



Managing Sites and Pages

This chapter provides information on how to manage the sites and pages created using the Enterprise Mobility Services Platform Studio. This chapter also provides certain use cases where you can use the modules.

- [Managing the Pages for a Site, page 4-1](#)
- [Switching the Device Mode for a Page, page 4-2](#)
- [Managing the Styles, page 4-3](#)
- [Managing the Sites, page 4-5](#)
- [Managing the Modules, page 4-9](#)
- [Recommended Modules for Various Use Cases, page 4-14](#)
- [Enhancing the WiFi Engage Portals, page 4-16](#)
- [Using the Page Metadata Option, page 4-16](#)
- [Search Engine Optimization, page 4-16](#)
- [Connecting to the CUWN or Meraki, page 4-17](#)

Managing the Pages for a Site

The Page Manager option enables you to manage the pages for a site. The Page Manager lists all the pages that constitute a mobile site. The Page Manager window also displays the hierarchical structure of modules with nested inner pages that modules use.

To view the page manager of a site, perform the following steps.

-
- Step 1** In the Mobile Sites window, right-click the site for which you want to view the page manager, and click **Open Page Manager**.

The Page Manager window for the site appears.

The Page Manager enables you to do the following:

- [Create a New Page, page 4-2](#)
- [Duplicate a Page, page 4-2](#)
- [Edit the Pages, page 4-2](#)

Send documentation comments to emsp-docfeedback@cisco.com

- [Rename the Pages](#), page 4-2
- [Delete the Pages](#), page 4-2
- [Preview the Pages](#), page 4-2
- [Add User Tags, Page reference, and page path URL for a page](#), page 4-2

Create a New Page

You can create a new page for the site using the **New Page** button in the Page Manager window.

Duplicate a Page

You can duplicate a site page using the **Duplicate** button that appears in the right pane of the Page Manager window.

Edit the Pages

You can edit the page settings of a site page using the **Edit** button that appears in the right pane of the Page Manager window.

Rename the Pages

You can rename the page names using the **Rename** button that appears in the right pane of the Page Manager window.



Note

You cannot rename the home page of a site.

Delete the Pages

You can delete a page of a site using the **Delete** button that appears in the right pane of the Page Manager window.



Note

You cannot delete the home page of a site.

Preview the Pages

You can preview a page using the **Preview** button that appears in the right pane of the Page Manager window.

Add User Tags, Page reference, and page path URL for a page

You can add the user tag, page reference, and page path URL for a page in the User Tag, Page reference, and Page Path URL text fields that appears in the right pane of the Page Manager window.

Switching the Device Mode for a Page

The Enterprise Mobility Services Platform Studio provides a switch in the Canvas panel using which you can switch between touch and non-touch modes for a page. You can preview how a page appears in a device mode by clicking the respective mode in the switch.

Send documentation comments to emsp-docfeedback@cisco.com

To switch the mode of a page, perform the following steps:

-
- Step 1** Open the page for which you want to change the mode.
The page appears in the Canvas panel.
- Step 2** In the switch button that appears at the right top of the Canvas panel, click the mode that you want to apply.
-

Managing the Styles

The Enterprise Mobility Services Platform enables you to define the styles at site-level, page-level, and module-level. The style properties configured at module-level overwrite the configurations at the page-level. Similarly, the style configurations at the page-level overwrite the configurations at the site-level.

- [Defining the Styles for a Site, page 4-3](#)
- [Defining the Styles for a Page, page 4-4](#)
- [Defining the Style for a Module, page 4-4](#)

Defining the Styles for a Site

The Enterprise Mobility Services Platform Studio enables you to define style parameters such as, font family (touch and non-touch), font size, font color, link color, background color, background image, margin pixels (touch and non-touch), and so on for a site.

To define the styles for a site, perform the following steps:

-
- Step 1** In the Mobile Sites window, click the site for which you want to define the style.
- Step 2** From the More Actions drop-down list, choose **Site Settings**.
The Site Settings window appears.
- Step 3** Click **Page Style**.
- Step 4** Configure the properties for the pages of this site in the respective fields.
- Step 5** Click **Done**.
Styles for the site are defined.
-



Note

The style defined here is applicable for all the pages of the site. If you are defining the style for an individual page, this style settings is overwritten for that page with the configuration made at page-level.

[Send documentation comments to emsp-docfeedback@cisco.com](mailto:emsp-docfeedback@cisco.com)

Defining the Styles for a Page

The Enterprise Mobility Services Platform Studio enables you to define style properties such as, font family (touch and non-touch), font size, font color, link color, background color, background image, background image, margin (touch and non-touch), and so on for a site page.

To define the styles for a page, perform the following steps:

-
- Step 1** Open the site page for which want to configure the properties.
 - Step 2** In the Canvas panel, click **Page Settings**.
 - Step 3** In the Edit Page Settings panel that appears, expand **Style**.
 - Step 4** Configure the style properties for the page in the respective fields.
 - Step 5** Click **Save**.

Styles for the page are defined.



Note

To open an inner page of a site, right-click the site, and click Open Page Manager. In the Page Manager window, click the page for which you want to configure the properties. The page appears in the Page Editor window.



Note

If you configure the style properties for a page, the styles defined at site-level are not applied to this page.

Defining the Style for a Module

The Enterprise Mobility services Platform enables you to configure various style properties for a module.

To configure style for a module in a page, perform the following steps:

-
- Step 1** Open the site page in which the module exists.
 - Step 2** In the Canvas panel, click the module in the page for which you want to configure the style properties.
 - Step 3** In the Edit panel, configure the style properties for the module in the respective fields.
 - Step 4** Click **Save**.



Note

If you configure the style properties for a module, the styles defined for the page are not applied to this module.



Note

When you add a module to a page, the properties to configure for the module appear in the edit panel.

[Send documentation comments to emsp-docfeedback@cisco.com](mailto:emsp-docfeedback@cisco.com)

Managing the Sites

This section describes various actions that you can perform for a site created using the Enterprise Mobility Services Platform.

- [Locking a Site, page 4-5](#)
- [Renaming a Site, page 4-5](#)
- [Duplicating a Site, page 4-6](#)
- [Uploading Favicons for a Site, page 4-6](#)
- [Deleting a Site, page 4-6](#)
- [Creating the Custom URL for a Site, page 4-7](#)
- [Draft and Live Sites, page 4-7](#)
- [Updating a Live Site, page 4-8](#)
- [Refreshing the Mobile Sites Window, page 4-8](#)
- [E-mailing a Site URL, page 4-9](#)
- [Generating QR Code for a Site, page 4-9](#)

Locking a Site

To protect a site from making unwanted changes by anyone, the Enterprise Mobility Services Platform enables you to lock a site.

To lock a site, perform the following steps:

-
- Step 1** In the Mobile Sites window, right-click the site that you want to lock.
- Step 2** Click **Lock**.
-



Note After locking a site, the Unlock option is available in the right-click menu for a site. You can unlock a site using this option.

Renaming a Site

To rename a site, perform the following steps:

-
- Step 1** In the Mobile Sites window, right-click the site that you want to rename.
- Step 2** Click **Rename**.
- Step 3** Enter the new name in the text enabled field.
-

Send documentation comments to emsp-docfeedback@cisco.com

Duplicating a Site

If you want to use a site in multiple projects, you can create the site and duplicate it. This enables you to avoid to do the same configurations again.

To duplicate a site, perform the following steps:

-
- Step 1** In the Mobile Sites window, right-click the site that you want to duplicate.
 - Step 2** Click **Duplicate**.
 - Step 3** In the Create New Site window that appears, do the following:
 - a. In the Site Name, enter a name for the duplicate site.
 - b. From the Project drop-down list, choose the project for which you want the site.
 - c. Click **Create**.

The Page Editor window appears for the duplicate site created.

Uploading Favicons for a Site

A favicon is an image that represents a site when it is bookmarked. In the mobile touch devices, the favicon appear as a short-cut icon in the home screen. The images need to be in the PNG or GIF format.

You need to add separate images for various types of devices. For iOS and android devices, you can add an image of 129*129px. For blackberry and non-touch devices, you need to add the image of 16*16px.

To add a favicon for a site, perform the following steps:

-
- Step 1** In the Mobile Sites window, right-click the site for which you want to add the favicon.
 - Step 2** Click **Site Settings**.
 - Step 3** Click the **Favicon** tab.
 - Step 4** In the 129*129px tab, click **Upload** to upload the favicon image for the iOS and android devices.
 - Step 5** Click the **16*16px** tab.
 - Step 6** Click **Upload** to upload the favicon image for the blackberry and non-touch devices.
 - Step 7** Click **Done**.

Deleting a Site

To delete a site, perform the flowing steps:

-
- Step 1** In the Mobile Sites window, right-click the site that you want to delete, and click **Delete**.
 - Step 2** In the Confirm Delete dialog box that appears, click **Delete**.
-

Send documentation comments to emsp-docfeedback@cisco.com



Note

We recommend not to delete Live sites unless unavoidable.

Creating the Custom URL for a Site

The Enterprise Mobility Services Platform Studio enables you to add short and friendly URL for your mobile sites. The URLs are autogenerated for the mobile sites. If you want to replace it with a URL of your own choice, you can create a custom URL. The custom URL redirects to the published URL of a site.



Note

You can create custom URL only for the live sites.

To create a custom URL for a site, perform the following steps:

- Step 1** In the Mobile Sites window, right-click the site for which you want to create the custom URL, and click **Site Settings**.
- Step 2** Click the **URL** tab.
- Step 3** Click the **URL's** tab.
- Step 4** Click **+ADD NEW CUSTOM URL**.
- Step 5** From the Select a domain drop-down box, choose the domain for the URL.
- Step 6** Enter the custom URL in the adjacent text field.
- Step 7** From the Map this domain to page drop-down box, choose the site page that you want to map to this URL.
For example, the home page of a site.
- Step 8** Click **OK**.

Adding Domain Names for the Custom URL

A URL consists of a valid domain name and the path. If you want to add the URL to a different domain than `https://emsp.cisco.com`, you can add the domain in the Add New Domain tab.

After the domain name is entered, a notification is sent to Cisco. The new domain name will be active only after Cisco approves it. Contact Cisco for more information.

After the domain name is approved by Cisco, the domain name is listed in the “Select a domain” drop-down box for selection.

Draft and Live Sites

When you create a site in the Enterprise Mobility Services Platform Studio, it is created as a draft site. When you preview a draft site, the label “This is a draft site” appears at the top of the site. To make the site live, you must publish the site. After publishing, the label “Draft Site” will not appear in the site.

The URL of a site changes when it is published. So, ensure to publish a site before sharing the URL of a site.

Send documentation comments to emsp-docfeedback@cisco.com

Once a site is created and saved, it is assigned an Retailer-Property-Site (RPS) path. When you preview the site, the RPS path (URL) is displayed in the preview page. The suffix of the URL contains a number. For example: `/s/188334/Home`. If the number is prefixed by an underscore, it is a draft site. If the number has no prefix, the site is live.



Note

Do not use the preview url of a site to link to live site. A draft site is only meant for review. The draft site may be missing many functionalities like load handling ability, analytics, and so on. Make the site live before connecting another live site to it.

Updating a Live Site

The Enterprise Mobility Services Platform Studio enables you to update the published sites if you have the required privileges.

To update a live site, perform the following steps:

Step 1 In the Mobile Sites window, right-click the live site that you want to update.

Step 2 Click **Update**.

The Page Editor window for the site appears, with the site name suffixed with “Update”.



Note

In the Mobile Sites window, the updating version of site appears under the live site name.

Step 3 Make the necessary changes to site.

Step 4 In the Mobile Sites window, right-click the updated version of the site, and click **Make Site Live**.



Note

The Make Site Live option is also available in the Mobile Sites window in the More Actions drop-down list.

Step 5 In the Go Live window that appears, click **OK**.

Step 6 Click **OK**.

The live site gets updated with the changes. Now, the update version of the site is not displayed under the site name.

Refreshing the Mobile Sites Window

If the EMSP Studio is accessed by multiple users, you may have to refresh the Mobile Sites window to view the updated site list.

To refresh the mobile sites list, click the Refresh button in the Mobile Sites window.

[Send documentation comments to emsp-docfeedback@cisco.com](mailto:emsp-docfeedback@cisco.com)

E-mailing a Site URL

After creating a site, the Enterprise Mobility Services Platform Studio enables you to e-mail the site URL.

To e-mail a site URL, perform the following steps:

-
- Step 1** In the Mobile Sites window, right-click the site of which you want to send the URL, and click **Preview**.
The preview page that appears.
 - Step 2** In the Email text field, enter the e-mail ID to which you want to send the URL.
 - Step 3** Click **Send URL**.
-

Generating QR Code for a Site

The Enterprise Mobility Services Platform enables you to scan the QR code of a site using a QR code reader on your mobile device.



Note To use this feature, you need to have a QR code reader app installed on your mobile.

To scan the QR code of a site, perform the following steps:

-
- Step 1** In the Mobile Sites window, right-click the site of which you want to scan the QR Code.
 - Step 2** Click **Preview**.
 - Step 3** Open the QR code reader app on your mobile.
 - Step 4** In the preview page, focus the mobile on the area labeled “Use the QR Code Reader application in your mobile device to quickly access this URL”.
The mobile scans the QR code and displays the message whether to open the URL.
 - Step 5** Click **OK**.
The portal is opened in your mobile screen.
-

Managing the Modules

This section describes various actions that you can perform for a module in the Enterprise Mobility Services Platform Studio page.

- [Duplicating a Module, page 4-10](#)
- [Deleting a Module, page 4-10](#)
- [Hiding a Module, page 4-10](#)
- [Creating the Module Groups, page 4-11](#)
- [Creating the Feeds for a Module, page 4-11](#)

Send documentation comments to emsp-docfeedback@cisco.com

- [Managing the Inner Pages for the Modules, page 4-13](#)

Duplicating a Module

To duplicate a module in a page, perform the following steps:

-
- Step 1** Open the page in which you want to duplicate the module.
The Page Editor window appears.
- Step 2** In the canvas panel, right-click the module that you want to duplicate, and click **Duplicate Module**.

Deleting a Module

To delete a module in a site page, perform the following steps:

-
- Step 1** Open the site page.
The Page Editor window appears.
- Step 2** In the Canvas panel, right-click the module that you want to delete, and click **Delete Module**.
The module gets deleted.
-



Note The Delete button also appears when you place the mouse over a module.

Hiding a Module

The modules that are used in the header and footer sections of a home page appear in all the pages of the site. However, you can hide a module in the header or footer sections in a specific page.

To hide a module in a specific page, perform the following steps:

-
- Step 1** In the Mobile Sites window, right-click the site, and click **Open Page Manager**.
- Step 2** In the Page Manager window, right-click the page for which you want to hide the module, and click **Edit**.
The page opens in the Page Editor window.
- Step 3** Click the module that you want to hide.
The Edit Panel for module appears.
- Step 4** Select the **Hide on this page** check box that appears in the edit panel title bar.
- Step 5** Click **Save**.
-

Send documentation comments to emsp-docfeedback@cisco.com

Creating the Module Groups

The Enterprise Mobility Services Platform enables you to reuse the configured modules whenever required. You can add the modules that you want to reuse to a module group and use it in the site pages based on the your requirement.

To create a module group and add modules to it, perform the following steps.

-
- Step 1** Open a site page in which you want to use the module.
 - Step 2** In the Module panel, enter the name of the module that you want to add to the page.
 - Step 3** Drag and drop the module in to the page.
 - Step 4** In the Edit panel that appears, configure the properties of the module in the respective fields.
 - Step 5** Click **Save**.
 - Step 6** In the Module panel, click **New Group**.
 - Step 7** In the Create New Group window that appears, enter a name for the module group, and click **Save**.
 - Step 8** Right-click the module you have previously configured, and click **Add to Group**.
 - Step 9** In the Add this Module to Group window that appears, do the following:
 - a. From the Add to Group drop-down list, choose the module group you have previously defined.
 - b. In the Save WiFiBeaconExperience module as text field, enter a name for the module.
 - c. Click **Add to Group**.

The module appears in the module group in the Module panel.

- Step 10** Open another page in which you want to add the same module.
- Step 11** Drag and drop the module in to the page from the module group.



Note You can make configuration changes to this module for this page.

Similarly, you can use the module whenever required.

Creating the Feeds for a Module

The Feeds enable you to add dynamic content in a site created using the Enterprise Mobility Services Platform Studio. For example, if you have a section in your site that shows articles, you may want to update these articles without having to update and deploy the site every time. So, modules that handle dynamic content require feeds to function.

You can create feeds for a module using the Feed Editor option available in the Enterprise Mobility Services Platform.

The main functionality of feed is the content management. The Feeds help you manage the content of a site page by optimizing the use of available space and time. The feeds also ease the replacement of the content.

Send documentation comments to emsp-docfeedback@cisco.com

The Feed Editor enables you to create feeds for the modules based on pre-defined feed templates. Every feed-driven module has an associated feed template in the Feed Editor. For example, the Stories Module has a Stories feed template in the Feed Editor. This Stories feed template in the Feed Editor is used to create feeds for the Stories module. The feed template determines how the dynamic content is organized in a feed so that a module can use that feed and display that content on your site.

If you want show ten stories through a site that are quite large, ideally, you must add 10 Stories modules in the site. This consumes lot of space and effort, and the end user needs to scroll a lot to view the required story. The Enterprise Mobility Services Platform enables you resolve this using a single feed. You can create a Stories feed using the Cisco Feed Editor, and can add each story as a feed item. When you add the Stories module to a site page, you can define the number of stories to initially display in the site page. The remaining stories will be in the inner pages. At the maximum, only the thumbnail, title, picture, and short description of the story is displayed in the site page. When the end user press the story, the detailed story appears. To view the remaining stories, the end user can use the More link. Similarly, the end user can navigate through all the stories using the navigation buttons, and press the required story to view the detailed description for the story. Also, you can easily replace the stories in a site by changing the content of the feed items.



Note

The feed configurations for each module varies.

The following are some of the use cases of feeds:

- To manage the display of the content in a page.
- To provide multi-floor and multi-building support for wayfinding

The following are some of the modules that requires feeds:

- Micello Wayfinding
- Stories
- Shows
- Picture Gallery
- Schedule
- Data Table
- RSS Feed Editor
- POI Locator
- Quiz
- Carousel
- Videos
- Mark Favourites
- Rotate 360 Degree
- Jump Menu



Note

The feed template differs for each of these feed modules.

To create a feed for a module, perform the following steps:

Step 1 Log in to emsp.cisco.com/.

Send documentation comments to emsp-docfeedback@cisco.com

Step 2 In the Cisco Enterprise Mobility Services Platform main window that appears, click **Feed Editor**.
The Feeds page appears.

Step 3 Click **Add New Feed**.

Step 4 In the Create Feed Item page that appears, do the following:

- a. From the Feed Template drop-down list, choose the type of feed template you want.



Note Each module has its own feed template.

- b. In the Feed Name, enter a name for the feed.

- c. Click **Create**.

The feed created gets listed in the Feeds page.

Step 5 Click the link for the feed that you have created.

Step 6 In the page that appears, click **Add New Feed Item**.

Step 7 In the Create Feed Item page that appears, enter the feed details, and click **Create**.

The feed gets listed in the Feeds page.

Step 8 Repeat the steps 3 to step 7 for each feed item.

For example, if you want to add 10 stories to a Stories module, add each story as a feed item. You can replace these stories with new ones whenever required thereby reduce the time required to update the site.

Step 9 Click the **Publish** link for the feed.



Note If you are making any changes to a feed, you must re-publish it to reflect the changes.

Hiding a Feed Item

The Feed Editor enables you to create multiple feed items for a feed in advance and save them for future use. You can choose to hide certain feed items if you do not want to display the content now. To hide a feed item, select the feed items that you want to hide, and click the Hide Selected Items button.

Viewing the Feed URL

To view the feed URL for a feed, click the View link for that feed. The URL for the feed appears in the address bar.

Managing the Inner Pages for the Modules

In the Enterprise Mobility Services Platform Studio, certain modules have in-built inner pages. There are various types of inner pages that can be associated with a module. For example, in the Stories module that are two types of inner pages. One is the details page which contains the detailed description of each story and the other is the more page that contains the list of remaining stories that are not initially displayed in the site page.

You can modify the inner pages of a module to enhance it with additional modules or style.

Send documentation comments to emsp-docfeedback@cisco.com

To edit an inner page of a module, perform the following steps:

-
- Step 1** In the Mobile Sites window, right-click the site for which you want to edit the inner page.
- Step 2** Click **Open Page Manager**.
- Step 3** In the Page Manager window, double-click the inner page that you want to edit.
The Page Editor window for the inner page appears.
- Step 4** Make the necessary configurations in the respective fields in the Edit Page Settings panel, and click **Save**.



Note You cannot edit the content of the inner page.

Recommended Modules for Various Use Cases

The Enterprise Mobility Services Platform Studio provides various modules that enables you to add various features to a mobile site such as, text links, menu bars, pictures, containers, maps, way locators, and so on. For detailed description of each module, see the *Cisco Enterprise Mobility Services Platform Studio Modules Guide*.

The following is the list of certain use cases where you can use the Enterprise Mobility Services Platform Studio modules and the recommended modules for each usage..

Table 4-1 Recommended Modules based on Use Cases

Use Case	Recommended Modules
To analyze data and generate reports	Google Analytics, comScore, Omniture
To display advertisements	FreeWheel Ad, Interstitial
To display pictures	Picture Gallery
To include Text	Text
To add link	Links, Link Button, Jump Menu
To add menu bar	Menu Bar, Menu Bar Container and its associated modules such as, Menu Bar Image, Menu Bar Link, and Menu Dropdown.0
To insert lines or space to provide visual clarity for the content	Line Separator
To add images	Image
To add tabs	Tabs, Tab Container and its associated modules such as, Tab Link and Tab Image
To provide an expand collapse option for the content	Expand Collapse Container
To insert heading for individual sections	Section Header
To display the date and time	Date and time
To display time and days remaining for a event	Countdown

Send documentation comments to emsp-docfeedback@cisco.com

Table 4-1 Recommended Modules based on Use Cases

Use Case	Recommended Modules
To display content in a dynamic way	Carousel
To add thumbnail image for inner pages	Thumbnail Link
To provide a 360 degree view of the content in the site	View 360 Degree
To list shows, events, conferences	Schedule
To insert TV shows from media channels	Shows
To include news, articles, stories, and blog posts	Stories
To insert live and dynamic content	RSS Feed Editor
To provide a Bar Code Generator	BarCode Generator
To provide a QR Code Generator	QR Code Generator
To add a form or template	Form Container and the associated Form modules.
To enable to manage the layout	Grid Layout, Landscape Takeover
To display maps	POI Maps
To add way locators	POI Locator, Micello Wayfinidng
To redirect the end user to a URL after a defined time	Schedule Redirector
To display or hide the content based on beacon	Beacon Trigger Container
To personalize the content	Add to favourite, Mark Favourites
To display or hide the content based on the type of user	Target Container, Context Aware Container
To provide contact options for the customers	Click to Call, Click to Email, Click to SMS
To conduct polling among customers	Poll
To conduct quiz	Quiz
To connect to the social networking sites	Facebook Comments, Facebook Like, FacebookLike Box, ShareV2, Twitter Buttons, Twitter Feeds
To share the contact information	Add to Contacts
To add content in the site using code	Code Snippet
To provide an option to hide the address bar	Hide Address Bar
To save content in an image format	Save Content as Image
To provide an option to switch to desktop view	Switch to Full Site
To mark a site with official Cisco branding	Powered by Cisco EMSP
To add videos from Youtube	Embed Youtube Video
To enhance the WiFi Engage portals	The modules in the WiFi Engage and WiFi Engage V2 (for sms authentication) groups

[Send documentation comments to emsp-docfeedback@cisco.com](mailto:emsp-docfeedback@cisco.com)

Enhancing the WiFi Engage Portals

The Enterprise Mobility Services Platform enables you to enhance the captive portals created using the WiFi Engage. The following are the module groups that support the portal enhancement:

- WiFi Engage
- WiFi Engage V2

For more information on enhancing the WiFi Engage portals, see the *Enterprise Mobility Services Platform Studio Modules Guide*.

The WiFi Engage V2 group supports sms-authentication for captive portals. You can enable radius-authentication in the MSE or Meraki for sms-authentication. For more information on configuring the radius-authentication in the MSE or Meraki, see the *Cisco WiFi Engage with Meraki Configuration Guide* or *Cisco WiFi Engage with CUWN configuration Guide*.

Using the Page Metadata Option

At times, as a site owner, you may want to pass certain values from a page to certain modules, when the user consumes content on that page. For example, you may want to gather page analytical data such as page title when the user reads a story displayed by the Stories Module.

The Page Metadata option enables you to declare variables/constants and their values that should be passed to modules such as Omniture, Dart, Menu Bar Container, and so on. For example, to enable the selected state of a Menu option (created using the Menu Bar Container module), you can declare a variable in the Edit panel of the module. Then, you can declare the same variable in the Name field and the value (the name of the menu option that must stay selected) in the Value field in a page using the Page Settings option.

Search Engine Optimization

Optimizing your mobile site for the search engines is essential if you want your mobile site to be ranked higher in the search list. Frequent updates and organizing content in a Search-Engine-friendly manner can help your site to be ranked higher. This section provides you with best practices in making your mobile sites search engine friendly.

The following are the some of the best practices to optimize your mobile sites:

- Frequently update your sites with fresh content. The search engines look for and indexes new key words from sites that are frequently updated.
- Use concise page titles (maximum of 64 characters) that best describe the content of your page.
- As search engines cannot read text on image, we recommend that you include text wherever possible instead of images. The search engines have text-based functionality and they do not index images and videos.
- In case images cannot be avoided, include alternative text (Alt text) for images. As most search engines cannot read text on images, using Alt text for images help the search engines understand the content of the image area better.
- Use appropriate keywords
- Search Engines look for links as a way to measure the popularity of your site. Linking your site with as many popular sites as possible helps your site get indexed faster.

Send documentation comments to emsp-docfeedback@cisco.com

Connecting to the CUWN or Meraki

The modules such as Context Aware Container, Micello Wayfinding, and so on requires the location ID for your Enterprise Mobility Services Platform account. In addition, your CUWN or Meraki needs to be added to the Enterprise Mobility Services Platform for these modules to function. To auto-generate the location ID and add your CUWN or Meraki to the Enterprise Mobility Services Platform, you need to connect to the respective network from the Enterprise Mobility Services Platform.

To connect to a CUWN account, perform the following steps:

-
- Step 1** In the Enterprise Mobility Services Platform main window, click **WiFi Engage**.
 - Step 2** In the Select Customer drop-down box, choose the customer name for CUWN, and click **Proceed**.
 - Step 3** In the WiFi Engage main window, click the icon for the MSE settings.
 - Step 4** In the MSE settings screen that appears, click **Connect account**.
 - Step 5** In the Enter new MSE credentials window that appears, enter the URL, user name and password for your CUWN account.
 - Step 6** Click **Switch Account**.

Now, the Enterprise Mobility Services Platform is connected to your CUWN account.

To connect to a Meraki account, perform the following steps:

-
- Step 1** In the Enterprise Mobility Services Platform main window, click **WiFi Engage**.
 - Step 2** In the Select Customer drop-down box, choose the customer name for Meraki, and click **Proceed**.
 - Step 3** In the WiFi Engage main window, click the icon for the Meraki settings.
 - Step 4** In the Meraki Settings window that appears, click **Connect account**.
 - Step 5** In the Meraki Account Settings window that appears, enter the user name and password for your Meraki account.
 - Step 6** Click **Connect account**.

Now, the Enterprise Mobility Services Platform is connected to your Meraki account.

For more information on location ID and adding CUWN or Meraki to the Enterprise Mobility Services Platform, see the *Cisco Enterprise Mobility Services Platform Studio Modules Guide*.

Send documentation comments to emsp-docfeedback@cisco.com