

Humanecology.wisc.edu website documentation

Last updated august 13, 2021

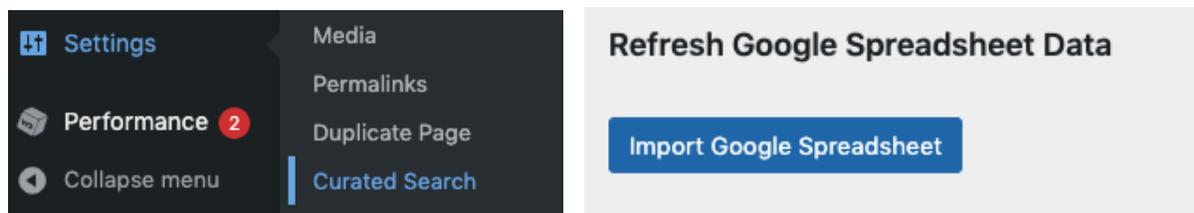
Lookahead Search

If someone says they can't find something on the new site, the best way to address that issue is to add it to the lookahead search spreadsheet with keywords, and let that person know it is now a searchable term.

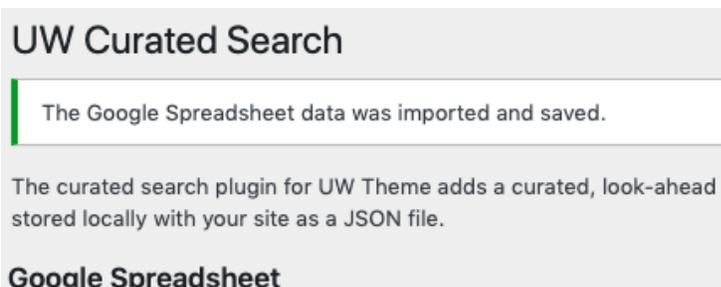
Note that the same lookahead search spreadsheet also serves the Advising site. The spreadsheet for the lookahead search is here:

<https://docs.google.com/spreadsheets/d/1cdmBtZNzR6sugPePfTbmvAqUB-oNrmE2bwGj9tXEmCU/edit#gid=0>

Add the title, keywords, and the url. When you're done updating it, visit the Dashboard > Settings > Curated Search page:



You can manually update the spreadsheet by clicking on "Import Google Spreadsheet." You should receive the following affirmative message at the top of that page:



If you didn't get an affirmative message, check to see that you have not used ampersands in the keyword column, and that there are no blank rows in the spreadsheet. You should be able to instantly check your new term in the search box to see if it worked.

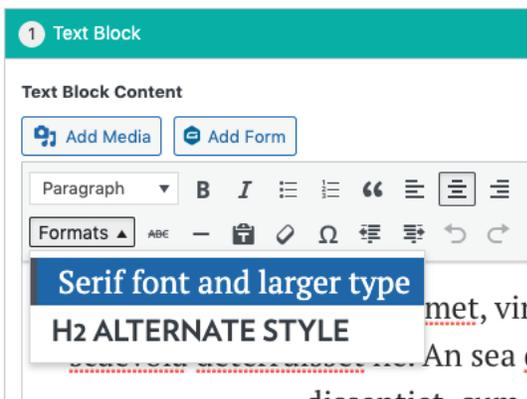
The spreadsheet that controls the data on for the internship & alumni site list on Advising is here: <https://drive.google.com/drive/folders/1ItGYIFepA3Uu5RruBF538QimFe30jfg-> -- you will also need to invoke an update in the back end in order for any updates to take effect.

Home Hero Carousel

- Video
- Image/video size is 1600 x 650 px.

Intro paragraphs

- Top-level pages include an introductory paragraph of marketing pros. The type is larger and centered.
- The content lives in a 1-column text box with centered content.
- Toggle the “Format” function to get large type:



News Posts module

News posts appear on all the degree program pages, as well as on Community, Research, and Alumni & Friends. Pulling posts can be automated in the future, but until there is a consistent taxonomy, I have been pulling “individual” posts. This is the posts module on [“Community”](#) :

News



[See all news >](#)

And this is what it looks like in the back end of that page:

One Column Page Elements

1 Posts Listing

Header text

Layout

Standard Card

What kind of post type?

Select Individual Posts

Individual Post

Congratulations, SoHE Graduates of Spring 2021! Experience (Still) Required: I

CDMC Summer Fellowships Offer Unique Research Support to UW Undergrads

Show featured image?

In order to update and automate this page, you must create a new category of posts called “Community.” When you have a news item that you want to appear on this page, tag it “community”, and change the module from “Individual posts” to “Posts by Categories” and select “Community” from the dropdown menu of “Post Category”

What kind of post type?

Posts by Categories

Post Category

Select

100 Women

4W

Alumni

Back of the House

Layout

Standard Card

- Select -

All Posts

Posts by Categories

Select Individual Posts

Custom Post Types

Posts

All Posts

Add New

Categories

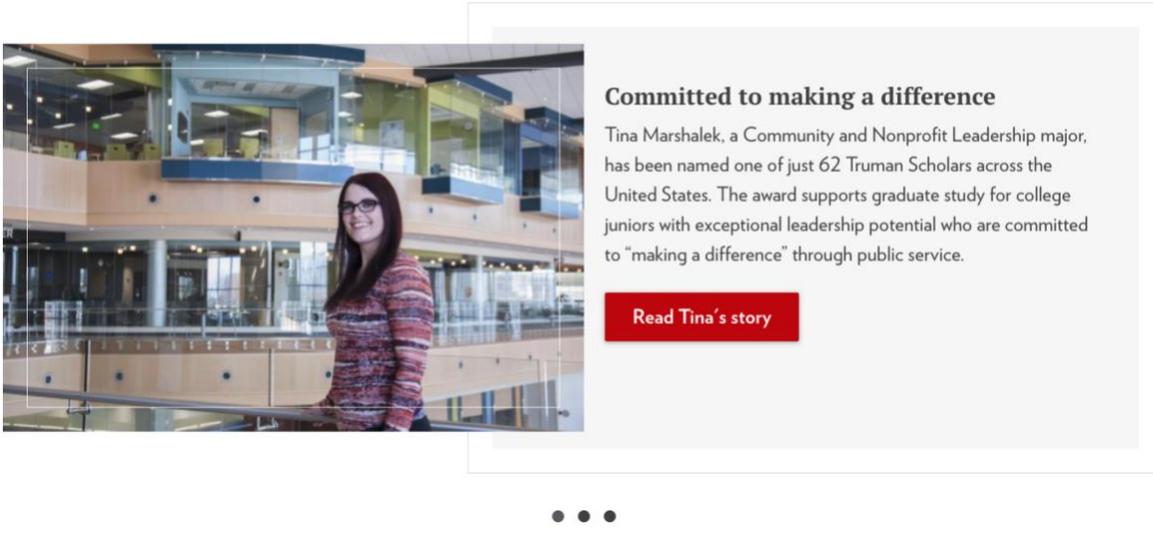
Tags

You can create new categories at any time. Your old categories have all been pulled in -- you may want to delete or retire some of them. Deleting a category will not delete those posts.

Story carousel

This module accommodates stories and links out to posts, typically. You manually curate the best stories for that page. Examples are on News & Events, Research, and Community. It can only be used in a 1-column format.

Extraordinary Stories



The screenshot shows a story carousel with a 1-column format. On the left is a photograph of Tina Marshalek, a young woman with glasses and a colorful patterned sweater, standing in a modern building. To the right of the photo is a text block with the following content:

Committed to making a difference

Tina Marshalek, a Community and Nonprofit Leadership major, has been named one of just 62 Truman Scholars across the United States. The award supports graduate study for college juniors with exceptional leadership potential who are committed to “making a difference” through public service.

Below the text is a red button that says “Read Tina’s story”.

Below the carousel, there are three small black dots, indicating the current position in the sequence.

Once you select a 1-column format, you’ll name your section (this one is called “Extraordinary Stories”); and add the Page Element called “Story Carousel”

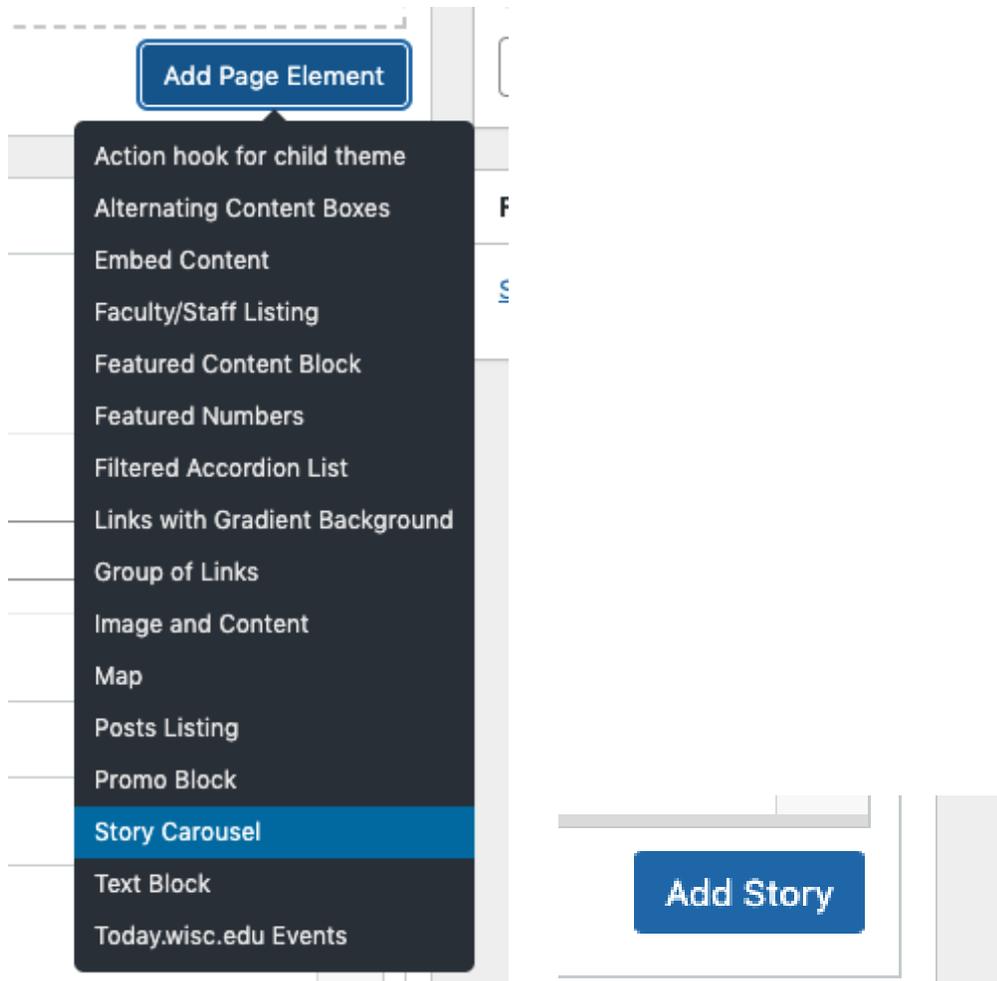


Page Content Area

1 One Column Content Layout

Headline	Add bottom border to row?
Extraordinary Stories	<input checked="" type="checkbox"/>
Row ID	Row Class

One Column Page Elements



By looking at the back end of this [Community](#) page, you can see you'll need a 900 x 600 minimum image, a story title, a story description, link title, and an internal or external link. To add another story, select "Add Story" at the bottom of the page element. I have written slightly different headlines for these stories than what appears on the post, contextualizing the story for the audience of that page.

Promo Block

On the [Community](#) page is a Promo block. Place an image, making sure to set image opacity to ensure that the language is readable on top of an image. You have options around the positioning of content: Left, right, centered. The promo block can also be used in a 2-column format. Use this module to highlight specific initiatives or events. Below are 3 examples:

School News



[Across the Atlantic Fairbanks's collaboration shines](#)

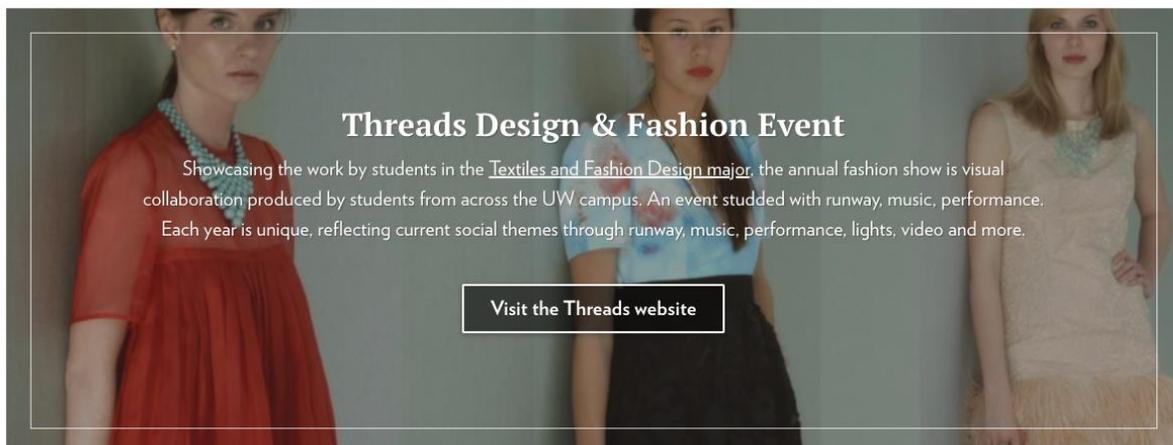
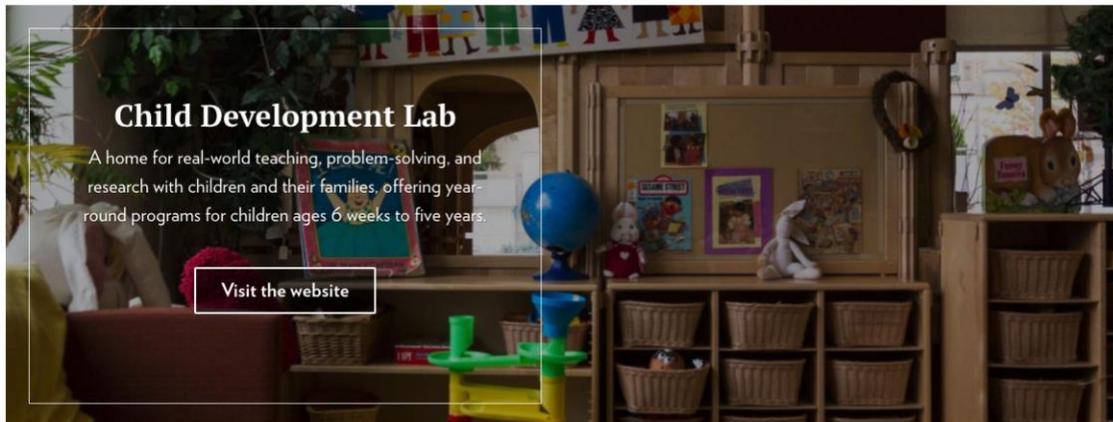
[New tool will help seniors age in place](#)

[Harvey and Urban on improved confidence in youth personal finance education](#)

[Raison on Shrink Rap Radio podcast](#)

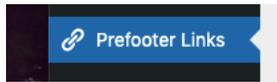
[Duncan on neuroscience and meditation](#)

[See all news >](#)



Prefooters

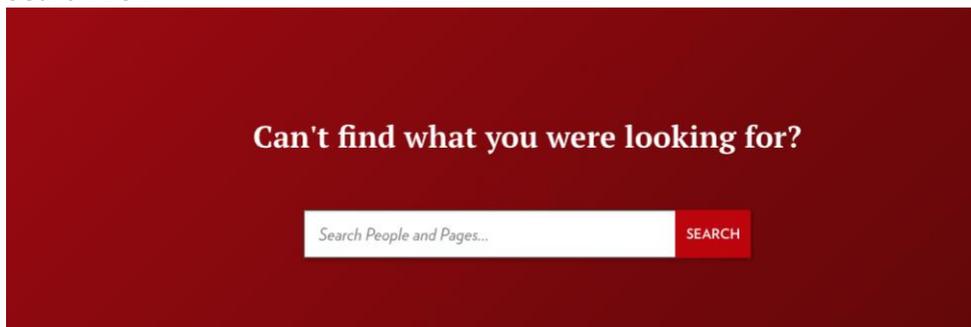
In the dashboard view, you'll see an item for Prefooter links.



Examine this page closely. You'll see that you can control where the prefooters show up, and their colors: Red white or blue. Currently there are 2 prefooters and the search box.



Search Box



The regular footer, in black, is accessed through the Customizer or Appearance -> Menus.

Links with Gradient Backgrounds

The following examples all use the 1-column page element called “links with gradient backgrounds” – with light gray, dark gray and red being style options. All of the items link out to pages or posts.

Leadership, Vision and History



Take the next step



Alumni Awards



Other style nuances

There are many options in the back end for creating the stylized look on pages. They include the borders, hatched lines, and shaded boxes. You can experiment with them to get a feel for how they work. Here's what they look like in the back end:

Add bottom border to row? <input type="checkbox"/>	Add hatched borders? <input type="checkbox"/>
Row Class	
Column Display Select how wide you want each column (left and right) to be. Default is 50%-50%.	
<input checked="" type="radio"/> Left 50% Right 50% <input type="radio"/> Left 60% Right 40% <input type="radio"/> Left 40% Right 60%	
First column background color <input checked="" type="radio"/> White <input type="radio"/> Light gray	Second column background color <input checked="" type="radio"/> White <input type="radio"/> Light gray

Metadata

For the best search engine optimization, there is a section of each page's back end for metadata, including social cards. It looks like this, and is toward the bottom of each page:

Meta Tag Settings ^ v ▾

We have set up the descriptions for the main menu items, but it is up to you to set the rest. You should write metadata with SEO in mind: Use words that best describe the page and what people will be looking for.