Landing pages are a content type in the Digital Commons environment. These pages are built using bands, blocks, text, and background images.

To build a landing page, you first need to create the items you are going to put on the landing page. Usual elements of a landing page are carousels, block or cards, background images and text.

**Anatomy of a Landing Page**

1. The first building block of a landing page are bands.
2. Each band can be 1-4 columns.
3. Each band can have a plain background, background color, or a background image.
4. Each column in a band can have text, an image, or a block (also called a card). The most commonly used blocks on landing pages are:
   - **Carousel** (also called a slider). If a carousel has a single image, it's called a **banner**.
   - **Article** card
   - **Call to Action** (CTA) card
   - **Event** Card
   - **Stat** Card
   - **Quick Links** Block
   - **Follow** Blocks
Creating Blocks (or Cards)

To create blocks, click on the Blocks link from the admin submenu.

Click Add Block
### Block Types

<table>
<thead>
<tr>
<th>Block Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agency Card</td>
<td>Create Cards of type Agency.</td>
</tr>
<tr>
<td>Alert</td>
<td>Provides site-wide alerts with configurable severity levels.</td>
</tr>
<tr>
<td>Article Card</td>
<td>Create Cards of type Article.</td>
</tr>
<tr>
<td>CTA Card</td>
<td>Create Cards of type CTA.</td>
</tr>
<tr>
<td>Carousel</td>
<td>Create carousels based on the Owl javascript library.</td>
</tr>
<tr>
<td>Content Card</td>
<td>Display the current entity or a specific entity using the selected view mode.</td>
</tr>
<tr>
<td>Event Card</td>
<td>Create Cards of type Event.</td>
</tr>
<tr>
<td>Government Card</td>
<td>Create Cards of type Government.</td>
</tr>
<tr>
<td>Info Card</td>
<td>Create Cards of type Info.</td>
</tr>
<tr>
<td>Person Card</td>
<td>Create Cards of type Person.</td>
</tr>
<tr>
<td>Quick Links</td>
<td>Allows a user to add a set of links that are rendered into a list.</td>
</tr>
<tr>
<td>Service Card</td>
<td>Create Cards of type Service.</td>
</tr>
<tr>
<td>Sign up: Constant Contact</td>
<td>Provides signup form for Constant Contact newsletter.</td>
</tr>
<tr>
<td>Sign up: MailChimp</td>
<td>Provides signup form for MailChimp newsletter.</td>
</tr>
<tr>
<td>Sign up: iContact</td>
<td>Provides signup form for iContact newsletter.</td>
</tr>
<tr>
<td>Stat Card</td>
<td>Create Cards of type Stat.</td>
</tr>
<tr>
<td>Video Card</td>
<td></td>
</tr>
</tbody>
</table>

### Naming Conventions for Cards/Blocks

It's best to give the block a name you can easily recognize. For example, "Sunset on the Ridge Event Card," or "Employee Directory CTA Card."

If you have permanent blocks on the landing page that are filled with temporary information (as in the example of an Article card and an Event card, where the news and event are regularly replaced with more current information), it's best to name the block something like "Front Page News Card" or "Front Page Event Card."
Create a Carousel Card

Example of Carousel card in the “Container Widescreen Default” format. Image size is 1140 by 450.

Other display options:

- “Container Letterbox” format, uses an image that is 686 by 450
- “Container Full-Width” uses an image that is 1440 by 550. This high impact format should be used very rarely.

Click Blocks, then Add Block. Choose the Carousel Block type from the List
1. **Label**: Name the carousel so that you will be able to easily find when adding it to the landing page. For example, “Home Page Carousel”. The Label is not visible to website visitors.

2. **Title**: Typically, you would not use a Title with a Carousel card. It appears only in the preview of the newly-created card.

3. **Banner Type**: Choose from Widescreen, Letterbox, or Full Width.

4. **Autoplay Options**: If you have multiple images in your carousel, you can turn on Autoplay. Check the “Enabled” box and choose your time interval.

5. **Slide Image**: Browse and Upload your image. Notice the dimension requirements, file size and file type.

6. **Slide Heading**: Add a slide heading, if desired.

   (See example image on previous page)

7. **Slide Text**: Add slide text, if desired.

8. **Slide Link Button**: Add a button title and url, if desired.

9. Add another item for multiple images and repeat steps 6–8.

10. **Save** your changes.
Create Article Card

Example of an Article card:

Cleanup Begins as Irma’s Effects Linger in North Carolina

Date: SEP 12, 2017  ·  PUBLIC SAFETY

Description appears here

Link Title

Keyword

Click Blocks, then Add Block, choose the Article Card Block type from the List

Article Card

Create Cards of type Article
1. Enter a meaningful and easy to recognize name for your article card block such as “Homepage news item 1 Article Card”.

2. Enter a description, if desired.

3. **Browse for an image** and upload it. Article cards should always have an image. The aspect ratio should be 4:3 (such as 800 by 600) or 16:9 (such as 800 by 450). The image size should be between 219x165 and 500x376 pixels.

4. Enter a Link **Title** and **URL**.

5. The **Published Date** field can be used or cleared.

6. Add **keywords**, if desired.

7. You have the option of adding a **frame** around the card.

8. **Click Save**

**Example of Article Card:**

![Example of Article Card](image-url)
Create CTA Card

1. **Label**: Enter a meaningful and easy to recognize label for your CTA card block such as “Homepage Call to Action Card 1”.
2. **Description**: Enter a description, required.
3. **Title**: Enter CTA Card Title. In the example below, “News & Press Releases.”
4. **Link**: Enter a URL to Link to. The entire card is a clickable link.
5. **Icon-class**: These cards use icons as images. Click on the down arrow and choose your icon from the list. You can view all the icons here: [http://digitalstyle.nc.gov/templates/icons.html](http://digitalstyle.nc.gov/templates/icons.html)
6. **Accent Color**: These cards also allow for various accent colors. Click on the down arrow and choose your color.
7. **Click Save.**

Example of CTA Card:
<table>
<thead>
<tr>
<th>Default*</th>
<th>Core Blue background</th>
<th>Core Light Gray background</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Default Background" /></td>
<td><img src="image" alt="Core Blue Background" /></td>
<td><img src="image" alt="Core Light Gray Background" /></td>
</tr>
<tr>
<td><img src="image" alt="Core Black Background" /></td>
<td><img src="image" alt="Core Gray Background" /></td>
<td><img src="image" alt="Accent Cool Gray Background" /></td>
</tr>
<tr>
<td><img src="image" alt="Core Green Background" /></td>
<td><img src="image" alt="Core Light Gray Background" /></td>
<td><img src="image" alt="Accent Deep Purple Background" /></td>
</tr>
<tr>
<td><img src="image" alt="Accent Red background" /></td>
<td><img src="image" alt="Accent Light Blue Background" /></td>
<td><img src="image" alt="Accent Purple background" /></td>
</tr>
<tr>
<td><img src="image" alt="Accent Orange background" /></td>
<td><img src="image" alt="Accent Olive background" /></td>
<td><img src="image" alt="Accent Turquoise background" /></td>
</tr>
</tbody>
</table>

*Note, if no alternative selection is made, the “Default” background color will automatically appear on your CTA Card.*
Create Service Card

Click Blocks, then Add Block, choose the Service Card Block type from the List.

1. **Label**: Enter a meaningful and easy to recognize name for your Service card block such as “Homepage Service Card 1”.

2. **Service Name**: Enter a name for the service you are creating the block for.

3. **Link**: Add a link to the service.

4. **Icon-class**: These cards also use icons as images. But these cards are only one color: blue.

5. Click **Save**

Example of Service Cards: Service Cards are generally created and used to highlight multiple services as you see here.
Create Event Card

Click Blocks, then Add Block, choose the Event Card Block type from the List

1. **Label**: Add a label for your Event Card

2. **Image**: Upload an image if desired. The image must be between 219x165 and 500x376 pixels.

3. **Date**: Required: enter the date of the event.

4. **Event Type**: Required: enter the event type.

5. Enter the **Address** of the event.

6. **Link**: Add a link **Title** and **URL**

7. **Frame the Card**: check the box to add a border around the card.

8. **Save** the card.

Example of Event Card:
Create a Quick Links Card

1. Click Blocks, then Add Block, choose the Quick Links Card Block type from the List.

   ![Quick Links Card Block]
   
   **Quick Links**
   
   Allows a user to add a set of links that are rendered into a list.

2. **Label**: Add a label for your Quick Links Card.

3. **Quick Links Header** is the headline of the card (in the example below, “Online Resources.”)

4. **Quick Links Style** allows you to select a different color option.

5. **Quick Links**: Add a Title and URL for the link you want to add to the list.

6. **Add another item button**: click the button to add another item to the quick links list. Enter a Title and URL for each item you add to the list of links.

7. **Click Save**.

Example of Quick Links block:

![Online Resources]

**Online Resources**

- **NCpedia**: An online encyclopedia about all things North Carolina
- **Digital Collections**: More than 90,000 photographs, publications and other resources on topics related to North Carolina
- **Guidance for records management professionals**
- **Artist Opportunities**: See jobs, grants, calls for work and other opportunities to boost your career
Create a Stat card

Example of Stat Cards in a Band:

1. Click **Blocks**, then **Add Block**, choose the Stat Card Block type from the List.
2. **Label**: Add a meaningful label for your Stat Card.
3. **Statistic**: is the number (in the example below, “100”)
4. **Title**: Relates to the Statistic.
5. **Description**: A brief explanation of the meaning.
6. Click **Save**.

Example of a Stat Card

100 Statistic
COUNTIES Title

North Carolina has more counties than 34 other states. Description

133,865 Statistic
STATE EMPLOYEES Title

 Won't you join us? Description

$44,738 Statistic
AVERAGE SALARY Title

 Did you think it was higher or lower? Description

45 Statistic
AVERAGE AGE Title

 But we’re a young 45 Description

↑ Stat Card in a 3-Column band of Stat Cards on a Landing Page

1 - Statistic
2 - Title
3 - Description
Adding band and blocks to landing pages:

**Click Add Content, click Landing Page**

**Landing Page**
Provides a banded landing page with 1, 2, 3, and 4 column layouts per band

**Title:** Title the Landing Page. This title will show on the published landing page.

**Band Type:** Choose a band type:
- Full Width
- 2-Column
- 3-Column
- 4-Column

**Click Add New Band**

You can place the landing page in the menu by checking the box beside **Provide a menu link**.

Work on building your landing page before publishing by leaving the **Publishing Options** set to **Not Published**.

**Click Save.**

When you are ready, you can Publish the page by changing the Publishing Options.
Adding Carousel block to a full width Band

Full width bands are used for carousel cards and background images. To add a carousel block to the band, click on the down arrow under Block and find your carousel card to add in.

Color scheme, padding and background image are not required. Click Save to see your landing page with a carousel block added.
Adding a 3-Column band to landing page

A 3-column band has left, middle and right columns. Each column will expand to allow for adding a block (card) or for using the wysiwyg to add text to the band.

Open the column by clicking on the column name. In this example, we've opened the left column.

You can add a Title to the band as well as a block, such as an article card or an event card, or CTA card.

You can also add text to the band using the wysiwyg editor.

If you are adding cards to the 3 columns, you will need to expand each column and add your blocks. Click Save to keep all the changes and if you’re ready to publish, change the Publishing Options, to “Published” and Click Save.
Add a Two-Column Band to a Landing Page

Two columns is good for a band that is mostly text, not blocks. Text in a full-width band is hard to read. Blocks, however, are often too large in a 2-column band. Try to have at least 3 columns when using blocks.

Example below: The text and button are in the Left column, and the image is a background image that extends over the entire width of the band.

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**Open Government**

Whether you're interested in finances, ethics, or fraud, there are many ways for North Carolinians to keep an eye on state government.

Learn More About Open Government →
Nulla facilisi. In eu leo tempus


Nulla facilisi


In eu leo tempus


Two-thirds/one-third

Nulla facilisi


In eu leo tempus


One-third/two-thirds

Nulla facilisi


In eu leo tempus


Half width (Shifted)

Nulla facilisi


In eu leo tempus


Two-thirds/one-third (Shifted)

Nulla facilisi


In eu leo tempus

Background Image in a Band

Images must be between 1440x500 and 1440x1000 pixels. Choose your photo carefully, so that text will be readable on top of it. In the example, above, the left side of the image is solid blue so the graphic isn’t underneath the text.

Reversed Text in a Band with a Background Image

If the background image is dark, you will probably want to use white text so it’s readable. Choose “Core – Black” from the Color scheme list, and the text will automatically display as white.

Finishing Up Your Landing Page

- Reordering the bands: two methods

  1. Drag the bands up or down with the grabby symbol on the left.
  2. Select “Show row weights” to the right of the band and order numerically. Negative numbers move to the top.

- Making a three-column band into a four-column band. (Hint: you can’t).

- Check padding on each band. Padding is the amount of space between the bands. You can adjust the space above and below each band to achieve a readable, aesthetically pleasing layout.
• To **Title** or not to title a band? The band title will extend across the entire width of the band. You may want to use a title when all the cards in a band are related information. See example below.

• Add a **button** to a band of blocks, using class="button" or class="button ghost". You must work in the Source view to add this code: `<p><a class="button ghost" href="your-url">Your link title here</a></p>`. See example below.

![Related Sites and Activities Band](image)

• **Key Search Topics** can help bring the landing page to the top of search results. For example, if you have 30 pages related to Coal Ash—news, blogs, events, etc.—you can add the relevant term(s) to the landing page, so that visitors will find this page first.

![Key Search Topics](image)

• Meta descriptions are **essential** for landing pages. Leave the [page:title] field alone, but do delete [node:summary] in the Description field and add appropriate text. The site name and page title will already be visible. For example:
  
  • Adding “Learn how DEQ is addressing coal ash at facilities across North Carolina, and how we’re working to implement the safe excavation and disposal of coal ash” to the Meta tag description field will produce the result in the Coal Ash page below.
Open Government

No meta-description added. Taken from wysiwyg text below

Coal Ash in NC

Meta Description added. Appropriate language for Google.