



News

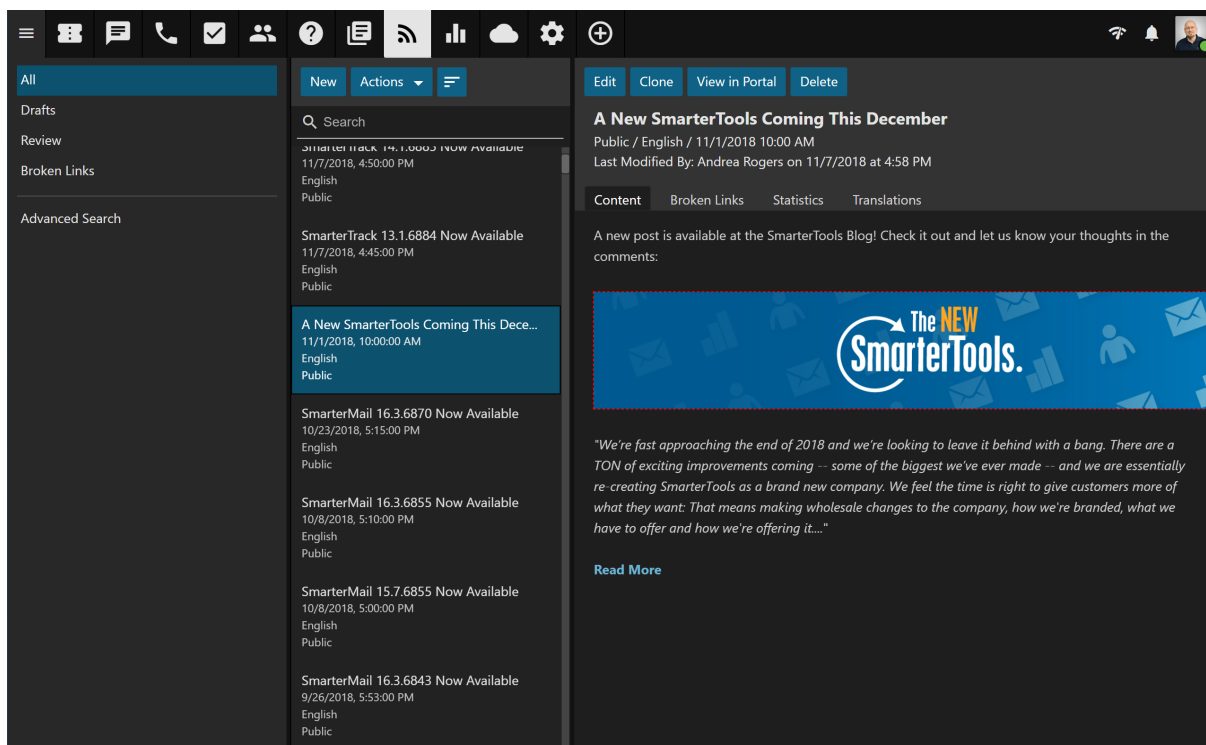
Help Documentation

News

News Overview

The news section gives organizations the ability to post important notices to portal visitors, such as company news, current promotions and sales, or information on upcoming events. For example, a realty agency may use news items to highlight new or featured properties or an educational institution may use news items to give parents updates about school policies, parent/teacher conferences, holidays, and other important events.

To access news items, log into SmarterTrack as an agent and click on the News icon . All of the news items in the system will load in the content pane.



Navigating News

In general, the following columns are available in the content pane:

- Title - The title of the news item.
- Date - The date and time the news item was created.
- Language - The language for the news item.
- Flags - The status of the news item (private, public, draft, etc.).

Performing News Actions

In general, the following options are available from the content pane toolbar:

- New - Creates a new news item.
- Actions - Click this button and select the appropriate option to select all news items change the status of news items.
- Select All - Selects all news items in the content pane.
- Mark - Click this button and select the appropriate option to change the status of the selected news item(s).
- Public - Marks the news item as public. Public news items are visible to everyone.
- Private - Marks the news item as private. Private news items are only visible to administrators and agents.
- Draft - Marks the news item as a draft. Drafts are only visible to administrators and agents.
- Reviewed - Marks the news item as reviewed. Agents typically use this option to indicate that a news item has been reviewed/modified after another agent has flagged it for review.
- Review - Flags the news item for review. Agents typically flag a news item for review when they want it edited for content, clarity, or grammatical errors.
- Rescan for Broken Links - Scans all news items to check for broken internal and external links.
- View - Click this button and select the appropriate option to refresh the page or choose the details that are displayed in the content pane.
- Visible Fields - Choose which columns are displayed in the navigation pane. It is also possible to modify default widths for each column to help them fit specific screen resolutions.
- Delete - Deletes the selected news items. For more information, see [Deleting News Items](#) .

Creating News Items

To create a new news item article, click the New Item icon and select News Item . Alternatively, you can head to the News section and click on the New button. Regardless of the method, a new news item window will open that the agent will use to create the article.

The new news item window contains tabs for options, broken links, translations, statistics and history, plus the compose tab, which the agent will use to write the article.

The following fields will appear in the header of the news item window:

- Title - Type the title of the news item in this field.
- Date - The date the news item was created.
- Summary - Type a brief summary of the news item in this field. This summary text is automatically used to generate an SEO meta description tag for the article. This tag is an HTML attribute that provides a concise summary of the web page. These descriptions commonly appear underneath the blue clickable links in a search engine results page (SERP). Note: While

there is a 256 character limit to news item summaries, we recommend keeping the summary under 160 characters, as search engines generally truncate snippets longer than 160 characters.

- **Flags** - To specify the status of the news item, select the appropriate checkbox(es). For more information, see [News Overview](#)
- **WYSIWYG Editor** - The what-you-see-is-what-you-get (WYSIWYG) editor where the article is created.

Type the text of the news item in the large editing box below the news item header. Agents can change the formatting using the WYSIWYG editor.

The following options are available in the options tab of the new article window:

- **Language** - To specify the language, select the appropriate language from the list.
- **Brands** - To specify which brands the news item applies to, select the appropriate checkboxes.

Just as with knowledge base articles, SmarterTrack scans news items for any broken internal or external links. The broken links tab lists all broken links in the news item.

The translations tab allows new or existing news items to be linked or unlinked to translations.

The statistics tab displays the number of unique views and hits a news item receives. These statistics can be useful for determining the effectiveness and reach of news items. If news items don't appear to receive many views it may be an indication that more attention needs to be paid to the news features or to the portal itself to ensure customers and end users know about them.

The history tab displays information such as the initial article creation date, the agent who created the article, any changes or modifications to the article and more.

Note: Canonical tags are auto-generated for each News Item to help boost SEO strategies.

Viewing News Items

To view a news item, simply click a news item and it will display in the preview pane. If you would rather view the news item in a popup window, double-click the news item instead. Note: Double-clicking a news item also enables you to edit the news item.

The new news item window contains a tab to compose the reply, a tab to set options such as the default language to use and the brand the news item should display for, a broken links tab that will display any broken links in the news item, a translations tab that can be used to link the news item to the same item in a different language, a statistics tab and a history tab.

In general, the following options are available from the preview pane toolbar:

- Edit - Edits the selected news item.
- View in Portal - Loads the selected news item in the portal. Viewing the news item in the portal allows agents to see the layout of the news item as portal visitors will see it.
- Delete - Deletes the selected news item. For more information, see [Deleting News Items](#) .

Tabs within a News Item

News item information is organized within the following tabs:

- Compose - The text of the news item. Agents and managers can edit news items from this tab.
- Options - This tab highlights the default language for the news item as well as the brand portal where the news item should appear.
- Broken Links - SmarterTrack scans articles for any broken internal or external links. This lists all articles that contain broken links. These should be fixed prior to the news item going live.
- Translations - If there is a complementary news item that was translated to a different language, it will be displayed on this tab.
- Statistics - Displays the number of unique views and hits a news item receives.
- History - Information about the news item, including its creation date, any modification dates and more.

Viewing News Items by Flag

Occasionally, agents and administrators may want to view all news items that are marked as drafts or that need reviewed. To view news items by status, click the news icon , expand By Flag in the navigation pane and select the desired status. All news items with the selected status will load in the content pane.

Viewing News Items by Broken Links

Occasionally, agents and administrators may want to view all news items that contain broken internal or external links. To view news items that contain broken links, click the news icon and click Broken Links in the navigation pane. All news items with the selected status will load in the content pane.

Deleting News Items

On occasion, an agent or administrator may need to delete a news item from the system. Note: The ability to delete a news item is determined by the role permissions. By default, agents can delete news items. For more information, see [Roles](#) .

To delete a news item, simply select the desired news item(s) in the content pane. Then click Delete in the content pane toolbar. Alternatively, agents can delete a news item they are currently viewing by clicking Delete in the preview pane toolbar. Regardless of the method used, when an agent deletes a

news item they are presented with a confirmation dialog. Once a news item is deleted, it is no longer available for review or action and will eventually be purged from the system. Note: Deleted items are purged from the system every 90 days. Items purged from SmarterTrack are no longer indexed and will not return as results when using Advanced Search.

Searching News Items

There are two methods an agent can use to search for a specific news item: basic search or advanced search.

Basic Search

To perform a basic search, type the search criteria in the search bar located near the top of the content pane. Then click the magnifying glass or press Enter on your keyboard. SmarterTrack will automatically search the news section you are viewing (i.e. a specific brand, status, etc.) for matches and display the results in the content pane.

Advanced Search

Employees can set more specific search parameters by using the advanced search function to search for an article. To perform an advanced search, click the news icon . Then click Advanced Search in the navigation pane.

Advanced searches use the "and" modifier for combining phrases and fields to construct the search. Search results are displayed based on the overall weight of the results returned.

The following fields are available:

- Search String - Type the specific keywords to be queried.
- Brand Name - To search by brand, select the appropriate brand from the list.
- Flags - To search by flag (drafts, flagged, etc.), select the appropriate flag from the list.
- Date Range - To search by a date range during which news was published, enter the start and end dates in these fields or click the calendars and select the appropriate dates.
- Last Review Date - To search by review date, enter the start and end dates in these fields or click the calendars and select the appropriate dates.
- Max Results - To specify the maximum number of search results displayed, select the appropriate number of results from the list.