

# MMS Guide

## Why use MMS

MMS is a CMS (Content Management System), i.e. a system to manage web page contents.

There are many CMS: the most famous is Wordpress, which is used by most programmers and graphic designers to make websites. **What is the reason for creating a new one?**

**1 - Ease of use** - A person with poor technical knowledge and without a good learning period is not able to manage a site made with WordPress, while anyone in half an hour can learn to manage a site made with MMS.

This means that MMS customers are able to upgrade the content at any time, avoiding the cost of a programmer. And to update a multimedia content with MMS is more quick, because its operations are few and simple, compared to Wordpress.

**2 - Speed** - On average MMS pages are charged 10 times faster than those of Wordpress. According to the web-marketing rules, it is important to have fast pages to keep visitors on the site and make it more visible. And Google penalizes slow sites such as those made with Wordpress (see <https://developers.google.com/speed/pagespeed/insights/>).

These advantages are achieved thanks to a new approach that makes MMS very different from other CMS:

- it has no data base, but accesses its contents exploiting the Linux file system
- it makes automatically the menus and their links, avoiding tedious tasks required by other CMS: this make publishing activities and content updating much faster and simpler
- text formatting is based on mark-ups (like Wikipedia), thus resulting in a more precise layout than other CMS and in optimized HTML code. That makes MMS faster and better indexed by Google

## MMS modules

MMS is based on a set of software modules, each of which handles a specific web page format (template) and is optimized for a specific type of content (web pages, articles, photo gallery, videos, ...).

The presently available modules are:

- **PAGES** - It manages web pages with text, images and a second level side menu. The pages are created using the contents of files in txt format, which are loaded from the Control Panel: the file names create the side menu. Examples: [www.femteconline.org](http://www.femteconline.org), <http://www.laboratoiredaphne.ca/en/pages.php?s=INFO>
- **NEWS** - It manages a magazine with articles on multiple columns (vertical template), self adapting to the screen size. A CONTINUE command is provided to open full articles. When adding new items, older items automatically move to Archive pages, linked by bottom page buttons. Eg. [www.milano Glamour.com/beauty.php](http://www.milano Glamour.com/beauty.php)
- **PRESS** - It is a magazine template like NEWS, but with horizontal layout. Also PRESS provides the functions CONTINUE and Archive. Eg. [www.fijet.it/news2017](http://www.fijet.it/news2017)
- **INFO** - Similar to PRESS, but with images on the left of the text and a column of banners and short contents to the right. Eg. [www.glamourtravels.com/news.php?s=GLAMOUR-HOUSES](http://www.glamourtravels.com/news.php?s=GLAMOUR-HOUSES)

- **WEB-TV** - It manages a page with video screen and playlist. Every page of this type corresponds to a folder with a playlist file: each line of this file creates a playlist item with the link to video, title and subtitle. Eg. [www.serail.it/webtv.php?s=WEB-TV](http://www.serail.it/webtv.php?s=WEB-TV)
- **GALLERY** - A site can have just a single Gallery section that handles multiple sets of photos. Each set is loaded into a folder whose name goes in a second level menu of the Gallery page. Eg. [www.serail.it/gallery.php?s=013-Tour-nel-deserto](http://www.serail.it/gallery.php?s=013-Tour-nel-deserto)
- **HOME** - This module is normally applied only to the home page. It includes a slide show and a set of panels with pictures and captions with links to particular site sections or other sites contents. Eg. [www.glamourtravels.com](http://www.glamourtravels.com) . The home-page may also be based on one of the aforementioned modules.

## The MMS Control Panel

Each site based on MMS has a Control Panel: add **/@.php** to the site address to obtain the Panel address (e.g. the panel of [www.mysite.com](http://www.mysite.com) is [www.mysite.com/@.php](http://www.mysite.com/@.php)).

The panel supports the following functions:

- **Change Password:** the password requires at least 8 characters with uppercase and lowercase letters, numbers and special symbols (hackers easily decode short and simple passwords)
- **Select a folder** (section) where insert or edit operations will be done
- **Charge or view or delete** TXT, JPG, PDF, MP4 **files** in the selected folder
- **Create or rename a folder**

To view, edit or delete the contents of a folder:

- **select the folder** (= section) in which to place the item: multiple columns appear in the names of files already loaded (txt, jpg, png, mp4) with an X button on the side
- to **delete** a file click the X button on the left of its name
- to **display** the file content click on the file name: if it is a txt file, the content will appear on the editing area, so you can edit and save it

To insert a new text or replace an existing one:

**On-line procedure** - This is a faster approach because the Control Panel writes a text file directly inside the server):

- Open the folder where the new text must be inserted
- Write the.txt file name in the input field over the editing area, write the text in the editing area, and then save it (or write and save the name, to make an empty file for later editing)

**Off-line procedure** - This is better for bulk operations, when making a new site a number of new pages must be created:

- Write and save the text in the PC as a .txt file (saving it as text with Word, or with Notepad, or with the excellent free program PSPad). Use the mark-up commands explained below to create headlines, images, links, etc.
- Upload this txt file and any photos to be included in it, by clicking SelectFile and SEND in the input bar at top of the panel

## NOTES

If you have already selected a text, the editing area is filled with its content and the input field above contains the link to this file. To blank these fields, select another folder and then select again the previous one.

To correct an existing text file, proceed as mentioned above: select it by clicking on the name, correct the content that appears in the editing area and then save it.

Remember that Word uses curly quotes while the web pages use straight quotation marks: therefore you have to modify all them with the Panel or better select the "smart quotes" Word option. See: [https://knowledge.exlibrisgroup.com/Aleph/Knowledge\\_Articles/Apostrophes\\_pasted\\_from\\_Microsoft\\_Word](https://knowledge.exlibrisgroup.com/Aleph/Knowledge_Articles/Apostrophes_pasted_from_Microsoft_Word)

## Important rules

The name of txt files must begin with 2 digits in PAGES format sections, 3 or 4 digits in NEWS format sections: these digits define the order of pages or articles. The name of the images associated to a txt file should start with the same digits, in order to easily find them if the content has to be modified or deleted.

In the txt file the name of the images to be included should be written exactly, and respecting upper and lower case. If a picture does not appear, the name written in the text is different from the name of the photo: in this case check with the Panel the image file name and image name written in the text.

The Panel upload will automatically reduce oversized images to the width required by the various sections. Do not insert small images, because they will be stretched and will appear grainy.

The standard of the images published by MMS is:

- 960 px = full page image in a page with 2<sup>nd</sup> level menu on the right
  - 420 px = full column image in a 3 column NEWS page
  - 1360 px = \_SS folder images (pictures of the slide show on the home-page)
- IMPORTANT - All photos uploaded in \_SS must have the same proportions, otherwise the slide show appear jerky and with overlapping images.

## Structures and sections in a MMS site

*Who uses MMS for the first time, does not need to read this chapter, except to understand better how the system works. Beginners should use the folders supplied by the webmaster and not create new ones or change their names.*

A MMS website is developed just uploading into the server the software modules corresponding to the customer's needs and creating the folders for the planned sections. Each module can handle one or more sections, whose template is that provided by the module. For example you can see that only one type of module (NEWS) manages all [www.milanoglamour.com](http://www.milanoglamour.com) site sections.

Each section corresponds to a main menu item: all section contents are hosted in a folder, associated with the corresponding menu item. Therefore each menu item must be linked to the folder containing all its data and to the module that will manage them.

This structure is defined by the **\_menu.txt** file (located in the **\_HOME** folder). Each line of this file defines a menu item, because contains the link to the software module to be used, the name of the folder containing the data, and the clickable text that appears in the menu.

For example the menu line **pages#ABOUT#Profile** indicates that the **menu item Profile** is related to the **INFO folder**, whose files are handled by the **pages** module: these 3 names must be written in that order and separated by # (no spaces before or after #).

**The Control Panel allows creating and managing new sections**, based on the software modules, according to the following procedure:

1. **Make a new folder** to host the section contents. Its name must begin with a letter (or with a 2-digit number in the case of folders with a set of Gallery images) and contain letters, numbers, minus (-) and underscore (\_).
2. Select this folder and **load the contents of the section**. For example, for a typical section PAGES, load a number of .txt files that make pages linked by the second level menu.
3. Select the \_HOME folder and **insert in the \_menu.txt file the new command line**

This is enough to get the web pages of the new section: when a visitor clicks the main menu and enter this section, the software fetches the txt files of the folder and creates web pages on the fly.

## Using txt files

The txt files are a key issue, because the MMS logic to create web pages is just based on them. Also the names of these files are important, because MMS uses them in various ways:

- Pages based on NEWS, INFO and PRESS modules: the file names must begin with 3 or 4 digit numbers: the articles with the highest number are published on the top of the first page, the ones with the lowest numbers are in the last pages.
- Pages based on the PAGES module: the txt file names are used to create the side menu. Their names begin with 2 digits to define the order of the menu items.
- Page based on the GALLERY module: it has a side menu, created from the name of the folders containing the picture sets. The name of these folders must begin with 2 digits that define the sequence of the menu items. The images are displayed according to their names alphabetical order, so usually the photos are numbered to define their sequence.

All the text files must be in .txt format: they can be created and edited with Notepad or saving Word files in TXT format.

The texts can include references to images, i.e. the image file name with the markup notation explained below (image files must be loaded with the control panel). **To see an image is not enough to upload it:** you must also enter its exact file name at the point of text where the image should appear!

MMS automatically resizes images according to each module template.

**IMPORTANT** - Use the minus symbol (-) instead of spaces for making file and folder names, in order to have more readable URL (a space appears as %20 in the URL). In the menu the minus appear as a space.

## The mark-up rules

Many CMS use Word like programs for text editing, but this approach has two drawbacks:

- the page layout cannot be perfectly defined
- editing is not very fast

To allow more efficiency and precision other CMS (eg. Wikipedia) use a marker based approach: headlines, bold, pictures, links and formatting commands are defined by inserting special characters, the so called "mark-up commands". MMS uses this second solution

To reduce the learning time to a few tens of minutes, MMS provides only 5 commonly used commands:

- **TITLES** are written between double or triple square brackets: eg. [[Title]], [[[Big title]]]
- **BOLD** text is written within brackets: eg. [Bold text]
- **IMAGES** file name has to be included in double braces: eg. {{Foto1.jpg}} . If the image is not in the same folder, the full URL must be used.
- **LINKS** - url between brackets + clickable text between brackets: eg. {http://www.inter.it}{INTER}
- %%% - inserted in the NEWS texts, creates the MORE buttons with links to full articles

**NOTE** - In the PC brackets are written using the Alt-Gr key (as you do for the @) and curly brackets are written as the square brackets, but holding down also the Shift key.

## Rules for advanced mark-up

- **Tiny images** - The images normally fill the entire width of the text. MMS also allows to insert images defining width and position related to the text. In this case the image mark-up has the format **{{foto.xx.jpgP}}**, where
  - xx is the image width as percentage of the text width
  - P is the position code as a capital letter: **R=Right** , **L=Left** , **C=Center**.Examples: **{{photo.50.jpgC}}** width half of the text and centered, **{{photo.20.jpgL}}** width 20% of the text, aligned left.
- **Inserting a YOUTUBE video** - To insert a Youtube video insert between triple curly brackets its code (a 11 character string in its URL). Eg: **{{{b-oxMN4qFkM}}}**
- **Bulleted line** - Write an asterisk (\*) as the first character of the line
- **Indented text** - Put {\* at the beginning and \*} at the end of the text. Ex: {\*text ..... .. \*}
- The link command opens a new window: to open the new page in the same window, insert an asterisk between the central curly brackets of the link command, ie: **{target}\*{clickable text}**
- **Image with link** - The link may be associated not only to a text string, but also to an image: eg. **{contacts.html} { {{image.jpg}} }** NOTE: enter a space before and after the image curly brackets, because 3 contiguous brackets would be interpreted as a Youtube video marker.
- **Change text and background color of NEWS** - Insert this code as first line of the text:  
Example: **@text\_color@ background\_color@**  
The colors can be written:
  - as names: see <http://htmlcolorcodes.com/color-names>
  - as codes: see <http://html-color-codes.info/>

## Examples of text files with markups

[[[ITC Sector]]] <-big title  
[[Company EUROTEAM]] <- title  
[Via Sabaudia 8 20124 Milano] <-bold  
Tel. + 39-3481314965  
Mail: [info@euroteam.it](mailto:info@euroteam.it)  
{<http://www.euroteam.it>} {See the website} <-link

[[Our Company]]

Our [Company] was created in 2003 and develops innovative software applications

We have developed innovative technologies in the following areas:

- \* [CMS for Sites and Portals] for a wide range of applications
- \* [Web-tv] for training and webinars
- \* [Catalogues browsable] for fashion and furniture sites

## HTML tags inclusion in the texts MMS

HTML tags and JavaScript code can be inserted in the MMS texts. When MMS publishes a web page, the mark-ups symbols are converted in HTML codes, resulting in a standard HTML page that also incorporates any tags or user-entered codes.

For example to create a bold italic text just write:

**<i>bold italic text</i>** or **<i>[italic bold text]</i>**

In these cases there is only one limitation: the quote symbol must be replaced with apostrophe, because MMS makes a different usage of the quotes. For example, if you want to insert a PayPal button in a text, all the quotes must be modified.

## Site customization

Background, colours and fonts of MMS should be customized before delivering a site. On request, also the templates of the standard modules can be customized and new functions can be implemented (e.g.: forms and tables added to a text, automatic insertion of publication date into NEWS articles, ...).

The user himself, using the Control Panel, can modify the HOME folder files to change the logo, the "title" tag, the claim in the header and footer text (which usually includes contacts).

If the home page is based on the Home module, that includes a slide show and a number of banners, the user can edit:

- the slide-show images, that are in the `_SS` folder
- images and texts of the banners, that correspond to the files `1.jpg` , `1.txt` , `2.jpg` , `2.txt` , ... in the folder
- the text before the banner, that corresponds to the `_HOME` file `0.txt`

Moreover the `_HOME` folder contains some other files, that can be customized:

- the `logo.jpg` image (if in `.jpg` format)
- the `header.txt` file, including 5 rows, corresponding to the site title, description and keyword, plus 2 claim rows on the page header
- the `footer.txt` file, that defines the content of the page footer (usually includes the contacts)