**Bumble Bee Page Redesign – Needed Text Content**

\*\*\*Note: any text that accompanies an icon image (the “blocks” that come at the bottom of most pages) should be about 50 words maximum. These blocks should end with a link whenever possible.

\*\*\*\*Note: Though text CAN be auto-generated, this might not be the optimal solution, so some blocks that are marked as being auto-generated may end up needing text.

1. **“Project Bumble Bee” (front page)**
   1. Introductory text block
   2. “Take Action” blocks
      1. “Become a Citizen Scientist” – needs short text that includes a link to Bumble Bee Watch
      2. “Create Habitat” – needs short text that includes a link to “Create, Manage, and Protect Bumble Bee Habitat”
   3. “Our Work” blocks
      1. “Protecting Bumble Bees” – needs short text (25-35 words max) with link to page
      2. “Evaluating Conservation Status” – needs short text (25-35 words max) with link to page
      3. “Land Management” – needs short text (25-35 words max) with link to page
      4. Slider content TBD, and text is dependent upon content.
2. **“Protecting Bumble Bees”**
   1. Page text needs an introduction, then text under these subheadings:
      1. “Endangered Species Act Protection”
      2. “Seeking Regulation of Commercial Bumble Bees”
      3. “State and Regional Advising”
   2. “Issues” blocks need text:
      1. “Seeking Federal Regulation of Commercial Bumble Bees”
         1. Text includes links to 2013 letter, 2010 petition, and scientists’ letters of support
      2. “Petition to Protect the Rusty Patched Bumble Bee” – needs short text (could link to petition itself or to press release)
      3. “Petition to Protect Franklin’s Bumble Bee” – needs short text, ends with link to petition
      4. “North American Bumble Bee Conservation Strategy” – needs short text, link to strategy.
3. **“Evaluating Conservation Status”**
   1. Needs general page text
   2. “Resources” blocks need text:
      1. “Species of Highest Conservation Concern” – text can be auto-generated
      2. “IUCN Bumble Bee Specialist Group” – text can be auto-generated since page already exists, or manually written.
      3. “Monitoring for Rare Species”
      4. “North American Bumble Bee Conservation Strategy”
4. **“Create, Manage, and Protect Bumble Bee Habitat”**
   1. Needs general page text
      1. Also text under the “Short Courses” subheading
   2. “Manage Your Habitat!” blocks need text:
      1. “Conserving Bumble Bees” – text is auto-generated since page already exists
      2. “Bumble Bee Conservation Brochure” – text can be auto-generated if we are indeed creating a new page that will use the bumble bee life cycle graphic
   3. “Take the Pollinator Protection Pledge!” – text can be auto-generated
   4. “Lady Bird Johnson Plant List” – needs text that ends with a link
5. **“Identification Guides”**
   1. Needs general page text (if it makes sense, this text could include some of the resources with links)
   2. “Resources” blocks:
      1. “Bumble Bee Watch Species Profiles” – brief text with link to Bumble Bee Watch
      2. “Species of Highest Conservation Concern” = text can be auto-generated
      3. “Comprehensive ID guides” – needs brief text that links to the different guides
      4. *“Bumble Bees of North America*” – needs short text that ends with link.
      5. “Lucid Online Key” – needs short text that ends with link.
      6. “Additional Resources” – will likely need its own page, so text can be auto-generated
6. “**Species of Highest Conservation Concern”**
   1. Needs general page text that discusses Rich’s assessment
   2. Each of the 17 species will need text to go along with its icon. Formatting should be consistent amongst all of them, but this can be decided by Rich/Sarina based on their needs.
   3. “Additional Species” table needs to be filled in.