

How to create level 1 and level 2 landing pages

Introduction

The new LSE landing page templates have been designed to showcase top-level information about a service or division. The various layout options allow you to feature text, images or videos in the banner area, and include a variety of web components to suit your primary and secondary message profiles. This quick-reference guide shows you how to create a landing page in the new CMS, and provides an overview of the two available templates.

Landing page templates

There are two iterations of the landing page i.e. Level 1 (template 1.0) and Level 2 (template 1.1). The minor difference between the two is explained later in this document (see p5).

Let's get started...

1. Right-click on the folder where you want to create the page, and select 'New content'.
2. Within the 'Create new content' window, go to 'Web page – create a page from a page template' and choose one of the following:
 - TMP-1-0-Level-1-Landing-Page
 - TMP-1-1-Level-2-Landing-Page

Level 1 landing page

Once the page has been created, you'll notice that there are a number of placeholders, some with guidance notes indicating their usage e.g. 'Optional extra promo rows'. Please remember to delete these notes as you build the page, otherwise they'll appear alongside your published content.

Add title and metadata

Your first task will be to assign a title to the page. Click on the 'Properties' tab to amend the menu and the file names. Note that the title will appear with the introductory text under the banner. You're also required to add metadata i.e. a description of your page. The metadata (second tab under the title) should be a search-friendly description of ideally no more than 160 characters. This text might appear in Google search results if no matching words are found for a query.

What are razor views?

You'll notice a couple of web controls labelled 'Razor view' on the page. These are automated feeds that cannot be edited. Please do not delete them (see 'Landing page search collection', p3, for an exception).

Create a banner

You'll see a web control labelled 'Level 1 banner media and text' at the top of the page. This allows you to choose features related to the banner. Right-click on the web control to edit its properties.

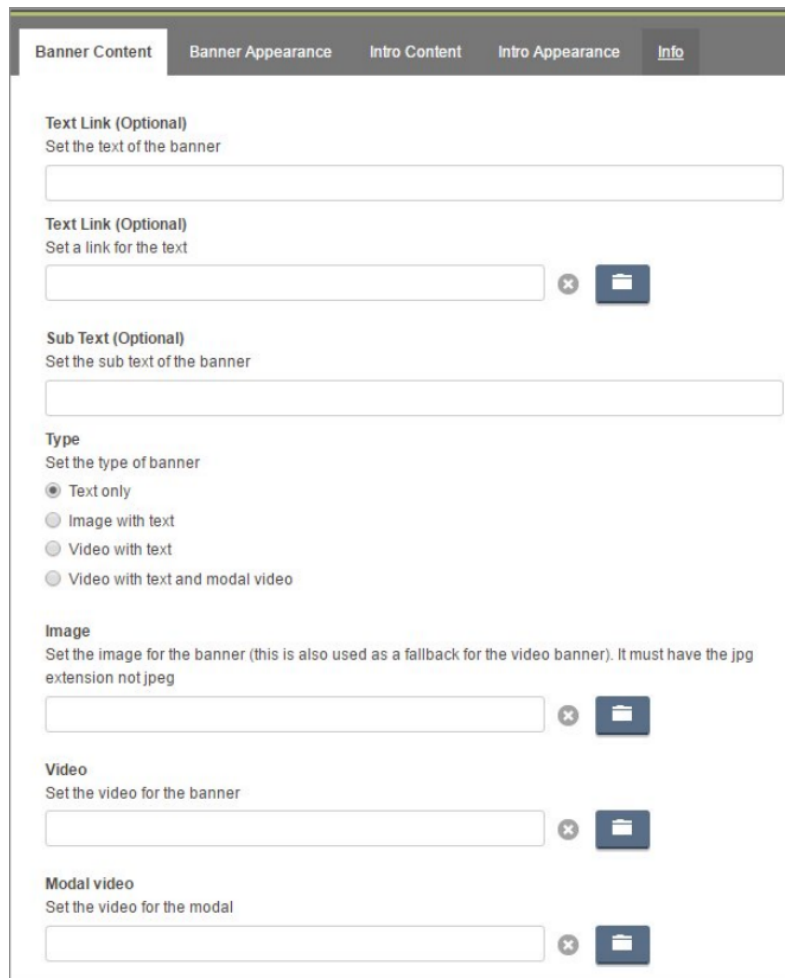
The image shows a web control interface for editing a banner. At the top, there are five tabs: 'Banner Content' (selected), 'Banner Appearance', 'Intro Content', 'Intro Appearance', and 'Info'. The 'Banner Content' tab contains several sections: 'Text Link (Optional)' with a text input field; 'Text Link (Optional)' with a text input field and a file upload icon; 'Sub Text (Optional)' with a text input field; 'Type' with four radio button options: 'Text only' (selected), 'Image with text', 'Video with text', and 'Video with text and modal video'; 'Image' with a text input field and a file upload icon; 'Video' with a text input field and a file upload icon; and 'Modal video' with a text input field and a file upload icon.

Figure 1: Level 1 landing page banner web control

As shown in Figure 1, you can choose to display text, an image or a video to feature in the landing page banner. Here's a short description of all the options:

- Written message

The first three options under 'Banner content' (Text, text link and sub-text) allow you to feature a corporate message or a headline in the banner area, and to link to further details, if required. Remember to select 'Text only' under 'Type'. The style, size and weight options for the fonts can be set from the 'Banner appearance' menu. Figure 2 shows a visual of a banner with a written message.

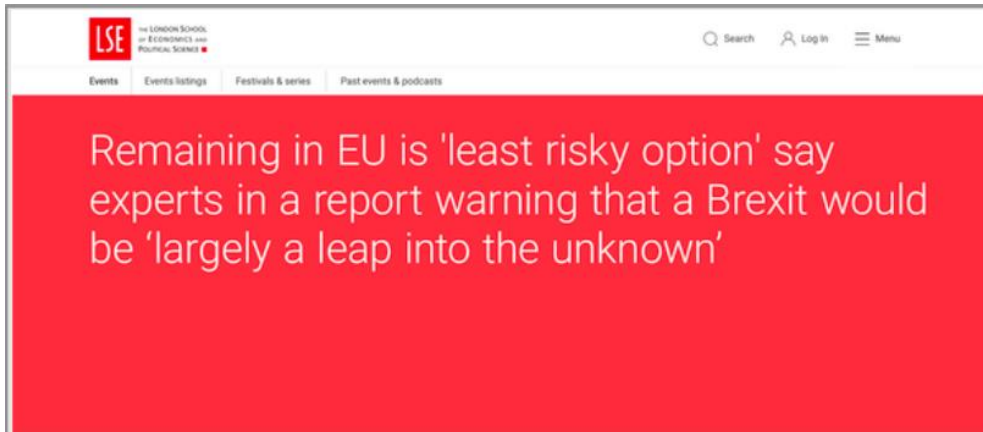


Figure 2: Level 1 landing page banner with a written message

- Image

Select the 'Image with text' option under the 'Type' menu, and tag an image from your chosen folder in the CMS. Remember that this option allows you to add text on top of your image.

- Video and modal video

There are two versions of the video feature. Both allow adding a title or short message on top of the video.

- 1) You can select 'Video with text' under the 'Type' menu and add a video to the 'Video' section.
- 2) Alternatively, you can choose the 'Video with text and modal video' option. Please add your video to both 'Video' and 'Modal video' sections. This outputs a play button in the centre of the banner. The video can then be seen in a takeover window.

- Intro content

Add introductory text in this section. This will appear against the page title under the banner.

- Intro appearance

This section assigns a corporate colour to your page title. Most editors will select the 'General LSE' option, unless they're editing the corporate research, social, news or events landing pages.

Landing page search collection

This feature is exclusive to the Level 1 landing page template. It allows linking to LSE's bespoke search facilities for the programme, research, news or events finders. Editors responsible for other sections or divisions can delete this web control, which will exclude the search bar from a published page.

If you're linking to one of the above-mentioned search facilities, simply right-click on the 'Landing page search collection' web control and select your desired option (see Figure 3).

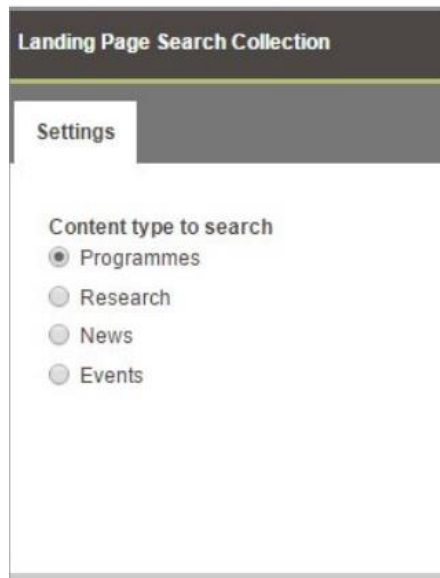


Figure 3: Level 1 landing page search options

Area for 'Life at LSE' and 'Study at LSE'

This space is dedicated to the 'Life at LSE' section. If this isn't for you, then please don't add anything to this area. When left blank, this feature will not be visible on the published page.

Curated area [A, B, C and D]

This is the heartland of your landing page where you'll feature carefully selected primary and secondary messages and information in the form of web components. You'll see that the template is pre-populated with three web components (Figure 4 - A, B and C). If you wish to use a different combination of components, then you can simply right-click and delete the three web controls. The containers (green dotted lines) will not be deleted from the template although they will not be visible on a published page.

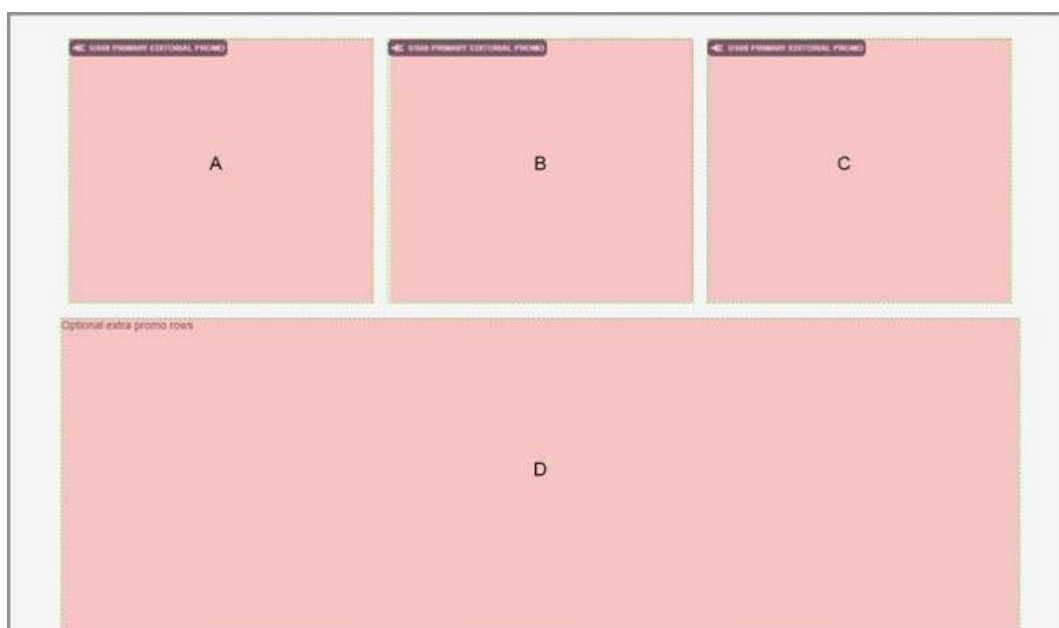


Figure 4: curated section of a landing page

For your convenience, we have created a number of pre-built combinations of our web components, which you can simply drag and drop into the area marked as 'D' in Figure 4 above. These pre-built rows can be found in the following location:

Components > Pre-built rows

We have produced a [Glossary of web components](#) which explains the functionality and look-and-feel of each of our newly designed components.

You can also view a [video tutorial](#), which demonstrates how to curate web components.

The number of rows you add to the page will depend on your content strategy and requirements.

Pre-footer area

As indicated by its title, this is the area above the footer, which usually profiles quick links to content related to the subject of a page. There is a variety of dynamic and curated components available to suit various content requirements.

In order to curate this area, you must first select a container (placeholder) from a choice of coloured backgrounds available in the CMS. These are located here:

Components > Pre-footer-area > Pre-footer-containers

You can simply drag and drop a container of your choice to the pre-footer area. If you're curating this section with more than one row, then we recommend using the mid-grey container at the end. This will give a feel of a visual border to your webpage.

The following components and combinations can be used in the pre-footer area:

- S03-related-content (curated and dynamic)
- S06-related-programmes
- S07-Contact *[to be used on the right hand side]*
- UT03-Find-an-expert (to be used along with S07-Contact)
- UT05-Newsletter-subscribe (to be used along with S07-Contact)
- Blogs and events modules
- Twitter and Instagram modules *[to be used in the middle section]*
- A pre-built combination of an event module, a related content module, and a Twitter feed (Components > Pre-footer-area > Pre-footer-pre-built)
- Pre-built row of US14 module (Components > Pre-built-rows > 5x-small-promo-row)

Level 2 landing page

The level 2 landing page (TMP_1.1) is similar to the Level 1 template, with the following exceptions:

- The Level 2 landing page does not include a search bar. This makes it ideal for divisions that do not need to profile bespoke search facilities.
- The Level 2 landing page features a 'Level 2 siblings menu', which enables a secondary-level navigation.

Contact us

We're keen to support your understanding of the new templates, and have developed various training guides that explain the functionality of each of our templates. We are constantly reviewing these guides and welcome your feedback. Please contact us at comms.digital@lse.ac.uk if you have any comments or suggestions for improvement. Many thanks!