

SEATTLE UNIVERSITY

T4 Content Migration Training 1/17/2024
College Marketers



Agenda

- Welcome
- Getting Started
 - Site Architecture
 - Media Library
- Heroes and Navigation
 - Heroes: Landing Page Hero and General Page Hero
 - Navigation: Horizontal nav, Left menu WYSIWYG, General Listing Section
- Data Driven Feeds > Related content types
 - Related News
 - Related Departments
 - Related Programs
 - Related Profiles
- Foundational Info: HTML
 - Copy pasting basics
 - Clean and valid HTML
- Q&A



Getting Started

- Site Architecture
 - Program Pages
 - MarCom owned
 - College Microsite Pages
 - College Marketers
- Media Library



Heroes and Navigation

Goal: To be able to determine which page hero and navigation content types to use depending on context.

- Heroes:
 - [Landing Page Hero](#) (For pages in the main navigation such as Academics, Life at Seattle U, etc.)
 - [General Page Hero](#) (for the majority of interior (child) pages)
 - Meta description considerations
- Navigation:
 - [Horizontal Navigation Menu](#) (Landing page)
 - [Body - Left Menu WYSIWYG](#) (shows peer pages and hierarchy in the left sidebar, use with General Page Hero)
 - [General Listing Section](#) (links to somewhere else on the SU website or to an external website, use image of the destination page. Use case could be a related page, a form, etc.)

Data Driven Feeds > Related content types

- [Related News](#)
- [Related Departments](#)
- [Related Programs](#)
- [Related Profiles](#)
 - AND logic
 - OR logic



Foundational Info: HTML

- Foundational Info: HTML
 - Field types in T4 content types
 - Plain text
 - HTML editor
 - Copy pasting technics
 - Copy/pasting gone wrong examples
 - PDF
 - Word
 - Outlook
 - Websites
 - Two approaches to preparing text for HTML
 - Plain text
 - Word to HTML utilities
 - Validate HTML
 - W3C Markup Validation Service > [Validate by input](#)



Resources

Component Library

- Page Designs
 - General Page
 - Landing Page
- Troy's Testing123 Examples
- YouTube: T4 Content Migration Training 1/10/2024