Reason Overview

Reason is Carleton’s website builder. It’s a general-purpose tool that can manage most types of web content without additional customization or add-ons. Users with no special technical skills can easily build & update basic websites; with a bit of consultation and assistance, a fully-featured, customized site can be assembled quickly — with no custom coding.

Reason Basics

1. Carleton’s web presence is broken up into **over 700 different websites**, nearly all of which are managed by Reason. Each site has its own content: pages, images, events, forms, etc.
2. Most of the content in Reason can be **shared and borrowed** between sites. A few examples:
   - Multiple departments sponsoring an event can display the same event on their individual websites. If details are changed, the information will still be correct on all those sites.
   - Many sites can share the same photos without uploading additional copies.
   - A news story from a department website can be borrowed and displayed on the College homepage.
3. **Design and content are managed separately.** Each site has a visual theme associated with it, and the theme can be customized in many ways: colors, typography, and different layout options.
   - Most design customizations require assistance to implement, but they can generally be added with the click of a button.
4. **Pages are a special kind of item;** they are the building blocks that provide the structure of the site.
   - Different **page types** are used to display your site’s content in different ways.
   - Most users have access to only a few page types, but many more are available. Contact the Web Services team for help.
5. Many **simple edits and typo fixes** can be made without leaving your web page.
   - Turn on the **edit in place** option (in the footer of every Reason page) to quickly revise your page content, blurbs, events, and more.

Reason Content Types & Features

- Hierarchical pages
- Photos & Images
- Image Galleries
- Slideshows & Carousels
- Video
- Audio
- Events & Calendars
- Basic Maps
- Forms
- Blogs
- Newsletters
- Journals
- Commenting
- Detailed access control (item by item, page by page)
- Visitor analytics & stats
- Special-purpose structured data (e.g. FAQs, Quotes, etc.)
- Edit history (see who made what change)
**Reason Self-Training**

Many users find that they can get up to speed with basic website editing in about an hour of self-training by following these instructions.

1. Using the Firefox browser, visit the **Reason User Documentation** website at [go.carleton.edu/userdocs](http://go.carleton.edu/userdocs).
2. Read through the “Getting Started” section and watch the video tutorials.
3. In another tab, log in to Reason’s administrative interface at [go.carleton.edu/reason](http://go.carleton.edu/reason).
   - If you see a list of websites in the left sidebar, select “Reason 101.”
   - If you need editing access to this or other sites, visit [go.carleton.edu/webaccess](http://go.carleton.edu/webaccess).
4. Work your way through the “Pages” section of the “Managing Content” documentation, while simultaneously creating your own page (or pages) in the Reason 101 training site.
5. Look through the rest of the “Managing Content” section and try as many other things as you have time for: borrow an image, create an event, put a text blurb on your page, and create a form.
6. If you want additional help, or some hands-on training, you have several options:
   - Visit the **Web Wednesday** drop-in help sessions from 10–noon every week in the Sayles-Hill Great Space or the Web Help “House Calls” on Thursday afternoons in various campus locations. Check the web services [calendar](http://example.com/calendar) for details.
   - Schedule additional training by emailing [webservices@carleton.edu](mailto:webservices@carleton.edu).

**Reason Website Examples**

See interesting and exemplary web content from a variety of Reason websites at [go.carleton.edu/showcase](http://go.carleton.edu/showcase).