

## Blog Hosting – FAQ ETH Layout

FAQ deals with queries regarding blogs in the ETH design.

The "Blog Hosting – FAQs" for all ETH Zurich blogs – which include details gathered from the numerous queries – can be found on ETH Web in the IT service catalogue under "Web and Applications Hosting, Blog Hosting".

### What is a blog?

A blog or weblog is a kind of diary/journal that is publicly maintained by one or more people.

The following features are typical for blogs:

- Chronological structure: The latest entry appears first at the top.
- Very easy to use for authors and commentators: Low level communication.
- Up-to-datedness: Blogs should be updated regularly with new articles.
- Subjectivity: The entries reflect the personal opinion of the author. In principle, this also applies to corporate blogs. The authors must be therefore selected accordingly.
- Comments: A blog should also include controversial topics. They are brought alive by the comments of the readers.
- Subscribe and syndicate, blogosphere and trackbacks
- Structuring elements - categories and tags: Articles in categories have their own URLs and can appear in separate RSS feeds.

### ETH Weblog Service

Publish and manage your research-related diary, photos or videos in a blog. The URL is <https://blogs.ethz.ch/>.

### Request ETH layout

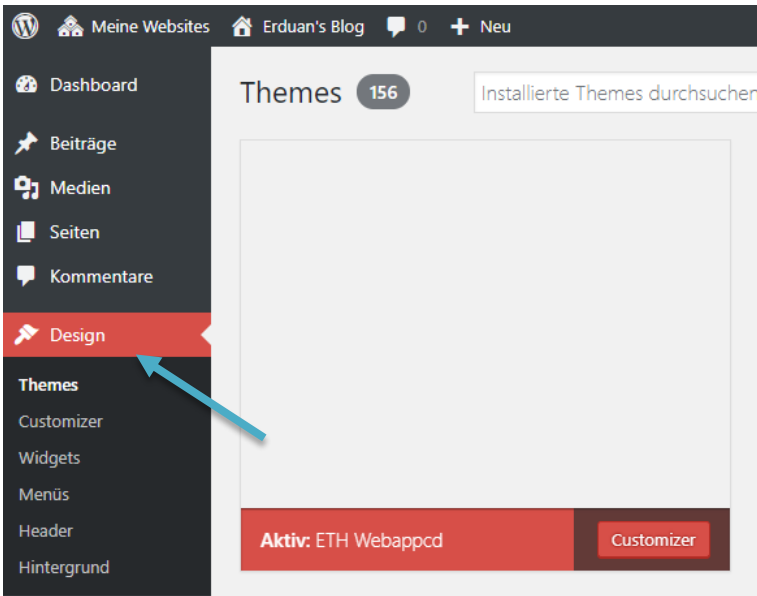
In order to ensure your ETH blogs are structured appropriately, an "ETH Theme / Design" is available (see image and example ITS blog <https://blogs.ethz.ch/id/>). You can obtain details about this ETH theme by opening a ticket with the ITS Service Desk.



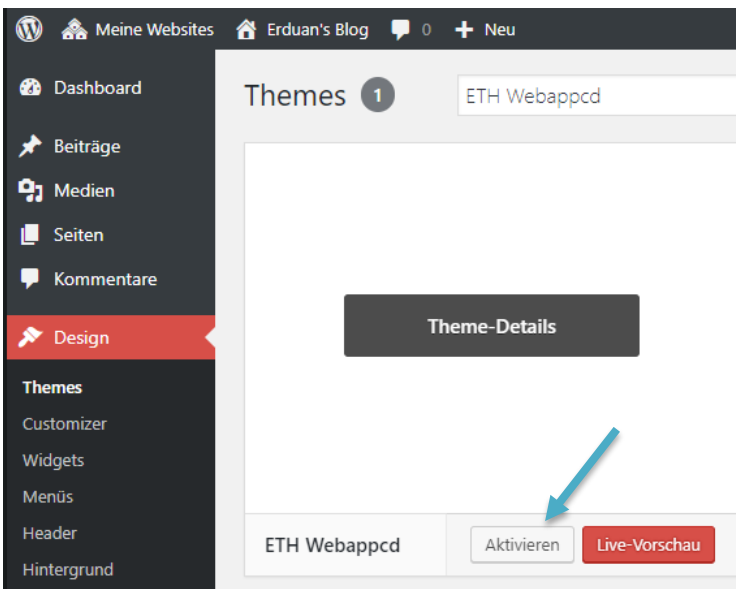
## Adjust ETH layout

ETH has a layout for displaying web pages. This theme is referred to as "ETH Webappcd". This theme can be adjusted for use with a blog.

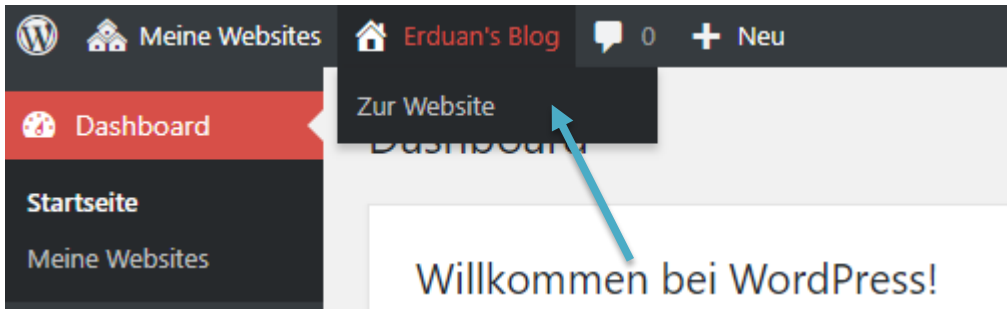
Once a blog has been created, it can then be adjusted. Every blog needs a theme. Themes are used for displaying web pages. Themes are installed under **Design > Themes** .



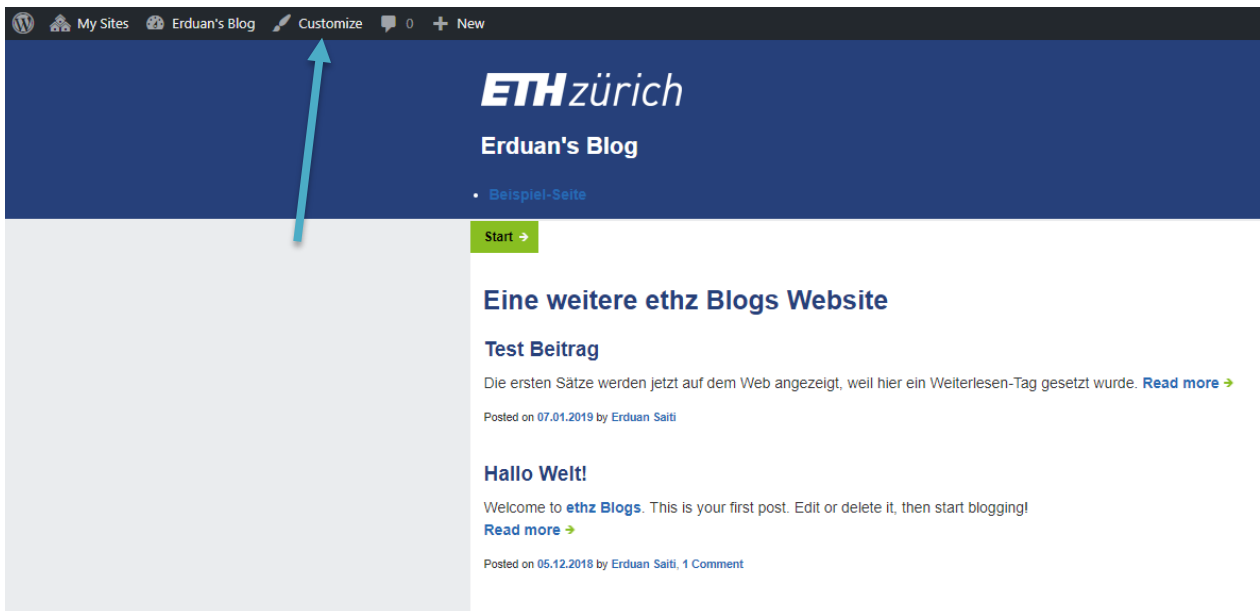
Here you should select the ETH theme. To activate a theme, move the mouse cursor over the theme and then click **Activate**.



Once the theme has been selected and activated, you can start customising the web page. To do this, open the dashboard and click **your blog**, which will take you to the main page of your blog.



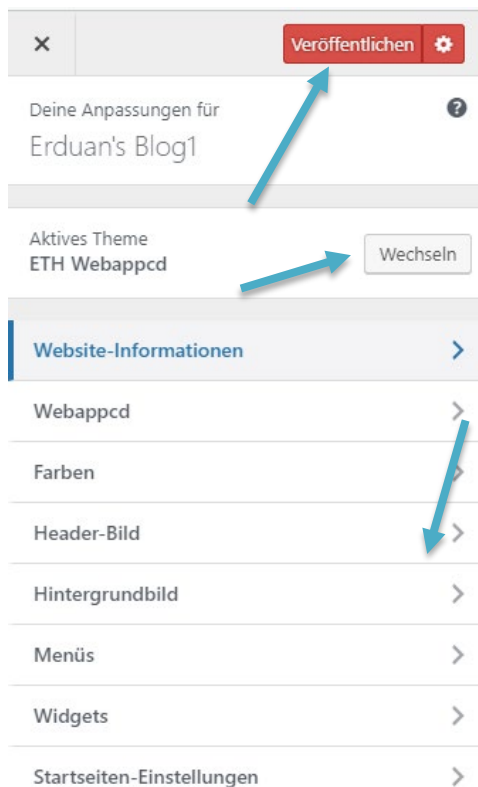
You will now see a bar with **Customize or Anpassen** above the header. The **Customize** option is used to adjust a theme and can be different for each theme. Open **Customize** now.



Depending on the theme, **Customize** can include a different number of options that can be adjusted. The available options include things such as the colours, the background and the menus, to name just a few. To change something, simply click one of the options and change as required. To save the changes you should use the **Publish** button.

The active theme can also be changed here by using the button **Change / Wechseln** .

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## Links

Blog introduction

[https://blogs.ethz.ch/?page\\_id=8](https://blogs.ethz.ch/?page_id=8)

Blog Hosting

<https://www.ethz.ch/services/en/it-services/catalogue/web-application-hosting/blog.html>

ITS Service Desk

<https://www.ethz.ch/services/en/it-services/service-desk.html>

ETH Guidelines

<https://rechtssammlung.sp.ethz.ch/Dokumente/203.22.pdf#search=internet%20richtlinien>

ETH Web Design: ETH Web Regulations > Corporate Design Manual Web Area

<https://www.ethz.ch/services/en/service/communication/websites/web-guidelines.html>

<https://www.ethz.ch/content/dam/ethz/associates/services/Service/kommunikation/Website/cd-manual-web/eth-14002-16-Manual-Vermassung-Website-de-151112-120dpi.pdf>

ID Blog with ETH theme

<https://blogs.ethz.ch/its/>

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