

ESU Website: Template Content Options

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Sections are the core organizational units of the ESU website. A section is a group of web pages that comprise a logical area of interest to its intended audience (generally, prospective or current students). Example sections would be “Physics,” “Financial Aid,” “Residence Life,” “Facilities Management,” or “Business Accelerator.” In most cases, each ESU department would provide its content and services as a single section of the ESU website. However departments that serves separate content to separate audiences may request to separate it into multiple sections.

The Section Name is present and prominent on every page of the section – in the browser’s tab/window title and on the top of every page’s content. Site navigation is provided on the bottom of each page within the “In This Section” widget, with the name of the section prominently on the top, and the navigation link structure fixed & consistent within the section.

Required Elements on Every Page

Site Header & Footer

The site-wide header and footer are present and consistent across the ESU website.

The site header contains

- The institutional logo (linking to the ESU homepage),
- Quick Links, primarily for an internal audience (Email, myESU, etc.)
 - Give & Apply Now buttons
 - Search (web pages and faculty/staff directory)
- Top-level navigation (About, Academics, Admissions, Student Life, ...)

The site footer contains address, legal and related information along with social media and other fixed links.

Page Header

The header of each page contains

- A large “hero” image. This may be consistent on each page of the section, or it may vary.
 - The hero image is taller on the section homepage than other pages. (Dimensions TBD.)
 - It is hidden altogether at phone-size widths.
- The page title.
- The section title, in smaller font just above the page title.
 - This is omitted on section homepages, as the section title is the page title.

- An optional Call-to-Action link.
 - This should be used rarely: only if the page's primary goal is to drive the audience to complete one particular task, and that task requires little to no explanation before clicking the link. An example would be "Apply Now" on a scholarship page.
- Breadcrumbs leading back to the ESU homepage and each page in between.

Page Footer

The footer of each page contains:

- In This Section
 - A hierarchical display of where this page falls within the section. Sections may be up to four levels deep (where the homepage is level one). Each section should generally have no more than 9 pages with the same parent.
- Related Links
 - Links to other sections (or specific pages) of the ESU website that are relevant to the user in the context of this section's information or tasks.
 - With approval (TBD), this may also contain links to relevant, authoritative content beyond the ESU website. Departments are responsible for linking only to appropriate external content.
- Contact Pitch
 - This sentence of text invites users to contact the department for further information about the services & information above.
- Contact Information
 - The building name, phone and fax numbers, and the leadership title, name, email and phone number are in a fixed format. The named individual should be the department chair/director or someone else with reasonable leadership of the services described on the page. The phone numbers and email address may be those of the named individual or of some appropriate intermediary, for example a department secretary or a generic e-mail address for the department.

Body Content

Of course, pages are required to contain some content relevant to the audience. In addition to the obvious need on the page itself, the first sentence of this content may be used as the page description on search engines.

- See the General Content Guidelines described under [Website Content Standards](#).

Optional Page Elements

The following elements are available for both Section Homepages and other pages within a section, unless otherwise stated.

See the Kitchen Sink page first for examples of each page element. Then find the details below on how each element can be used.

Page Alert

The Page Alert is a prominent, highly visible content block right below the breadcrumbs.

- It may contain only temporary warning messages specific to this section/department, such as the unexpected closing of an office or unavailability of a service.
- Remove the alert as soon as the warning is no longer applicable.
- This element may not be used for general or “good news” content, such as event announcements.

Promotional Tiles

These tiles promote key tasks for the user to complete, key temporary items like upcoming events, or key pages within the section.

- Promotional titles appear below the (optional) alert and above any other page content. See the Kitchen Sink for specific placement depending on the number of tiles.
- Each title has an image, a headline, a brief description, and a call-to-action link.
 - Image dimensions TBD. Will be larger on phone-sized screens and cropped on larger pages.
 - Headline length TBD.
 - Description length TBD.
 - Link text length TBD.

Sidebars

Sidebars may include brief content or links related to the page but not appropriate in the main flow of content.

- Sidebars display on the right side of large screens, and may be one quarter or one half of the page width.
 - On phone-sized screens, sidebars are full width and move to the bottom of the main content. Therefore sidebars should not be used for content that should be read first.
- Each sidebar contains a headline, an optional photo, and content.
 - Headline length TBD.
 - Sidebars may omit a headline if the content below is brief and self-explanatory.
 - Photo (optional) dimensions TBD.

- Use a photo in a sidebar only if it really helps to convey the content, such as a testimonial student's photo.
 - Content may be any length, but should not stretch below the bottom of the main body content of the page. For extensive content, use a different type of element, or move the content to a separate page and link to it from a short sidebar.
- Forms of limited length work well in sidebars.
- Sidebars may rotate automatically among multiple blocks of content. Use this where each page is an example of some success – not all content required to be seen. For example: brief testimonials, recent publications, recent grants received, etc.

Callout Boxes

Callout boxes bring attention to some part of the main body content. These can be used for any content, but are especially helpful for timely or important content.

- Callout boxes are aligned with the left side of the page, like other body content.
 - On phone-sized devices, callout boxes remain at the same place within the body content.
 - Callout boxes are as wide as the rest of the main body content.
- Callout boxes contain a headline and body content
 - Headline length TBD.
 - Content may be any length.

People Boxes

People boxes are used as a mini-directory within the section; typically used for a department's faculty or staff.

- People boxes contain a photo, name, title(s), phone, email, and campus address.
 - They may also contain an optional link to a detail page about that person on the primary website, such as a faculty biography.

Accordion

Accordion widgets display multiple blocks of expandable content, where only one of the blocks is expanded at any particular time.

- Each block contains an always-visible headline and an initially hidden body. Clicking on any headline opens its body and collapses any other visible bodies.
 - Headline length TBD.
 - Content length TBD (single screen height on a typical mobile device).
- Accordions are most commonly used for Frequently Asked Questions, or for content like instructions that varies based on a category obvious to the user (student vs. faculty, freshman vs. transfer, Mac vs. PC, etc.).

- Accordions should be used for any content where the average user will only want to read one (or perhaps two) of the content blocks.

Reference Information

This tabbed layout is used for detailed, lengthy information. Reference information is often required to be present but isn't appealing to the end user, such as legalese or other fine print of the department's services.

- Each tab's content is displayed in two or three columns at full size.
- Reference Information may be a single tab or multiple. The first tab is displayed by default on desktop-width screens.
 - On phone-width screens, the tabs become an accordion widget (see above).
- Each tab has a headline and body content
 - Individual tab headline length of each tab has no limit, but all tabs combined must fit on a single line.
 - Body content has no length limit.

Link Library

A link library is a two- or three-column list of links or other bulleted information. This is used to display a large number of brief, related content items of the same type, such as links to forms or PDFs.

Photos

Photos help communicate the content of a page.

- Photos may be one quarter, one third, or one half of page width.
 - Photos become full-width at phone-size widths and stay at roughly the same place in the content.
- Photos may be left- or right-aligned in body content.
- All photos must include hidden "alt" text describing the photo, used by accessibility tools such as screen readers.

Special Content Items

These optional content items may be used in particular situations. Contact the web team for details and specific requirements.

See the Kitchen Sink page first for examples of some of these elements.

In the Spotlight

Displays three recent, relevant press releases from ESU Insider.

Twitter (or other Social Media) Feed

Displays recent posts from an approved social media feed.

Calendar Feed

Displays upcoming events listed on ESU's Master Event Calendar.

Embedded Video

Displays a relevant YouTube video produced by ESU.

Section Homepage Content

These content items are primarily intended for section homepages.

Gateway

The Gateway is a special layout for section homepages. When present, it is the only content on the page (other than site-wide header & footer), except for brief text content above the directory.

- A Gateway breaks a section's content into related sub-sections. Each sub-section has a photo, a headline, a description, and links to pages within that sub-section.
 - Headline length TBD.
 - Photo dimensions are TBD (likely 100x100, but mobile TBD).
 - Description length TBD.
 - Two or more links, length TBD.
- Example: <https://marvelapp.com/6323734/screen/32103615>

Directional Tiles

Directional Tiles are used to link from a section homepage to major pages within the section, generally to the next level of pages in the section hierarchy.

- These tiles may not be the first item on a page – it must have leading content.
- Directional tiles contain a photo, linked page name, optional description and optional link call-to-action.
 - Title length TBD.
 - Photo dimensions TBD.
 - Description length TBD.
 - Link text length TBD.
 - All directional tiles on the same page must include the same text elements: either title only or title, description and link text.