

A guide to landing page modules

Our site system is extremely flexible. It contains a number of individual modules that can be assembled like Lego blocks to create a wide variety of different kinds of pages. Here is a guide to the individual modules you'll see if you're [creating](#) or [editing an existing](#) landing page.

Editorial cards

Editorial cards are a fundamental module, used on landing pages and the homepage to link to your site's other pages. You can add almost any type of page to an editorial card module (including other landing pages). There are a few variations on editorial cards:

3x editorial cards

Our conservation work focuses on five key strategies, supported by science, advocacy, and education.



[Important Bird Areas](#)

Important Bird Areas

Habitat is the key to conservation.

[Read more »](#)



[Seas & Shores](#)

Seas & Shores

Protecting the vital habitat along New York's coasts where people and birds intersect.

[Read more »](#)



[Working Lands](#)

Working Lands

Audubon integrates science, conservation, policy, and education to protect key grassland species.

[Read more »](#)

A row of 3 cards that display a page's title, subtitle, category link, and a read more link. Note, these fields (and the editorial card image) can all be controlled independently of the page's actual title/image/etc by editing the "editorial card fields" tab.

Note also that editorial card sections can have a heading ("Our conservation work focuses..."). Control this by clicking the "Override title" box.

2x editorial cards + 1 engagement card

This Is An Engagement Card Section Heading



Conservation

Demo Content 1

Habitat Program~ Bring Nature into Learning Environments

[Read more »](#)



Demo Content 2

As the muralist continues around the southern United States, herons have been a constant.

[Read more »](#)

Help Support Audubon State

Birds need YOU! Get involved in helping to preserve our birds and their habitats today. There is something for everyone!

[Learn more](#)



This is a good choice to use as your first row of editorial cards on most pages. That way, you can provide a contextual engagement card opportunity high up on the page.

2x Editorial Cards & 1 Free HTML



Programs

Demo Content 1

Habitat Program~ Bring Nature into Learning Environments

[Read more »](#)

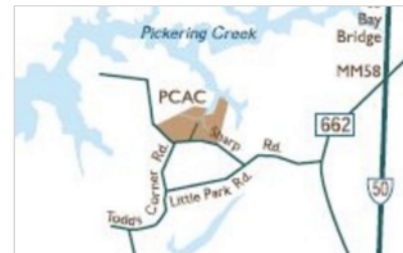


Programs

Demo Content 3

After cozying up in the spring, Bald Eagles settle into New York City for another winter.

[Read more »](#)



 Visiting Audubon Center

Audubon Center

1000 North Street Ave.
Springfield, PA
(555) 612-7737
email@audubon.org

Office Hours: 9am-5pm, Mon-Fri
Trail Hours: Dusk 'til dawn, every day
[Plan Your Visit](#) | [Directions](#)

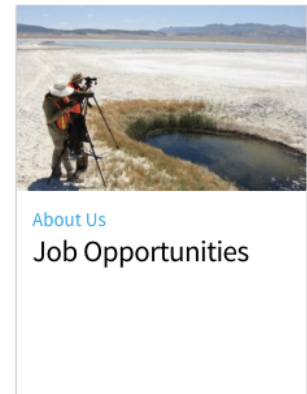
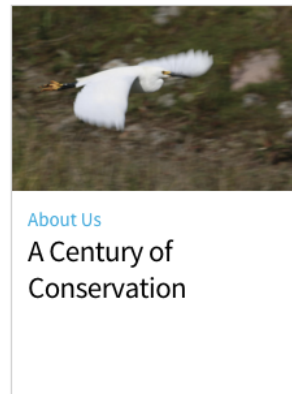
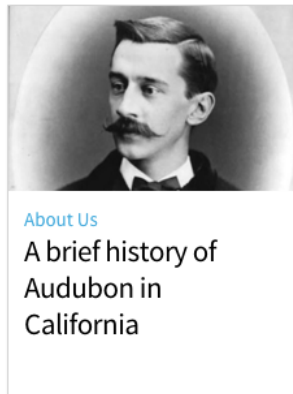
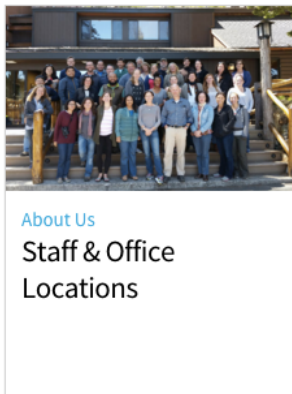
This is used on Center homepages to create the Visit Info box alongside 2 editorial cards.

2x editorial cards



These are bigger editorial cards that are best used to link to another site section, rather than just a single page. For instance, if you have a "Citizen Science" landing page, you could use 2x editorial cards to link to additional landing pages with lots of content on the CBC and GBBC. These cards have several options to control their display, and each field can be linked to different URLs if you wish.

4x editorial cards



Use sparingly. These only display a page's title so they're not as effective as 3x editorial cards.

News Listing

Climate News



Climate Solutions

What You Need to Know About COP21—and Why It Matters for Birds

By Liz Bergstrom

World leaders will meet in Paris to seek an agreement to rein in climate change.



Climate

Fashion Is the Latest “Victim” of Climate Change—And That’s Okay

By Susan Matthews

The New York Times Style section explains why fall fashion is falling victim to warming temperatures. Don’t roll your eyes—get on board.

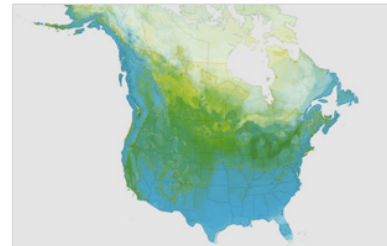


Climate

Is Climate Change Driving California's Drought?

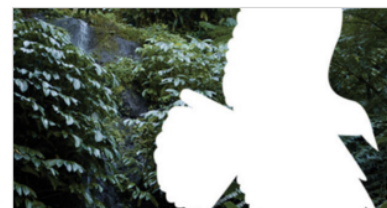
By ClearPath

The state is experiencing a record-breaking drought. Here's what might be to blame.



Explore Our Report

Audubon's Birds and Climate Change report identifies 314 species of birds threatened by our warming climate.



If the landing page you're building or editing will be home to frequent, timely content updates (at least one new article each week), you can add a News Stream, which will automatically display the latest pages and articles for any category on your site. This is the only module that pulls articles **automatically** as they're published; updates to all other editorial cards must be updated manually.

News Streams work by pulling all published pages/articles from one or more categories, which you can assign to the News Stream module [by editing it in the Customize this Page view](#). In the screenshot below, this news stream is configured to pull all content added to the News category. You can add additional categories by typing them in the box.

Configure News Listing

Close Window

Override title

Recent News

Listing view mode

Listing

More Link

More link text

More link URL

Styles

Finish

Cancel

News listing shows article teasers with byline and 'Author listing' shows article teasers with date line and is dedicated only for Author's page placements

Select Category you would like to filter articles appearing in this listing by:

Category

News

If you'd like all articles tagged with a parent term and all its child terms to be shown in this listing you should only select this parent term. In case you want this listing to show articles tagged with a child term(s) please select one or more child terms with Ctrl+Mouse click

Editorial grid

The Sketch



The Shoebill: Or, the Most Terrifying Bird in the World

Are you ready for this thing? I don't think you're ready for this thing.



The House Finch

Thanks to an undercover Audubon sting, this bird is more of a backyard staple than a celebrity.



The Chuck-will's-widow and Eastern Whip-poor-will

Nightjars, goatsuckers, whatever you want to call them—these freaky birds are heard but rarely seen.



The Cattle Egret

This long-stemmed and long-sighted wader gets all the good stuff: sex, real estate, and plenty of insects.



The Loggerhead Shrike

This sweet-looking bird has a serious dark side.



The House Wren

This Little Brown Bird has a tendency to get bird lovers all riled up.



The Barred Owl

This intimidating giant has a question for you.



The American Coot

This cranky marsh bird takes tough-love parenting to a whole new level.



The Southern Giant Petrel

When this seabird isn't projectile-vomiting on its enemies, it's probably burying its head in rotting seal guts.



The Northern Harrier

Encounters with these "gray ghosts" may leave you feeling a little uneasy.



The Lammergeier



The Hoatzin



The Kakapo



Wilson's Phalarope



The Oilbird

This is a full-width module that can be used on landing pages to display many similar pieces of content (articles, or static pages). It is simple to configure: add it to a full-width region of a landing page by choosing the "Editorial Cards" category at left, then "Editorial grid." Then select a Category term or an internal tag, and the system will display all articles and static pages assigned to that category or tag.

This module works best when presenting a larger number of similar things (for instance, on the national site, we will be using it to link to the 60 or so pages we have for individual murals as part of the Audubon Mural Project). If the items in the editorial grid aren't thematically linked, it could quickly become overwhelming for the user. For a more general listing of content, use a "News stream" module (above).

Intro section ("Custom Content")



Climate change threatens the birds we see every day.

Our warming world poses profound challenges to conservation. The effects of climate change are already apparent—from habitat loss to devastating breaks in the delicate links that connect birds, migration, and food sources.

The Threat

[Audubon's Birds and Climate Change Report](#), published in September 2014, confirmed that climate change is the single greatest threat to North American birds. Seven years in the making, the report warns that 314 North American bird species could lose more than half of their current ranges by 2080 due to rising temperatures. (For more on the methodology, and links to peer-reviewed articles published out of this research, visit [the FAQ page](#) or read the [full report](#).)

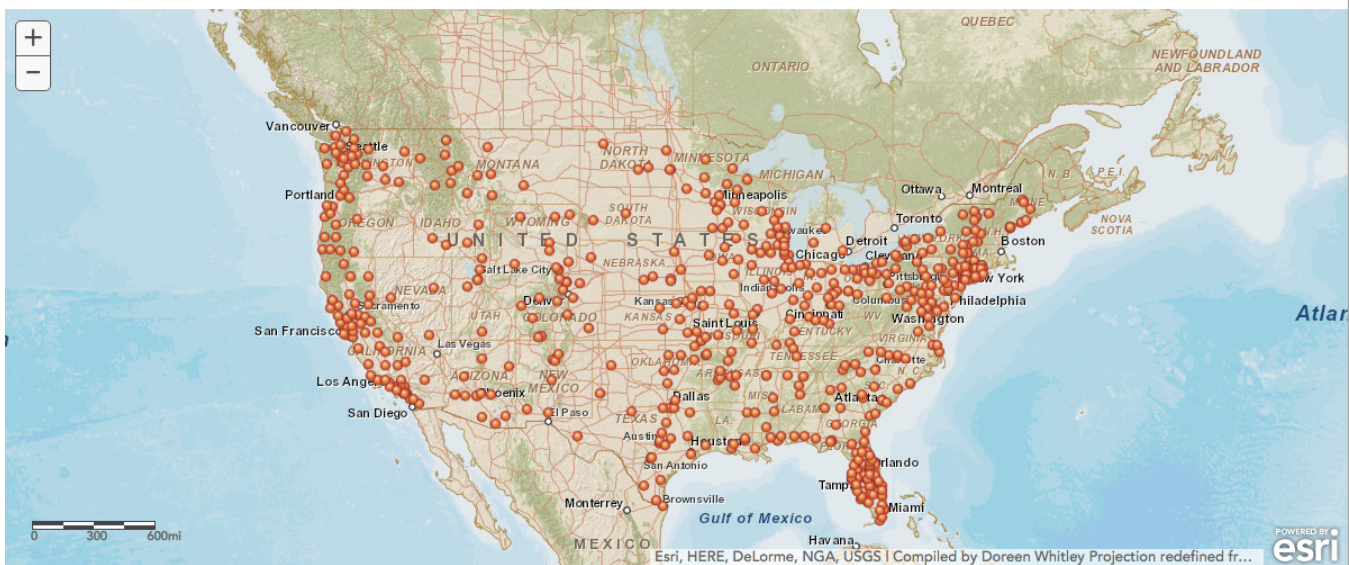
For those of us who care deeply about birds, from the [Wood Thrush](#) in eastern forests to the [Burrowing Owl](#) in western grasslands, this is a warning call that demands urgent action.

Your landing pages will be much more effective if you begin with an intro section (called "Custom Content" in the module add screen). Use this area to add headings and text describing landing page's program or initiative, and to create text links to other sections on your site. Note, this is configured as a standard body text area, so you can add headings, links, and even images to these sections. They are very flexible.

Basic modules

Embed Code (Map/Video)

Twenty-two state programs, 41 Audubon centers, and nearly 500 local chapters. All working together as One Audubon.



As seen here: <http://audubon.org/about-us>

Use this module any time you need to embed external content on a landing page, such as an ESRI map or YouTube video. Just copy the embed code into the provided field. Note: you may need to change the width and height specified in the embed code to "100%" to fill the entire module for something like a map embed.

Home » Add content » Landing Page Wizard

Create Landing Page: Step 7 of 9

Video

☐ None

☒ Provide video embed code

☒ Override title

Video Title If You Want

h2

Embed Code

```
<iframe width="100%" height="100%" src="https://www.youtube.com/embed/HlfhFhwhDec" frameborder="0" allowfullscreen></iframe>
```



Back

Save & Go Next

"Big Social owl block/single block"



Like us on Facebook and share



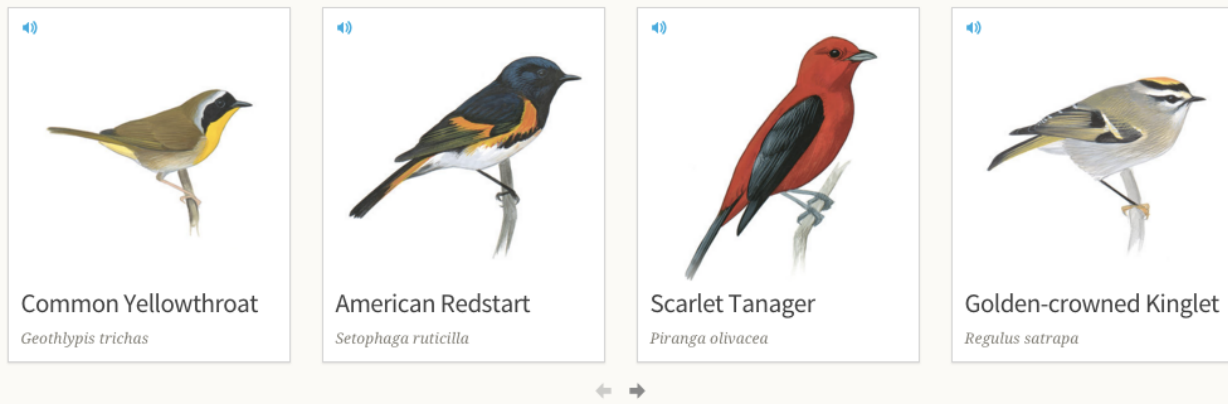
Follow Audubon California on
Twitter for news and updates



This is a module that allows you to add links to various social media profiles or email signup forms. Use the "owl block" version for two links, and the "single block" version if you only want to link to one profile.

Bird cards

Our State's Birds

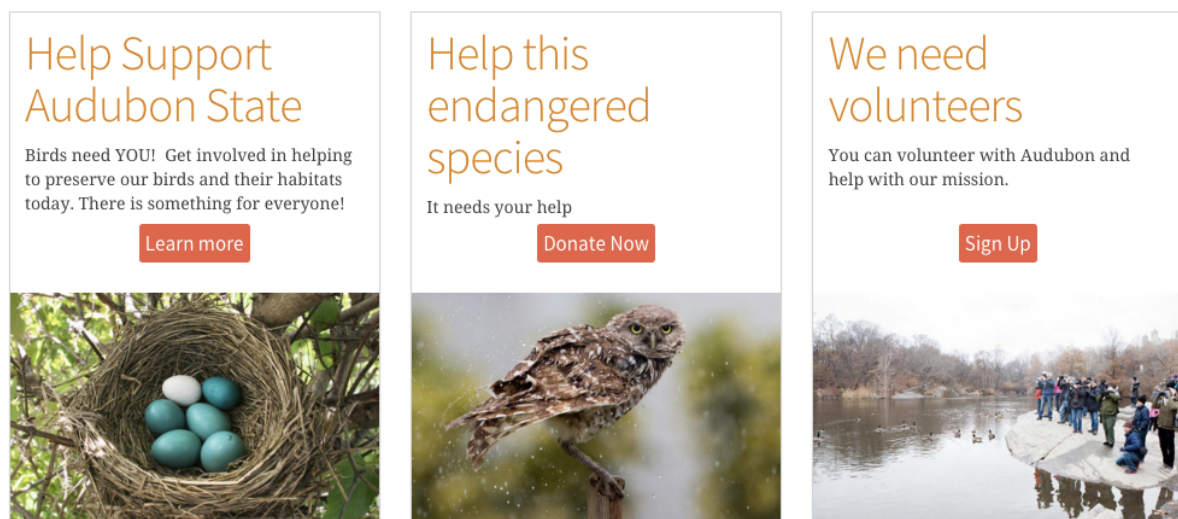


Bird cards link to the national site bird guide. Featuring beautiful illustrations by David Allen Sibley, they're a great way to add birds to any page. And for your state/center's priority birds, you can actually write your own content that will appear on the national site bird guide when your users click a bird card.

You have several options for bird card display—they can show up all in one scrollable row, or you can display them in a grid with as many rows as you'd like (as seen here: <http://www.audubon.org/birds/priority>)

Engagement cards

How you can help, right now



Engagement cards are built into many pages on your site already (in the footer or in the sidebar), but you can also add rows of engagement cards to landing pages in other places if you wish by using this module. (see also: [How to create and use Engagement Cards](#))