only if specifically requested by the Client.

If installed, the application will be accessible via GUIShell: https://guishell.products-demo.deltatre.digital/

≡ GUISh	ell
	products-demo-li : products-demo-livebloggi

10.1Backend

https://liveblogging.products-demo.deltatre.digital/

≡	Liveblogging > Live Blogs										
	+ NEW BLOC Q Search										
-	Blog title	Slug	Language	Coverage / From	Coverage / To	Posts					
	2012 Ryder Cup Day 3 - LIVE!	2012-ryder-cup-live	\$	13/10/2020 18:06	14/10/2020 00:59	131					
	The latest sports news from around the world	test-live-blogging	\$	21/09/2020 18:47	22/09/2020 00:59	88					

Backend, blog detail console

https://liveblogging.products-demo.deltatre.digital/liveblogs/5f85b78d343ea2e7da794875



Frontend

LIVEBLOGGING list page: https://fe-en.products-demo.deltatre.digital/live-blogging/



LIVEBLOGGING Detail page:

https://fe-en.products-demo.deltatre.digital/live-blogging/2012-ryder-cup-live

