How to use the Landing Page Wizard to create a new category for content
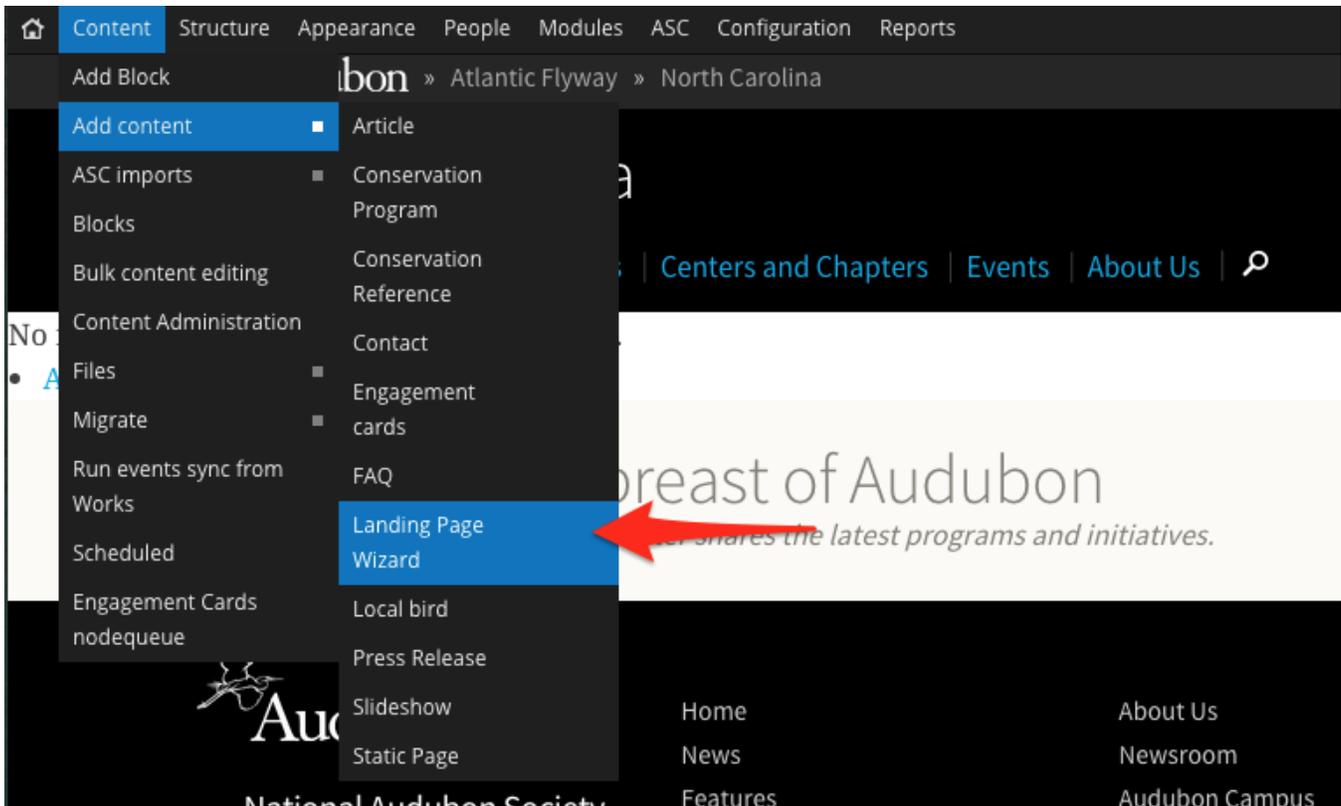
Out of the box, your site will come with landing pages set up for the top-level categories you've selected during the content planning phase (see: Step 1: Planning your content migration with the content spreadsheet).

But if you want to create landing pages for a second-level content category, or for a new campaign or program at any point down the road, you'll use the landing page wizard's step-by-step process.

Note: only use the Landing Page Wizard to create pages that don't currently exist. To edit an existing landing page, see: linklink to editing existing landing page

Instructions

To start, In the Content menu, select "Add content -> Landing Page Wizard"

The landing page wizard is divided into a series of steps:

Step 1: Title and Subtitle Type a title for the landing page (this will display on the page itself). You can also add a subtitle, which will appear under the title if you do not add a Hero image to this page.

Step 1: Category In almost all cases, you will use the landing page wizard to create a landing page for a category that does not yet exist. So select "Create a new category" here and type in the category's name. Remember, if you want to edit an existing landing page, you don't need to use the landing page wizard (linklink editing an existing landing page

Title *

Get Outside

Subtitle

An optional page description goes here.

○ Create a new Category
⊙ Build a new landing page for existing Category

Referenced Term

Get Outside (51)   ○

Save & Go Next

Step 2: Menu placement If you'd like for this landing page to be in your site's menu, click "Provide menu link." Select a Parent for this menu link in the drop-down that appears. In almost every case, you can leave the contents of the Override URL field alone.

Home » Add content » Landing Page Wizard

Create Landing Page: Step 2 of 9

✓   Landing Page *Testing* has been created.

Create a New Menu Link

⦿ None

○ Provide menu link

If you are creating a landing page for an existing category that already has a link in the main menu, you do not need to create a new link (select "None"). The existing link will be updated automatically.

Override URL *

conservation/testing

Back   **Save & Go Next**

Step 3: Hero Image If you'd like the landing page to have a big Hero image, choose it here. You'll also be asked to fill in a title and a subtitle, (which will appear overlaid on the image). Optionally, if you want to use the Hero area to link to a another page on your site, you can fill in the "Link title to URL" field with the full URL of the desired page.

Also, you can control the color of the subtitle and title to match your image.

Create Landing Page: Step 3 of 9

Hero Image
○ None
● Select image

Title
Get Outside

Link title to URL

Subtitle

Image

citizenscience.jpg

Remove   Edit

Click "Browse" to locate the file on your computer or in the site's File Library.

Text color mode
● Dark
○ Light

You can choose if the image you uploaded is dark or light so that proper font styles were applied to any text content visible on that image.

Back   **Save & Go Next**

Step 4: Intro Section: If you'd like to include a few paragraphs of introduction on the landing page, click "Provide text" and enter it into the box that appears. This is just like any other Body text field, so you can add inline links, images, etc, if you wish.
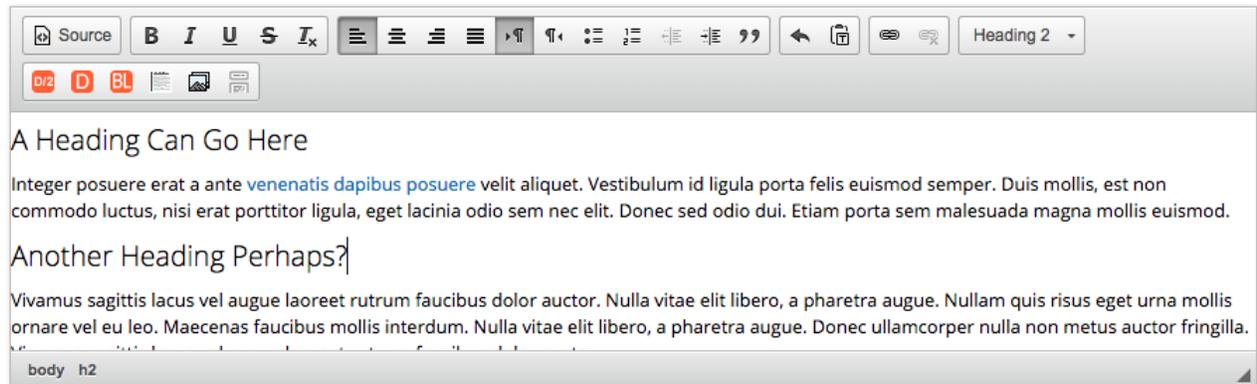
Create Landing Page: Step 4 of 9

Intro section

○ None

● Provide text

An optional intro section will sit at the top of the page underneath its title or hero image. It can consist of 2 to 3 paragraphs, links, and/or embedded images. It should be used to introduce your readers to the topic of the page, and give them some context for the content they'll see below.

Body

| Source | **B** *I* U S Iₓ | ▤ ▤ ▤ ▤ | ▸¶ ¶◂ | ⋮≡ ≟≡ ⇥≡ ⇤≡ 🙴 | ↰ 📋 | 🔗 🔗 | Heading 2 ▾ |

| D/2 | D | BL | ▦ | 🖼 | ▤ |

A Heading Can Go Here

Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Vestibulum id ligula porta felis euismod semper. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Donec sed odio dui. Etiam porta sem malesuada magna mollis euismod.

Another Heading Perhaps?

Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Nulla vitae elit libero, a pharetra augue. Nullam quis risus eget urna mollis ornare vel eu leo. Maecenas faucibus mollis interdum. Nulla vitae elit libero, a pharetra augue. Donec ullamcorper nulla non metus auctor fringilla.

body   h2

Back   **Save & Go Next**

Step 5: Editorial Cards: Editorial cards are the primary way to add links to other pages to a landing page. You can select multiple sections of cards, and also choose between a row of two large cards, three medium cards, or four small cards.

Editorial Cards

○ No

◉ Add Editorial Cards

Editorial cards should be used to link to the page's main contents. They must be updated manually, so if you expect to be publishing lots of content to this page, use a News Stream instead (in Step 8).

How many sections of Editorial cards you need?

[2 ⬍]

─ Editorial Cards 1 ─────────────────────────

○ standard 2X
◉ standard 3X
○ standard 4X

─ Editorial Cards 2 ─────────────────────────

◉ standard 2X
○ standard 3X
○ standard 4X

Order of Editorial Cards could be changed after completing all steps.

[Back]   [Save & Edit cards]

Step 5.1: Once you've selected how many rows of editorial cards you want (and which kinds), you'll be asked to fill them. Each type of editorial card has slightly different fields. If you don't have all the content ready yet, you can add placeholder articles or pages to these editorial card fields and go back and fill them in later.

Create Landing Page: Step 5.1 of 9

☑ Heading for this set of cards (optional)

Want a Custom Heading? Add It Here

Title for this set of cards.

Manual override ▼

— ▾References ————————————————————

Number of rows

1 ▼

Update count

Reference *1*

Type name of article here ○

Reference *2*

○

Reference *3*

○

— ▸More Link ————————————————————

— ▸Styles ————————————————————

Back   Save & Go Next

Step 6: Map If you want to include an ESRI or Google map on your page, copy its embed code here.

Create Landing Page: Step 6 of 9

Map

○ None

● Provide map embed code

☑ Override title

| You Can Give The Map a Title |

| h2 ⬍ |

Embed Code

```
<iframe width="100%" height="100%" frameborder="0" scrolling="no" marginheight="0" marginwidth="0" src="//audubon.maps.arcgis.com/apps/Embed/index.html?webmap=29d6e3df813d48178fd800cfa18e3f65&amp;extent=-128.899,23.8191,-63.9918,53.1293&amp;zoom=true&amp;scale=true&amp;theme=light"></iframe>
```

[Back] [Save & Go Next]

Step 7: Video Videos work similar to maps—you can paste in a Youtube, Vimeo, or any other video embed code to include it on the landing page. Note: all videos that appear on our site must be hosted on a service that allows for embedding (such as YouTube)

Hint: To make sure the video fills the entire landing page area, change whatever numbers can be found in the width="XXX" and height="XXX" parts of the tag with "100%" (see below)

Create Landing Page: Step 7 of 9

Video

○ None

● Provide video embed code

☑ Override title

| Video Title If You Want |

| h2 ⬍ |

Embed Code

<iframe width="100%" height="100%" src="https://www.youtube.com/embed/HlfhFhwhDec" frameborder="0" allowfullscreen></iframe>

100%

Back   Save & Go Next

Step 8: New Stream If you'd like to include a stream of every page or article associated with this landing page's category, select Yes. This is useful for Categories that will have frequent content updates, because a News Stream automatically updates with the article or page most recently added to the category. (As opposed to editorial cards, which you have to always change manually).

Create Landing Page: Step 8 of 9

News Stream

○ No

● Yes

A news stream is a listing of all the recent content assigned to a particular category, and it updates automatically with the newest post at the top. It should be us be publishing lots of content to this category or landing page on a regular basis.

Override title

News & Updates

More Link

More link text

More link URL

Step 9: Bird Cards You can add bird cards to the page to link to the National bird guide. You can choose to display them in a grid (default), or in a single row that users can scroll through (by checking the box). Just type the name of the birds you want to add.

Bird Cards

○ None

● Add Bird Cards

☑ Override title

    Select this option to give this grid of bird cards a heading.

| Priority Birds |

☑ Display Bird Cards in a Single Row

    Check to display this set of bird cards in a single, scrollable row. If unchecked, all the cards you select will be displayed in a grid on the page.

Number of cards

| 4 |

Update

▼ References ─────────────

Bird reference
⊹   Tricolored Blackbird (2111)   ○
⊹   Greater Sage-Grouse (3381)   ○
⊹   Bobolink (2116)   ○
⊹   Eastern Bluebird (1341)   ○

Then Finish and you're done!

Related articles

- How to load Events for your Events Calendar via Audubon Works
- How to syndicate content from the National site (or any other site)
- How to use the Landing Page Wizard to create a new category for content