Landing Page (v1.0) Content Template

Content-main Domain

Developed by: UL Digital Redesign Team

Last Update: February 14, 2020

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# Important

For new content, complete all sections of the template.

For changes/updates, indicate which content areas are changing, and then complete those sections of the template.

* Copy the current content from the web page into the appropriate template section.
* Turn on “track changes” and then update the content so the reviewers can see the changes being made.

|  |
| --- |
| **Summarize the changes being made to the page** |
| Creating a recruitment single-page site for the Laramie COE office. |
| **If multiple pages are being consolidated into a single page, list the pages that need to be archived.** |
|  |
| **Does this change require a redirect or URL change? If so, why?** |
| Yes, a redirect from the sub-domain [www.DevOpsCenter.UL.com](http://www.DevOpsCenter.UL.com). This was requested by Gus Cavalcanti and Randal Six to allow distribution of the site to potential hires simple and easy. |

# Getting started

Provide the following information, which will help with the content direction and review.

|  |
| --- |
| **Content approver / date of final approval** |
| Content Approver Lead: Brenna Hutchison  Additional Approvers: Gus Cavalcanti, Randal Six, Ben Sims  Date of Final Approval: ASAP |
| **Content owner and email address (required for content strategy approval)** |
| Brenna Hutchison, Brenna.Hutchison@ul.com |
| **Audience: Who should be reading this content?** |
| Potential hires of the DevOps center located in Laramie WY. |
| **Goals: What is the purpose of this page and what action do you want the user to take?** |
| The purpose of this page is to a provide brief summaries of what UL is, what UL does, what the Laramie DevOps Center does, and list all available positions at the Laramie DevOps Center.  The brief summaries of UL can link the “About UL” overview page to allow potential hires to do further research into UL easily.  The is list of available positions at the Laramie DevOps Center will say what we are looking for in non-HR wording and link to ICIM listing of the position.  The action we want a user to take is follow one of ICIM links and apply for one of the available positions at the Laramie DevOps Center. |
| **Content objectives / what the audience should understand after reading?** |
| What UL is and does on a basic level  What the Laramie DevOps Center is and does on a basic level  What jobs are available at the Laramie DevOps Center |
| **Competition: What will this content compete against? What are the competitor pages?** |
| Other recruitment pages. |
| **Date the campaign will end / page should be retired (required)** |
| NA |

# Required

## Hero area

The Hero introduces the key information about the Offering. It includes the title, description, and primary CTA.

### Title (H1)

Think about how customers will look for this page. Be clear and use customer-centric language that search engines will easily recognize.

The title format should be *xyztopic servicename*, such as *Chemical Emissions Product Testing* or *Renewables Certification.*

|  |
| --- |
| DevOps Center of Excellence |

No more than 60 characters

### Subtitle

This description is one or two sentences that appears below the title. Use an imperative instead of a phrase (e.g., “Protect the integrity of your health and safety products” instead of “Protecting the integrity of your health and safety products”).

|  |
| --- |
| Join the team that supports the digital infrastructure that enables UL to empower trust. |

No more than 200 characters

### Primary CTA

The primary action button appears in the hero element below the Subtitle. The button text should be no more than 20 characters.

Use the following table to provide information for a Marketo CTA:

|  |  |  |  |
| --- | --- | --- | --- |
| Button text |  | | |
| Marketo CTA (indicate with “x” which CTA to use, then provide Marketo information) | | | |
| Contact us | | |  |
| Request a demo | | |  |
| Newsletter signup (newsletter name: ) | | |  |
| Event registration (event name: ) | | |  |
| Marketo Instance | |  | |
| Marketo Division/Subindustry | | Can only choose one | |

If the CTA is non-Marketo, provide the CTA and URL below.

|  |  |
| --- | --- |
| Button text | Find your future |
| URL | https://hub-ul.icims.com/ |

### Header image

The header image appears on both the page and the summary card. Make sure you are using a brand-approved image that has not been used elsewhere on the site. If you are not sure, provide an alternate that may be used.

Please enter the name of your image file in the box below, then include the image with this completed template.

|  |
| --- |
| The Rocky Mountains |

Use the file name format: Image-title”naming convention (Ex: Image03-SafetyCertification).

The image name should not contain identifying information about an individual, the organization, or the image size.

|  |
| --- |
| The Rocky Mountains |

Alt text for image ~100 characters

## Main Body

This section is the main area of the page and is comprised of different content components, including Basic Content, Spotlight, and Curated Related Content.

### Basic Content

|  |
| --- |
|  |

### Number of Spotlights Requested

***Note:*** *More than two spotlights can create readability/usability issues for the user. If you have more than two, we can help you determine the most appropriate placement and usage on the page. For example, you could consider two full-page spotlights, provide a block of text, and then provide two card-style spotlights.*

|  |
| --- |
| 3 |

### Spotlight Style

*Enter YES next to the requested style.*

|  |  |
| --- | --- |
| Full page | YES |
| Card view |  |

Examples of spotlight style:

Full page: <https://www.ul.com/healthcare-and-life-sciences>

Card view: <https://www.ul.com/offerings/chemical-policy-management>

### Spotlight #1

#### Title (Required)

|  |
| --- |
| Why UL |

~*30 Characters*

#### Description (Required)

*One or two sentences of descriptive marketing copy.*

|  |
| --- |
| A brief summary of what UL is and does. |

*~120-150 Characters*

#### Image (Optional)

*Please write the name of your image file in the box below, then include the image with the content request.*

|  |
| --- |
| UL logo imprinted on someone’s forehead? |

*Image file name – do not include the name of an individual or image size.*

|  |
| --- |
| All hail our lord of safety? |

*Alt text for image ~100 Characters. Alt text should describe the image - do not use marketing copy here.*

#### Link (optional)

*Please provide the CTA and URL information for the button.*

|  |
| --- |
| Learn more about UL |

*CTA*

|  |
| --- |
| <https://www.ul.com/about> |

*URL of the target page.*

### Spotlight #2

#### Title (Required)

|  |
| --- |
| DevOps Center of Excellence |

~*30 Characters*

#### Description (Required)

*One or two sentences of descriptive marketing copy.*

|  |
| --- |
| A brief description of what the DevOps Center is and does for UL |

*~120-150 Characters*

#### Image (Optional)

*Please write the name of your image file in the box below, then include the image with the content request.*

|  |
| --- |
| The smiling face of the head of the DevOps Center of Excellence. |

*Image file name – do not include the name of an individual or image size.*

|  |
| --- |
| The smiling face of the head of the DevOps Center of Excellence. |

*Alt text for image ~100 Characters. Alt text should describe the image - do not use marketing copy here.*

#### Link (optional)

*Please provide the CTA and URL information for the button.*

|  |
| --- |
|  |

*CTA*

|  |
| --- |
|  |

*URL of the target page.*

## Summary

The summary is a short paragraph that appears on the content card when displayed on hub pages and with relevant content. This copy may also appear in search results as the “snippet,” so use content keywords and engaging language, as this copy represents the UL brand.

When writing this copy, consider other content cards that may be displayed alongside this card. Avoid high-level “About UL” copy.

|  |
| --- |
| The DevOps Center of Excellence recruitment page. |

No more than 156 characters

# Job Listing

For the job Listing will be in a card grid layout like the hub pages or related content sections but using a larger card format.

Examples of the Job Listing:

Card view: <https://www.ul.com/services>

### Card

Card Title

|  |
| --- |
| Job title |

~255 Characters

#### Description (Required)

*One or two sentences of descriptive marketing copy.*

|  |
| --- |
| A description of what the DevOps Center of Excellence is looking for the job position. |

~255 Characters

### Image

|  |
| --- |
| Something vaguely relevant to the position |

*Use the file name format: Image-Title” naming convention (Ex: Image03-SafetyCertification).*

|  |
| --- |
|  |

Alt text for image ~100 Characters

#### Link (optional)

*Please provide the CTA and URL information for the button.*

|  |
| --- |
| Apply for position |

*CTA*

|  |
| --- |
| ICIM link |

*URL of the target page.*

### 