



**What does
“content-first” mean?**



What does a “content-first” approach mean?

- Realistic
- Sustainable
- Supported
- Defined & documented
- Holistic

ARE PROGRAMS
AUTHORITATIVE
CONTENT?

WHERE DOES THIS
DATA COME FROM?

AVAILABILITY OF
BRAND GUIDELINES

WHO UPDATES
THIS NAME/INFO?

DOES THIS
PROGRAM HAVE
VISUAL ASSETS?

HOW OFTEN IS
PROGRAM INFO
REVIEWED?

The screenshot shows a university website for the Asian Studies program. The header includes the St. John's University logo and navigation links. The main content area features a 'Program Details' section for 'Asian Studies' with a 'Learn More' button. Below this is a 'Program Overview' section with text and a 'Request Information' button. A 'Department Contact' section lists 'Hung-Yi Erik Shen' as the Associate Director. The bottom section, 'Outcomes & Differentiators', highlights three key metrics: 94% Post-Graduate Employment, Unique Feature or Offering, and a 15:1 Student to Faculty Ratio. Each metric includes a brief description and an 'Optional Link'.



POLL TIME!




Decorative graphic in the top-left corner consisting of overlapping orange and yellow circular shapes.

How to empower content creators







Decorative graphic in the bottom-right corner consisting of overlapping orange and yellow circular shapes.

Content Strategy

Translate a high-level brand platform into actionable content guidance

- 
1. Our culture of courageous exploration empowers profound discovery.
- 
2. We embrace and invest in all people in order to nurture remarkable growth.
- 
3. Our dynamic vision for the future inspires brilliance.



COLOR	ATTRIBUTE	SAMPLE COPY
	Enthusiastic	Admissions: "Yay! We're so glad you're joining us!"
	Adventurous	Discover the North Country: "Discover new strengths as you explore the majestic Adirondacks."
	Empathetic	Covid-19 announcement: "We know this has been a very difficult year, and we appreciate your efforts."
	Helpful	Financial aid: "If you need a part-time job on campus, we can help you find one."
	Inspired	Faculty research: "Professor Chen's research opens a gateway to new worlds."
	Ambitious	Outcomes: "Our alumni are leaders in every industry."

Content Strategy

Explain and contextualize key principles that heavily influence content creation

Program detail

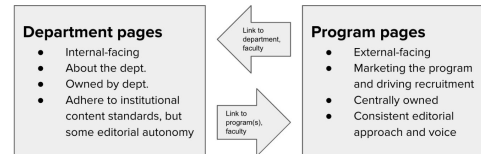
Purpose: Comprehensive overview of an academic program, geared toward prospects.

- **Intro photo/video and overview copy**
- **Department link and contact info**
- **Program requirements**
- **Complementary and related programs**, including common double majors
- **Learning experiences:** co- and extra-curricular experiences that contribute to the overall experience of this program
- **Featured story:** elevate authentic voices and provide social proof of program value
- **Career outcomes:** Highlight relevant data points or facts, such as hiring companies, licensure passing rates, average salaries
- **Faculty**
- **Checkerboards:** Callout or promotion of related pages, with impactful headline, copy, and image/video
- **Events** (taxonomy-driven)
- **Student connection:** enable prospects to connect directly with students
- **Get more information/apply**

Program Detail vs. Department Detail

Program pages are an essential marketing tool. Use them to bring to life the experience of studying this subject at St. Lawrence and the post-graduate benefits of doing so.

Program pages are related to but distinct from department pages.



FACTORS	PROGRAM DETAIL	DEPARTMENT DETAIL
Primary audience	Prospective students	Current students
User goal	What can I study? Do I want to study it at St. Lawrence?	How do I connect with this department?
Key takeaways	<ul style="list-style-type: none"> • Program overview, including high-level curriculum • Career outcomes • Experiential learning opportunities • Social proof • Sense of community 	<ul style="list-style-type: none"> • Contact information • Faculty and staff listing • Hours and location • Student deadlines • Events for students • Learning outcomes • Course descriptions
CTAs	Apply	Contact
Subpages	None	General pages, if needed
Ownership	Communications, with input from department	Department, with input from communications

Web Style Guides

Activate the brand strategy by providing actionable guidance for day-to-day content creation.

Headlines & Subheadlines

More like this:

Take Reasoned Risks (*shows opportunity to be cutting-edge, while Serve While You Learn (active, highlights core value)*
 A Close-Knit Campus with Big-City Convenience (*celebrates local*
 Immerse Yourself in Learning (*active, highlights experiential learni*

Less like this:

A Tradition of Excellence (*vague*)
 Convenient Location (*vague*)
 Community Service Opportunities (*uninspiring*)
 Helping You Reach Your Goals (*leans toward hand-holding*)

Brand Attributes

The following table represents ways in which you can bring Widener’s brand attributes to life through voice and tone of written content.

The classic writing adage of “show, don’t tell” is important here. Rather than solely focus on institutional facts and descriptions of offerings, through thoughtful content creation and storytelling, you can engage visitors on a more personal level.

We are... but not/yet...	Content Characteristics
Plainspoken, yet sophisticated	<ul style="list-style-type: none"> ● Avoid jargon and acronyms ● Avoid dense, complex blocks of copy that can alienate a reader ● Build trust through openness and clear communication, especially when conveying important information and processes (e.g. admissions deadlines, financial aid application); don’t be obtuse - be approachable ● First person POV (we; speak direct to audience “you” not “student” or “students”) for conversational tone

Content Templates

Write copy aligned to website structure in order to reduce content entry challenges, as well as to encourage consistency regarding brand and tone.

★**Tabbed items**★ [unlimited]: For each tab, you need a **tab title** and **body content**.

We recommend the following tab titles:

- **Learning Experiences**, which would include curricular and co-curricular programs like research and off-campus study
- **Clubs & Organizations**, which would include student activities that are relevant to the subject
- **Internships**, which would include internship programs that are relevant to this topic as well as companies and organizations where current or recent students have interned.

Again, this is a recommended default framework, but you may have other sections for specific programs.

Learning Experiences

Living Lab
So many environmental studies classes make good use of our 110-acre Living Lab, whether it's observing amphibians in our wetlands [to shearing](#) sheep for an eco-fiber course.

Research
Dig deeper into environmental topics or pressing issues through research, either during the semester or as part of a paid summer fellowship. You may even get to co-author a paper with a faculty mentor like Ethan Collins '18 did; he and his professor Peter Pettengill collaborated on a study about visitor impact to the Adirondack Park.

Senior Year Experience (SYE)
Turn your passion into a project with a Senior Year Experience. For example, Emma Brandt '20 went on a multi-day backpacking trip with a faculty advisor for her SYE. They recorded data on the impacts of camping around Cranberry Lake, such as exposed soil, trash, and the number of fire pits. They compared their findings with historical data, and Emma drafted a paper for journal submission.

Nature Up North
This community-based organization housed at St. Lawrence connects people to the North Country environment through citizen scientist projects and outdoor adventures -- and it offers internship and volunteer opportunities for environmental studies majors like you.

Learning Experiences to Prepare for Your Career

The very nature of the environmental studies major means plenty of hands-on learning. We also take full advantage of our North Country location and our strong alumni network to provide opportunities.

- Learning Experiences**
- Internships & Volunteering**
- Off-Campus Study**
- Clubs & Organizations**

Living Lab

So many environmental studies classes make good use of our 110-acre Living Lab, whether it's observing amphibians in our wetlands to shearing sheep for an eco-fiber course.

[Visit the Lab >](#)

Research

Dig deeper into environmental topics or pressing issues through research, either during the semester or as part of a paid summer fellowship. You may even get to co-author a paper with a faculty mentor like Ethan Collins '18 did; he and his professor Peter Pettengill collaborated on a study about visitor impact to the Adirondack Park.

[Explore Research >](#)

Content Training

Having well-trained and appropriately empowered content editors is the key to a successful, consistent publishing strategy.

Web content training can address:

- Messaging and style (brand expression)
- Governance process
- Editorial process and content planning
- Usage of content templates to ensure stylistic consistency and alignment to site structure



Content Training

Training activities give content creators a hands-on opportunity to apply branding and content strategy concepts in a learning environment.



Reads like a mission statement. Readability score: **post-graduate!**

International Student Services supports the intellectual, ethical, personal, and social development of St. Lawrence's international students as they explore their place and purpose as engaged learners in a diverse and interdependent University and world.

New page: “Support for International Students”

- In the Student Life section
- Who is the primary audience for this page?
- What is their goal? Why do they come to this page?
- Which brand pillar(s) should this page reflect?
- What is the most important information that users are looking for when they come to this page?
- What supporting information might also be helpful?
- What components should we use to express that supporting information?
- How would you prioritize those components?



POLL TIME!

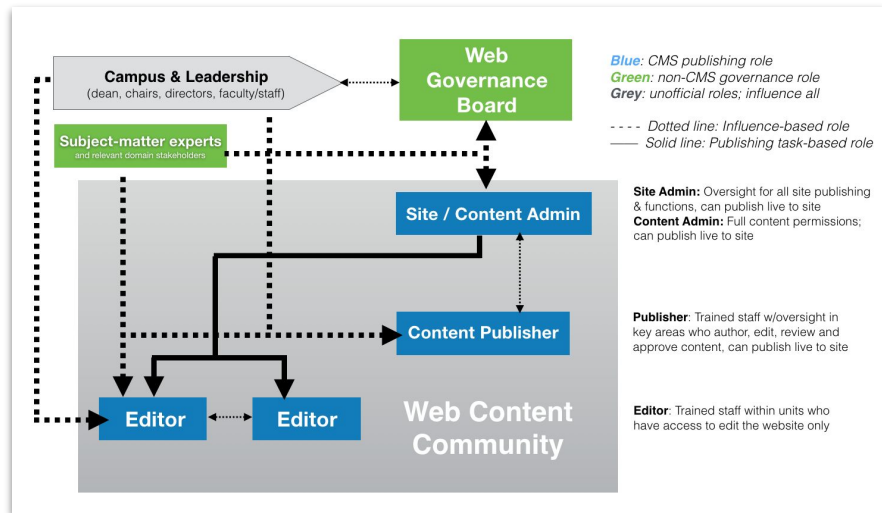
Web Governance

Governance repairs the bridge between organizational challenges and website effectiveness



Web Governance

Clearly define website roles, responsibilities, and relationships — this in turn sets expectations and informs publishing protocol



Content Editors	
Overview	<ul style="list-style-type: none"> Individuals granted access to create or revise content to be approved/published by the Content Publisher on the CMS.
Members	<ul style="list-style-type: none"> [to be provided]
CMS Role(s)	Content Editor
Responsibilities	<p>Content Process and Standards</p> <ul style="list-style-type: none"> Create and revise web content with attention to appropriateness, quality, structure, brand, style, accuracy, and relevance, in consultation with Communications team, subject matter expert(s), and/or other relevant stakeholders, within designated user Group Complete revisions as directed by Content Publisher reviewing submitted content drafts Use content planning tools (e.g. content audit, editorial calendar, measurement frameworks / analytics reports), best practice, and institutional standards to guide content efforts Reference analytics data and other available information to guide decisions about website content Recommend page addition/removal to Communications team Consult with subject-matter experts, if necessary <p>Management and Administration</p> <ul style="list-style-type: none"> Communicate and coordinate with Communications team about website governance <p>Advocacy and Education</p> <ul style="list-style-type: none"> Maintain consistent skill level in knowledge of web content publishing and usage of CMS Attend all relevant trainings for web writing and editing

CMS Author Interface

A clear and intuitive content authoring experience reduces friction in the publishing process

PROFILE FEATURE Collapse

Heading *
Meet our Admissions Team

Description
B I | [Rich Text Editor Icons] Source
At Lab, we want every interaction your child or family has with us to be as stress-less and seamless as possible.

BUTTON LINK
URL
mailto:admissions@labschool.org
Start typing the title of a piece of content to select it. You can also enter an internal path such as `/node/add` or an external URL such as `http://example.com`. Enter `<front>` to link to the front page. Enter `<nolink>` to display link text only. Enter `<button>` to display keyboard-accessible link text only.
Link text *
Email us today!
▶ ATTRIBUTES

PROFILES *
+ Bob Lane (2531)
+ Nancy Rowland (2816)

Meet our Admissions Team

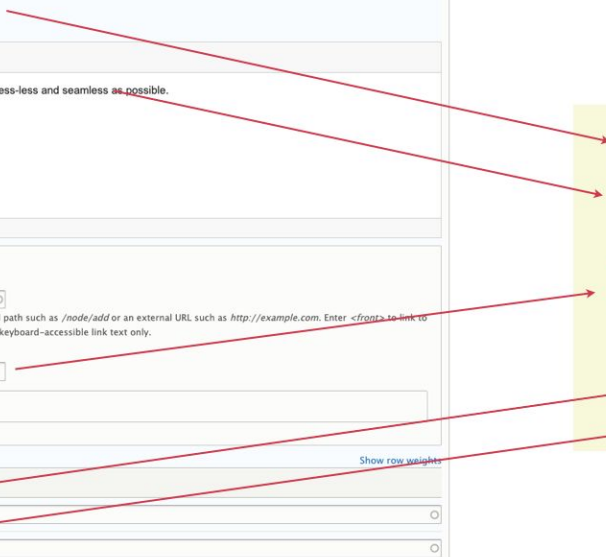
At Lab, we want every interaction your child or family has with us to be as stress-less and seamless as possible.

[Email us today!](#)



Bob Lane
Director of Admissions and Enrollment Management

Nancy Rowland
Associate Director of Admissions





“Content-first” at West Virginia University

by way of “design-first”...



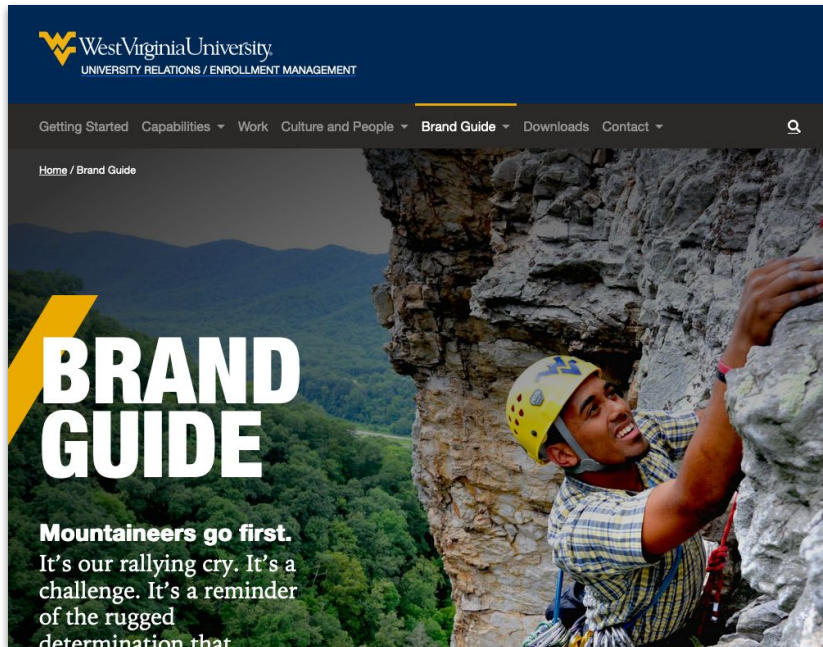
The “Marketing Ops” Team at WVU

“Marketing Ops” is a multi-disciplinary team that supports our recruitment and marketing teams. Our primary role is content management on the web.

- **Roles:**
 - Team/Tech Lead (me)
 - Content Strategist/Writer
 - Digital Creative Lead
 - Content Designer (part-time)
- **Guiding principles:**
 - Build Connections
 - Document and Share (to Scale Our Work/Impact)
 - Iterate and Evolve

WVU Design System

The WVU Design System is a set of principles and guidelines, as well as a collection of code and visual assets that make it easy to create consistent, WVU-branded websites.



Key to Design System: Components

A design system gives designers reusable components and patterns to build and manage projects at scale.

- New designs are quick to build due to reusing existing patterns and elements.
- Present a unified and consistent brand across platforms and channels.
- Less work “reinventing the wheel.”
- Reference point for new hires and external agencies.

WVU Design System components are a well-documented set of HTML, CSS, and JavaScript assets. Each are based on solutions to common design problems, and come in a variety of options for type pairings, colors, and WVU-branded elements.

<p><i>Directory</i></p> <p>List people and their contact info.</p> <p>Read More</p>	<p><i>Masthead</i></p> <p>Primary identifier for your site. Let's the user know at a glance where they are. A masthead is required for all WVU websites.</p> <p>Read More</p>	<p><i>Primary Navigation</i></p> <p>This is the main navigation on your site. It goes right below the masthead. All WVU websites are required to have a primary navigation consistently placed on every page.</p> <p>Read More</p>	<p><i>Action Hero</i></p> <p>Use this if you want to call attention to a secondary chunk of content and/or action item(s).</p> <p>Read More</p>
<p><i>Profile Hero</i></p> <p>Feature a faculty member, student, program, facility, etc. in a visually compelling way.</p> <p>Read More</p>	<p><i>Blob</i></p> <p>Display different types of content (e.g. a calendar feed, news stories, and profiles) in a single section that is easy for the user to scan quickly.</p> <p>Read More</p>	<p><i>Big Search</i></p> <p>Let the user search for a major, alumni group, etc. from a curated set of content with defined keywords.</p> <p>Read More</p>	<p><i>Contact Info</i></p> <p>Make it easy for your users to get in touch with you or someone from your unit.</p> <p>Read More</p>
<p><i>Event Agenda</i></p> <p>Display a listing of events by day, for example on a conference website.</p>	<p><i>Event Listing</i></p> <p>List calendar events for your organization.</p>	<p><i>Featurettes</i></p> <p>Feature a series of content chunks in the same format, for example a thumbnail,</p>	<p><i>Full Bleed Photo w/Caption</i></p> <p>Insert a full bleed photo with a caption. Useful for</p>



POLL TIME!

Components in Action

Design system components are combined like Lego blocks to create our web pages.

The WVU home page features a number of common components:

- Masthead
- Navigation
- Hero
- Featurette grouping with featurettes
- Quicklinks group
- Student profile

The screenshot displays the West Virginia University homepage with the following components:

- Masthead:** West Virginia University logo and search bar.
- Navigation:** A horizontal menu with categories like Academics, Admissions and Aid, Life at WVU, Info For, Research and Innovation, Community, Inclusive Campus, International, and About WVU.
- Hero:** A large image of a person wearing VR goggles with the text "FIND YOUR VIBE". Below it, a paragraph describes the university's experience, followed by a video link and application buttons for undergraduates and grad school.
- Featurettes:** A blue bar with five icons and labels: Apply to WVU, Visit WVU, Scholarship Chart, Programs and Majors, and Confirm Admission.
- Featurette Grouping:** A section titled "LET US BE YOUR GUIDE" with the subtext "We're here to help every step of the way." It contains four columns for Future Students, Admitted Students, For Families, and Graduate School, each with a brief description and a "Resources" button.
- Quicklinks:** A yellow bar at the bottom with a "QUICKLINKS" header and three columns of links for various services like Housing, Campus, Directory, and Office 360 Login.



Component Breakdown: Hero

Our definition: A hero features the main content and call to action. This content should reflect the site's most important user need or goal.

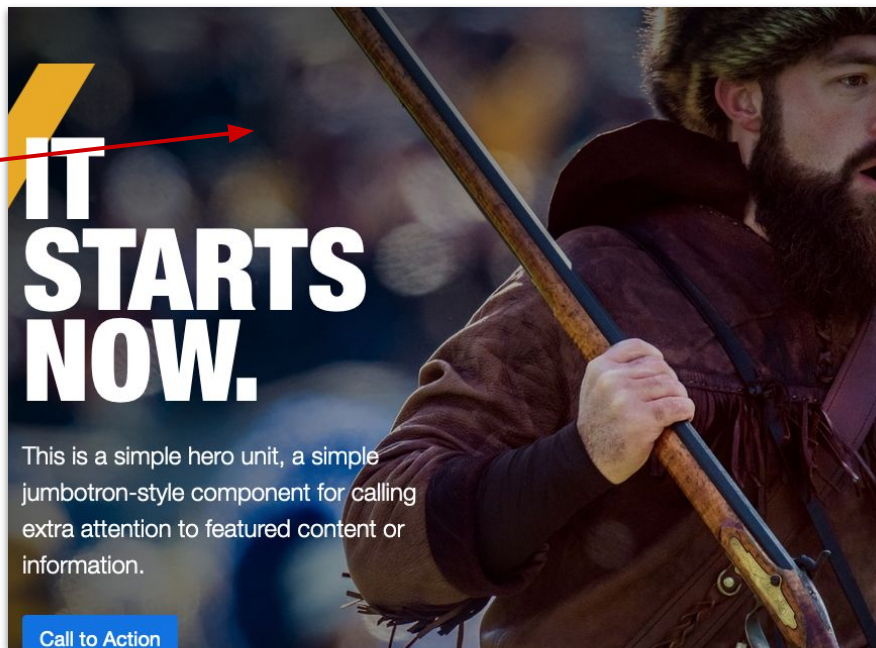
Common attributes of a hero include:

Background image

Title

Teaser

Call to action



Component Breakdown: Featurettes

Our definition: Feature a series of content chunks in the same format, for example a thumbnail, header, blurb, and call to action, that users can scan quickly.

Section title →

Section lede →

Image →





Title →

Teaser →

Call to action →

FEATURETTES HEADLINE

Subhead goes here.

			
<i>Example Featurette A</i>	<i>Example Featurette B</i>	<i>Example Featurette C</i>	<i>Example Featurette D</i>
<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p>	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p>	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p>	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p>
Read More	Read More	Read More	Read More

Components: Design vs. Content

Components describe and standardize *content* as much as they describe and standardize *design*.

Design vs. Content: Featurettes #1

Design is layered on top of – and is an attribute of – *content*. Content authors are given the flexibility to find solutions. For example, does this layout fit the content/message?

FIND YOUR FRIENDS

No matter what your interests are, you'll find other students like you.



Campus Events

With activities like WVUp All Night, Big 12 athletic events, creative arts performances and guest speakers and artists, your biggest challenge will be fitting in everything you want to do.

WVU Sports

WVU All Night



Student Organizations

We have a student org for just about everything. Astronomy. Robotics. Roller derby. Quidditch. And if we don't have the group you're looking for, you can create your own.

Student Organizations

Fraternities and Sororities



Service Activities

We offer thousands of ways to make a real difference through the Center for Community Engagement. See what ignites your passion to do good (and connect with others who feel the same way).


Center for Community Engagement

Design vs. Content: Featurettes #2

Or does this layout fit it better?

FIND YOUR FRIENDS

No matter what your interests are, you'll find other students like you.




Campus Events

With activities like WVUp All Night, Big 12 athletic events, creative arts performances and guest speakers and artists, your biggest challenge will be fitting in everything you want to do.

WVU Sports

WVUp All Night




Student Organizations

We have a student org for just about everything. Astronomy. Robotics. Roller derby. Quidditch. And if we don't have the group you're looking for, you can create your own.

Student Organizations

Fraternities and Sororities



Service Activities

We offer thousands of ways to make a real difference through the Center for Community Engagement. See what ignites your passion to do good (and connect with others who feel the same way).


Center for Community Engagement

Design vs. Content: Featurettes #3

Or how about this one? *Design* is in service of *content*. And it's up to the content creator.

FIND YOUR FRIENDS

No matter what your interests are, you'll find other students like you.



CAMPUS EVENTS


With activities like WVU All Night, Big 12 athletic events, creative arts performances and guest speakers and artists, your biggest challenge will be fitting in everything you want to do.

ALSO SEE:

[Refresh Activities](#)

[WVU Sports](#)

[WVU All Night](#)



STUDENT ORGANIZATIONS

We have a student org for just about everything. Astronomy. Robotics. Roller derby. Quidditch. And if we don't have the group you're looking for, you can create your own.

ALSO SEE:

[Student Organizations](#)

[Fraternities and Sororities](#)

Component-based Content Templates

Google Docs-based templates that match to design system components and patterns. One doc equals one page. A page can contain any number and combination of “blocks.”

Block 1 - Hero

Image: *Link to photos.wvu.edu.*

Heading: *VERY short. Two to five short words.*

Intro:

First paragraph. 1-2 short sentences. What info are users expecting after clicking?

Second paragraph. 1-2 short sentences. What do you want users to do now? List [request](#) for information form and/or buttons/links.

Call to action:

Primary Buttons (1-2 large buttons)

- *Button Text 1 - web address or section of this page that button should link to*
- *Button Text 2 - web address or section of this page that button should link to*

Choose [primary](#) button color: orange, blue or gray.

Block 2 - Featurette Grouping 1

The remainder of the page consists of featurette groups of 1, 2, 3 or more featurettes. A minimum, you must have one featurette grouping below your hero block.

Section Heading: *Short heading above the featurettes.*

Lede: *Optional. 1-2 short sentences between the Section Heading and the first featurette.*

Number of Featurettes: *How many featurettes will this section have?*

Featurette Information

For each featurette, copy/paste the following and provide the requested information for each featurette. Number the featurettes in the order they should appear on the page.

Featurette 1

Image: *Optional. Link to photos.wvu.edu or other source.*

Title: *Required. What is this featurette about?*

Description: *Required. What is your main message about this topic? What do you want people to do next? This space can be used for multiple paragraphs and can include images.*

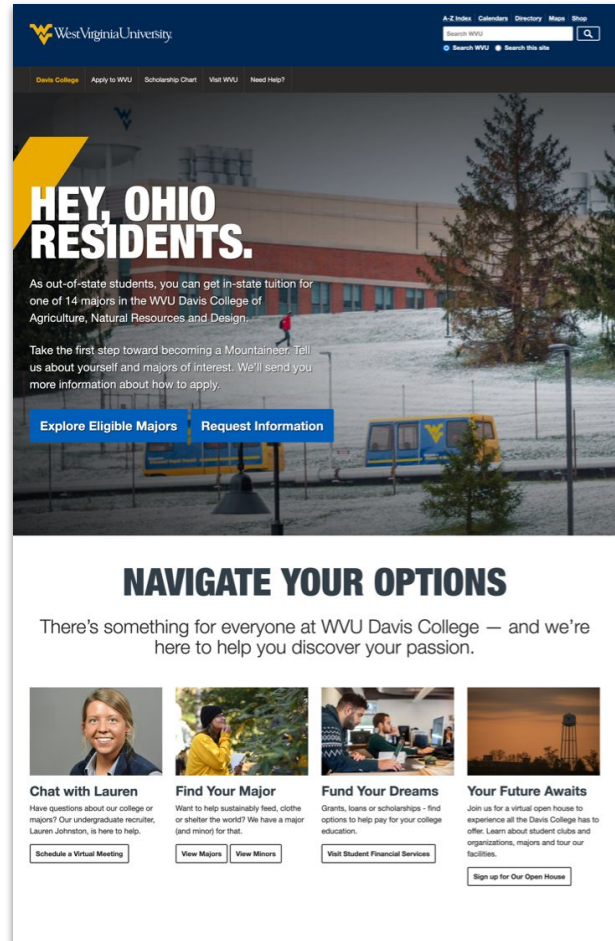
Buttons: *Optional. Can have more than one.*

CCTs in Action

Web pages in support of client's digital ad campaigns are one of our most common use cases for component-based content templates (CCTs).

CCTs give us an easy way to collaborate, avoid content blobs, ensures the client prioritizes their needs and speeds up time to launch.


This is an example of one college's campaign page for students from Ohio.




The screenshot shows a web page for West Virginia University Davis College. The header includes the WVU logo, navigation links (A-Z Index, Calendars, Directory, Maps, Shop), and search bars. The main content area features a large image of a building with a yellow banner that reads "HEY, OHIO RESIDENTS." Below the banner, text states: "As out-of-state students, you can get in-state tuition for one of 14 majors in the WVU Davis College of Agriculture, Natural Resources and Design." A sub-headline says: "Take the first step toward becoming a Mountaineer. Tell us about yourself and majors of interest. We'll send you more information about how to apply." Two blue buttons are present: "Explore Eligible Majors" and "Request Information".

NAVIGATE YOUR OPTIONS


There's something for everyone at WVU Davis College — and we're here to help you discover your passion.




Chat with Lauren
Have questions about our college or major? Our undergraduate recruiter, Lauren Johnston, is here to help.
[Schedule a Virtual Meeting](#)



Find Your Major
Want to help sustainably feed, clothe or shelter the world? We have a major (and minor) for that.
[View Majors](#) [View Minors](#)



Fund Your Dreams
Grants, loans or scholarships - find options to help pay for your college education.
[Visit Student Financial Services](#)



Your Future Awaits
Join us for a virtual open house to experience all the Davis College has to offer. Learn about student clubs and organizations, majors and tour our facilities.
[Sign up for Our Open House](#)

DAVIS MAJORS ELIGIBLE FOR IN-STATE TUITION

Ohio residents admitted to these majors may qualify for in-state tuition rates through the Ohio Tuition

- ✓ [Agribusiness Management](#)
- ✓ [Agricultural and Extension Education](#)
- ✓ [Animal and Nutritional Sciences \(BS\)](#)
- ✓ [Animal and Nutritional Sciences](#)
- ✓ [Design Studies](#)
- ✓ [Energy Land Management](#)
- ✓ [Environmental and Natural Resource Economics](#)
- ✓ [Environmental, Soil and Winter Sciences](#)
- ✓ [Horticulture](#)
- ✓ [Human Nutrition and Foods](#)
- ✓ [Recreation, Parks and Tourism Resources](#)
- ✓ [Wildlife and Fisheries Resources](#)
- ✓ [Wood Science and Technology](#)

CCTs Breakdown: Hero

Block 1 - Hero

Image: <https://photos.wvu.edu/Monthly-Photo-Galleries/2018-Photos/November-2018/35123-CJY-Campus-Winter-November-1/i-xDR3tbK>

Heading: Are you in or out? / Hey, Ohio residents.

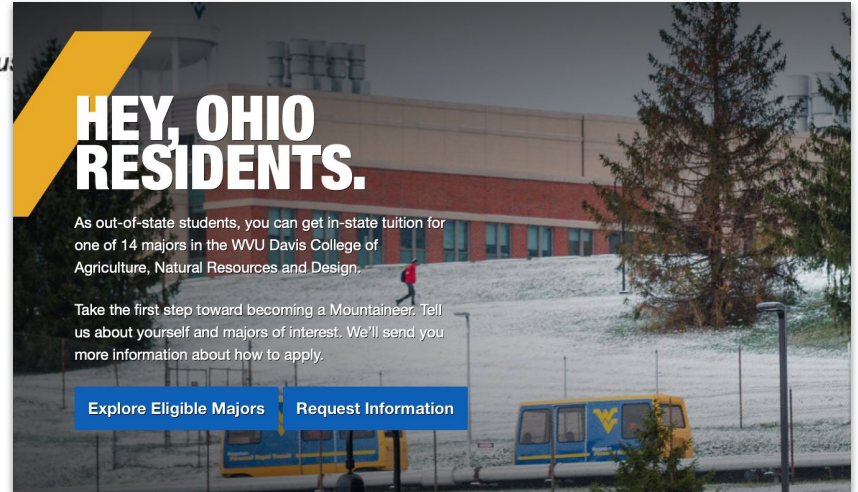
Intro: *As out-of-state students, Ohio residents can get in-state tuition for one of 14 majors in the WVU Davis College of Agriculture, Natural Resources and Design.*

Call to Action: *Take the first step toward becoming a Mountaineer. Tell us about your interests and majors of interest. We'll send you more information about how to apply.*

Buttons/Links

Primary Buttons (1-2 large buttons)

- Button Text 1 - *Explore Eligible Majors (will go new block)*
- Button Text 2 - *RFI (will go to their form)*



CCTs Breakdown: Featurettes

Block 2 - Featurette Grouping 1

The remainder of the page consists of featurette groups of 1, 2, 3 or more featurettes. At minimum, you must have one featurette grouping below your hero block.

Section Heading: *Navigate your options.*

Lede: *There's something for everyone at WVU Davis College - and we're here to help you discover your passion.*

Number of Featurettes: 4

Featurette Information

For each featurette, copy/paste the following and provide the requested information for featurette. Number the featurettes in the order they should appear on the page.

Featurette 1

Image: *Uploaded to Drive folder*

Title: *Chat with Lauren*




Description: *Have questions about our college or majors? Our undergraduate recruiter, Lauren Johnston, is here to help.*

Buttons: *Optional. Can have more than one.*

- Schedule a Virtual Meeting - <https://www.signupgenius.com/go/70a0f49acad23a7fb6-wvudavis>

NAVIGATE YOUR OPTIONS

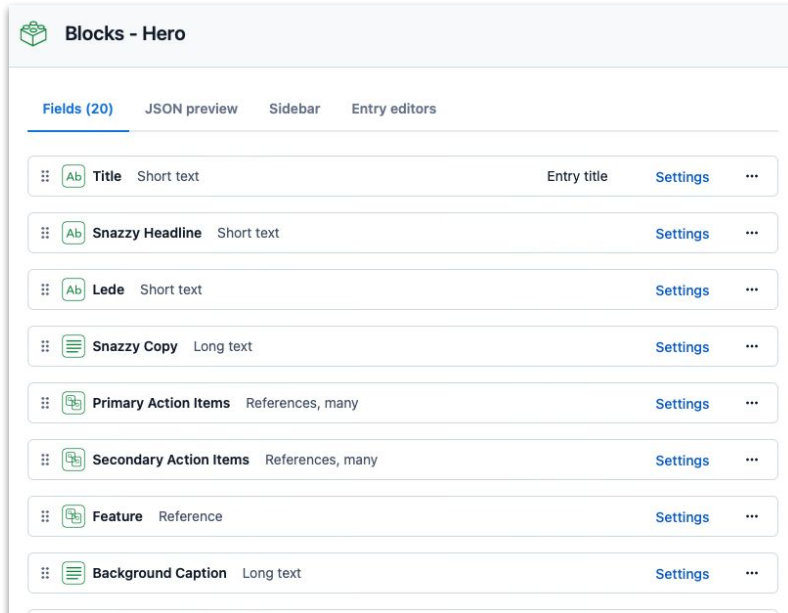
There's something for everyone at WVU Davis College — and we're here to help you discover your passion.

 <p>Chat with Lauren</p> <p>Have questions about our college or majors? Our undergraduate recruiter, Lauren Johnston, is here to help.</p> <p>Schedule a Virtual Meeting</p>	 <p>Find Your Major</p> <p>Want to help sustainably feed, clothe or shelter the world? We have a major (and minor) for that.</p> <p>View Majors View Minors</p>	 <p>Fund Your Dreams</p> <p>Grants, loans or scholarships - find options to help pay for your college education.</p> <p>Visit Student Financial Services</p>	 <p>Your Future Awaits</p> <p>Join us for a virtual open house to experience all the Davis College has to offer. Learn about student clubs and organizations, majors and tour our facilities.</p> <p>Sign up for Our Open House</p>
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Component-based CMS

WVU has utilized a 3rd party platform, Contentful, to build a component-based content management system built around our components and building block structure.

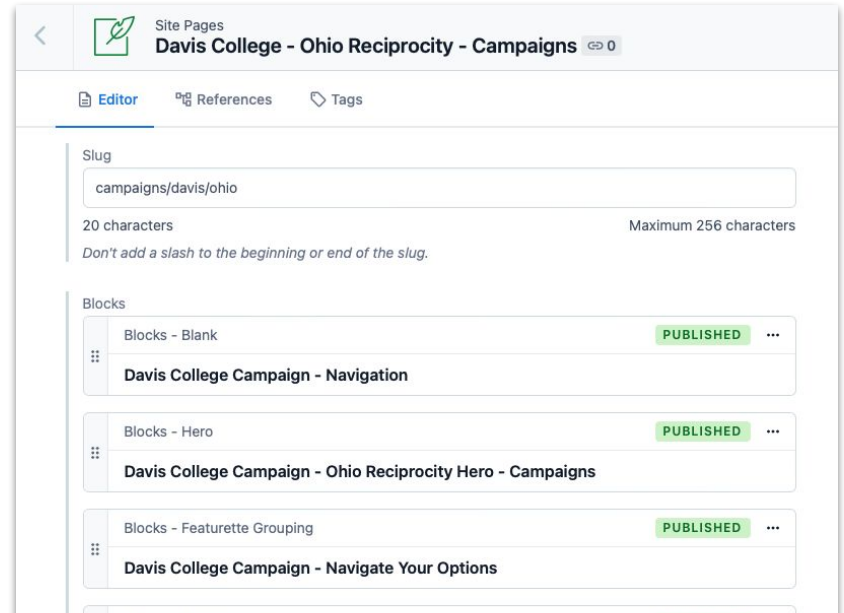
Describing a hero component / block



The screenshot shows the 'Blocks - Hero' configuration page in Contentful. It features a list of fields for the hero component, each with a unique identifier (Ab), a name, a type, and a 'Settings' link. The fields are:

- Title** (Short text): Entry title
- Snazzy Headline** (Short text)
- Lede** (Short text)
- Snazzy Copy** (Long text)
- Primary Action Items** (References, many)
- Secondary Action Items** (References, many)
- Feature** (Reference)
- Background Caption** (Long text)

Describing a page that's built with blocks



The screenshot shows the 'Davis College - Ohio Reciprocity - Campaigns' page editor in Contentful. The page is built with several blocks, each with a 'PUBLISHED' status:

- Blocks - Blank**
- Davis College Campaign - Navigation**
- Blocks - Hero**
- Davis College Campaign - Ohio Reciprocity Hero - Campaigns**
- Blocks - Featurette Grouping**
- Davis College Campaign - Navigate Your Options**

Component-based CMS: Hero

Title

 58 characters Maximum 256 characters

Snazzy Headline

 20 characters Maximum 256 characters

Lede

 0 characters Maximum 256 characters

Snazzy Copy

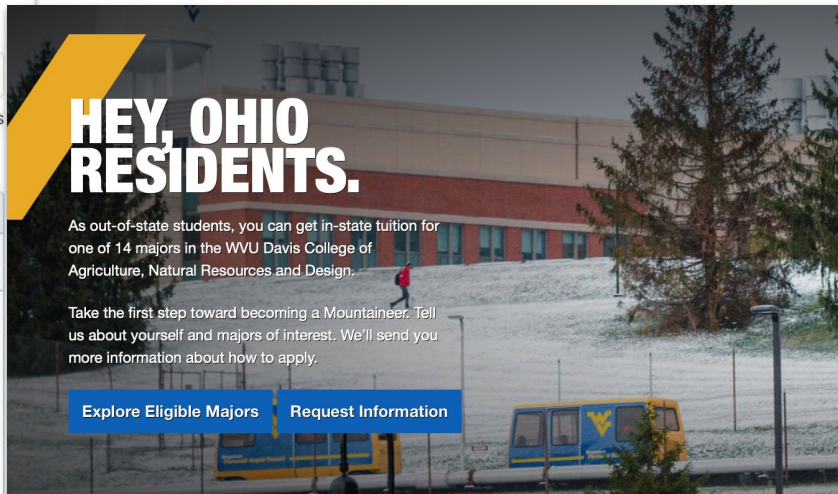
Editor Preview

H B I ” ≡ ≡ 🔗 ⋮ Insert media

As out-of-state students, you can get in-state tuition for one of 14 majors in the WVU Davis College of Agriculture, Natural Resources and Design.

Take the first step toward becoming a Mountaineer. Tell us about yourself and majors of interest. We'll send you more information about how to apply.

`Explore Eligible Majors`



Next Steps at WVU

We hope to continue on the path of “content-first.” As a central organization we have many tools that we use that we hope to open to more groups like:

- **Expanding the “cheat sheets” and training related to our CCTs:** This has been great for our team. We need to encourage others to do it for all-the-things. We’ve received positive feedback so far.
- **Releasing our content catalog and content calendar:** We have standardized collections like profiles, FAQs and programs within our component-based CMS. We need to show people what we have so they can contribute.
- **Connecting authors to tools like Google Optimize, MS Clarity and Data Studio:** “Fire and Forget” seems to be one of our great skills. We need to evaluate and iterate in order to truly improve our content.