

Create Landing Pages for DC Sites

July 20, 2016

Modified October 5, 2017

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

Carousel

Navigate Your Way Around State Government

Find what you need, fast. Check out our comprehensive catalog of state services and information.

Find the government services you need →

Article card

[GHSP Launches Website to Remind Drivers to 'Be Smarter Than That'](#)

JUL 12, 2016 · SAFETY, TRANSPORTATION

Event card

20 JULY

[Sunset On The Ridge](#)

NAGS HEAD, NC
JOCKEY'S RIDGE STATE PARK

Quick Links block

Hot Topics

- [Avian Influenza](#)
- [Coal Ash](#)
- [Storms](#)

Stat card

About North Carolina

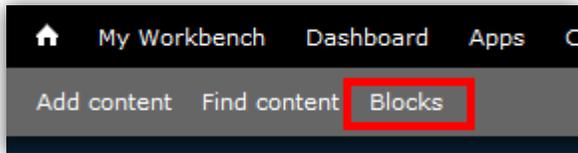
<h3>9TH</h3> <p>LARGEST STATE</p> <p>in population. We passed Michigan in 2014</p>	<h3>6TH</h3> <p>MOST VISITED STATE</p> <p>Plan your trip at VisitNC.com</p>	<h3>9TH</h3> <p>LARGEST ECONOMY</p> <p>In the U.S. Among the top 25 worldwide, ranking just behind Norway</p>
--	---	---

Call to Action cards

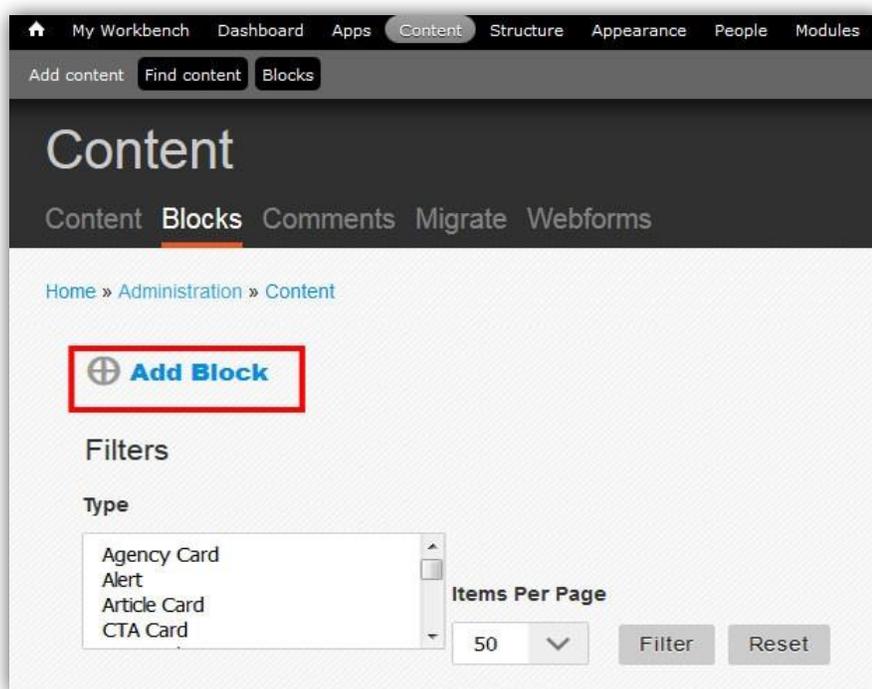
<p>Moving to North Carolina</p> <p>Quick links for the newly arrived, to help you get settled.</p>	<p>Employee Directory</p> <p>Need to contact a specific state employee? Browse our directory to find contact information.</p>	<p>Media Gallery</p> <p>Stunning photography of our state's most beautiful assets.</p>
--	---	--

Creating Blocks (or Cards)

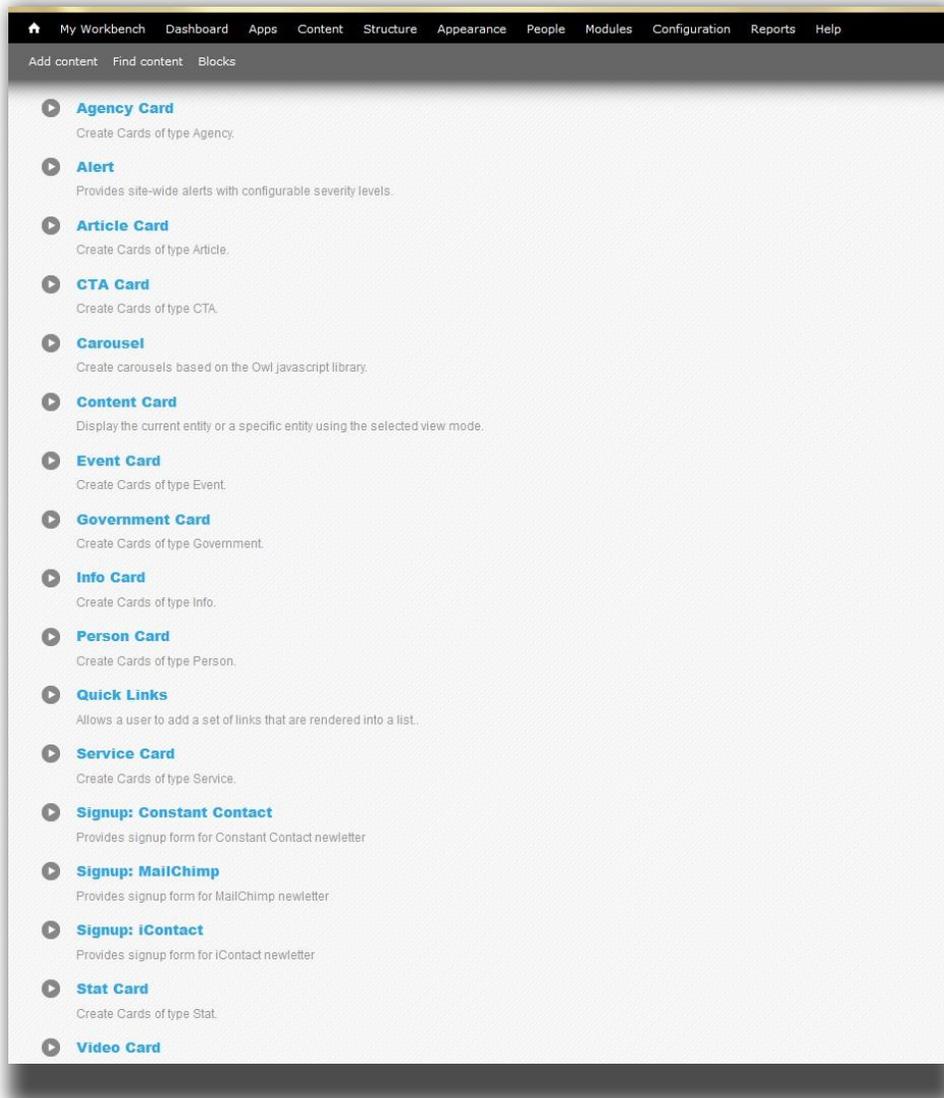
To create blocks, click on the **Blocks** link from the admin submenu.



Click **Add Block**



Block Types

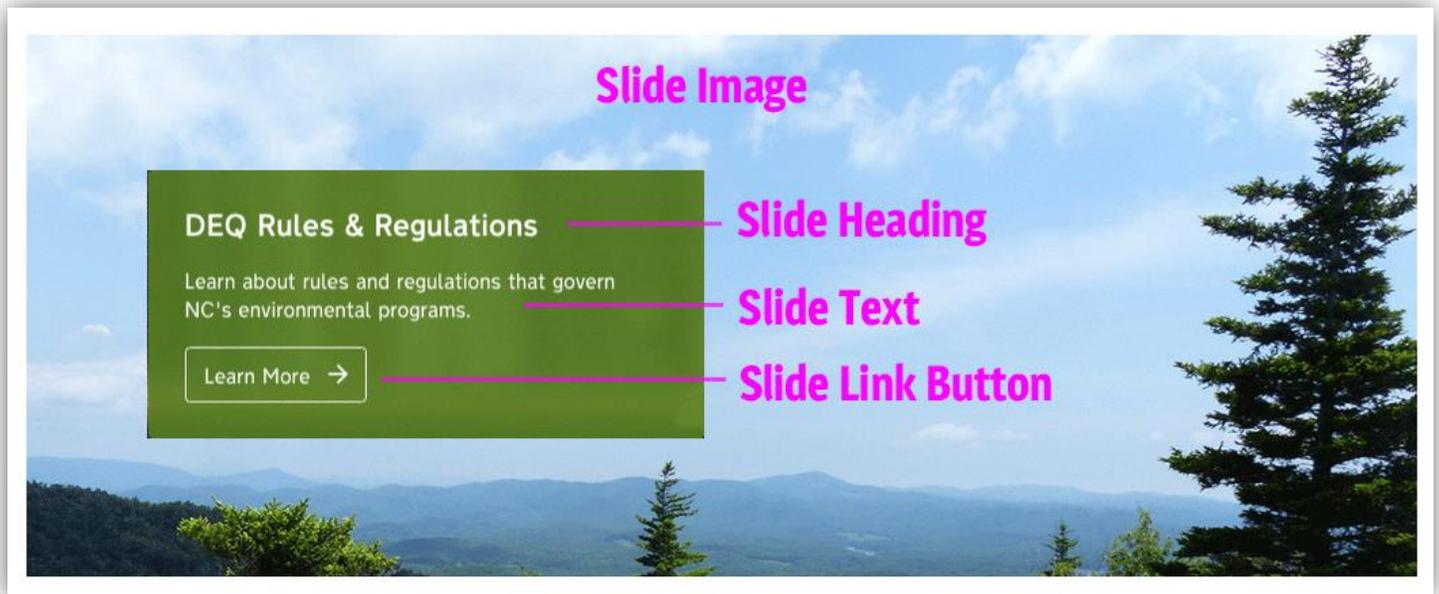


Naming Conventions for Cards/Blocks

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



Create Carousel block

Home » Add Block

Label *

1

Name that displays in the admin interface

Title

2

The Title of the block. The , , <i> and HTML tags are allowed, all others will be filtered out.

Banner Type *

3

To use Full-width, ensure "Remove Wrapper" is selected in the band that will contain this block.

Autoplay Options

4

Enabled

If checked, the carousel will autoplay. You must select an interval as well.

Autoplay Interval

Select the interval between slide transitions.

SLIDE

Slide Image *

Upload

5

- Container, Widescreen - Images should be at least 1140 x 450 pixels.
- Container, Letterbox - Images should be at least 686 x 450 pixels.
- Full-width, Widescreen - Images should be at least 1440 x 550 pixels.

Larger images will be scaled and cropped automatically.

Files must be less than 200 MB.

Allowed file types: png gif jpg jpeg.

Images must be larger than 1140x450 pixels.

Image Permissions

Non-displaying text field for image permissions.

Slide Category

Slide Heading

6

Content limited to 75 characters, remaining: 75

Slide Text

7

Content limited to 250 characters, remaining: 250

Slide Link Button

Title

URL

8

The link title is limited to 128 characters maximum.

Remove

Add another item

9

View Mode *

Edit the view mode of the Bean

Save

10

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](#)

Link Title

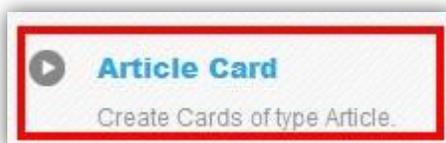
Date

SEP 12, 2017 · PUBLIC SAFETY

Keyword

Description appears here

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



Create Article Card block

Home » Add Block

Label *

1

Name that displays in the admin interface

Description

2

Image

 No file chosen

Upload

3

Files must be less than 200 MB.

Allowed file types: png gif jpg jpeg.

Images must be between 219x165 and 500x376 pixels.

Link

Title

URL

4

The link title is limited to 128 characters maximum.

Published Date

Date

5

E.g., 07/20/2016

Keywords

6

Settings

Frame the Card

Add a border around the card.

7

Save

8

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**

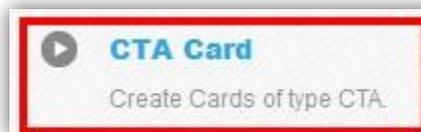
Example of Article Card:



Create CTA Card

The screenshot shows a web interface for creating a CTA Card block. At the top, there is a navigation bar with 'My Workbench', 'Dashboard', 'Apps', 'Content', and 'Structure'. Below this is a sub-navigation bar with 'Add content', 'Find content', and 'Blocks'. The main heading is 'Create CTA Card block'. Below the heading is a breadcrumb 'Home » Add Block'. The form contains several fields: 'Label' (with a description 'Name that displays in the admin interface'), 'Description', 'Title', and 'Link'. A 'Settings' section is expanded, showing 'Icon class' (set to 'icon-language') and 'Accent Color' (set to 'Default'). A 'Save' button is at the bottom left.

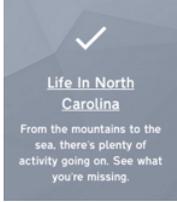
Click **Blocks**, then **Add Block**, choose the CTA Card Block type from the List



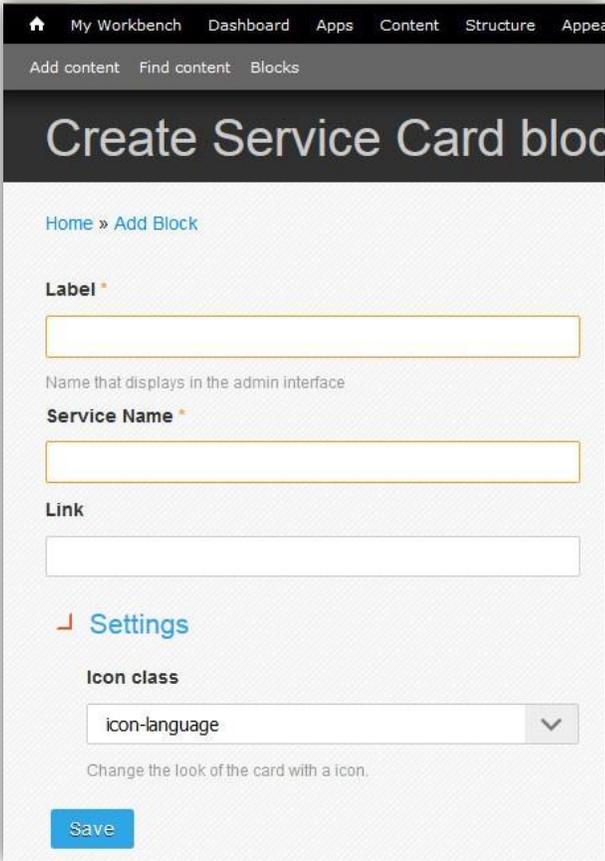
1. **Label:** Enter a meaningful and easy to recognize label for your CTA card block such as "Homepage Call to Action Card 1".
2. **Description:** Enter a description, required.
3. **Title:** Enter CTA Card **Title**. In the example below, "News & Press Releases."
4. **Link:** Enter a URL to **Link** 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>
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:



<p>Default*</p>  <p>Core Black background</p> 	<p>Core Blue background</p>  <p>Core Gray background</p> 	<p>Core Light Gray background</p>  <p>Accent Cool Gray background</p> 
<p>Accent Warm Gray background</p>  <p>Accent Light Blue background</p> 	<p>Accent Blue background</p>  <p>Accent Indigo background</p> 	<p>Accent Deep Purple background</p>  <p>Accent Purple background</p> 
<p>Accent Red background</p>  <p>Accent Orange background</p> 	<p>Accent Olive background</p>  <p>Accent Green background</p> 	<p>Accent Turquoise background</p>  <p><i>*Note, if no alternative selection is made, the "Default" background color will automatically appear on your CTA Card</i></p>

Create Service Card



The screenshot shows a web interface for creating a service card. At the top, there is a navigation bar with links: My Workbench, Dashboard, Apps, Content, Structure, and Appearance. Below this is a secondary navigation bar with links: Add content, Find content, and Blocks. The main heading is 'Create Service Card block'. Below the heading, there is a breadcrumb trail: Home » Add Block. The form contains several fields: 'Label' (with a note: 'Name that displays in the admin interface'), 'Service Name', 'Link', and 'Settings'. Under 'Settings', there is an 'Icon class' dropdown menu currently set to 'icon-language' with a note: 'Change the look of the card with a icon.' A 'Save' button is at the bottom left.

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



A button with a play icon, the text 'Service Card', and a subtitle 'Create Cards of type Service.' The button is highlighted with a red border.

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

Create Event Card block

Home » Add Block

Label *

1
Name that displays in the admin interface

Image

Choose File No file chosen Upload 2

Files must be less than 200 MB.
Allowed file types: png gif jpg jpeg.
Images must be between 219x165 and 500x376 pixels.

Date *

Date

3
E.g., 07/21/2016

Event Type *

4

Address

Address 1

Address 2

5

City

State **ZIP Code**

--

Link

Title **URL**

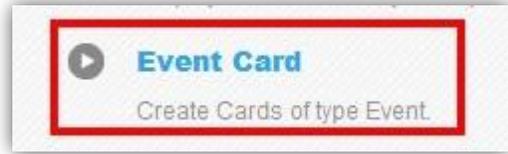
6
The link title is limited to 128 characters maximum.

Settings

Frame the Card 7
Add a border around the card.

Save 8

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.

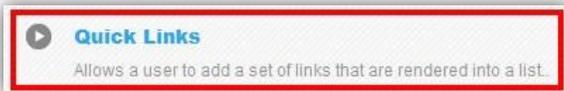
Example of Event Card:



Create a Quick Links Card

The screenshot shows the configuration interface for a Quick Links block. It includes a breadcrumb 'Home » Add Block' and a title 'Create Quick Links block'. The form contains several sections: 'Label' with a text input field (callout 1); 'Title' with a text input field and a note about HTML tags; 'Quick Links Header' with a text input field (callout 2); 'Quick Links Style' with radio buttons for 'Default', 'Primary', 'Inverted', and 'Accent' (callout 3); 'QUICK LINKS' section with 'Title' and 'URL' input fields (callout 4) and a note 'The link title is limited to 128 characters maximum.'; an 'Add another item' button (callout 5); 'View Mode' with a dropdown menu set to 'Default' and a note 'Edit the view mode of the Bean'; and a 'Save' button (callout 6).

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



1. **Label:** Add a label for your Quick Links Card.
2. **Quick Links Header** is the headline of the card (in the example below, “Online Resources.”)
3. **Quick Links Style** allows you to select a different color option.
4. **Quick Links:** Add a **Title** and **URL** for the link you want to add to the list.
5. **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.
6. Click **Save**.

Example of Quick Links block:



Create a Stat card

Create Stat Card block

Home » Add Block

Label * 1

Name that displays in the admin interface

Statistic * 2

Title 3

Description 4

> CAPTCHA: no challenge enabled

Save

1. Click **Blocks**, then **Add Block**, choose the **Stat Card** Block type from the List.

Stat Card
Create Cards of type Stat.

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**

Example of Stat Cards in a Band:

133,865¹
STATE EMPLOYEES²
Won't you join us?³

\$44,738
AVERAGE SALARY
Did you think it was higher or lower?

45
AVERAGE AGE
But we're a young 45

↑ 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:

My Workbench Dashboard Apps Content Structure Appearance

Add content Find content Blocks

Create Landing Page

Home » Add content

Title *

Hide title
Checking this box will hide the title when viewing the page.

Key Search Topics

Bands
No Bands added yet. Select a Band type and press the button below to add a new band.

Band type

4-Column Band ▼

Add new Band

Menu settings
Not in menu

Provide a menu link

Context by Node

Machine Name

URL path settings
Automatic alias

Meta tags
Using defaults

Revision information
No revision

Comment settings
Closed

Authoring information
By digital-admin

Publishing options
Not published

Save Preview

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

BANDS

Band type: *Full Width*

Title

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.

Block

- None -
- Air Quality Science Data Speical Studies Service Card
- Air Quality Science Data UAT Service Card
- Alston Ridge Elementary right rail box
- Asheville RO Service Card
- Automated Logout info
- Blog Categories Quick Links
- Chicken and Egg
- Coal Ash - Blog Service Card
- Coal Ash - Dam Safety Service Card
- Coal Ash - Dan River Spill Service Card
- Coal Ash - Enforcement Service Card
- Coal Ash Carousel
- Coastal Management About DCM Article Card
- Coastal Management Access Carousel Card
- Coastal Management Access Contacts CTA Card
- Coastal Management Access Grant CTA Card
- Coastal Management Access Map CTA Card
- Coastal Management Access Sites CTA Card
- Coastal Management BIMP CTA Card
- Coastal Management CAMA CTA Card

You may insert videos with [video:URL]

Web page addresses and e-mail addresses turn into links automatically.

You may use [view.name=display=args] tags to display views.

Embed card display of a node using [card nid=<nid>]. Value for *nid* is required.

Lines and paragraphs break automatically.

Color scheme

- None -

Padding

- None -

Background Image

Browse... No file selected. Upload

Files must be less than 200 MB.
Allowed file types: png gif jpg jpeg.
Images must be between 1440x500 and 1440x1000 pixels.

Background Image Style

- None -

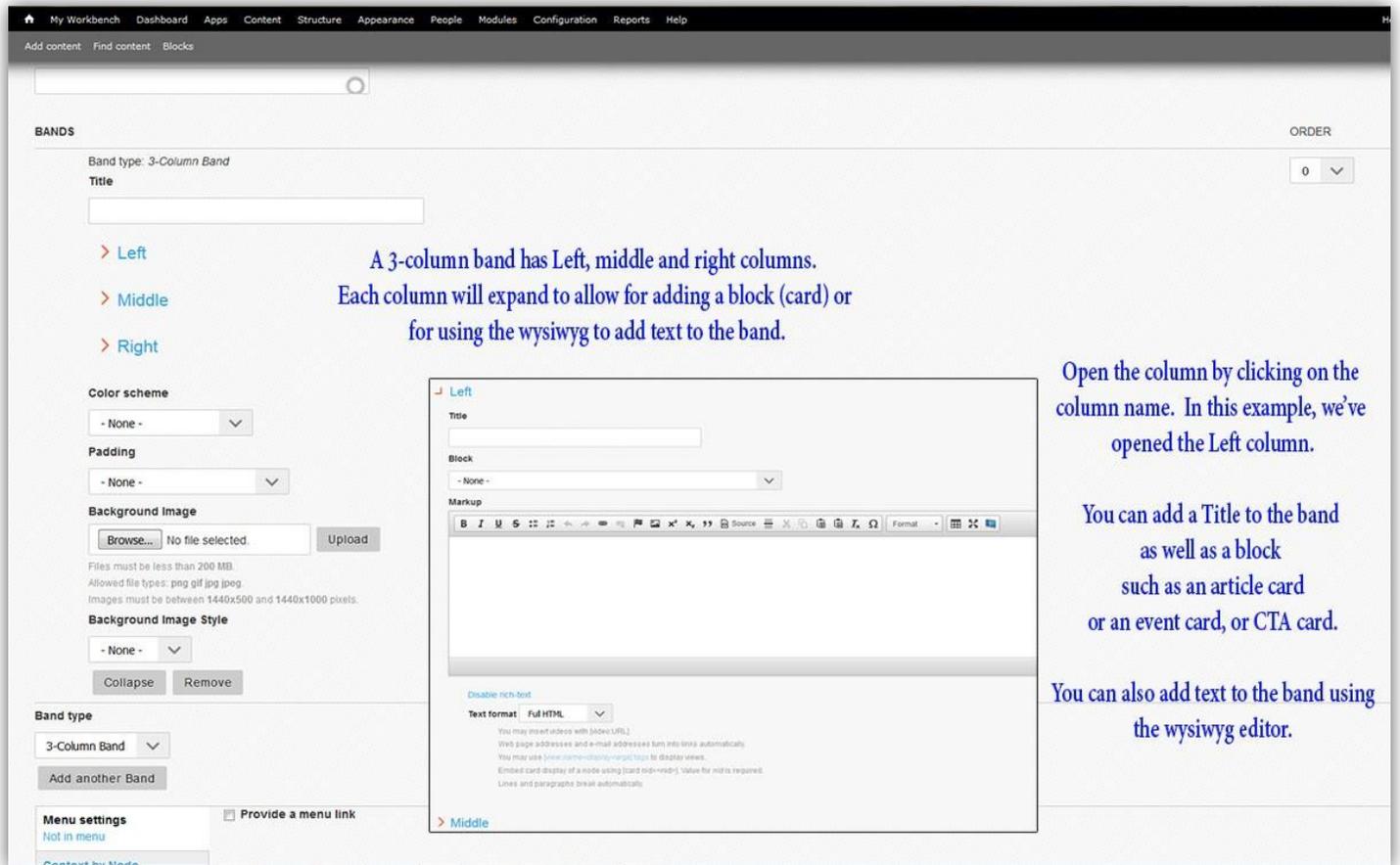
Remove Wrapper

When checked, the wrapper class is removed from the band, allowing the band's content to stretch across the width of the page. This should be checked for full-width

Collapse Remove

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



BANDS ORDER 0

Band type: 3-Column Band

Title

> Left

> Middle

> Right

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.

Color scheme: - None -

Padding: - None -

Background Image: Browse... No file selected. Upload

Files must be less than 200 MB.
Allowed file types: png gif jpg jpeg
Images must be between 1440x500 and 1440x1000 pixels.

Background Image Style: - None -

Collapse Remove

Band type: 3-Column Band

Add another Band

Menu settings: Provide a menu link

Not in menu

Context by Node

Left

Title

Block: - None -

Markup

Text format: Full HTML

Disable rich-text

You may insert address with {address:URL}.

Web page addresses and e-mail addresses turn into links automatically.

You may use {link:name=display|url} tags for display views.

Embed card display of a node using {card:node-id=} value for nid is required.

Lines and paragraphs break automatically.

> Middle

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.



Half width

Nulla facilisi. <small>Aenean venenatis nisi ex, nec sagittis ipsum pharetra quis. Nullam a fringilla orci. In vulputate augue eu nisi efficitur, at elementum sem vestibulum. Quisque vel nunc suscipit nisi mattis porttitor. Nullam nec accumsan felis. Suspendisse scelerisque lorem et nisi cursus tincidunt.</small>	In eu leo tempus <small>Vestibulum rutrum libero eget felis aliquet, varius dictum dolor luctus. Maecenas dapibus cursus magna, at iaculis libero fermentum a. Donec laoreet aliquam libero, a tempor nulla ullamcorper et. Nullam scelerisque vel nisi in aliquam. Nunc hendrerit quis lorem a pulvinar.</small>
--	---

Half width (Shifted)

	Nulla facilisi <small>Aenean venenatis nisi ex, nec sagittis ipsum pharetra quis. Nullam a fringilla orci. In vulputate augue eu nisi efficitur, at elementum sem vestibulum. Quisque vel nunc suscipit nisi mattis porttitor. Nullam nec accumsan felis. Suspendisse scelerisque lorem et nisi cursus tincidunt.</small>
	In eu leo tempus <small>Vestibulum rutrum libero eget felis aliquet, varius dictum dolor luctus. Maecenas dapibus cursus magna, at iaculis libero fermentum a. Donec laoreet aliquam libero, a tempor nulla ullamcorper et. Nullam scelerisque vel nisi in aliquam. Nunc hendrerit quis lorem a pulvinar.</small>

Two-thirds/one-third

Nulla facilisi <small>Aenean venenatis nisi ex, nec sagittis ipsum pharetra quis. Nullam a fringilla orci. In vulputate augue eu nisi efficitur, at elementum sem vestibulum. Quisque vel nunc suscipit nisi mattis porttitor. Nullam nec accumsan felis. Suspendisse scelerisque lorem et nisi cursus tincidunt.</small>	In eu leo tempus <small>Vestibulum rutrum libero eget felis aliquet, varius dictum dolor luctus. Maecenas dapibus cursus magna, at iaculis libero fermentum a. Donec laoreet aliquam libero, a tempor nulla ullamcorper et. Nullam scelerisque vel nisi in aliquam. Nunc hendrerit quis lorem a pulvinar.</small>
---	---

One-third/two-thirds

Nulla facilisi <small>Aenean venenatis nisi ex, nec sagittis ipsum pharetra quis. Nullam a fringilla orci. In vulputate augue eu nisi efficitur, at elementum sem vestibulum. Quisque vel nunc suscipit nisi mattis porttitor. Nullam nec accumsan felis. Suspendisse scelerisque lorem et nisi cursus tincidunt.</small>	In eu leo tempus <small>Vestibulum rutrum libero eget felis aliquet, varius dictum dolor luctus. Maecenas dapibus cursus magna, at iaculis libero fermentum a. Donec laoreet aliquam libero, a tempor nulla ullamcorper et. Nullam scelerisque vel nisi in aliquam. Nunc hendrerit quis lorem a pulvinar.</small>
---	---

Two-thirds/one-third (Shifted)

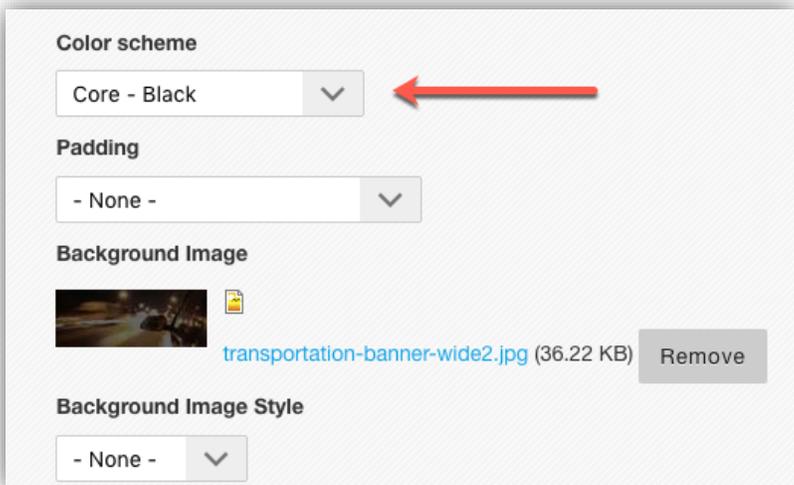
	Nulla facilisi <small>Aenean venenatis nisi ex, nec sagittis ipsum pharetra quis. Nullam a fringilla orci. In vulputate augue eu nisi efficitur, at elementum sem vestibulum. Quisque vel nunc suscipit nisi mattis porttitor. Nullam nec accumsan felis. Suspendisse scelerisque lorem et nisi cursus tincidunt.</small>
	In eu leo tempus <small>Vestibulum rutrum libero eget felis aliquet, varius dictum dolor luctus. Maecenas dapibus cursus magna, at iaculis libero fermentum a. Donec laoreet aliquam libero, a tempor nulla ullamcorper et. Nullam scelerisque vel nisi in aliquam. Nunc hendrerit quis lorem a pulvinar.</small>

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>Your link title here</p>`. . See example below.

The screenshot shows a web page with a band titled "Related Sites and Activities". The band contains three cards: "Historic Bath", "North Carolina Maritime Museums", and "Beaufort Pirate Walk". Below the cards is a button labeled "See all related sites". A pink arrow points from the text "Band Title" to the band title, and another pink arrow points from "Band button" to the button.

Markup

```
<p><a class="button ghost" href="http://www.ncdcr.gov/things-to-do/events">See all related sites</a></p>
```

- **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.

A rectangular input field with the text "Key Search Topics" in the top left corner and a small circular icon in the bottom right corner.

- 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.

The screenshot shows the NC.gov website's 'Open Government' page. A Google search for 'nc open government' is overlaid on the right side. The search results show a snippet from NC.gov: 'NC.gov: Open Government - State of North Carolina'. A purple callout box points to the search result snippet with the text: 'No meta-description added. Taken from wysiwyg text below'.

The screenshot shows the NC Environmental Quality website's 'Coal Ash in NC' page. A Google search for 'deq coal ash' is overlaid on the bottom. The search results show a snippet from NC DEQ: 'NC DEQ: Coal Ash in NC'. A purple callout box points to the search result snippet with the text: 'Meta Description added. Appropriate language for Google.'.

