Display Name – for the IU Northwest “Home” breadcrumb. **Do not make changes to this field**; changes will reflect on all IU Northwest pages in the SITES environment.

**Home/ Office of Admissions**

**Title:** IU Northwest- for Search Engine Optimization (SEO) purposes. This title shows in the browser’s search results and also is the browser’s tab.

**Keywords:** - for Search Engine Optimization (SEO) purposes. Keywords should be unique to each page. Three to four keyword phrases is recommended. Separate keyword phrases with commas.

**Description:** A brief description about the page. Should be 150 characters. This description will show in the browsers search engine results.
Show in Navigation

This two options allows for the page to either show or hide in the left navigation menu.

<table>
<thead>
<tr>
<th>Office of Admissions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apply Now</td>
</tr>
<tr>
<td>Students</td>
</tr>
<tr>
<td>Pay for College</td>
</tr>
<tr>
<td>Degrees &amp; Programs</td>
</tr>
<tr>
<td>Campus Information</td>
</tr>
<tr>
<td>Visit</td>
</tr>
<tr>
<td>Contact</td>
</tr>
</tbody>
</table>

Navigation Title: The title if the page in the left navigation menu.

Section

- To add a new section, click the green arrow icon
- To remove a section, click the marron minus icon.
- To move section up or down, use the arrow icons.
Section Name: Name of your section. This will help when you update your site. Pages can have multiple sections, so this will help make it easier to locate the section of your page you would like to update.

Section >> Background
Color: Choose a background color for your section background. This background color will expand the entire width of the page.

Image: **COMPRESS YOUR IMAGE**-- If you would like an image instead of a color background. Images 1800w X 450px

ALL IMAGES MUST BE COMPRESSED before uploading to WCMS

Websites that compress images
https://tinypng.com/
http://www.shrinkpictures.com/
You can size and compress with shrink pictures

Web services does run tests on IU Northwest webpages to see if the pictures have been compress.

Image orientation: Full width by default. Parallax allows the image to scroll in the backgrounds. Repeat vertically and horizontally are only used for small pattern images.

Section >> Row

- To add a new row in a section, click the green arrow icon
- To remove a row in a section, click the marron minus icon.
- To move row in a section up or down, use the arrow icons.

NOTE: ** Rows can only be moved up or down the section they are in
Color: Choose a background color for your row. 
NOTE: a row width is about 960px. Row will not colorize the entire width of the page.

Image: COMPRESS YOUR IMAGE-- If you would like an image instead of a color background for your row. NOTE: a row width is about 960px in width.

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Image Orientation: Full width by default. Parallax allows the image to scroll in the backgrounds. Repeat vertically and horizontally are only used for small pattern images.

Section >> Row >> Column
  - To add a new row in a section, click the green arrow icon
  - To remove a row in a section, click the marron minus icon.
  - To move row in a section up or down, use the arrow icons.
NOTE: **You are limited with the number of columns in a row.**

### Desktop Columns:
The width of the column in the page. How you want the layout to appear on the page.

- whole
- three-fourths
- two-thirds
- half
- one-third
- one-fourth

### Tablet Columns: **MUST BE THE SAME AS DESKTOP.**
The width of the column in the page. How you want the layout to appear on the page.

### Left Justify with breadcrumbs:
a styling setting; the first section in the page is usually checked
Section >> Row >> Column >> Design Elements

- To add a new design element to a column, click the green arrow icon.
- To remove a design element to a column, click the maroon minus icon.
- To move a design element in a column up or down, use the arrow icons.

Choose your Design Element

Design Elements

Note: Not all design elements are available to content managers. If you select a design element and there is no option shown, you do not have access to that element.

Commonly used elements: Text, Heading 2, Heading 3, Plugins Chooser, Primary, Secondary and Group buttons.

- Text
- Heading 2
- Heading 3
- Heading 4
- Heading 5
- Heading 6
- Block quotes
- Plugin Choosers
- Primary Button
- Secondary Button
- Panels
- Circular image
- List grid
- Local Navigation