



**Landing
Pages
Management**

Landing Pages Management

A landing page is a combination of graphic and text content that universities want to publish on internet in order to promote and publicize their academic offer.

The way in which every element on the landing page is located, sized and shown becomes in a layout (template). There are several templates from which the university can choose from.

In case it's a brand-new template, the university must provide a "raw" model of it so the layout can be developed with the following limitations in mind:

In each text block (text boxes), only one font type can be used (name, size and style)

The text sections in the landing pages are limited according to the description that follows this explanation. This means that there's no obligation to use all the text sectors, however, they can't exceed the indicated limit.

In addition to the aforementioned "raw" model of the landing page, the University must provide and/or give access to the graphic content to be used and send a Word or Excel document in which they will give the text content of every section that must be shown in the landing page.

Section content and functionality.

Program: This is the name of the program for which they want to generate the landing page.

Layout: This must be used in case a University has more than one "template" for their landing pages.

Program Title: This is the "main title" of the landing page and is the name of the program published in the landing page.

Subtitle: This is the text that will appear directly under the Program Title over the main picture in the landing page.

Punch Line 1: This is the text that will appear under the subtitle as some kind of "marketing" text. (*)

Punch Line 2: This text will appear under the first punch line. (*)

Punch Line 3: This text will appear under the second punch line. (*)

Punch Line 4: This text will appear under the third punch line. (*)

Punch Line 5: This text will appear under the fourth punch line. (*)

Punch Line 6: This text will appear under the fifth punch line. (*)

Icon Line 1 Label: This is the title text of the first icon. (*)

Icon 1 Text: This is the text shown following the first icon title. (*)

Icon Line 2 Label: This is the title text of the second icon. (*)

Icon 2 Text: This is the text shown following the second icon title. (*)

Icon Line 3 Label: This is the title text of the third icon. (*)

Icon 3 Text: This is the text shown following the third icon title. (*)

Icon Line 4 Label: This is the title text of the fourth icon. (*)

Icon 4 Text: This is the text shown following the fourth icon title. (*)

Icon Line 5 Label: This is the title text of the fifth icon. (*)

Icon 5 Text: This is the text shown following the fifth icon title. (*)

Icon Line 6 Label: This is the title text of the sixth icon. (*)

Icon 6 Text: This is the text shown following the sixth icon title. (*)

Text Block label 1: This is the title of the first text block that it may be considered as the title of the main program information.

Text Block 1: This is the content of the first text block and it may be considered as the main program information.

Text Block label 2: This is the title of the second text block. (*)

Text Block 2: This is the content of the second text block. (*)

Text Block label 3: This is the title of the third text block. (*)

Text Block 3: This is the content of the third text block. (*)

Text Block label 4: This is the title of the fourth text block. (*)

Text Block 4: This is the content of the fourth text block. (*)

Text Block label 5: This is the title of the fifth text block. (*)

Text Block 5: This is the content of the fifth text block. (*)

Text Block label 6: This is the title of the sixth text block. (*)

Text Block 6: This is the content of the sixth text block. (*)

Course Title Label: This is the title of the section that contains the courses of the desired program.

() The visibility and the style of every numbered section (punch lines, icons and text blocks) depends on the design (layout or template) provided or selected by the University.*

Notes:

If any of the sections won't be used it can be omitted in the content details, can be left with no information or can be explicitly filled out as "**Blank**".

There is no limitation in the number of characters the text blocks can support but the text must be chosen carefully under the criteria of aesthetic and the text box's location in the layout.