Caledonian MacBrayne web governance document
document
March 2025

Add details here if required

Contents

Section 1
Introduction

This guide provides a governance framework for the ongoing development, deployment, delivery, and maintenance of Caledonian MacBrayne's website by establishing standard processes, roles, responsibilities, and practices. This document is limited to the Caledonian MacBrayne website and does not include information pertaining to the intranet or subsites such as David MacBrayne Ltd. This document describes the Caledonian MacBrayne website governance framework. The framework is to be used by all Caledonian MacBrayne employees and external users to the website to introduce consistency in the way content is created, managed, and maintained. The document is subject to modifications and amendments from time to time as required. Please be sure to check back frequently for updates.

- It provides set of policies and procedures for managing all aspects of the website.
- It provides colleagues with the guidance to create, manage and measure content across all digital properties. Identifying a single point of accountability including the skills required, and roles.
- It guides the development and implementation of new capabilities, development pipeline, and related project work.

**Governance Goals**

The main goals of this governance document include.

1) Facilitating communication and collaboration across the organisation
2) Creating a better managed and maintained website
3) Decreasing the amount of time it takes to train new users
4) Building a more customer centric website
5) Controlling the quantity and quality of content for the website

Section 2
Users, their roles and responsibilities

Governance Structure

The governance structure is depicted in the diagram below.
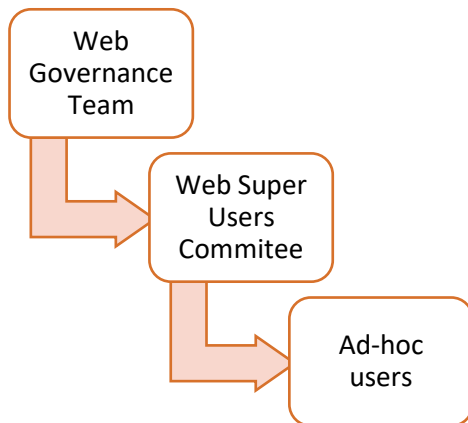
Website Governance Team

This policy will be administered by the Digital Team which is composed of the Digital Experience Lead (Andrew Deeprose), Digital Experience Manager (Laura Orr) and Customer Experience Manager (Susan Weston).

The Team is responsible for setting the overall strategic direction and administering the relevant policies governing the website. The Web Management Team are responsible for the day-to-day management and administration of the website.

- Establishing appropriate processes, and guides to govern current and future website standards
- Evaluating the effectiveness of the website and its content and standards such as best practice
- Approving changes to the site, including taxonomy, navigation, branding, accessibility, styling. Any development need to go through the Change control process with IT
- Ensuring compliance with all relevant legal and regulatory standards, including WCAG 2.2 and GDPR
- The Team will work collaboratively to assess requests from internal stakeholders that come through the Fresh tickets, complete projects, and continuously introduce improvements.
- The work of the Team will be recorded in Microsoft Planner, and the group will meet once per week to review all tasks and web requests received, as well as to provide progress and status updates for longer-term projects.

Web Super-users Committee

Requesting and collating the feedback of web editors from across the business is critically important to the continued development and improvement of the website. The Web Super Users Committee is comprised of a small number of web 'Super Users'. The Committee will provide input on proposed changes and help to distribute relevant information to fellow colleagues with web editing privileges. The Web Governance Board and the Web Management team may consult with the Super Users Committee as appropriate and will convene the Committee at least once per quarter to provide relevant updates.

Web Editors

Each section of the site must have a dedicated web editor. The owner is responsible for designating a web editor.

Responsibilities

Web editors are responsible for maintaining their designated department or area of the businesses content section.

For a full list of users and their roles see appendix A.

Web editing includes:

- Editing existing content
- Adding new content
- Creating new pages
- Formatting and uploading images / documents / tables
- Uploading files
    - All files should have a consistent naming convention where someone not close to the document would know what it is to be used for
- Adding links
    - When adding links to the site any external links should open in a new browser while any internal links should not.
    - Any external links should be added as a global link under a relevant folder
    - When adding a link to a page this should be added as a title i.e. 'Oban – Craignure amended timetable 4 January – 4 February 2025' not simply 'click here', 'view here' or 'here' as this is not best practice in guiding the user. It also helps us when we are reporting on file downloads if each link has their own unique title.

Guides on how to add images, links and tables can be found in appendix E

Section 3
Style Guidelines

All parts of the site must conform with Caledonian MacBrayne's Brand Guidelines. The Brand Marketing Team is responsible for ensuring brand compliance across the website and content that doesn't meet these guidelines may be asked to be removed or updated so it meets these requirements. Any new content should be brought forward at monthly content meetings for the Brand Marketing Team to review. These guidelines are the key to using our brand to its fullest potential, with guidance on how to apply every element of our brand, from our brand marque, colours, text typeface, name and strapline to photography and the way we write. Full details of this can be found in the Brand Guidelines within the Brand Hub. Any images that are added to the site should include who the photographer is, what are our permissions to use the image(s) and for how long. Alt text should be added to the image to help with accessibility and search.

Style Guide
This is hugely important as the website operates 25 hours a day, 365 days of the year which our customers can always interact with even when our ports, vessels and Customer Engagement Centre are finished operating for the day, so we want it to display that we are a professional, customer focused company who work together as one team. In order to showcase this we should also utilise the style guide including any copywriters or agencies we may use to undertake work for us.
To ensure that the documentation is readable and has a similar style throughout we have defined a set of guidelines to follow.

Mobile Friendly Content
Google have had a strategy of mobile first index since 2016. According to their webmaster blog "if you have a responsive site... where the primary content and markup is equivalent across mobile and desktop, you shouldn't have to change anything". All content should be mobile responsive. You can check if your content is mobile responsive by going to https://search.google.com/test/mobile-friendly

URLs
Google recommends using a simple url structure. A site's URL structure should be as simple as possible. Consider organizing your content so that URLs are constructed logically and in a manner that is most intelligible to humans. When possible, use readable words rather than long ID numbers in your URLs. For example: "The URL http://www.example.com/green-dress.html is much more useful to us than http://www.example.com/greendress.html. We recommend that you use hyphens". Your headings should accurately describe the page, be unique, and be "brief but descriptive".

Tone of Voice

All written content on the website must conform with Caledonian MacBrayne Tone of Voice Policy. This provides a simple and practical means for anyone ever needing to write or speak on behalf of Caledonian MacBrayne to achieve that clear and consistent voice.

Section 4
Accessibility

Accessibility

Web accessibility is crucial because it ensures everyone, including those with disabilities, can access and use online content and services, promoting inclusivity, equal access, and a better overall user experience.

All web editors should familiarise themselves and follow the Web Content Accessibility Guidelines (WCAG) 2.2 (5 October 2023). **WCAG – Web Content Accessibility Guidelines**
 https://www.w3.org/WAI/standards-guidelines/wcag/

Web Content Accessibility Guidelines (WCAG) 2.2 defines how to make Web content more accessible to people with disabilities. Accessibility involves a wide range of disabilities, including visual, auditory, physical, speech, cognitive, language, learning, and neurological disabilities. Although these guidelines cover a wide range of issues, they are not able to address the needs of people with all types, degrees, and combinations of disability. These guidelines also make Web content more usable by older individuals with changing abilities due to aging and often improve usability for users in general. Embedding accessibility throughout the business.

Accessibility Checklist
1. **Ensuring appropriate alt text:**
   Alternative text (alt text) is the text given to an image to describe its contents. When an image serves any purpose on a page (eg it is not purely decorative), it requires suitable alt text to clearly describe it so that users who cannot see the image can still understand the content of the page.

2. **Ensuring appropriate heading levels:**

   Ensuring that your pages have appropriate headings is key to optimising your webpage's accessibility and for allowing any user to navigate through the content on your page in the correct order.

3. **Adding captions to videos:**
   Adding captions and transcripts to your YouTube videos is essential for both accessibility and general good practice.

4. **Adding titles to iframes:**
   a. Web editors should ensure that iframes (such as Twitter feeds or YouTube videos) are correctly titled so that those using screen readers can easily identify them.

5. **No custom code or colours:**

a. To maintain the identity of our brand and create a consistent user experience, our webpages are created using specific Umbraco templates (with consistent layouts, colour schemes, formats and styles etc). By using the templates and controls available within Umbraco, you can be confident that your page will be accessible to all users, and you will automatically benefit from any future updates to these features without needing to edit your page.

b. Some users may have difficulty differentiating between colours, while others may not be able to see colours at all. Hence, colour should never be used to define sections of text. If you are putting text on top of a coloured background, there should be high contrast between the foreground text colour and background text colour to ensure the text stands out to all. Certain colour combinations, such as red and green, should always be avoided.

6. **Ensuring no text is placed over an image:**

If you are uploading your own image to Umbraco, you need to ensure that there is no text within the image, since screen readers will not be able to read this as text. (Neither will Google, so this will affect your SEO too!) In a minority of cases, for example screengrabs, this may not be possible – so in this case you need to make sure that all text on the image can be described concisely in the body of text and in the image's alt text. You should avoid using the image if this is not the case.

7. **Ensuring PDF and Office documents are accessible:**

Your pages should only provide downloadable documents (such as a PDF or Office documents) when the content within the download is purely supplementary. Any key information within the document should be stated in the webpage's regular body of text. The documents you provide for download need to be accessible themselves too.

8. **Ensuring a user can tab through the page:**

If a user is only able to use a keyboard to navigate through your page, they need to be able to tab through the page in a logical order. You may need to reorder content, buttons or links on your page if you cannot tab through your page in a logical order.

9. **Using only descriptive text for links:**

Users reading content with a screen reader may read links separately to the page's main body of content. This allows blind or partially sighted users to tab through the page without having to read all the text. It is **essential** that your page does not include non-descriptive links, such as 'click here' or 'more information', as these will be confusing and meaningless if read out of context. Furthermore, links within a body of text should have a clear destination so that able-sighted users can identify them easily too. Other factors to consider when adding links:

a) Add any links using the 'Global Links' function located in the top navigation bar of Umbraco

b) Email addresses should be written in lowercase in their full form: e.g. laura.orr@calmac.co.uk

     c) Web addresses should be written without the 'http://' prefix: e.g. www.calmac.co.uk

     d) Links should always open in the same browser window so that users can navigate using the back button

10. **Adding a unique page title:**
Since your page title is the first text that a user is likely to read, it is important that it concisely and accurately describes the contents of a page. You should ensure that the text of your page title relates clearly and does not differ too much from the text of the link that the user clicked on to reach your page.

11. **Explaining acronyms:**

When writing content on your webpages, be cautious of using abbreviations and acronyms that may be familiar to you and your colleagues but not necessarily to your reader. Writing 'CFL' may be standard practice to you, but anyone with reading difficulties may not find it easy to understand at first.

12. **Consistent navigation:**

We want users of our website to consider navigation a consistent and easy experience. This involves you as a web editor ensuring that content is ordered clearly and logically. In addition to using the correct heading levels and formatting your page clearly, other factors to consider include:

     a) Placing the most important text near the top of the page.

     b) Use the navigational features within Umbraco, rather than constructing your own.

     c) Ensuring that menus with links to other pages have the link options listed in the same order as the links appeared on the previous landing page. This enhances consistency.

     d) Ensuring your pages are labelled with appropriate file names in Umbraco so that users can more easily track their navigational path.

13. **Tables:**
Format and use simple tables with column and row headers. Split nested tables up into simple tables, and don't use tables to control layout.

14. **Rationale:** Complex tables can be difficult for readers to follow and comprehend, especially for screen reader users who must remember the headers.

15. **External Links:**

Any text, media, or activities that you provide from an external website or resource should be accessible.

Video

Video content must complement existing materials and adhere to Caledonian MacBrayne's standards. Videos should also be consistent in style, tone and message.

The Brand Marketing Team manages our YouTube channel for videos about our business, our People and our operation, and the communities we serve. When adding video to the website captions and transcripts should be added for users who are deafblind or rely heavily on-screen readers understand the content.

Please note: You do not necessarily need a full video transcript when people aren't speaking in a video. However, you should provide descriptive text to explain important visual information to help people who are deafblind or rely heavily on-screen readers understand the content.

Below is an example of a no speech video transcript.

```
[0:00 - 0:10] - A wide shot of a serene mountain landscape with a clear blue
sky.
[0:10 - 0:20] - Camera pans slowly right, revealing a small wooden cabin in
the distance.
[0:20 - 0:30] - Close-up of a bubbling stream flowing through the foreground,
with sunlight reflecting on the water.
[0:30 - 0:40] - A lone hiker appears walking along a trail in the distance,
wearing a backpack and carrying hiking poles.
[0:40 - 0:50] - The hiker stops to admire the view, looking towards the
mountains.
```

Testing screen readers

A screen reader is a piece of assistive technology frequently used by people with visual impairments or learning disabilities. Typically, the screen reader will start at the top of a website and read the text in order or as indicated with the keyboard. You should test with screen readers by using them to...

- Read every element and header
- Tab through every link
- Check every landmark, for example your footer and any navigation
- Check your use of Accessible Rich Internet Applications (ARIA)
- Check you can fill in any editable fields, for example writing and submitting a form

Section 5
Analytics and Optimisation

Analytics

There is a KPIs framework to formalise what the digital KPIs are that directly affect the business objectives. Other metrics outside of this framework may still be useful, but do not carry the same weight as these KPIs. These also should come with a 'target' to know when success has been reached or not reached.

Any data from on-site search is evaluated by the Digital Team and a third-party agency. A UTM link builder is used and shared around Digital Channel Managers that identifies correct naming conventions to make sure that any campaigns can be reported on accurately.

A monthly web report is created by the Digital Experience Manager and is shared with the Commercial Team and all Super Users.

Data is tracked by Google Analytics and Looker Studio, the Brand Marketing and Insights Teams have access to and are approved to view and edit analytics setup: GTM, Google Analytics, Google Search Console. Within this platform users can build and generate reports using the data collated. There are also several dashboards which have been created internally and by Measurelab (analytics specialists) where users can find out info quickly and accurately these also pull in CRM and social media data. If any cross-platform reporting inconsistencies are identified these should be flagged to the Channel Manager and reviewed.

CHFS-MAR-PS018-Analytic Reporting Process (Mar 2025).pdf

SEO

SEO stands for 'Search Engine Optimisation', which is the process of getting traffic from free, organic, editorial, or natural search results in search engines. It aims to improve your website's position in search results pages. Remember, the higher the website is listed, the more people will see it.

Choose title text that reads naturally and effectively communicates the topic of the page's content.

Good SEO involves many different activities, such as:

- Identifying relevant keywords with good search traffic potential
- Structure your content using headers. Properly nested headers are good for SEO and accessibility
- Creating high-quality, useful content and optimizing it for search engines and for users
- Including relevant links from high-quality sites

SEO Checker within Umbraco comes with a Data Type that can be added to document types.

Page meta

Meta title*	Every journey starts a story | Campaigns
Meta description*	Explore Scotland's west coast islands with CalMac. Book you tickets online now.
Twitter title	Every journey starts a story | Campaigns
Twitter description	Explore Scotland's west coast islands with CalMac. Book you tickets online now.
Open graph title	Every journey starts a story | Campaigns
Open graph description	Explore Scotland's west coast islands with CalMac. Book you tickets online now.
Open graph url The URL of the page as it appears when a user "Shares" the page on social media.	Add
Open graph image	

Snippet preview

Every journey starts a story | Campaigns
https://cms.calmac.co.uk/en-gb/explore/every-journey-starts-a-story
Explore Scotland's west coast islands with CalMac. Book you tickets online now.

Focus keyword
The keyword you want to rank this page for, example: Umbraco editor

Every journey starts a story   *i*

Validation result

> The focus keyword is used in the body text.

> The focus keyword is used in the SEO title.

> The SEO description doesn't contain the focus keyword

> H1 tag is missing in this template

Validate SEO

The SEO Checker Data Type will show a Snippet preview how the page will be shown in the Google search results.

Agency Support

If external agencies need access to our Google Analytics / Google Tag Manager account, this should be directed to the Web Management Team along with their requirements. The Team would then give access within the permissions area of Google Analytics so we can decide on what type of access will be required.

It's possible to specify a focus keyword, this is the keyword you want to rank the page for, use the Keyword tool (**1**) to get help selecting the keywords you want to rank the page for. SEO Checker will validate if the keyword can be found in the most important elements of the page:

- Page Title (H1)
- Url
- SEO Title (<title>)
- SEO Description (<meta name="description"…..)
- At least once more in the text of the page

You can also specify the SEO Title, SEO Description and SEO keywords (when configured). When you already have fields for those properties defined in your document type you can configure the Data Type to use those properties. It's also possible to use default properties to generate the meta data fields, check chapter configuration for various configuration options per document type of configuration of the Data Type.

Section 6
Content Strategy and reviewing

Great user experience needs great content. The most important part of content strategy is to write clear, useful, and short descriptive text. We utilise a content laydown plan to manage and plan content cross-platform/channel. Please see the Content Laydown Plan.

There are content templates and guides available for writers to follow. Standards are created and shared with all users to follow. These are available via the help function in the content management system and also user guides. Any non-HTML content such as PDFs should always be displayed in HTML to meet accessibility requirements. A process for inventorying and auditing the content in place including all content types such as PDFs, video etc and is carried out quarterly. This is managed by the Digital Team.

Previewing content before it goes live

When copying and pasting from a document to a rich text editor the formatting can become corrupted.

Lussa Gin is an all female distillery started in 2015 at the north end of the Isle of Jura. They started in a kitchen with a 10 litre still, and have since renovated an old stables to house Hamish, their 200 litre still. They distill fifteen botanicals that can be grown or gathered from the island's hills, coast, woods and gardens. Uniquely the botanicals are frozen, rather than dried to create an award winning, zesty, aromatic gin.
Distillery tours are available to book online and the team are building the Lussa Juniper Garden to showcase their plants and are hoping it will be open this summer.
Jura is the eighth largest Scottish island but one of the least populated with just 250 people, and 6000 red deer.
Address: The Stables, Ardlussa, Isle of Jura, Argyll, PA60 7XW

Website: **www.lussagin.com**

Facebook: **www.facebook.com/lussagin**

Instagram: **www.instagram.com/lussagin**

If you copy and paste into notepad before adding the rich text editor can remove this and as you will see from the next example the text looks better laid out and not clumped together.

Lussa Gin [↗] is an all female distillery started in 2015 at the north end of the Isle of Jura. They started in a kitchen with a 10 litre still, and have since renovated an old stables to house Hamish, their 200 litre still. They distill fifteen botanicals that can be grown or gathered from the island's hills, coast, woods and gardens. Uniquely the botanicals are frozen, rather than dried to create an award winning, zesty, aromatic gin.

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Website: www.lussagin.com [↗]

Facebook: www.facebook.com/lussagin [↗]

Instagram: www.instagram.com/lussagin [↗]

Section 7
Legal Requirements

Privacy and Cookie Notice

Our Privacy and Cookie Notice is updated annually by the Information Manager and covers what data we collect from users and what we do with this.

Data Protection Officer
Caledonian MacBrayne's Data Protection Officer (DPO) is **Claire Beckley:**
Tel: 0131 222 3239
Email: claire@rgdp.co.uk

GDPR

The Data Protection Act 2018 controls how your personal information is used by organisations, businesses, or the government. Everyone responsible for using personal data has to follow strict rules called 'data protection principles. Any data held on the website via forms must follow these principles. They must make sure the information is:

- used fairly, lawfully, and transparently
- used for specified, explicit purposes
- used in a way that is adequate, relevant and limited to only what is necessary
- accurate and, where necessary, kept up to date
- kept for no longer than is necessary
- handled in a way that ensures appropriate security, including protection against unlawful or unauthorised processing, access, loss, destruction or damage
- There is stronger legal protection for more sensitive information, such as:
  - race
  - ethnic background
  - political opinions
  - religious beliefs
  - trade union membership
  - genetics
  - biometrics (where used for identification)
  - health
  - sex life or orientation
  - There are separate safeguards for personal data relating to criminal convictions and offences.

More information can be found here or by contacting the Data Protection Officer
https://www.gov.uk/data-protection

Freedom Of Information

The Freedom of Information (Scotland) Act came into force in January 2005 and gives a statutory right of access to all types of recorded information held by Scottish public authorities. Subject to a number of conditions and exemptions, any person who makes a request to a public authority for information will be entitled to receive it.

All Scottish public authorities are required to adopt and maintain a publication scheme, which sets out what classes of information are held, how they are made available and whether there is a charge for the information.

Caledonian MacBrayne has adopted the Model Publication Scheme as developed by the Scottish Information Commissioner and has created a Guide to Information Available CalMac Ferries Ltd, based on the model scheme.

The scheme provides links to information, where applicable or contacts details to obtain the information. If the information wanted is not found in the scheme, a specific request can be made. Requests should be in writing or any recordable form, and submitted either by email to information.act@calmac.co.uk or

Information Manager

David MacBrayne Ltd

Ferry Terminal

Gourock

PA19 1QP

Section 8
Appendix A

Web Super Users Committee

Business Area	Representative
Digital Experience	Andrew Deeprose Laura Orr
Customer Experience	Susan Weston
Service Updates	Jennifer Fairlie
Transport Planning	Jennifer Dewar Grant Meechan

Web Editors

Business Area	Training Objective	Representative	Contact Details
Digital Experience	All areas / Superuser	Andrew Deeprose	Andrew.deeprose@calmac.co.uk
	All areas / Superuser	Laura Orr	Laura.orr@calmac.co.uk
Customer Experience	All areas / Superuser	Susan Weston	Susan.weston@calmac.co.uk
Service Updates	Service updates/ Information / updating red banner in settings	Sean Buchner	Sean.buchner@calmac.co.uk
	Service updates/ Information / updating red banner in settings	Jennifer Fairlie	Jennifer.fairlie@calmac.co.uk

	Service updates/ Information / updating red banner in settings	Aimee Shadlock	Aimee.shadlock@calmac.co.uk
	Service updates/ Information / updating red banner in settings	Kyle Wright	Kyle.wright@calmac.co.uk
	Service updates/ Information / FAQ?	Eilidh Jenkins	Eilidh.jenkins@calmac.co.uk
	Service updates/ Information / updating red banner in settings	Marc Dewar	Marc.dewar@calmac.co.uk
	Service updates/ Information / updating red banner in settings	Holly McFarlane	Holly.mcfarlane@calmac.co.uk
	Service updates/ Information / updating red banner in settings	Laurence Kettle	Laurence.kettle@calmac.co.uk
Communications	Corporate superuser / Press releases / Corporate section as a whole / All areas consumer?	Fiona Borland	Fiona.borland@calmac.co.uk
	Press releases only	Claire Wemyss	Claire.wemyss@calmac.co.uk
Transport Planning	Timetables / Information on amended timetables and timetable downloads - File uploads/media library/general editing / updating. Create / update pages within the Service Changes section	Demi Wylie	Demi.Wylie@calmac.co.uk
	Timetables / Information on amended timetables and timetable downloads - File uploads/media library/general editing / updating. Create / update pages within	Jennifer Dewar	Jennifer.dewar@calmac.co.uk

	the Service Changes section		
	Timetables / Information on amended timetables and timetable downloads - File uploads/media library/general editing / updating. Create / update pages within the Service Changes section	Grant Meechan	Grant.meechan@calmac.co.uk
	Timetables / Information on amended timetables and timetable downloads - File uploads/media library/general editing / updating. Create / update pages within the Service Changes section	Iain Slorach	Iain.slorach@calmac.co.uk
Standards & Performance	Safety and Environment/ Waste - corporate - General editing / updating	Katrine Hoey	Katrine.hoey@calmac.co.uk
Harbours	Harbour section - General editing / updating	Matthew Johnston	Matthew.johnston@calmac.co.uk
	Harbour section - General editing / updating	Colin Campbell	Colin.campbell@calmac.co.uk
Brand Marketing	Adding partners we are working with into the 'activities' section and maintaining this area.	Stephen Monaghan	Stephen.monaghan@calmac.co.uk
Business Performance	Adding Business performance figures and reporting to corporate site -	Hazel Cakebread	Hazel.cakebread@calmac.co.uk

	general editing and updating		
	Adding Business performance figures and reporting to corporate site - general editing and updating	Nathan Dunsmore	Nathan.dunsmore@calmac.co.uk
	Adding Business performance figures and reporting to corporate site - general editing and updating	Callum Tocher	Callum.tocher@calmac.co.uk
	Adding Business performance figures and reporting to corporate site - general editing and updating	Angela Peterson	Angela.peterson@calmac.co.uk

Section 8
Appendix B

Adding a new user

Go to the 'users' tab, click 'users' from the left side panel
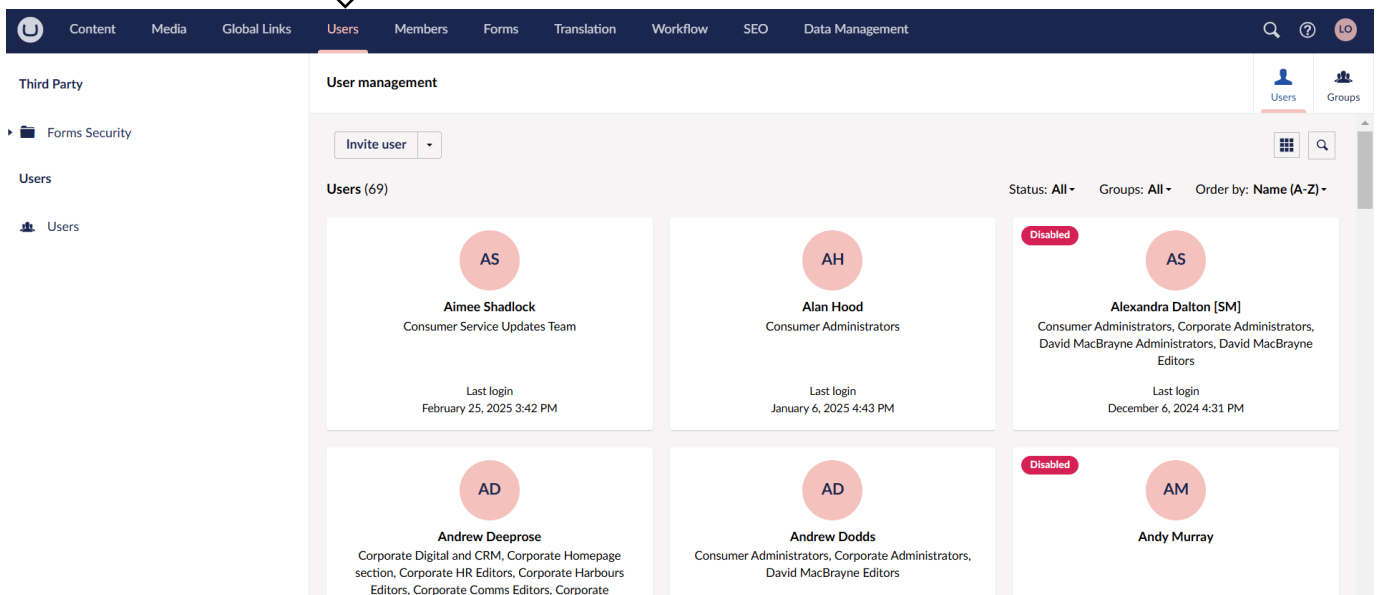
- At 'invite user' click the downward arrow and select 'create user

User management

Create user

Create new users to give them access to Umbraco. When a new user is created a password will be generated that you can share with the user.

Name *

Colin Campbell

Email *

colin.campbell@calmac.co.uk

User group *

Add groups to assign access and permissions

Corporate Harbours Editors
Sections: No sections
Content start node: Corporate
Media start node: No start node selected

Remove

Add

Create user

On the screen enter the user's name, email address and what access they require.

User management

Invite user ▼

Users (1)

Inactive

CC

Colin Campbell
Corporate Harbours Editors

Colin has not logged in yet

Search for the user's profile and click on their profile

Third Party

▶ 📁 Forms Security

Users

👥 Users

Here you can manage what level of access they have and what areas of the site they can access by limiting the content tree to specific start nodes.

You should then contact Andrew Dodds (Andrew.dodds@calmac.co.uk) so he can connect the account to Azure so the user can access their account via the single sign-on.

Section 8
Appendix C

Redirects

We encourage users to redirect any content that is no longer in use or out of date. This helps if customers have saved an out-of-date URL, or it has been used through another channel. E.g. an email or poster, this ensures no error message will display – 'this page no longer exists'. We can help customers by redirecting the URL to either the homepage or a similar/updated section. This will also help with the SEO within the site and any keyword search. We work with an agency called D8 to produce reports and support on this and is shared amongst the Digital Team and any key super users.

Redirects are important because they:

- Forward traffic from one URL to another when the old URL no longer exists
- Forward authority when backlinks point to a page that has been moved
- Improve the overall user experience by ensuring visitors don't land on broken or duplicated pages
- If you forget to implement redirects, you can lose search engine rankings and end up with unhappy users.

Here's an example:

Say you move or delete a page but don't put a redirect in place. Users will receive a 404-error response from the server. Which creates a poor user experience.

Typically, 404 pages display an error message. Like this:
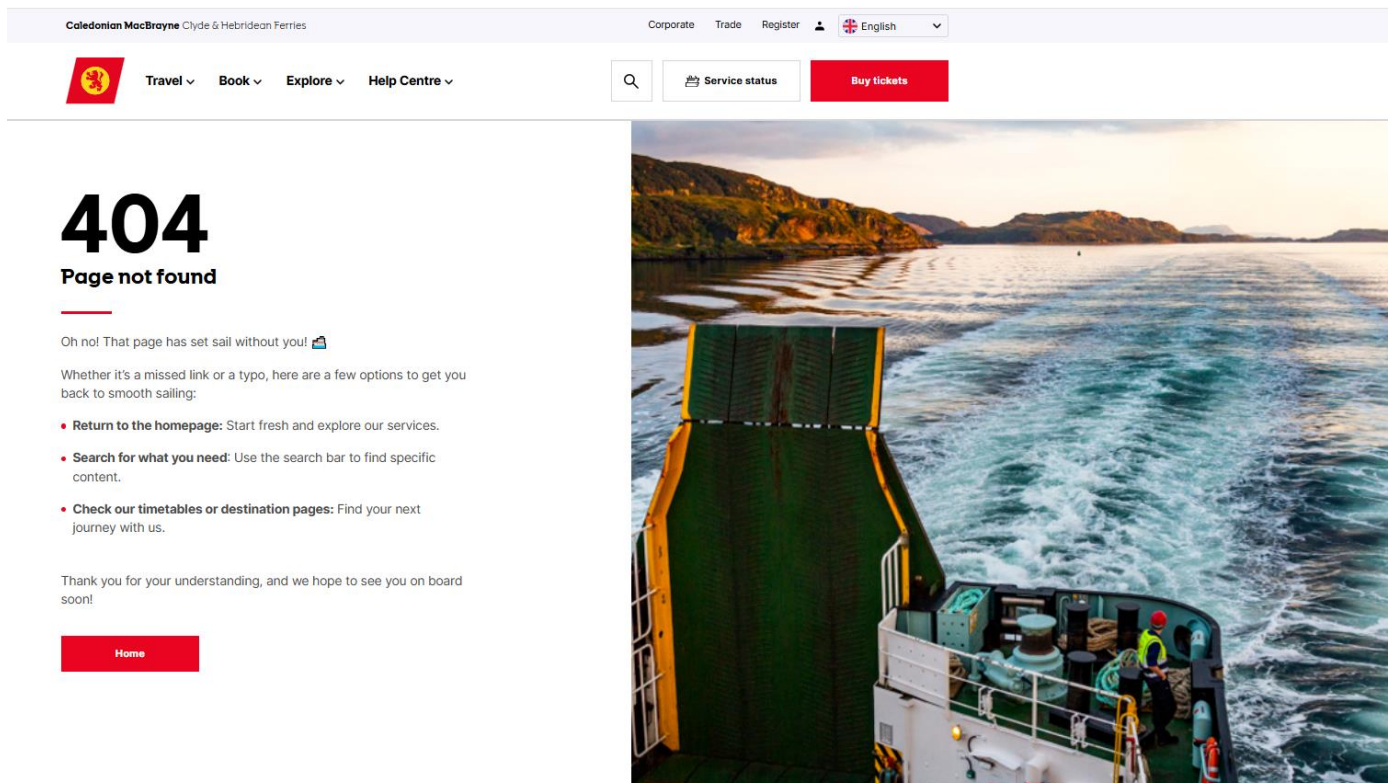
That's not good for the user experience. A 404 might cause visitors to leave your site. Proper redirects prevent 404 errors. And that helps users find the pages they're looking for.

Here's a list of common reasons for redirections:

- You move the URL of a webpage (from URL A to URL B)
- You delete a page
- You add category tags or parent pages that affect URLs
- You move your website to a new domain
- You're performing maintenance on a webpage
- You merge two or more duplicate webpages

Within Umbraco when adding a redirect, you follow the steps below

- Click on the content ribbon on the left-hand side panel.
- Click the 'green' button named 'add new redirect'

- It will bring up this box within 'original URL' if you add in the old link this can be the link on our old site, a friendly URL that was created on our old site or a page on our current site that is now redundant so you have hidden or unpublished this and wish the user to be taken to another live page.
- Within 'destination' if you find the new page you wish the link to direct the user to
- Within 'redirect type' if you select 'temporary'
- Within 'forward query string' if you select 'disabled'
- Once you are happy click 'add' and this will save the redirect for you
- If you then test the old link to check its firing to the new page

Add new redirect

Site

Select the site (or root node) the redirect should apply to. If a site is not selected, the redirect will apply to all domains/sites in the Umbraco solution.

All sites ⌄

Original URL*

Specify the original URL to match from which the user should be redirected to the destination.

/travel/service-changes/oban-colonsay-10-17-feb-2025/#/

Destination*

Select the page or URL the user should be redirected to.

Timetables   Edit Remove
https://www.calmac.co.uk/en-gb/timetables/

Advanced options

Redirect type

Select the type of the redirect. Notice that browsers will remember permanent redirects.

◯ Permanent   ⦿ Temporary

Forward query string

When enabled, the query string of the original request is forwarded to the redirect location (pass through).

◯ Enabled   ⦿ Disabled

Close   Add

Section 8
Appendix D

Restoring an old version of a page

To restore an old version of an article, open the version by clicking on the 'info' tab to the top right-hand side and then 'rollback' within history.

Rollback

Versions	Showing version 1 to 8 of 8 versions

February 18, 2025 4:05 PM
Laura Orr
Current published version
[Prevent cleanup]

January 8, 2025 9:53 PM
Laura Orr
[Prevent cleanup]

November 9, 2024 4:03 PM
Susan Weston
[Prevent cleanup]

November 4, 2024 2:30 PM
Andrew Deeprose
[Prevent cleanup]

February 1, 2024 12:02 PM
Susan Weston
[Prevent cleanup]

December 27, 2023 11:57 AM
Susan Weston
[Prevent cleanup]

December 27, 2023 11:50 AM
Susan Weston
[Prevent cleanup]

Double click on the version of the article you would like to restore.

February 18, 2025 4:05 PM - Laura Orr

This shows the differences between the current (draft) version and the selected version
Red text will be removed in the selected version, green text will be added

Name	Service changes
Title	Service Changes
Hide in all navigation	0
Hide in sitemap	0
Hide in search	0
Hide in breadcrumb	0
Hide in mobile menu	0

Placeholder Image	{
	{
	"key": "fbe62e5b-d4c7-43af-8417-e19958d42f60",
	"mediaKey": "f8a40529-dab2-4664-903f-0ddb27bc27de",
	"crops": [],
	
	"focalPoint": {
	"left": 0.5,
	"top": 0.5
	}
	
	"focalPoint": null
	
	}
	]

Meta title	Additional Sailings and Service Changes | Caledonian MacBrayne
Meta description	From additional sailings, due to local events, infrastructure changes, or tidal timetables, we will keep you updated with the latest service changes.
Twitter title	

Close   [Rollback]

This will open the selected version of the article in the article editor. To make this version live, submit the article as you would when normally editing an article. You can also cancel edit if you decide you don't want to restore this version.

Section 8
Appendix E

Adding images, links, links to media files and tables

All media used within your site must first be uploaded to the **media library section** of Umbraco, which acts as a catalogue of all your image and file assets.

The media library can be accessed via the section bar. To keep the media library organised, we recommend you create folders and files in a comparable manner to that of your desktop computer. Using folders helps to organise the **media section** by grouping comparable items logically. It is highly recommended to use folders, so you can locate media items quickly and easily.

Creating a folder

1. Once you are in the media library section of Umbraco, select the folder to which you would like to add a new sub-folder - if you want to create a folder at the root of the media section then just hover over the media title.

2. Click on the options icon (•••) and choose **Create** from the **context menu**. Name your folder and click **Save**.
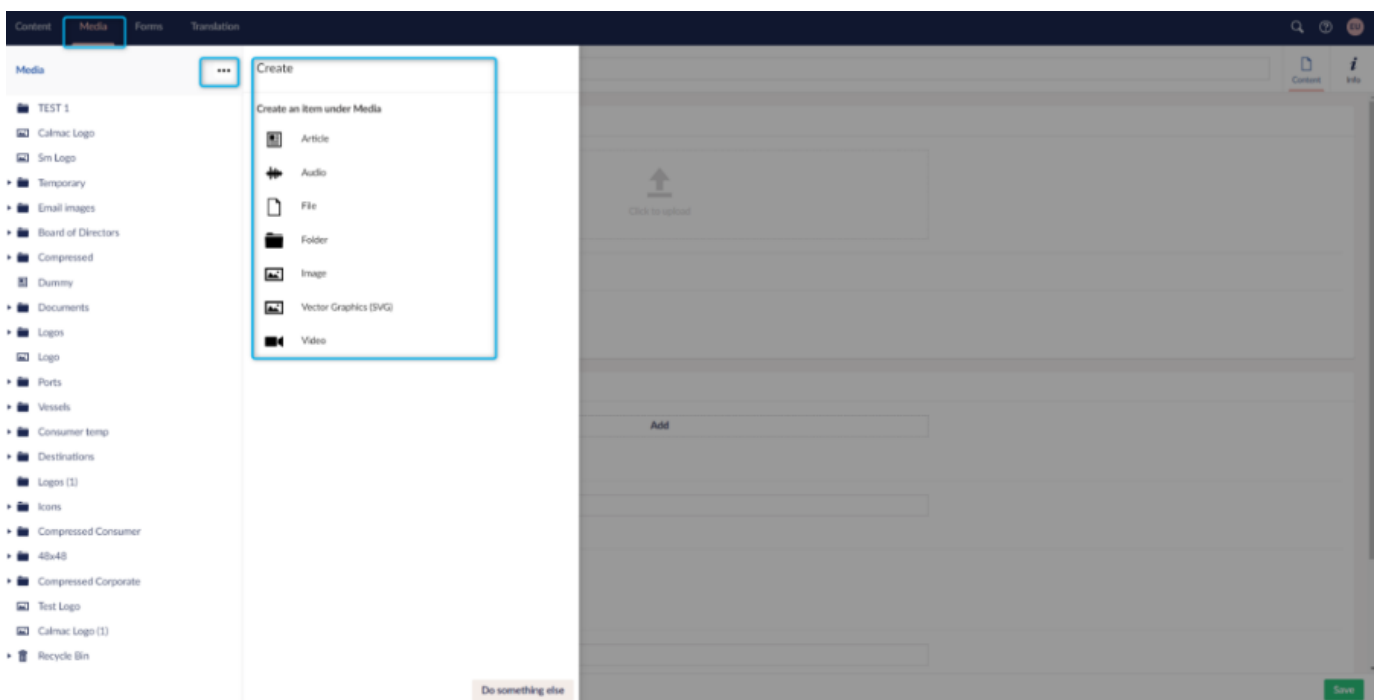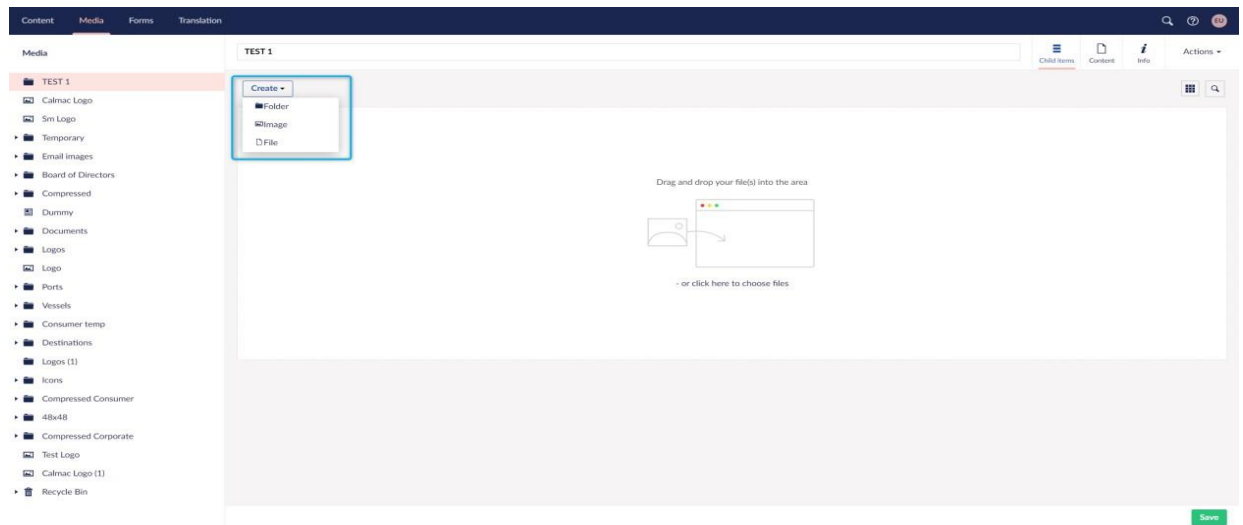
Editing a folder

If you wish to edit an existing folder you can follow this process:

1. Pick the folder you wish to edit from the **media tree view**.

2. Select the title at the top of the page to edit the title.

3. Click **Save**.

Add media item detail

Images uploaded will provide the following properties:

- Image title
- Uploaded image
- Width (auto once uploaded)
- Height (auto once uploaded)
- Size (auto once uploaded)
- Image alt – is key for website accessibility and SEO because it provides a textual description of an image, allowing screen readers to convey the image's content to users with visual impairments and helping search engines understand the image's context.

Please note: All photographic images being uploaded to the CMS media folder should be a minimum of 1920px. This is to ensure that all images are of high enough resolution to support full width banner images. Before images are added to the CMS they should be optimised using an image optimiser – we suggest using Power Toys image resizer which IT can support in getting this installed for you. This will ensure that page speeds are not affected by large images. Please see the Image size guide for more information.

Files uploaded will provide the following properties:

- Title
- Article upload
- Type of doc (auto once uploaded)
- Size (auto once uploaded)

All media items have additional content governance properties that can be added by content editors.

Governance

Content owner group

Select the content group responsible for the media

Add

Content owner

Input the name of the content owner

Rachel Keenan Photography

Expiration date

Select the date that the current media should be updated

📅

Usage permissions

Input where the media has permission to be used

We own this image

Category

Select the tag(s) to define the category(s) that the piece of media falls into

Add

Deleting an image or file

If you wish to tidy up the Media section of your site, you can easily delete existing media items. Once you have deleted an image, it is sent to the Recycle Bin.

1. Select the image you want to delete.
2. Right click the image and click **Delete** from the context menu.
3. Click **OK** to confirm deletion of the image or click **Cancel** to cancel deletion

Media

Sm Logo

Child items   Content   Info   Actions ▾

TEST 1

Calmac Logo

Sm Logo   •••

▶ Temporary

▶ Email images

▶ Board of Directors

▶ Compressed

Dummy

▶ Documents

▶ Logos

Logo

▶ Ports

▶ Vessels

▶ Consumer temp

▶ Destinations

Logos (1)

▶ Icons

▶ Compressed Consumer

▶ 48x48

▶ Compressed Corporate

Test Logo

Calmac Logo (1)

▶ Recycle Bin

Sm Logo

✛ Create...

↵ Move...

✖ Delete...

✚ Sort

↺ Reload

Drag and drop your file(s) into the area

- or click here to choose files

Save

Uploading an image or file

To upload a new image or file to the media library:

3. Select the folder where you would like to create your new image or file.

4. Right-click the folder or click the **Create** button in the top left-hand corner.

5. Choose **Create** from the context menu and click **Image** (or file if appropriate). Alternatively, you can select the **Click here to choose files** button above the assets in the folder or drag the file from your computer and drop it onto the upload area.

6. Select the image.

7. You can then click the image to view its properties and rename.

Inserting links using the Rich Text Editor

The **Insert link** button is used to create links to both internal and external pages, media files, email addresses and page anchors. The process for inserting a hyperlink differs depending on the type of hyperlink you wish to create. The different processes are explained in the following sections.

Inserting a link to a page on another website

Inserting a link to a page on another website (external link)

Select the text that will form the hyperlink: *

8. Click on the **Insert link** button to reveal the link properties slide out menu.

9. In the **Link to document field**, enter the URL of the web page that the link will take you to – the easiest way to do this is to go to the page or site, then copy the text in the address bar and paste it into the Link to document field in Umbraco.

10. In the **Link title field**, enter the alt text that shows as a pointer to the link for those who use accessibility aids to read the website.
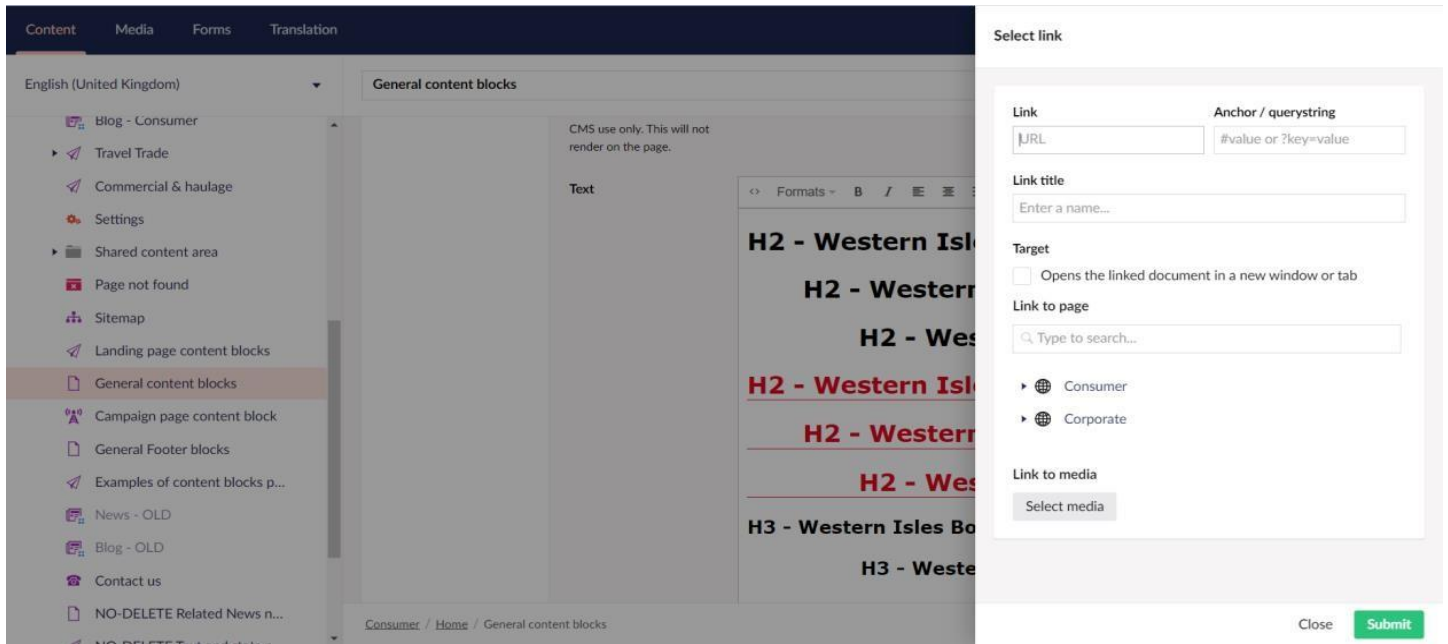
11. In the **Target field**, select the target window/frame where the media item will open, choosing from the following: **

- Unchecked: Open link in a new tab in the same browser window.
- Checked: Open link in a new separate browser window.

12. Click **select**; your text will now contain the link as requested.

* A hyperlink (or a link) is an element, some text, or an image that you can click on to take you to another document such as a different page in a website, a PDF or another website.

** It is generally best practice for all links pointing to external websites to open in a separate tab.

Inserting a link to another page in Umbraco

Select the text that will form the hyperlink:

1. Click the **Insert link** button to launch the link properties slide out menu.

2. Using the **content tree view** in the bottom half of the link properties menu navigate to and select the page that is to be linked.

3. In the **Link Title field**, enter the alt text that shows as a pointer to the link for those who use accessibility aids to read the website (by default the name of the selected page is entered).

4. In the **Target field**, select the target window/frame the link will open.

5. Click **select**; your text will now contain the link as selected.

Inserting a link to a media file in Umbraco

Select the text that will form the hyperlink:

1. Click the **Insert link** button to reveal the link properties slide out menu.
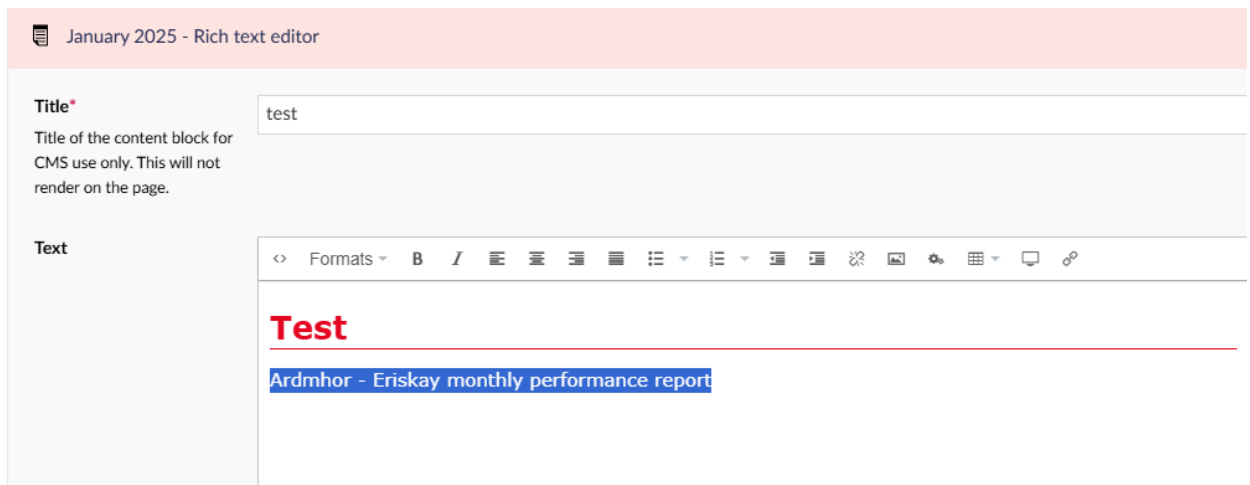
2. Select the **Link to media** button at the bottom of the link properties menu to open the media picker, where you can select a file from the media library or from your own computer.

3. Once selected, you will be taken back to the link screen where the link to document and page title fields have been populated with the media item information. By default, the page title will be the media file name – however, this can be edited if required within 'link title'.

4. In the **Target field**, select the target window/frame where the media item will open, choosing from the following:

   - Unchecked: Open link in a new tab in the same browser window.
   - Checked: Open link in a new separate browser window.

5. Once complete, choose **Select**.

Select link

Link

URL

Anchor / querystring

#value or ?key=value

Link title

Ardmhor - Eriskay monthly performance report

Target

☑ Opens the linked document in a new window or tab

Link to page

🔍 Type to search...

▸ 🌐 Consumer

▸ 🌐 Corporate

▸ 🌐 David MacBrayne

Link to media

Select media

Inserting a link to an email address

Select the text that will form the hyperlink to the email address:

1. Click the **Insert link** button to reveal the link properties menu.

2. In the **Link to document field**, enter the text '**mailto:**'
   followed by the email address you wish to link to (e.g.
   mailto:laura.orr@calmac.co.uk).

3. In the **Link title field**, enter the alt text that shows as a pointer to
   the link for anyone reading the website with accessibility aids.

4. In the **Target field**, select the target window/frame where the link will open.

5. Click **Select**.

Enquiries

Enter a description...

Content

Link *

mailto:enquiries@calmac.co.uk

Input an https/http/mailto/tel link

Link title *

enquiries email address

This text will be displayed on your site where the link is added

Removing a link

To remove a link, you first need to select it in the editor:

1. For text links, simply click the cursor anywhere within the link text

2. For an image, click the image itself

3. Once selected, click the **Remove link** button

Adding a table

When you have created an existing or complex table

- If you need to add a complex table i.e. annual overhaul schedule or commercial vehicle rates table. If you create this in word as a table firstly you can then copy and paste the table directly into a rich text editor content block. Then simply save and publish onto the site.

Please note: You cannot copy and paste from another website, Microsoft Excel/PowerPoint etc or from a PDF.

Small Vessels

Route	Vessel Deployment	Dates
Tarbert – Portavadie	MV Isle of Cumbrae	21 October - 26 October
	MV Catriona	27 October - 30 November
	MV Loch Fyne	1 December - 19 December
	MV Catriona	20 December - 27 March
Oban – Lismore	MV Loch Striven	21 October - 15 November
	MV Loch Riddon	16 November - 11 December
	MV Loch Striven	12 December - 27 March
Sconser – Raasay	MV Hallaig	21 October - 27 March
Tayinloan – Gigha	MV Loch Ranza	21 October - 30 December
	MV Loch Riddon	31 December - 24 January
	MV Loch Ranza	25 January - 27 March
Fionnphort – Iona	MV Loch Riddon	21 October - 10 November
	MV Loch Buie	11 November - 27 March

Making a table from scratch

- If you use a rich text editor content block and access the 'table creator' function you can create a table much like you can in Microsoft Word

Table creator

Weight declarations - what do I need to be aware of before I travel?

<> Formats ~ | **B** *I* | ☰ ☰ ☰ ☰ | ☷ ~ | ☷ ~ | ☷ ☷ | ☒ | ☐ | ⊙ | ⊞ ▾ | ☐ | ⌖

Acronyms

⊞ Table	▸
Table properties	
Delete table	
Cell	▸
Row	▸
Column	▸

8 x 1

CMAL	Caledonian Maritime Ass
THC	The Highland Council
SPA	Stornoway Port Authority
UHT	Ullapool Harbour Trust
CnES	Comhairle Nan Eilean Sia
A&BC	Argyll and Bute Council
PPG	Peel Ports Group
ABP	Associated British Ports