

Guide: how to Create a New Section (add a page to your site)

Before you add a new page to your site **make sure that:**

- you understand the purpose of page
- have identified the target audience
- the content meets a business goal and address user needs

Follow our **University Web Content Standards: The science behind great content:**

<https://www.ncl.ac.uk/mediav8/domain7testing-/Web-Content-Part-II-The-Science-of-Web-Content.pdf>

The page url

URLs appear in search results, so it is important that they are **descriptive of the content** on your page. It should be possible to tell what a page will contain just by reading the web address (URL).

When you **create the URL for your section** in T4 it **should be as short as possible** while remaining meaningful. Names should:

- be a full **single word** if possible
- be **entirely lower case**
- have **words separated with hyphens**, not spaces, dots or underscores
- **contain keywords**

Good URLs look like this:

- www.ncl.ac.uk/undergraduate/support/childcare
- www.ncl.ac.uk/dental/people/
- www.ncl.ac.uk/sport/membership/offers

Page titles and meta data

Our **Standard Page Header** component enables you to add meta data to your page.

A **page or meta title is the first impression a user gets of your site** when they search for a product, service or query. Not only does it indicate to users what's on your page, it's also **used by search engines to decide how relevant you are** to a user's needs.

Page titles shouldn't exceed more than 50-60 characters. This is so the title is visible in search engine results, which increases 'click through rate'. Titles should always **include your target keyword**. Avoid jargon, acronyms, course codes and anything a search engine or new user wouldn't understand.

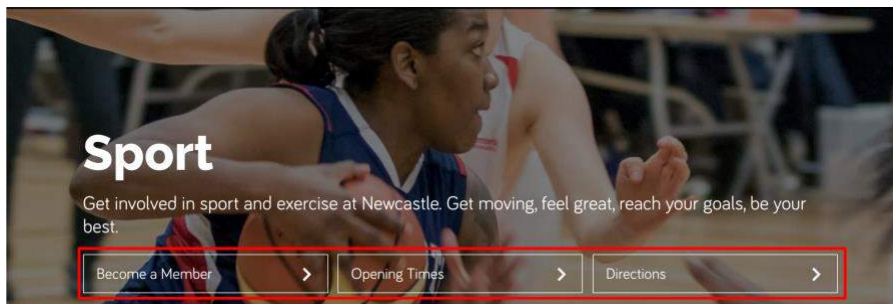
Use this handy [SERP Snippet Generator tool](#) to **create meta titles and descriptions**. It will help you to write titles and descriptions which are aren't too short or too long. It also shows how the title and description will look in search results for your website.

The Page Header

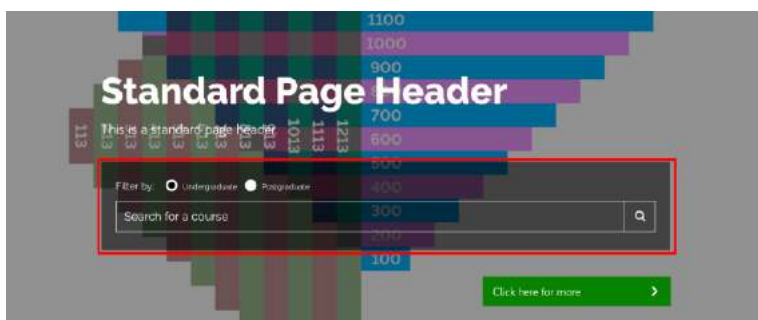
The **Standard Page Header** component is used in T4 to provide the introduction to your page. It displays a **title**, **short introduction** and **background image**. This **introduction is used to summarise the topic of the page**. The title should be short and descriptive (8 words or 50-60 characters). The introduction should be around 25 words:



Optional extras like **call to action button(s) (CTAs)**:



or **search bar** may also be included in a page header:



Background Image

When you 'create a new section' in T4 the section automatically **inherits a header background image** from the parent section. This background image **can be changed**.

T4 section structure

The **Standard Page Header** (1) is placed in the new section.

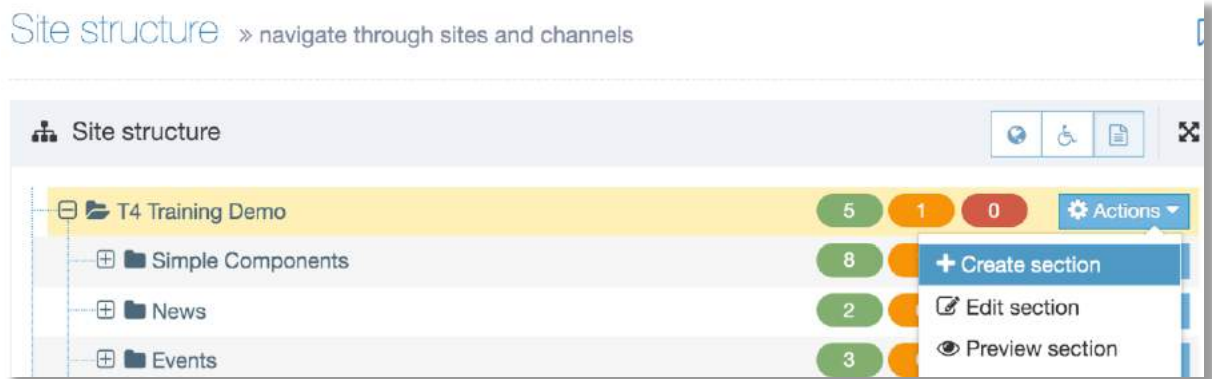
Sub-folders created below the section are used to contain the **header background image** (2); **search** (3); and **CTA button(s)** (4):



How to create a new section

In this example, a **sub-section will be added below the T4 Training Demo section.**

Go to the **Site Structure** to **choose where the new section will sit.** Then **go to the level above** and use the blue **Action** button to the right of the section and 'select' **Create New Section.**



The General Section configuration screen will appear.

Under 'General section details' give your section a **Name**. The name should give a clear indication of the purpose of the page and will also be **visible in the site navigation.**

Status: 'Approved' is the default status for a new section. Approved sections will publish to the website if they contain content which is also 'Approved'. When developing new content save each piece as 'Pending' to prevent the page from being published.

The 'Section option' **Show in navigation** is checked as default. When this box is checked, the **Section appears in the site navigation.** Uncheck and the Section is hidden from the navigation.

Under 'Advanced settings' use the **Output URI** field to **add the url for your section.** This should be as short as possible while remaining meaningful.

The screenshot shows a configuration form for a new section. At the top, there are three tabs: 'General' (selected), 'Page layouts', and 'More'. Below the tabs, the form is titled 'General section details'. It contains the following fields and options:

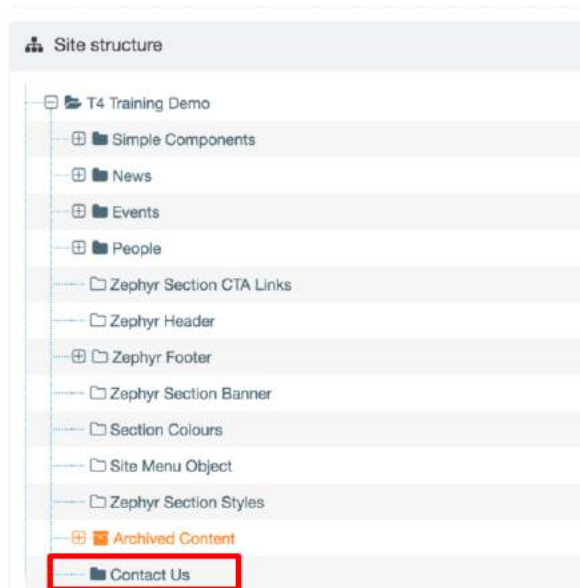
- Name ***: Text input field containing 'Contact Us'.
- Status**: Dropdown menu set to 'Approved'.
- Section options**: A group of four checkboxes:
 - Mark as link section
 - Show in navigation
 - Archive section
 - eForm section

Below this is the 'Advanced settings' section, which includes:

- Content owner**: A blue button labeled 'Select content owner'.
- Output URI**: Text input field containing 'contact-us'.
- SEO key phrases**: Empty text input field.
- Default workflow**: Dropdown menu set to 'None'.
- Access key**: Empty text input field.

Then, scroll to the bottom of the screen and 'click' the blue **Save Changes** button. Your new section will appear as the last item in the section:

[Site structure](#) » navigate through sites and channels

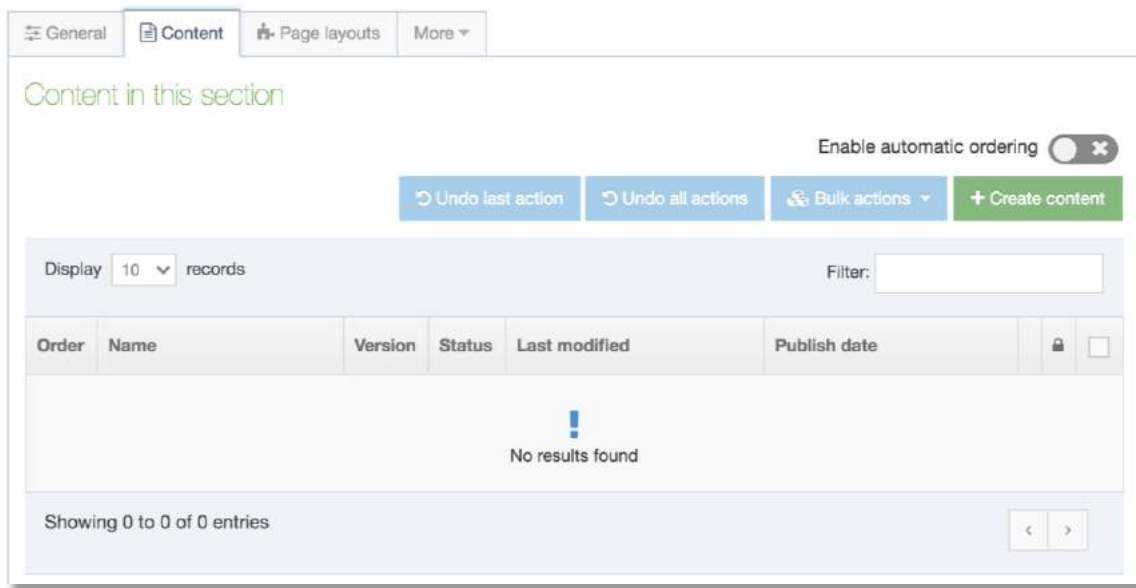


To **change the order of your sub-sections**, click into section above (the parent section), find the **More tab** and select **Subsections** from the drop-down list. **Drag and drop** your sections to re-order, then click **Save changes**.

Add the Standard Page Header component to your new section

The **Standard Page Header** component provides the introduction to your page. It displays a **title**, **short introduction** and background **image**.

Find the new section in the 'Site Structure' and **click the name**. Find the Content tab and 'click' the green **Create content button** to browse for the component **Standard Page Header**:



In the 'Content tab' of the **Standard Page Header** add a **Name** to identify the component in T4, eg 'Page Header'.

Add the **Page Heading**: this should be short and descriptive (8 words or 50-60 characters) and the **Page Intro** (this should be a short tagline with a maximum of 170 characters, or 25 words).

Fill in the **Title Element** which will create the browser tab/title and improve SEO, then the **Meta description** to provide preferred page description for search engines.

Content type : [ZEP] Standard Page Header

Name * Page Header

Page Heading * Contact Us

Page Intro Here you will find details of how to contact and find the dental school.

Large Title Yes

Enable Header Search Yes

Enable CTA Yes

Title Element Contact | Dental School | Newcastle University

Meta Description Find contact details, a map and directions for the dental school at Newcastle University.

Meta Keywords Enter some text.

Meta Image Override

The 'Large Title' increases font size of heading and is used on a site Homepage only. The Enable Header Search and Enable CTA are checked if these elements are to be included in the header.

Use the blue button to **Save changes** as 'Pending'.

Save all new content pieces as 'Pending'. Use **Preview** to check your page header.

Override the inherited header background image

Your **new section** automatically **inherits a header background image** from the parent section. This background image **can be overridden**.

The component **Header Background** is used to **replace the image** in the Standard Page Header. The background **image dimensions** are **1800 x 1213px**.

The **Header Background** component is **placed in a sub-section** named 'Zephyr Section Banner'. This section sits underneath your new section, eg:

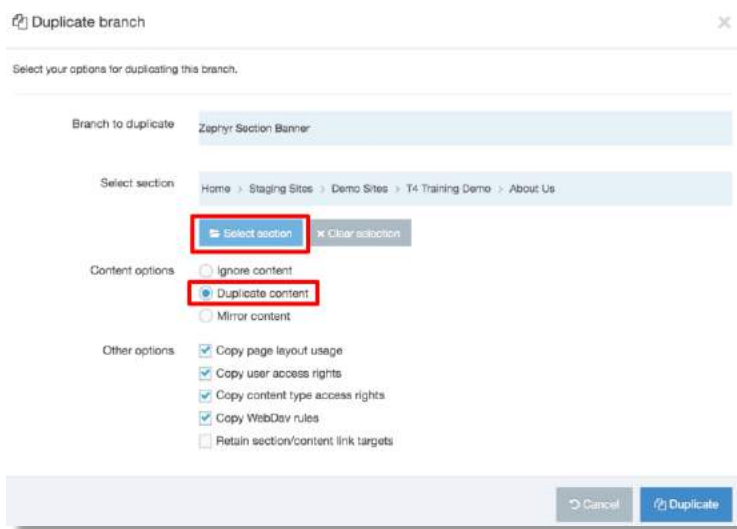


The **quick way** to **add the Header Background** image to your section is to **copy an existing 'Zephyr Section Banner'** into your new section, then edit the 'Header Background' component and replace the image.

Copy the Zephyr Section Banner

Use the **Site Structure** to **find** an existing **Zephyr Section Banner** then use the blue 'Action' button to the right of the section and select '**Duplicate Branch**'.

Under 'Duplicate branch' click **Select section** and choose your new section as the destination section. Next, click the **Duplicate content** radio button (to copy over the Header Background component).

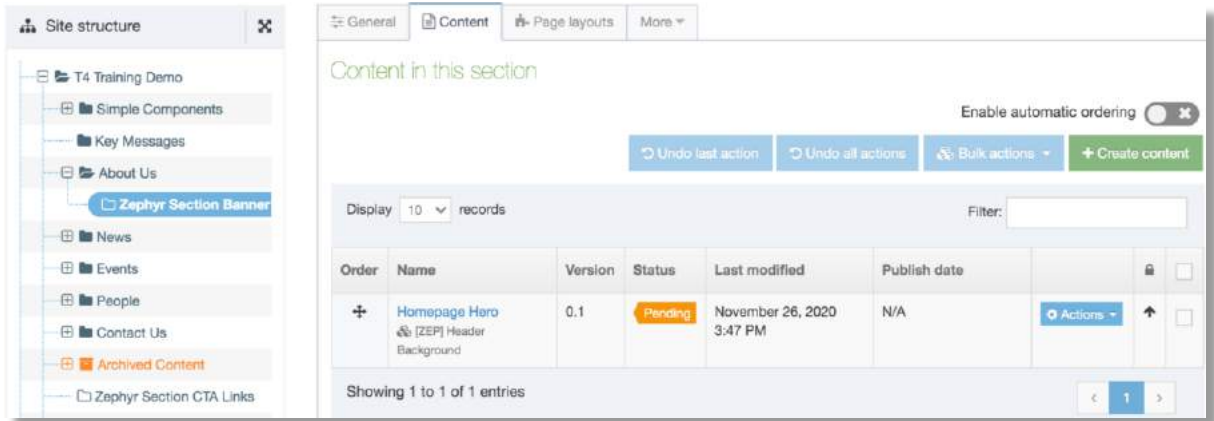


Click the blue **Duplicate** button to duplicate the Zephyr Section Banner into your new page.

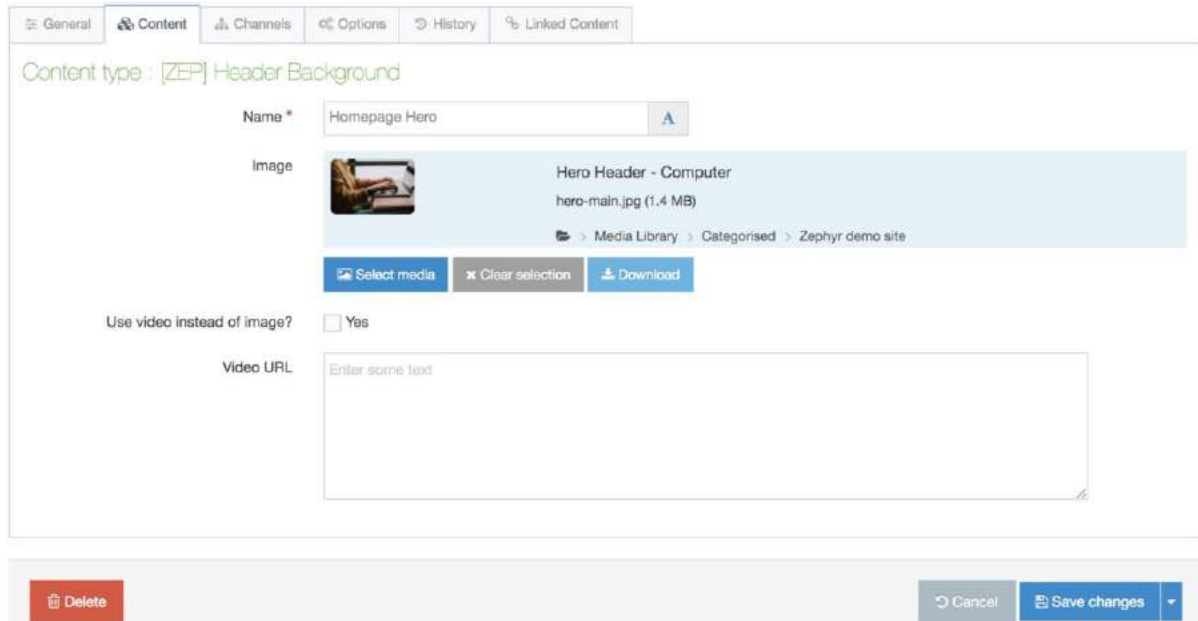
Replace the Header Background image

Before you replace the image, make sure the new header background image you upload to the Media Library is cropped to the dimensions **1800 x 1213px**.

Find the Zephyr Section Banner and **click the name**. Locate then **select** the **Content** tab to view the 'Header Background' component. To edit the Header Background **click the name**:



This component will already contain an image. To replace the image **click the Select media** button to browse the Media Library. Select a new image to display in the component:

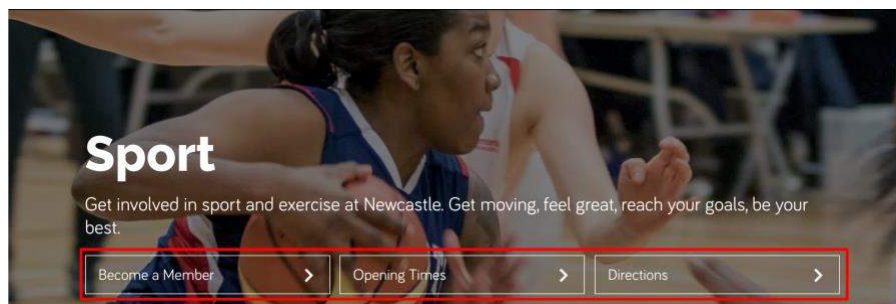


Once you see the new image in the component click **Save changes**.

Preview your section and **check the header image in both desktop and mobile view**. You may need to re-crop the image to make it work for both views.

Next, **add content to your page**. Keep all content 'Pending' and use Preview to check you page. Once your content is read to publish, **Save and Approve** all components, including the Header Background. All 'Approved' content will be picked up by the Scheduled Publish.

Add CTAs to the Standard Page Header



Call to Action buttons (CTAs) should **prompt your users to complete a task** for example, buy, order, book, enquire, contact. **Up to 3 CTA buttons** can be included in the page header.

Link text for the CTA should **short and descriptive**. We recommend **two to four words (20 characters)**. The text should be sentence case.

CTA buttons for inclusion in the Page Header are contained in a sub-section named 'Zephyr Section CTA Links'. Button components placed in this folder will appear in the page header:



To create the sub-section for the CTAs the **name format for this section** is always 'Zephyr Section CTA Links'. This **section should be hidden from the site navigation**. 'Uncheck' **Show in Navigation** before you **Save and approve** the section.

Add each CTA to the section 'Zephyr Section CTA Links' using the component **CTA Button**, and fill in the following fields':

Name: eg Opening Times (this identifies the item in the Content Tab in T4)

Button text: eg Opening Times (short and descriptive – 2 to 4 words)

Link to URL: use to link to a page which sits outside of your website

Link to Section/Link to Content: use to link to a section or piece of content within your site

Make this a Link Button: leave 'unchecked' (button colour is not applied within Page Header)

Save changes (to keep them pending) or **Save and Approve** if changes are ready to be published.

Show the CTA's in the standard page header

To enable CTA's to appear in the page header **go to the Standard Page Header** and 'check' the **Enable CTA box** '.