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WEBSITE MODULES

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ABOUT THIS DOCUMENT

**THIS GUIDE WILL HELP YOU
BUILD FEATURED PAGES
ON UNB'S WEBSITE.**

WHAT YOU NEED TO KNOW:

Using UNB's website modules allows you to mix-and-match design elements to build a featured page — also known as a “landing” or “home” page — on your own, without any design or coding experience.

These modules ensure a consistent look across the university's websites, while giving each unit the opportunity to build an individualized page that's right for them.

HERE'S THE PLAN

“LAYOUT MODULES” WILL HELP YOU CREATE GREAT NEW PAGES ON YOUR OWN.

These new modules will take care of the design, so you can focus on your content.

HOW DO THESE MODULES WORK?

Each module is a pre-built layout “block” that can accommodate a specific type of content. Assembling a few of these blocks in a logical order (with respect of important guidelines included herein) will result in consistent and engaging web pages for visitors.

HOW DO WE IMPLEMENT THE MODULES?

Through UNB’s content management system, Cascade, contributors will have access to the tools required to select a page’s modules and enter relevant content into them.

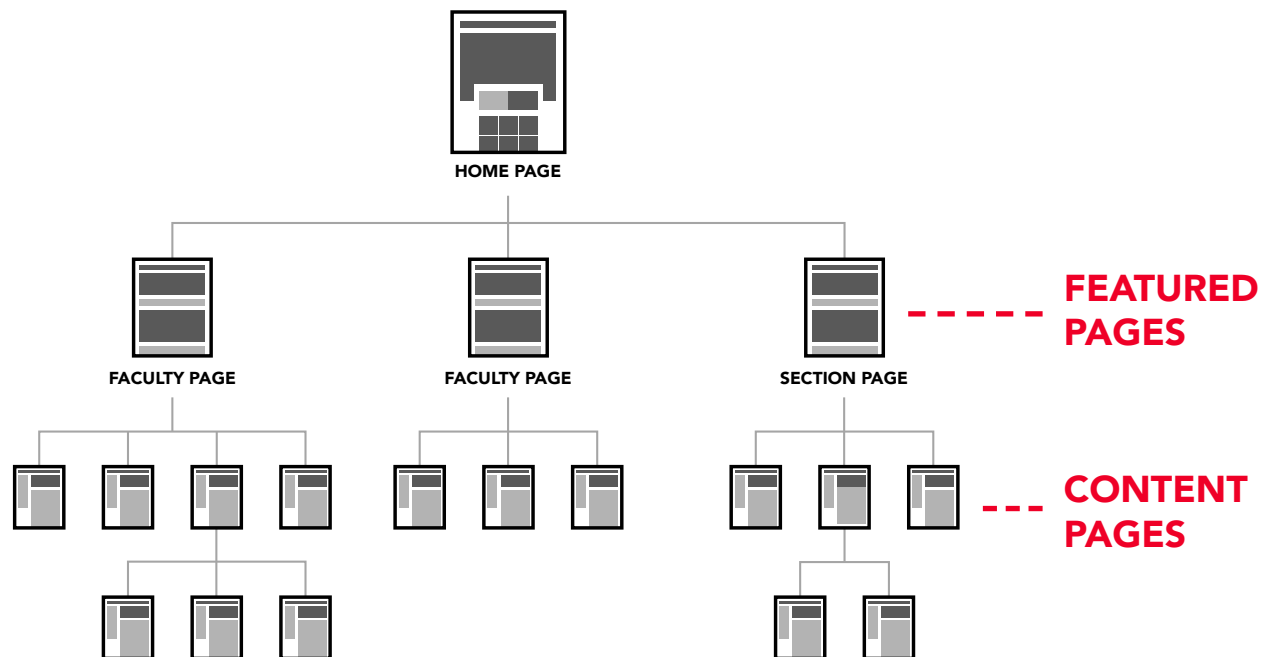
GETTING STARTED...

Read this document. It will provide you with important guidelines and best practices to assemble good web pages, and provide information on all current layout modules.

INTRODUCTION TO UNB'S LAYOUT MODULES

THERE ARE TWO TYPES OF PAGES ON UNB'S WEBSITE.

FEATURED PAGES, and **CONTENT PAGES**. Modules are available to help you create great featured pages. Keep reading for more information on these two types of pages.



THE TWO STANDARD PAGE TYPES

FEATURED PAGES

(1 COLUMN, FULL-WIDTH)

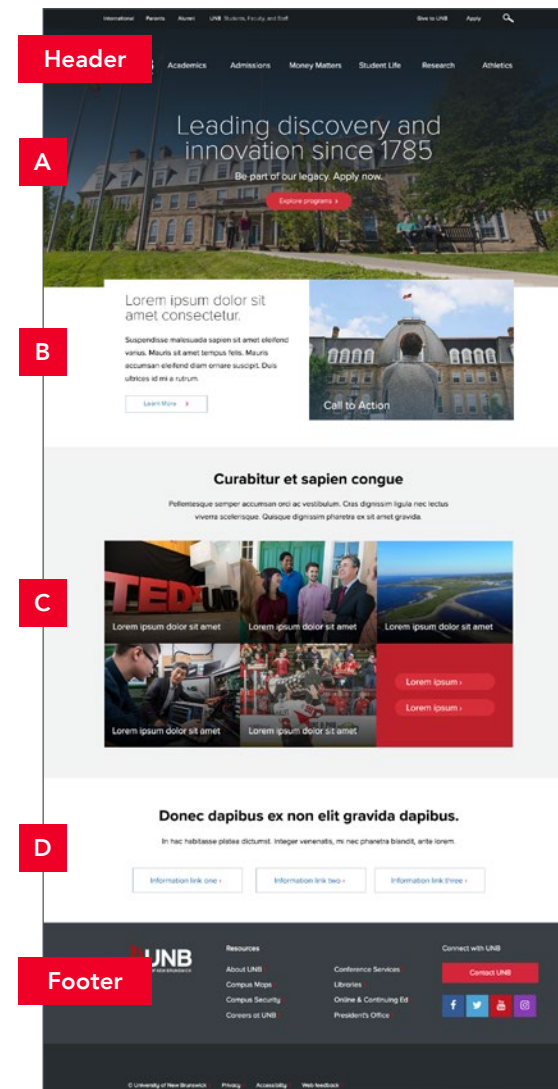
Featured pages are typically the homepage for your website. It's the starting point for most website visits, and should introduce visitors to who you are and what you do.

Featured pages deliver an engaging experience by making use of the full width of the user's browser. These pages do not display the standard navigation side-bar for greater focus on this page's content.

TYPICAL STRUCTURE FOR A FEATURED PAGE

- A** **Billboard Module**
Present a website section or content with an impactful image and headline.
- B** **Featured Article Module**
Present some featured content to start off your website section and get the most important content across.
- C** **"Top Five" links Module**
Some featured content. Deliver enticing content to inform and draw users in.
- D** **Brief Info with Links Module**
Provide a call to action. Give visitors options for moving forward. Avoid dead ends!

Note: You cannot modify the menus, header, or footer of the website. These are built to be consistent across the entire website.



THE TWO STANDARD PAGE TYPES (CONTINUED)

CONTENT PAGES

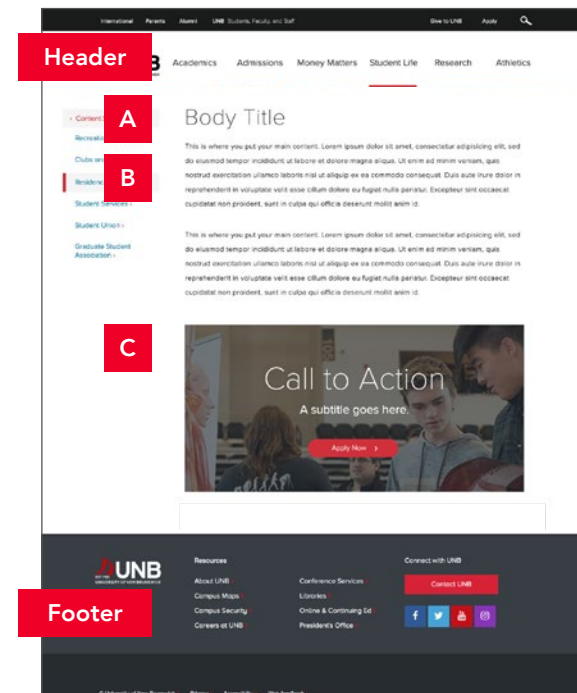
(1 COLUMN WITH NAVIGATION SIDE-BAR)

Standard content pages make up the majority of UNB's website. They offer a balance of content delivery and navigation features not available on the featured page template. Modules are not available when creating content pages, but a call to action module can be added on request.

TYPICAL STRUCTURE FOR A CONTENT PAGE

- A** **Page title**
This will let the reader know what they are looking at. A clear and descriptive title will set expectations and allow the user to confirm that they are where they want to be.
- B** **Content**
Deliver your core content in a simple and direct fashion. Be considerate of your readers' experience and the accessibility of your content by employing a good heading structure (using the proper heading styles rather than bolding text to create headings).
- C** **Call to action module**
Make the end goal clear. Draw the reader's attention to important buttons and links via engaging, relevant photography. This module can be added upon request.

Note: You cannot modify the menus, header, or footer of the website. These are built to be consistent across the entire website.



WEBSITE CONTENT: BEST PRACTICES

1. SET EXPECTATIONS

Make sure your page starts off with a simple introduction that lets visitors know what they are looking at and who it is for. Remember that users don't always enter your website through the "front door." Search engines and external links can direct visitors practically anywhere on your site, so make sure adequate context is included.

2. USE HEADINGS

A great way of helping a reader navigate a large amount of content is to separate it into smaller, more digestible pieces. Clear headings should be used to label these pieces so one can quickly and easily identify what's what.

Properly formulated headings are also a great way of increasing the odds of being found by search engines such as Google (in other words, improving your SEO). Search engines will focus on the main headings on your page, and look for specific keywords that relate to what people are looking for. So make sure your headings are descriptive, clear, and include keywords that are representative of your subject matter.

3. MAKE IT ENGAGING

Include some mixed media (images or video) where relevant. This will render the page more engaging for a visitor, and direct their attention towards your content. Images are still worth a thousand words. Don't overdo it, though.

4. POINT USERS IN THE RIGHT DIRECTION

Provide links, calls to action, buttons, etc. to help users organically navigate UNB's site. You generally don't want a page to be a "dead end." Provide visitors with access to an intentional 'next step' or 'related content' after reading your page. Keeping them engaged with UNB's site can lead to accidental discoveries and even influence an prospective student's decision to apply!

5. KEEP IT SIMPLE

The human brain has a very limited attention span. Aim to keep your page as simple and focused as possible. Help your pages succeed with as little reading effort as possible.

Rule of thumb: if you are not 100 per cent certain about a piece of content or media, remove it.

AVAILABLE MODULES



AVAILABLE MODULES

BILLBOARD

CREATE A GREAT FIRST IMPRESSION. SET THE TONE FOR THE SECTION.

Balance marketing content and context

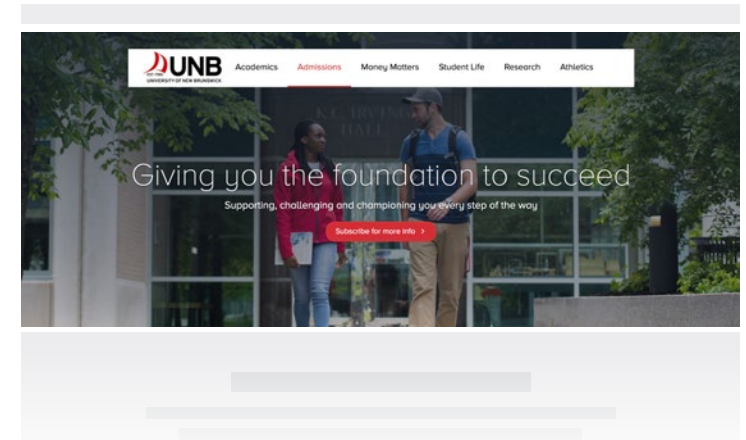
This content should promote UNB's brand and personality, while informing visitors (and search engines) what this section is all about.

Include keywords

Consider using keywords that align with the section's subject matter. This will help visitors and improve search engine optimization (SEO). Search engines such as Google will read these headings to determine what content can be found within.

Promote clear, intentional interactions

The optional button is a great way to direct visitors exactly where you want them. Make sure it is descriptive enough so that visitors know what to expect after clicking.



GUIDELINES

HEADING TEXT: Approximately 5 words.

SUMMARY TEXT: One short sentence.

LINK LABEL: Keep the label as short as possible, while remaining descriptive enough to set the user's expectation upon clicking.

IMAGE: 1440 x 649 pixels minimum.

NOTE: Title, statement, and button elements in this module are pre-defined by the CMS in order to be consistent across all faculty pages. In these cases, you may only choose a background image.

AVAILABLE MODULES

FEATURED ARTICLE

KICK OFF YOUR WEBSITE WITH A STRONG FEATURE.

Prime real estate

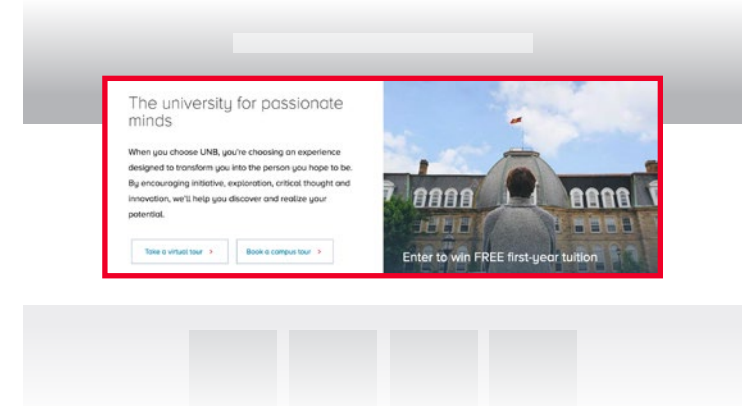
This module lives immediately under a carousel on a featured page, and feeds off of its impact and presence. The featured article is your opportunity to drive traffic into your website's key pages, or communicate your site's most important feature & links.

Be mindful of your audience

Think about your target visitor's mindset, and what they are looking for upon visiting your website. Why are they here? What is a successful visit for you? This module should be 100 per cent aligned with your goals, and should drive traffic where you want it to be.

Keep it simple

Don't overcrowd this important module, or it will quickly lose its efficiency. Visitors have a low attention span, and you don't want to lose their focus because you are trying to say too much.



GUIDELINES

TITLE: Approximately 5 words.

SUMMARY: This is the main content of the module. It can range from a single sentence to a short paragraph. Be mindful that the content does not stretch past your featured image.

IMAGE: 500 x 400 pixels minimum.

ALT TEXT: Provide a short description of what the image is, for accessibility purposes. Write this as if you were describing the image to someone who cannot see it.

BUTTONS: Keep the label as short as possible, while remaining descriptive enough to set the user's expectation upon clicking.

LARGE IMAGE

ADD PERSONALITY AND VARIETY TO YOUR PAGES.

Help the reader navigate the page

Short, simple statements will help the reader separate the page's content into more digestible blocks. Remember that visitors may rely on this type of module to quickly decipher a page without reading all of its content.

Include keywords

Consider using keywords that align with the section's subject matter. This will help visitors and improve search engine optimization (SEO). Search engines such as Google will read these headings to determine what content can be found within.

Promote clear, intentional interactions

The optional button is a great way to direct visitors exactly where you want them. Make sure it is descriptive enough so that visitors know what to expect after clicking.



GUIDELINES

TITLE: Approximately 5 words.

BUTTON: Keep the label as short as possible, while being descriptive enough to set the user's expectation upon clicking.

IMAGE: 1440 x 649 pixels minimum.

AVAILABLE MODULES

BRIEF INFO WITH LINKS

A GATEWAY TO RELATED PAGES.

You are a tour guide

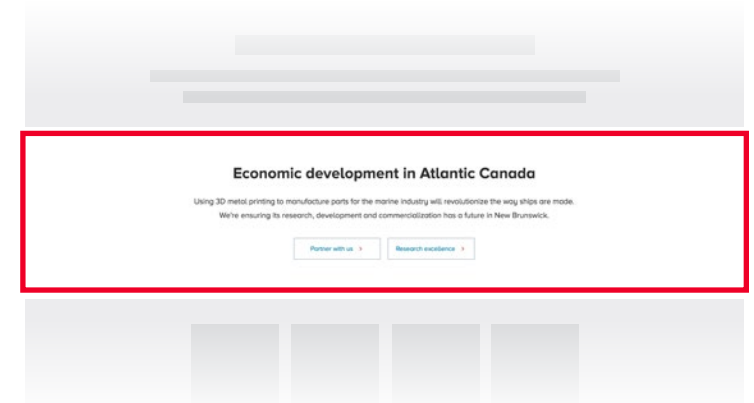
Show visitors around—quickly introduce them to content found in the section. Let them know what you have to offer and they will navigate your section with more confidence.

Include keywords

Consider using keywords that align with the section's subject matter. This will help visitors and improve search engine optimization (SEO). Search engines such as Google will read headings to determine what content can be found within.

Don't overload the reader

Including too many buttons in one module is not a good idea—if a reader must decipher too many interactions at the same time, they will lose interest. Instead, group buttons into smaller groups with a bit of content to provide context.



GUIDELINES

TITLE: Approximately 5 words.

SUMMARY: Keep this as short as possible. This summary should only introduce the reader to content found beyond the buttons.

BUTTONS: Labels should be as short as possible, while being descriptive enough to set the user's expectation before clicking. Try not to include more than five buttons at once. You will select whether a link is internal (from UNB's website) or external (a URL from another website) before providing a destination.

AVAILABLE MODULES

DETAILED INFO WITH LINKS

DELIVER CONTENT WITH SUPPORTING LINKS.

Structure your content for efficient browsing

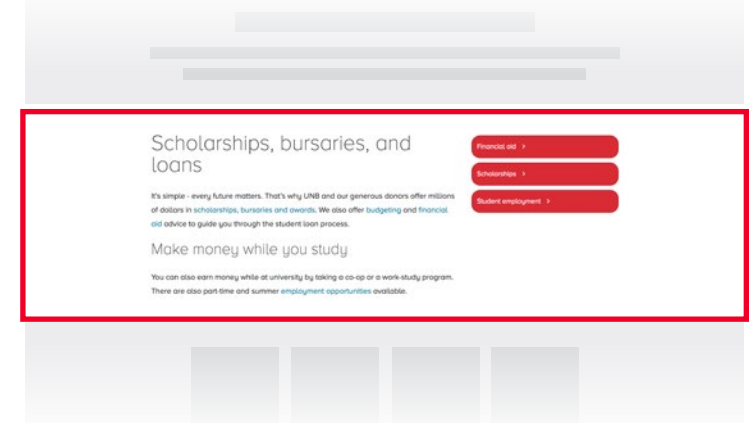
Use this module to keep buttons/navigation close to its relevant content. If users have to scroll around your page to find their way, they will lose interest. Don't be afraid to use multiple instances of this module to logically bundle buttons and content.

Use sub-headings

Sub-headings (or titles within your content) are extremely important when structuring your page. Visitors will rely on these to quickly find content without reading the entirety of a page. Content with a good heading structure will also help search engines find and understand your content, which will ultimately improve traffic from search engines.

Avoid redundant content

Make sure content in this module and the pages you are linking to is not redundant. Not only is this less efficient for your visitors, it is bad for search engine optimization.



GUIDELINES

CONTENT: Compared to the "Brief info with links" module, this module allows you to include much more content alongside your buttons. You can include headings, text, and sub-headings.

BUTTONS: Labels should be as short as possible, while being descriptive enough to set the user's expectation before clicking. Try not to include more than five buttons at once. You will select whether a link is internal (from UNB's website) or external (a URL from another website) before providing a destination.

AVAILABLE MODULES

FACT SECTION

BE CONVINCING WITH COMPELLING FACTS AND NUMBERS.

Set UNB apart from the competition

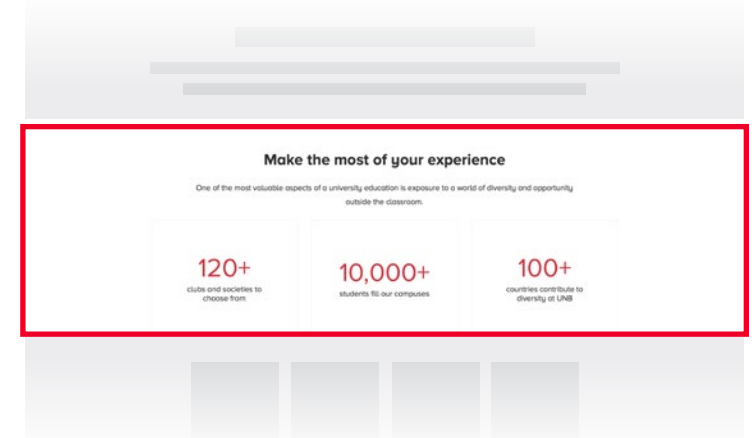
Use this module to present the strongest selling points that set you apart from competitors. When a prospective student is comparing institutions, you want to be certain that they see your most convincing numbers and facts even if they don't read your entire page.

Be mindful of your audience

Try to think of what appeals to your target audience. Opt for fewer but more convincing facts, rather than quantity.

Don't over-do it

Typically, this module should not be used more than once on a given page. Overuse of this style of content creates a less-than-ideal reading experience, and can make it look like you are trying too hard to set yourself apart.



GUIDELINES

TITLE: Approximately 5 words.

SUMMARY: Keep this summary to a sentence or two. It should quickly introduce the reader to the information that follows. Rely on your facts/statistics to get the message across.

FACTS: Each fact includes a title (this is the large red number or word you are emphasizing), and a "fact" which serves as a smaller descriptor underneath.

AVAILABLE MODULES

FEATURED STORY

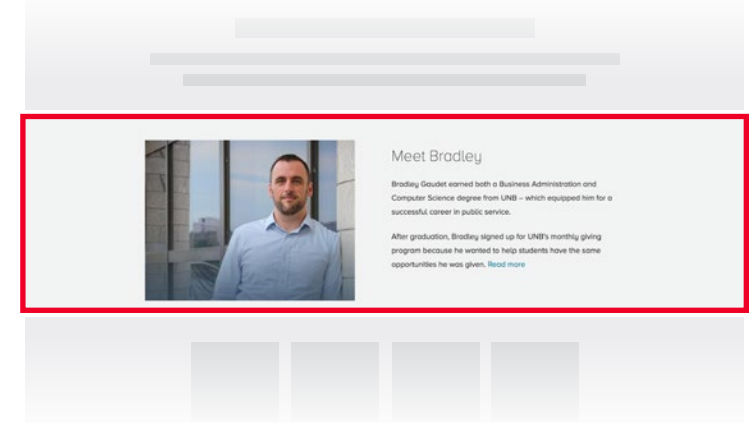
SHOW AND TELL.

A brief summary

This module should only present a short summary and introduce the reader to a longer story found elsewhere. Let them decide if they want to click “Read more” for the full story. Including more content here will discourage readers and lower traffic that actually clicks through.

Don't neglect your photography

Make sure the selected photo's quality is adequate. Don't hesitate to change the photo if it does not do the story justice, or if it isn't of high enough quality.



GUIDELINES

TITLE: Approximately 5 words.

STORY DETAILS: Summarize the linked story here. Don't write too much—just enough to set expectations and entice interested readers to click through to the full story.

IMAGE: This is the story's featured image. It should be a minimum of 500 x 400 pixels.

LINK GROUP

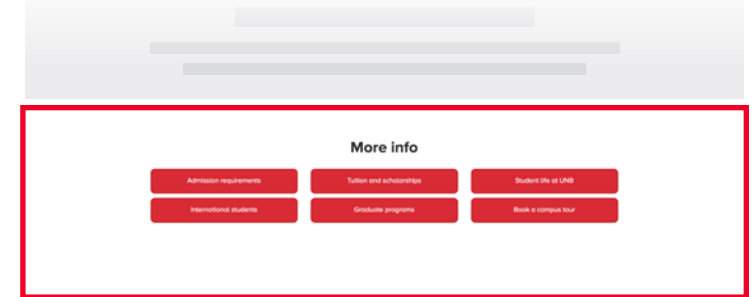
MAKE LINKS STAND OUT.

Similar module, different purpose

This module is similar to the “Brief info with links” module. It is important to understand when to use either of these for the benefit of your section/page’s success.

When introducing a visitor to links that relate to your current page’s subject matter, the “Brief info with links” module is more appropriate. Visitors will appreciate the context and become aware of available links in a more subtle and integrated manner.

When you wish to draw all attention to buttons (and away from your page content), use this “Link group” module.



GUIDELINES

TITLE: Approximately 5 words.

SUMMARY: Keep this as short as possible. This summary should introduce the reader to content found beyond the buttons.

BUTTONS: Labels should be as short as possible to not span more than a single line, while being descriptive enough to set the user’s expectations. You will select whether a link is internal (from UNB’s website) or external (a URL from another website) before providing a destination.

AVAILABLE MODULES

TABBED CONTENT

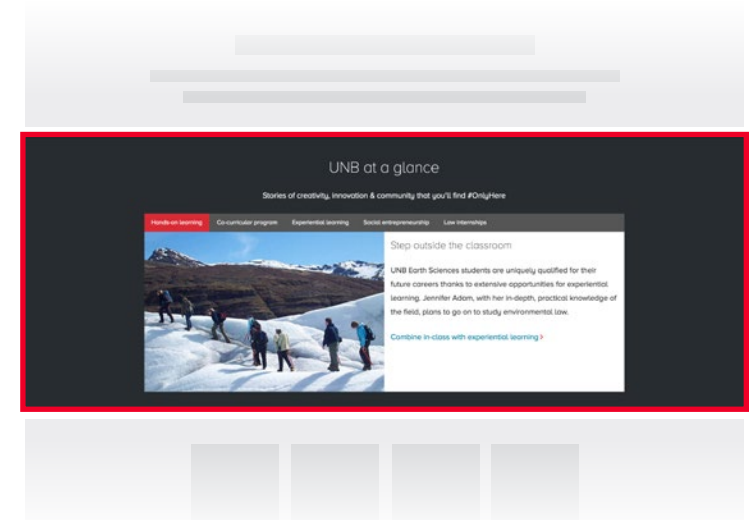
SHARE STORIES, ENGAGE VISITORS.

Don't neglect this module's title and summary.

Make sure that your title and summary are descriptive and appealing enough for your visitors to stop and explore the tabs in this module.

Avoid competition between tabs

Care must be taken when using such a module because only a single tab is visible at one time. Make sure that your various tabs showcase related, equivalent content (e.g., a variety of students and their stories).



GUIDELINES

MODULE TITLE: Approximately 5 words.

MODULE SUMMARY: A short sentence to introduce and set expectations for the tabs below.

TAB LABELS: Keep these as short as possible. All of your tabs must fit side by side on a single line.

ARTICLE TITLE AND SUMMARY: Summarize the linked story here. Don't write too much—just enough to set expectations and entice interested readers to click through to the full story.

AVAILABLE MODULES

TOP FIVE

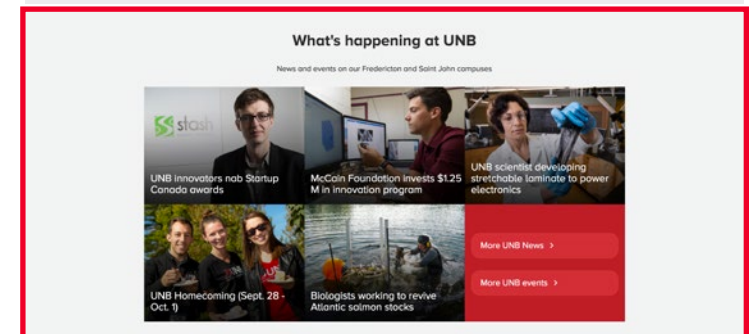
VISUALLY SHOWCASE POSTS, ARTICLES, OR CURRENT EVENTS.

It's more than simply keeping people updated

"Post"-type content such as news, blog posts, or other similar articles are important to showcase UNB's personality and energy to visitors. Readers subconsciously rely on such content to gain a more tangible appreciation of the institution. It can help to validate their perception of the university through different lenses than what is communicated in static website content everywhere else.

Update frequency vs. your audience

Know your audience. How often do they visit? What is relevant to them? Do you mostly cater to prospective students who want to learn about UNB? Or does your audience return from time to time expecting news and updates on recent developments? This will help you plan the frequency at which you will update your Top Five features.



GUIDELINES

MODULE TITLE: Approximately 5 words.

MODULE SUMMARY: A short sentence to introduce and set expectations for the posts/articles below.

PROMO BLOCK: These "Promo Blocks" represent each post you are showcasing.

PROMO BLOCK IMAGES: 357 x 272 pixels minimum.

PROMO BLOCK TITLES: A single headline/sentence to communicate the essence of each post and entice clicks.

LINKS: You may include two extra links in the sixth block, typically to access more news or events. Otherwise you may include social media links. There is also a "Top-Six" module which includes an extra "Promo Block" in the bottom-right position.