

Checklist when creating an online magazine/blog article in typo3

- Have in mind:
 - relevance, premium
 - target group, SEO, MEIKO brand
 - 3 sections/industries: HoReCa, Care, Safety (some MEIKO subsidiaries have only 2)
 - Tofu-Mifu; emotional images and images describing a situation rather than pure product pics, find a good mix
- Use appropriate images. Here is where to find them and what sources to use:
 - MEIKO website (right click on image show website source code strg+a, strg+f: "image" or "fileadmin" find your image and see the folder where the image is stored in the typo3 fileadmin)
 - Typo3 filelist (fileadmin)
 - MEIKO brandworld: register as a new user at: <https://brandworld.meiko.de/portals/login>
In brandworld you search via keywords (e.g. a product such as M-iClean U, a feature such as) or categories: 1st: MEIKO Markenwelt (brand world) > 2nd: Kategorien (categories) > 3rd: Marken Bilder (brand images) > 4th: Branchen, Produktbereiche (industries, product areas) or Produkt (product) > e.g. Spültechnik (warewashing) > e.g. Haubenspülmaschine (hoodtype dishwashing machine) > e.g. M-iClean H
 - iStock: istockphoto.com
MEIKO pays a fee. You can make use of licensed pics as long as you use the images exclusively for the MEIKO blog and its promotion online (e.g. in MEIKO newsletter when to link to the blog article, on MEIKO social media account when sharing the blog article. **YOU MUST NOT USE** it for print or any other online campaign that are not related to the blog article... In case you are unsure, pls ask!. Send me the URLs of the images (or the IDs) you would like to use and I'll purchase them for you and put them in the filelist in typo3. You can then insert them into your article.
 - Using licence-free images is a problem. Even though you may download them from an open source platform you cannot be sure that someone took it from a paid platform or from anywhere on the internet and uploaded it there. Whenever you upload images to typo3 we consider them paid and ready for use for the entire MEIKO world. Pls make sure that this is the case. If in doubt pls ask beforehand or choose an image from the sources stated above.
 - Taking photos yourself and using them? Yes. Very welcome and possible if they meet the criteria relevance and premium and are 72 dpi and max 300 KB (header images should be 1920 x 1080 px).
- **Enter typo3 via your website: e.g.: meiko-asia.com/typo3**
 - **MEIKO erleben > Magazin**

Copy+paste template then enter the editing mode of your language version and fill in the required contents in the tabs. Start with:

General tab: Exchange the page title:

The screenshot displays the TYPO3 CMS backend editor. On the left, there is a sidebar with navigation options like 'Info', 'Recycler', 'Functions', 'Template', 'Speaking URLs', 'Daten Im-/Exporter', 'DB to CSV', 'Mails', 'L10N Management', 'FILE', 'Filelist', 'ADMIN TOOLS', 'Extensions', 'Languages', 'PLZ Importer', 'PLZ Exporter', 'SYSTEM', 'Access', 'Backend users', 'Scheduler', and 'Install'. The main area shows a list of articles, with 'Der Spülprozess' selected. The right-hand side is the 'Edit Alternative Page Language' interface for the page 'Der Spülprozess'. The 'General' tab is active, showing the following fields:

- Page Type:** A dropdown menu set to 'Magazin Artikel'.
- Title:** A text input field containing 'The warewashing process'. A callout bubble above it says 'max. 70 characters - MUST be filled in'.
- Alternative Navigation Title:** A text input field containing 'A proper warewashing process guarantees hygienically clean dishes'. A callout bubble above it says 'CAN be filled in'.
- Tagline:** An empty text input field.
- Translation behavior:** Radio buttons for 'Custom value' and 'Value of default language' (which is selected).

Page title should be of max 70 characters - (You may also add an alternative navigation title if it is relevant and explains the content further.)

Metadata tab:

The screenshot shows the TYPO3 backend interface. On the left is a sidebar with navigation menus: Info, Recycler, Functions, Template, Speaking URLs, Daten Im-/Exporter, DB to CSV, Mails, L10N Management, FILE, Filelist, ADMIN TOOLS, Extensions, Languages, PLZ Importer, PLZ Exporter, SYSTEM, Access, Backend users, Scheduler, Install, Log, DB check, and Configuration. The main content area displays the 'Edit Alternative Page Language' form for 'TEMPLATE max. 70 characters'. The 'Metadata' tab is active, showing fields for 'Abstract', 'Meta Tags', and 'Description'. Each field has a text input area and a greyed-out preview area below it. The 'Abstract' field contains the text: 'text between 120-150 characters, make the reader curious and get him to click and read on'. The 'Meta Tags' field contains '1-15 KWS'. The 'Description' field contains the text: 'text between 50-160 characters, stir interest in the user and make him click to come to the MEIKO website and read the article, use at least one keyword'. The breadcrumb path at the top right is: Path: ...and disinfection technology/MEIKO Erleben/Magazin/ TEMPLATE max. 70 characters [33191].

- Insert the abstract (which is the teaser on the magazine overview page), KWs and the description as follows:
- Abstract: text between 120-150 characters, make the reader curious and get him to click and read on
- KWs: add 1-15 keywords
- Description: text between 50-160 characters, stir interest in the user and make him click to come to the MEIKO website and read the article, use at least one keyword

How to create an online magazine/blog article in typo3 - last update 15th Jan 2021

by Anja Gruner (anja.gruner@meiko-global.com)

this document is part of a hands on How To-Page for all MEIKO Marketing Specialists and their industrious helpers: meiko.info/en/internal/magazine

Extended tab:

The screenshot shows the TYPO3 CMS interface. On the left is a sidebar with navigation options like 'Info', 'Recycler', 'Functions', 'Template', 'Speaking URLs', 'Daten Im-/Exporter', 'DB to CSV', 'Mails', 'L10N Management', 'FILE', 'Filelist', 'ADMIN TOOLS', 'Extensions', 'Languages', 'PLZ Importer', 'PLZ Exporter', 'SYSTEM', 'Access', 'Backend users', 'Scheduler', 'Install', 'Log', 'DB check', and 'Configuration'. The main content area displays the title 'Edit Alternative Page Language "TEMPLATE max. 70 characters" on page "TEMPLATE max. 70 characters"'. Below the title are tabs for 'General', 'Metadata', 'Social media', 'Access', and 'Extended'. The 'Extended' tab is active, showing a 'Teaser (shown in slider)' field with a text input containing the placeholder text 'enter the same text as in "Abstract" in the Metadata tab'. Below the input field is a preview area showing 'same text as in "Abstract" under "Metadata"'. The breadcrumb path at the top right is 'Path: ...and disinfection technology/MEIKO Erleben/Magazin/ TEMPLATE max. 70 characters [33191]'. A status bar at the bottom right indicates 'Alternative Page Language [85812]'.

- Enter the same text as in "Abstract" in the Metadata tab

Now change to the **DEFAULT language version** and fill in the contents in the following tabs:

Categories tab:

The screenshot shows the TYPO3 CMS interface for editing a page titled "TEMPLATE". The left sidebar contains various navigation and utility icons. The main content area is divided into tabs: General, Metadata, Social media, Appearance, Behaviour, Resources, Language, Access, Categories, and Extended. The "Categories" tab is selected and highlighted in green. It displays a search bar "Find Item" and a list of categories under "Produkteigenschaften" and "Segmente". The "Segmente" section is expanded, showing a list of categories with checkboxes. Some categories are already checked, including "Hotels" and "Gastronomie". Below the "Categories" tab, the "Automatic segment assignment (cookie)" tab is also visible, showing a similar list of categories. A callout box with two green arrows points to the "Segmente" section in both tabs, containing the following text:

In "categories" under "Segmente" tick the categories that are relevant for your article. You can choose as many as you wish (only choose the ones that are really relevant!)

In "automatic segment assignment" under "Segmente" tick the most relevant category (only one tick is possible)

- In "categories" under "Segmente" tick the categories that are relevant for your article. You can choose as many as you wish (only choose the ones that are really relevant!)
- In "automatic segment assignment" under "Segmente" tick the most relevant category (only one tick is possible)

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- Lebensmitteleinzelhandel Food retail
- Industrielle Reinigung Industrial cleaning and disinfection
- Hotels Hotels
- Gastronomie Restaurants and food service industry
- Gemeinschaftsverpflegung Communal catering
- Bäckereien & Konditoreien Bakers and confectioners
- Metzgereien & Fleischereien Butcher's
- Lebensmittelindustrie Food industry
- Marine Marine
- Inflight Inflight
- Krankenhäuser, Kur- und Reha Kliniken Hospitals, Spa and rehab clinics
- Alten- und Pflegeheime Nursing and care homes
- Catering Catering
- Atemschutz Respiratory protection

Extended tab (1/2):

The screenshot displays the TYPO3 backend interface for editing a magazine article. The left sidebar contains various navigation and utility options. The main content area is focused on the 'Extended' tab, which includes a 'Tags' section. A search bar in the 'Tags' section contains the text 'sus'. Below the search bar, a list of suggested tags is displayed, including 'Sustainability[15]', 'Sustainability[68]', 'Sustainability[155]', 'Sustainability[156]', 'Sustainability[188]', 'Sustainability[189]', and 'Sustainability[255]'. Three yellow arrows point to the first, fifth, and sixth items in this list. Below the 'Tags' section, there is a 'Page' section with a dropdown menu showing 'M-iClean H [19386]'. At the bottom, the 'Teaser (shown in slider)' section contains the text 'same text as in "Abstract" under "Metadata"', with a yellow arrow pointing to it. The top of the interface shows the user's name 'Anja Gruner' and a search bar.

- Add up to three tags (minimum one, but no more than three): start typing the name of the tag and choose the suggested version with the smallest number that is offered to you (in the screenshot “sustainability [15]”)
- Enter the product ID in the search field at “Products”. This is only relevant when the article talks about or mentions particular MEIKO products, e.g. M-iClean U, warewashing chemicals, undercounter dishwashers, etc. You can see the product ID as a mouse-over when going to the subpage of the product in typo3.
- Insert the teaser (use the same text as in “Abstract” under the “Metadata” slider)

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Extended tab (2/2):

The screenshot displays the TYPO3 backend interface for creating an online magazine/blog article. The interface is divided into several sections:

- Left Sidebar:** Contains navigation options such as 'Page', 'List', 'Workspaces', 'Info', 'Functions', 'Recycler', 'Speaking URLs', 'Mails', 'L10N Management', 'FILE', and 'Filelist'.
- Main Content Area:**
 - Tag:** A star icon and a text input field.
 - Products:** A search bar labeled 'Find records' and a list of products.
 - Teaser (shown in slider):** A text input field containing the text 'same text as in "Abstract" under "Metadata"'. A blue circle highlights the 'Add image' button below this section.
 - Metadata Section:**
 - Veröffentlichungsdatum:** A date field set to '08-09-2020' with a calendar icon.
 - Funnel:** A dropdown menu set to 'Top'.
 - Top Artikel (Anzeige in Übersichtsslider):** A checkbox that is checked, with a blue circle and a checkmark next to it.
 - Author:** A text input field.
 - Reading time:** A text input field.
 - Image Selection:** Two 'Add image' buttons are present. The first is for 'Teaser Image' and the second is for 'Slide Image'. Both buttons are circled in blue. A blue arrow points from the 'Teaser Image' button to the text 'hero image'.

Allowed file extensions for both image fields are: GIF, JPG, JPEG, TIF, TIFF, BMP, PCX, TGA, PNG, PDF, AI, SVG.

- Insert the publish date (Veröffentlichungsdatum), tick the top article box and add the teaser image and the slide image