

ESU Website: Template Content Options

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Website Sections, or “How Will People Find My Content?”

Sections are the core organizational units of the ESU website. A section is a group of web pages on a single area of interest to its intended audience (generally, prospective or current students). Example sections would be “Physics,” “Financial Aid,” “Housing & Residence Life,” “Facilities Management,” or “Entrepreneurship.”

- In most cases, each ESU department will organize its content as a single section.
- However departments with a wide range of services, or departments that serve multiple audiences, may choose to separate its content 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.

Search Results on Google.com and on the website’s internal search (powered by Google) will feature sections more prominently than before. More traffic to ESU pages comes from search than any other channel, including internal navigation.

The A-Z page lists every section of the ESU website¹. Because the A-Z Page linked from the site-wide header, every section’s homepage is (at most) two clicks from the ESU homepage. A future update to the homepage will make the A-Z link even more prominent.

Common Elements on Every Page of the Website

Main Body Content

Of course, pages are required to contain some text. All pages must begin with at least one sentence or header, above any other content elements except Alerts. In addition to introducing the page, the first sentence of content may be automatically used as the page description on search engines.

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

¹ Or it will as soon as our migration from old website to new is complete.

Page Header

The header of each page contains:



Figure 1 Page Header

- A large “hero” image. This may be consistent on each page of the section, or it may vary.
 1. The hero image is taller on the section homepage than other pages. (Dimensions TBD.)
 2. It is hidden altogether at phone-size widths.
- The page title.
- The section title, a link to the section homepage, in smaller font just above the page title.
 1. This is omitted on section homepages, because its page title is the section title.
- An optional Top Call-to-Action link (not shown).
 1. 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:

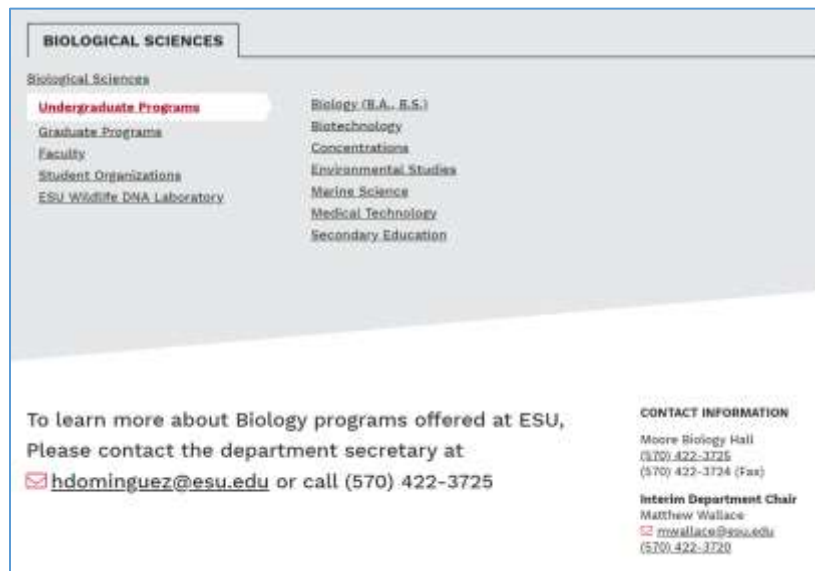


Figure 2 Page Footer

- Section Navigation Tab
 - 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 (tab to the right of section navigation, not shown)
 - Links to other relevant sections or pages of the ESU website.
 - 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 Message
 - Visitors who read this far down the page have not found what they were looking for higher up. This message invites users to contact the department for further information about the services & information above, rather than giving up.
- 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 equivalent who leads providing the services described on the page. The phone numbers and email address may be those of that named leader or of some other point of contact, such as a department secretary or a generic e-mail address for the department.

Site Header & Footer

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

The site header contains:

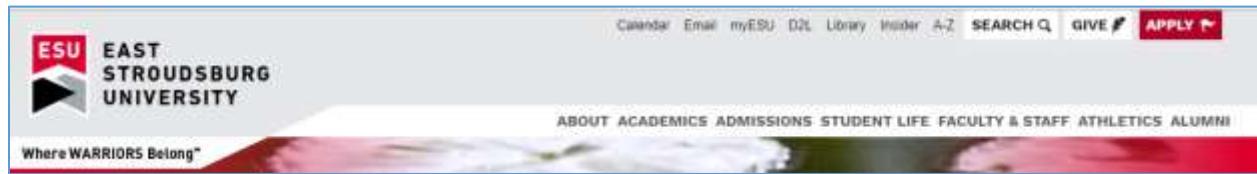


Figure 3 Site Header

- 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.



Figure 4 Site Footer

Overview of Optional Content Elements

All elements below are optional, and can be added to a page based on its individual needs.

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

Optional Headings and Other Basic Formatting

ESU web pages support some of the most common formatting options you would expect, such as bold & italics, headings and tables. The available options were selected to be consistent throughout the ESU website, and to adjust to a wide variety of screen sizes.

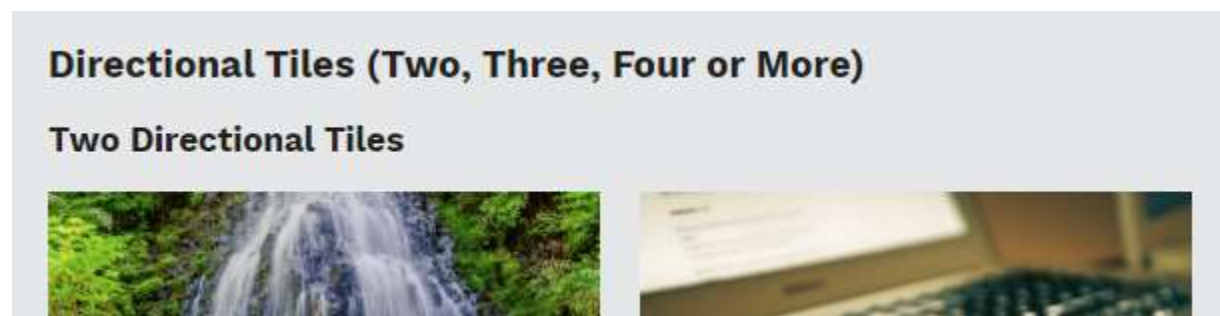


Figure 5 A heading and a subheading

- Headings and Subheadings
 - Note that there separate Heading and Subheading styles to use within a Callout or Sidebar Card.
- Bold & Italics
 - Do not use bold text to indicate a heading. Use an actual heading or subheading style.
 - Note: Underling is exclusive to links, and automatic.
- Bulleted and Numbered lists
 - Note: Indenting is available only to be used for nested lists – not to indent paragraphs of text.
- Superscript and Subscript
- Tables
 - Because wide tables do not display well on mobile devices, consider other options if you have more than three columns or significant content in each cell.
- Fine Print (small text)

Optional Link & Navigation Elements

Use these elements to feature **important links** to other pages in this section.

- The required Section Navigation on the bottom of each section already links to **all pages** within the section. Use these optional elements to focus on key next steps.
- Of course, any main body text (except headers) can be linked to other content as well.

Button Group

Buttons are simply links stylized for greater visibility. Buttons are added in a Button Group, and displayed together. Despite the name, a Button Group may contain a single button.

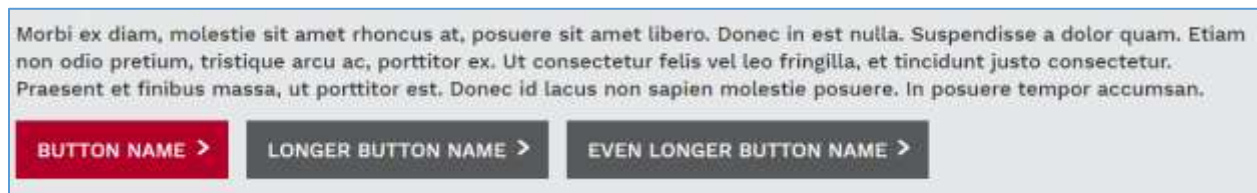


Figure 6 Button Group

- Buttons are tagged as primary or secondary.
- A page may have one primary (red) button to draw the most attention.
- Pages may have any number of secondary (gray) buttons.

Link Library

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

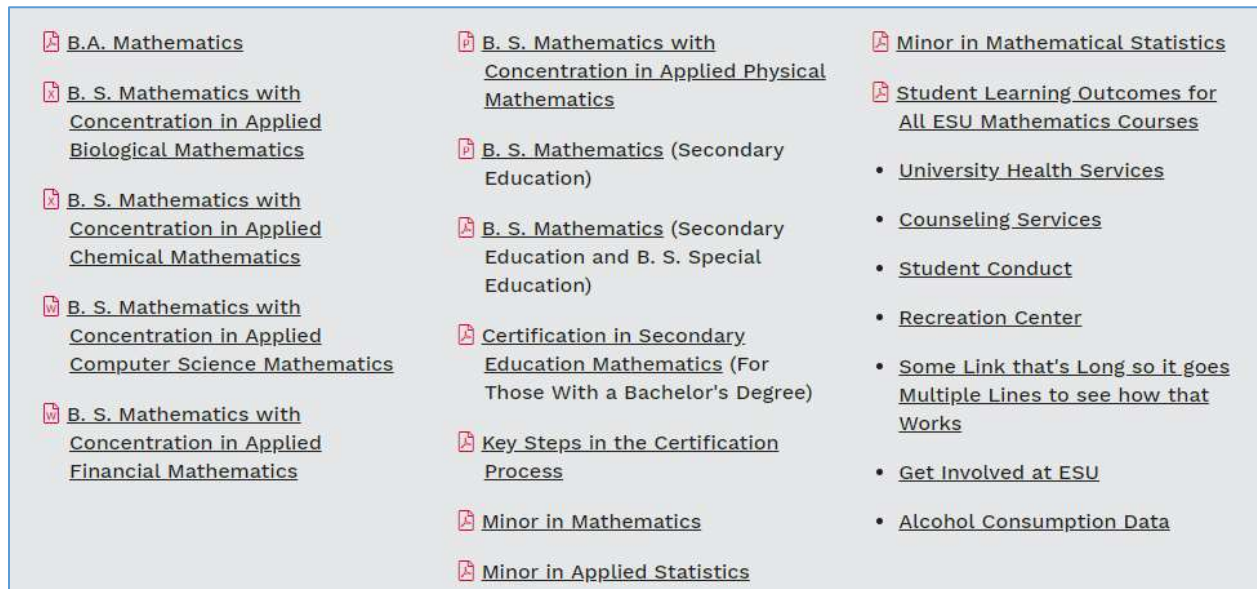


Figure 7 Link Library

- The Link Library formats automatically to a three-column layout on wide screens, with web-standard “newspaper” columns that balance the text as evenly as possible.
- Use Link Library only within single-column content.

Directional Tiles

Directional Tiles are generally used from a section homepage to link to the next level of pages in the section hierarchy. They may also be used on other high-level pages link to pages within.

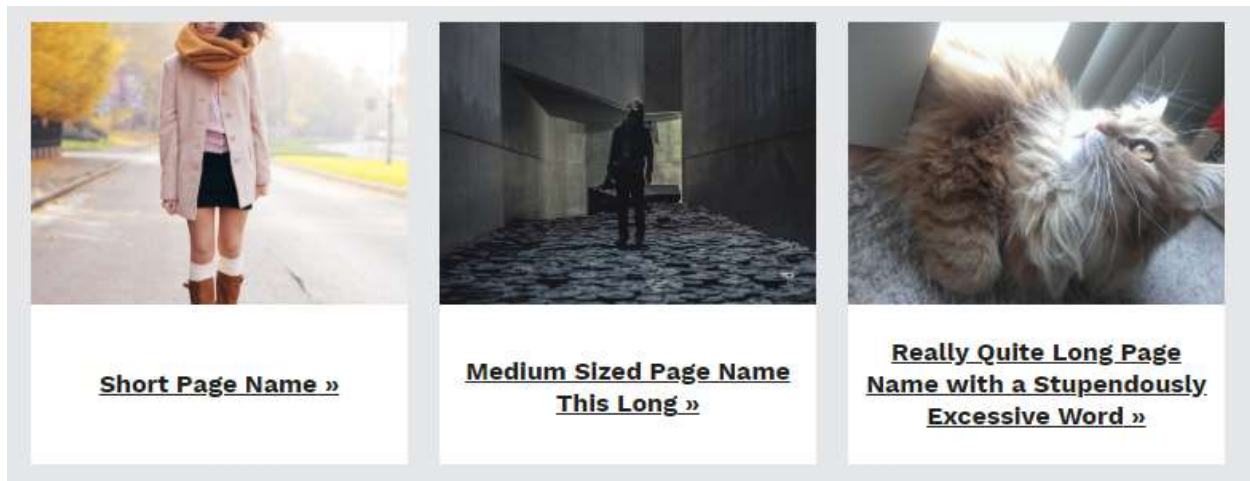


Figure 8 Three Directional Tiles

- 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.
- Use Directional tiles only within single-column content.

Promotional Tiles

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

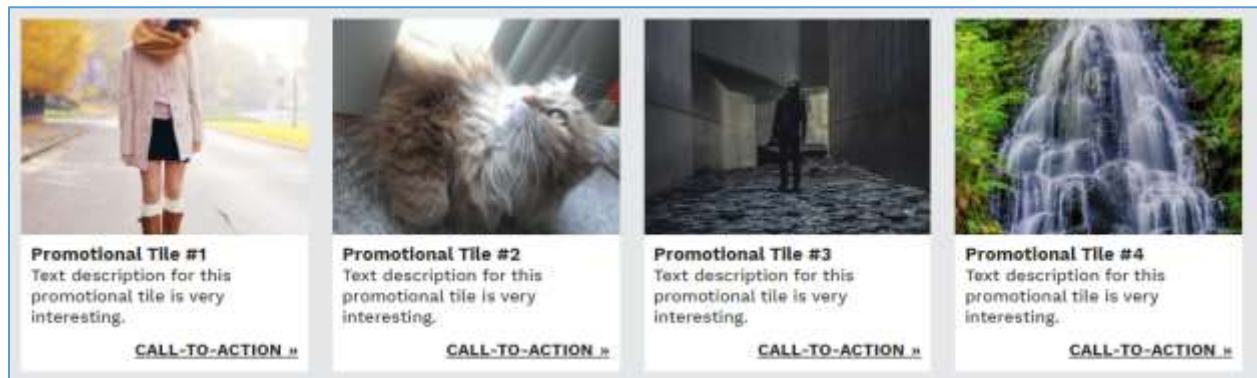


Figure 9 Four Promotional Tiles

- Promotional titles appear below the (optional) alert and above any other page content.
- Layout varies depending on the number of tiles.
- Each title has an image, a headline, a brief description, and a call-to-action link.
 - Images are landscape orientation, 4:3 ratio.
 - Each text element has a maximum length.

Top Call-To-Action

This special button appears in the page header, right under the page title.



Figure 10 Page Header with a Top Call-To-Action

- The Top Call-to-Action button **should be used rarely** and only if:
 1. the page's primary goal is to drive the audience to complete one particular task, linked from the button,
 2. that task requires little to no explanation before clicking the button,
 3. and you're fine if the audience ignores the rest of the page and just click.
- An example might be a registration button on an event page.

Optional Photo & Video Elements

Photo

Photos help communicate the content of a page.

There is a **portrait 1/4 width image** next to this text. It is wider at smaller screen widths.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias



Figure 11 Portrait 1/4 Width Photo

- Photos may be one quarter, one third, or one half of page width. Those sizes refer to large screens.
 - Photos become full-width at small screen 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 people with visual disabilities who use special software to read the page content.
- Photos should not contain overlaid text. Infographics are an exception, but contact Web Services for specific requirements.

Video or Video Playlist

Displays a relevant YouTube video produced by ESU.



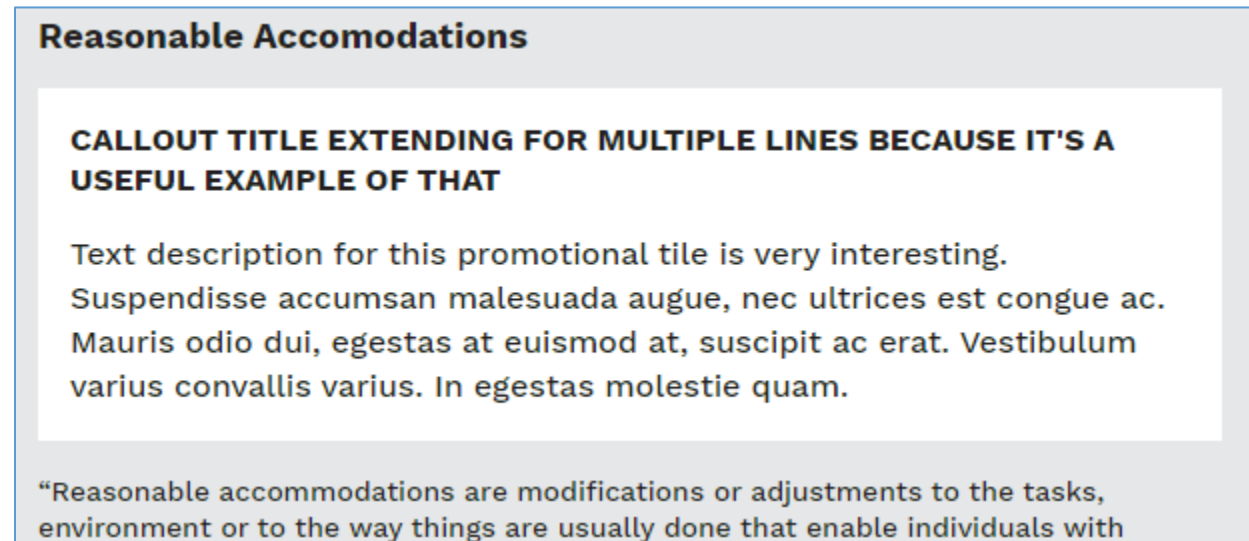
- Videos must be approved by University Relations and added to ESU's official YouTube channel before being linked from the website.
 - Please contact University Relations before independently producing a video.
- A YouTube Playlist may also be added to a page, rather than a single video.
 - Use a playlist rather than embedding more than three videos on a single page.
- MediaSite videos are also supported.

Options to Emphasize Key Content

These elements make particular content more visible on the page than standard body text.

Callout

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.



Reasonable Accommodations

CALLOUT TITLE EXTENDING FOR MULTIPLE LINES BECAUSE IT'S A USEFUL EXAMPLE OF THAT

Text description for this promotional tile is very interesting.
Suspendisse accumsan malesuada augue, nec ultrices est congue ac.
Mauris odio dui, egestas at euismod at, suscipit ac erat. Vestibulum
varius convallis varius. In egestas molestie quam.

“Reasonable accommodations are modifications or adjustments to the tasks,
environment or to the way things are usually done that enable individuals with

Figure 12 Callout with heading above and text below

- Callout boxes contain a headline and body content.
- Callouts should only be used in the Main Column.

Sidebar Column (Two Column Layout)

Regions of a page may be divided into two columns, a “Main Column” and “Sidebar Column”, rather than the default single-column layout. On large screens, this serves to pull “up” content that would otherwise be lower on the page.

On narrower screens, sidebars are full width and move below the Main Column content. Therefore sidebars should not be used for content that must be immediately visible.

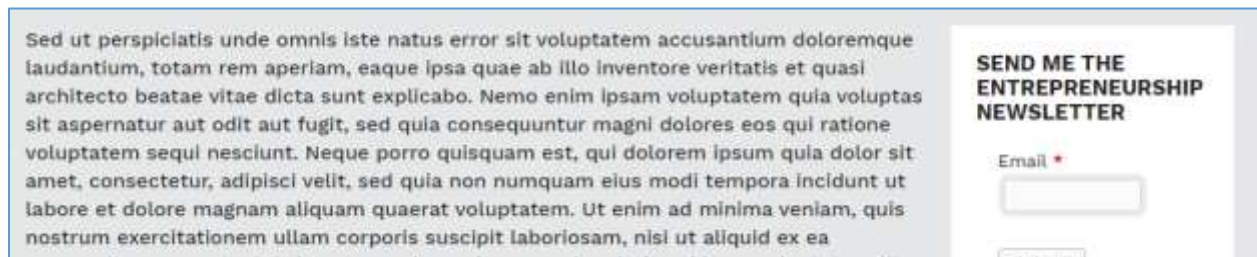


Figure 13 Two Column Layout Example

- Sidebars display on the right side of large screens, and may be one quarter, one third, or one half of the total page width.
- In general either column may contain any of the other page elements, with exceptions noted.
- Content may be any length, but should not stretch below the bottom of the Main Column content on any screen width where they display side-by-side. 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.

Sidebar Card

Sidebar Cards are similar to Callouts, but should be used in the Sidebar Column.

STUDENT ACCOMODATION REQUEST PROCESS OVERVIEW



Credit: Author of this Photo

1. Students request accommodations using the Accommodation Request Form.
2. Documentation is reviewed by a disability specialist.

Figure 14 Sidebar Card

- Each Sidebar Card contains a headline, an optional photo, and body content.
 - Photo dimensions depend on the width of the sidebar (1/4, 1/3, or 1/2 the page width). See Photos above. For example, a 1/4 width sidebar should use a 1/4 width photo.
- Use Sidebar Cards only in a Sidebar Column.

Options to De-Emphasize Secondary Content

Several of these options can be used to shorten a page by initially hiding less important content.

Accordion

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



Figure 15 Accordion

- Accordions should be used for any content where the average user will only want to read one (or perhaps two) of the content blocks.
 - If the user is likely to read all of the content, use headings or subheadings instead.
- Accordions are most commonly used for Frequently Asked Questions. They are also used for content where the “answer” varies by type of user.
- 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.
 - Body content should be brief enough to fit on a single screen height on a typical mobile device. For longer content, summarize within the accordion and link to the full answer on a separate page.
- Use Accordions only within single-column content or the Main Column.

Reference Tabs

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.

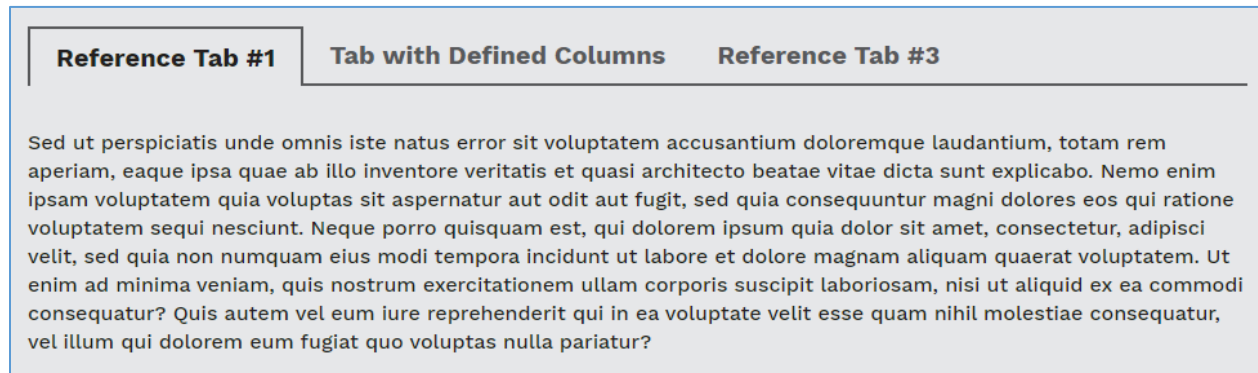


Figure 16 Reference Tabs

- 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 narrow screens, the tabs become an Accordion (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 should be brief enough to fit on a single screen height on a typical mobile device. For longer content, summarize within the tab content and link to the full answer on a separate page.
- Use Reference Tabs only within single-column content or the Main Column.

Including Content from Other Pages

These page elements automatically retrieve content from other pages on the ESU website, or from external sources like social media. Once added to a page, the content in these elements is kept up-to-date automatically.

In the Spotlight

Displays recent press releases from ESU Insider that are relevant to the page.

IN THE SPOTLIGHT



[Student Research Helps Ensure Clean Drinking Water](#)



[East Stroudsburg University opens Bloomberg Finance Lab](#)



[Provost's Colloquium Series Presents a Talk on Changing Attitudes Towards Individuals with Disabilities](#)

[VIEW MORE NEWS »](#)

- By department request, University Relations will create a category for related press releases, for example “OSPR News”.
 - The department must request that each individual press release is marked with that category.
- Contact Web Services before adding In the Spotlight to a page. University Relations requires a sufficient frequency of press releases for departments to use this content item. Contact Web Services for more information.
 - To ask that a press release be written on a particular topic, submit a Publicity Request on the [University Relations website](#).
- The three most recent press releases are displayed on large screens. Smaller screens display the single most recent press release.
- Current content is refreshed automatically every time the page is displayed.

Twitter (or other Social Media) Feed

Displays recent posts from an ESU-approved social media feed.



Figure 17 Twitter feed

- See [Social Media](#) requirements on the ESU Website.
- Current content is refreshed automatically every time the page is displayed.

Calendar Feed

Displays upcoming events listed on ESU's Event Calendar.

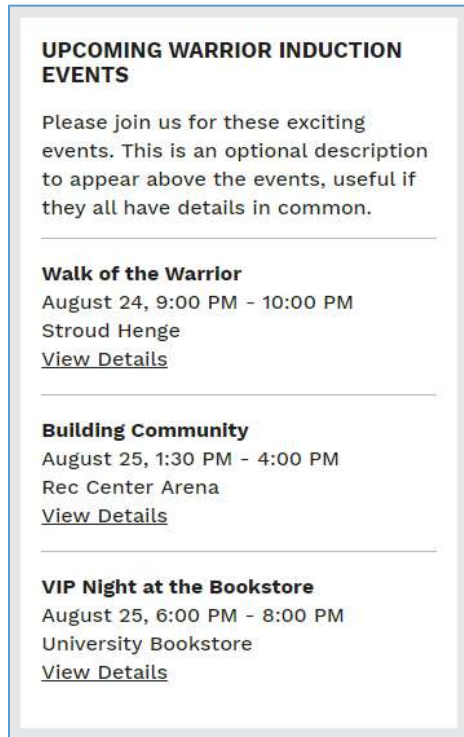


Figure 18 Calendar Feed

- The Calendar Feed displays a group of related events. Each event must have a particular phrase in the event title, such as “Warrior Induction”. The feed will display future events matching that phrase.
 - Optionally, the matching phrase may be removed from titles in the event listing itself, to it from being repeated on each event.
 - The department using this widget must select a unique phrase that will not be used elsewhere, and coordinate however needed to make sure that all relevant events use it in the title.
- ESU requires that all public events be [listed on the ESU Event Calendar](#), and requires that this feed be used to add events to a webpage rather than manually adding the event details to the page itself.
- Current content is refreshed automatically every time the page is displayed.

PDF Viewer

Embeds a PDF on the page for viewing in-place without downloading or opening in a new window.



- The PDF Viewer displays a single PDF document. Users can expand a PDF to view it full-screen, as they would for a video.
- PDFs must be approved for any use of ESU's logo/brand and added to ESU's official issuu.com account before being embedded.
 - Please send PDFs to ESU's publications manager indicating that they are to embed on the ESU website.

Special-Purpose Options

Online Form

MachForm is ESU's online form platform. MachForms can be embedded in any page, either as the primary content on that page (suggested for long forms) or as a minor page element.

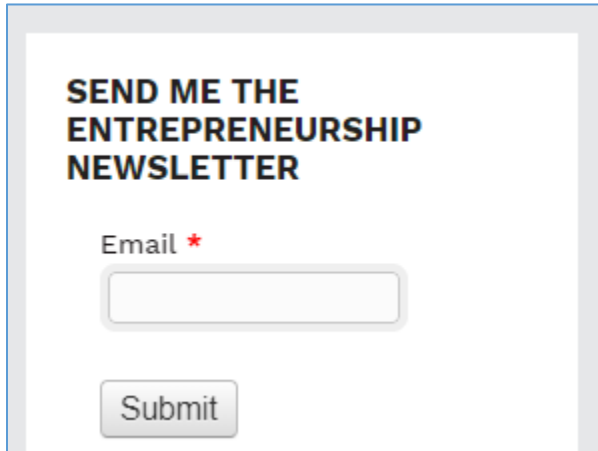
The image shows a web form titled "SEND ME THE ENTREPRENEURSHIP NEWSLETTER" in bold, black, uppercase letters. Below the title is a text input field for an email address, preceded by the label "Email" and a red asterisk. Below the input field is a "Submit" button.

Figure 19 MachForm

- Embedding a form within a website page connects it visually to ESU and to the rest of the section's content. It also allows forms to be combined with any of the website's other content options.
- Contact Web Services for training on how to create and manage web forms.

Carousel / Rotating Content

A Carousel box rotates automatically among multiple "slides" of content. Use a Carousel to display **examples** of some type of content, where no single slide is individually important. For example: student testimonials, recent publications, grants received, etc.

- COMING SOON. You can add a Carousel now, but user controls are not visible yet to rotate the content.

People Tiles

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

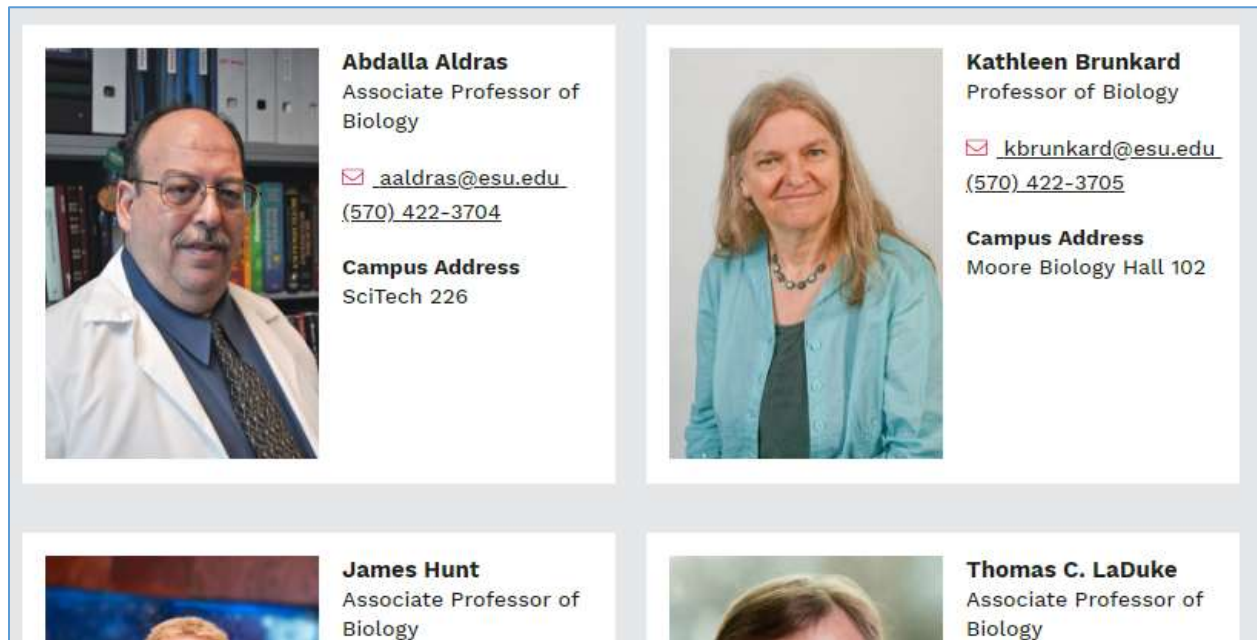


Figure 20 People Tiles

- People Tiles 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.
- Use People Tiles only within single-column content.

Page Alert

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



Figure 21 Page Alert

- 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.
- Use Page Alert only at the top of the page.

Additional Content Elements

Please contact Web Services if you would like to offer web users **functionality** on a page that is not covered by one of the elements above. Example functionality might be a widget provided by another official ESU software platform like ATLAS, WarriorLink, etc.

Alternate Gateway Page Layout

The Gateway is a special, optional layout for section homepages and other high-level pages.

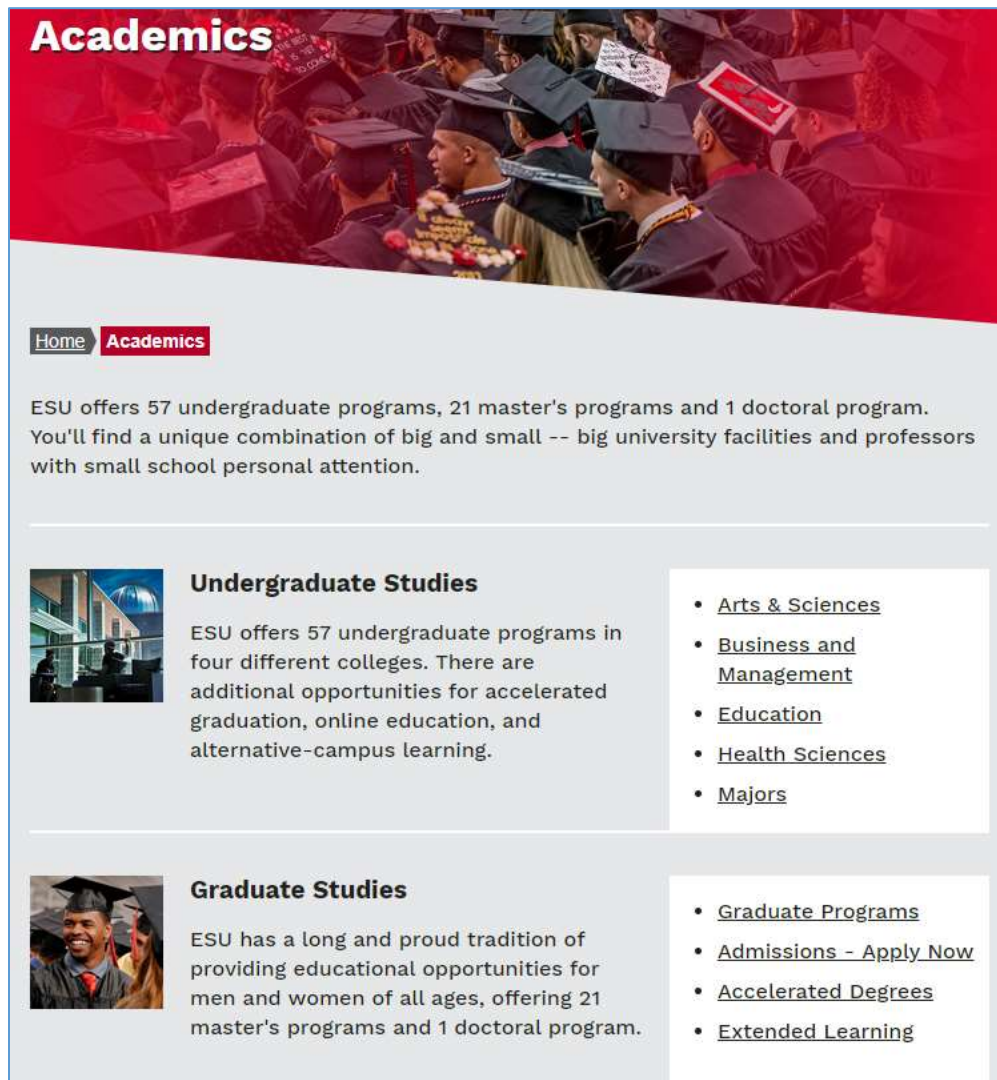


Figure 22 Gateway Page

- 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.
 - Photos are square and small.
 - Two or more links required in each section.
 - Links may also be present in the description. The headline itself is not a link.
- Use the gateway only if linking to a large number of pages within the section is the most important function of the page. It may be more beneficial to highlight key content with Promotional Tiles, Directional tiles, buttons, and other elements.
- When present, it is the **only content on the page** (other than site-wide header & footer), except the required brief text at the top of the page. Do not mix the Gateway with other optional content elements.