



Page Templates

What we'll help you do -

We're going to outline some page structure ideas in templates for you to use when creating pages, based on the content you have. Determine which kind of page aligns most with the content you have, and recreate it in OmniUpdate with the recommended components.

Know what you're looking for?

- **How to Determine Your Page Type**
- **Landing Page**
- **Detailed Page**
- **Informational Page**
- **"Information For" Page**

How to Determine Your Page Type

Page types allow the user to have a consistent experience across the site, and makes it easier for us to build out pages according to user expectations. The following questions can help you determine which page type you are working with.

Is the page explaining a service, opportunity, or program from a high-level?

If yes, you may be looking at a [Landing Page](#).

Does the page have child pages living under it?

If yes, you may be looking at a [Landing Page](#).

Does the page have a lot of information to share about one particular topic?

If yes, you may be looking at a [Detailed Page](#).

Is the page focusing on helping a user accomplish a specific task, or give the user the resources they need to do so?

If yes, you may be looking at an [Informational Page](#).

Is the page one of the "Information For" pages in the menu?

If yes, you may be looking at an ["Information For" Page](#).

If none of the questions above seem to apply to the page you're working on, go with the Informational Page layout. You may always modify or add to layouts to make them fit user needs better.

Landing Page

- Introduces a service or program at a high-level
- Uses components to link deeper into the site
- EXAMPLE: "[Student Support](#)", "[Health Services](#)"

	Section Goal	Possible Component
Hero	Establish vibe of the page	Standard hero image + page introduction
1	Story-telling moments to get users interested + engaged	Any visual component like a Featured Video or a Student Story or Horizontal Image List
2	Link deeper into site	2-Up Grid or 2 / 3 Column Component
3	Additional story-telling content can be added here, depending on needs OR Connection to Events	Any visual component like a Featured Video or a Student Story or Horizontal Image List OR Upcoming Events block
4	If there is any additional information or related links to share, share them here	WYSIWYG
5	Give users someone to contact	Get In Touch Component

Detailed Page

- A page that has the most specific details about a program, opportunity, or service that a user can get to on the site
- Usually doesn't have any child pages
- EXAMPLE: "[Online Writing Lab](#)", "[Jaguars Serve](#)"

	Section Goal	Possible Component
Hero	Quickly establish goal of this page	No hero image + page introduction OR Hero image + page introduction, if you have imagery to share relevant to this particular page's content
1	Share the content that users need to know on this page (i.e. what are the main takeaways of this service?)	WYSIWYG or 2 / 3 Column Component
2	Add additional context as needed	Accordion
3	Give users someone to contact	Get In Touch Component

Informational Page

- Focused on getting task-focused information across to specific audience(s), like prospective or current students
- "To the point" pages, mostly facts & details with straightforward components and links to deeper information
- EXAMPLE: "[Financial Aid](#)", "[Tuition & Fees](#)"

	Section Goal	Possible Component
Hero	Quickly establish goal of this page	No hero image + page introduction
1	Share important page content	WYSIWYG or 2 / 3 Column Component
2	Link to further related content as needed	2-Up Grid
3	Give users someone to contact	Get In Touch Component

“Information For” Page

- A traffic cop page that speaks to a specific audience that **isn't** prospective students
- Organizes important links & presents them with context
- EXAMPLE: "[Information For Current Students](#)", "[Information For Faculty & Staff](#)"

	Section Goal	Possible Component
Hero	Quickly establish who this page is for	No hero image + page introduction
1	[Optional] List the most important / visited links. Keep to 2-4 items	Horizontal Image List
2	Organize links thematically using the title & introduction fields to describe those themes. Link to items that are relevant with short context for each item. Repeat this component as needed with different link themes.	2-Up Grid or 3 Column Component
3	Give users someone to contact	Get In Touch Component

Next Steps

Now what? Check out these resources to help you take the next step (**Press Control and click on the text in the red box to open the link.**)

I am seeking basic information related to web training and updating my page >

I need to identify my page's goal and audience >

I don't know whether to add a new page or edit site structure >

I'd like some best practices on writing for the web >

I'd like to see a glossary of key terms >