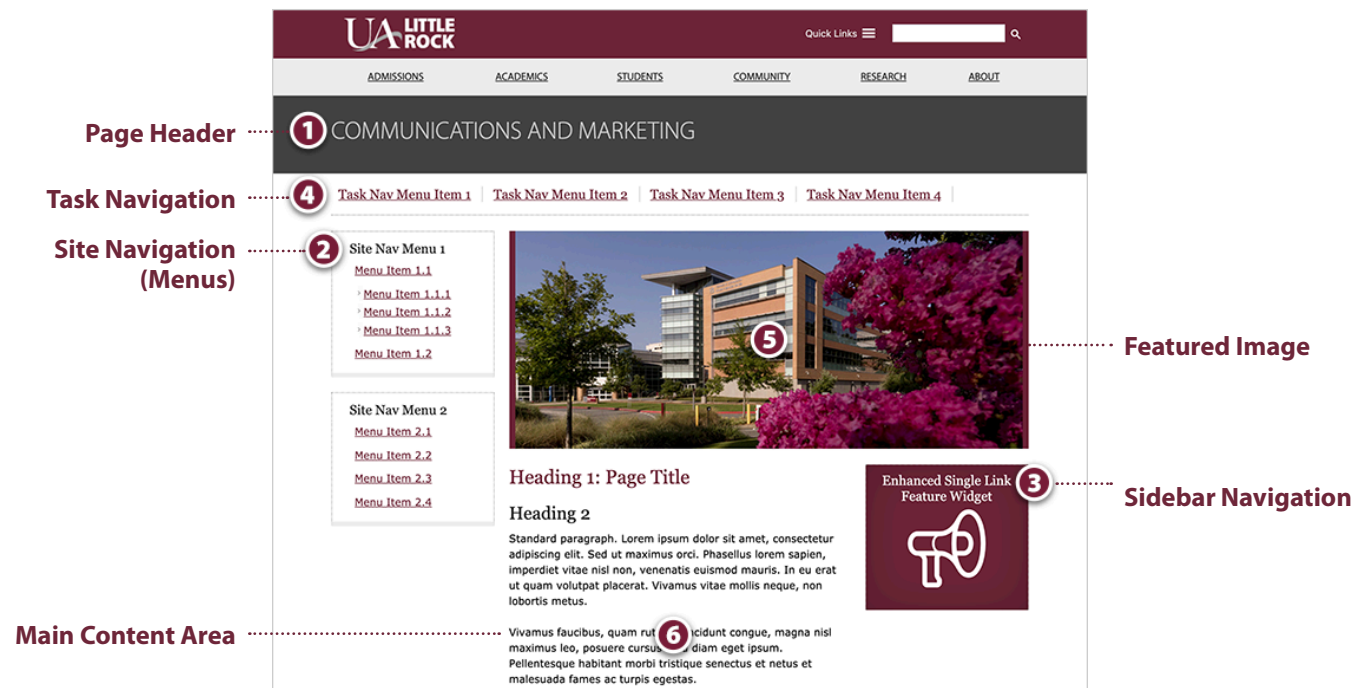# WordPress Page Layout Guidelines

UA Little Rock Office of Communications & Marketing

Content is used to describe the words, images, videos, and other information on your site. Quality web content is essential. We must provide clear, concise, and accurate information that supports the goals of the university. Additionally, content must be presented in a way that is accessible and easy to navigate.

Page Structure

In order to effectively present your web content, it helps to understand how your site is organized.

1. Page Header: The name of your unit, program, or department goes here. This can only be changed by a site administrator.

2. Site Navigation (also called menus): The Site Navigation's purpose is to help visitors access the content within your site. It can help to think of this is a table of contents (though you do not need to list every page in your menu). It is best to only provide two to six options per menu. Use familiar language that clearly describes what the links are. Menu items should be grouped together in a way that makes sense to your visitors.

3. Sidebar Navigation: Use the sidebar section to add widgets and important links. A sidebar widget can be used to draw attention to: an event, an alumni spotlight, a request form, etc. Widgets can be changed periodically, while menus stay consistent. It's fine to choose to not use sidebar widgets.
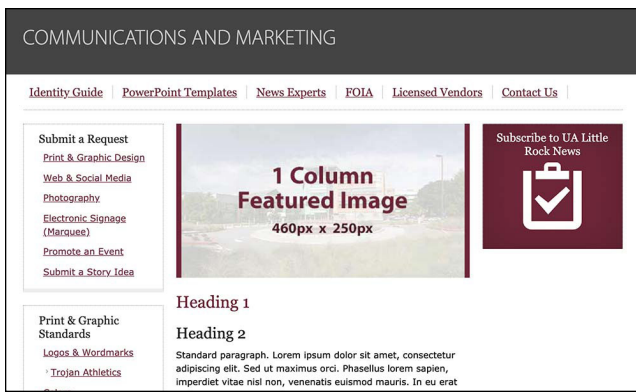
4. Task Navigation: The task nav can be used to for links grouped by audience (Future Students, Current Students, Alumni, etc.) or for high-priority information on your site (Degrees and Programs, Scholarships, Events, etc).

5. Featured Image: To enhance the presentation of your site, each page or post can have a single featured image. Featured images appear at the top of the page and in the preview when the URL is shared on social media. Featured images are not clickable, should never be blurry or pixelated, and should always have descriptive alternative text.
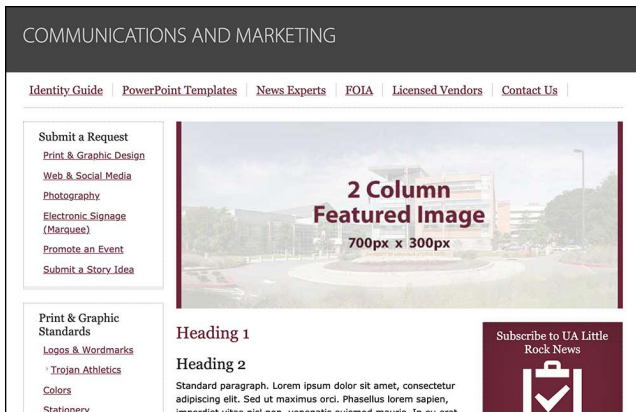
6. Main Content Area: This is your main content area. Remember to use language that is familiar to your audience and that supports the university brand. Use appropriate paragraph styling (only black text is allowed). Correct heading usage is important for accessibility. Do not use headings for styling purposes. Each page must have a page title for accessibility and for search engine optimization (SEO).
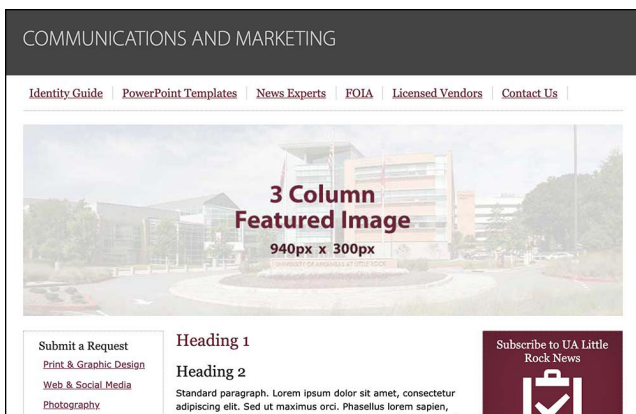
Featured Image Sizing

Featured images can be set to span 1, 2, or 3 columns of the page:

1 Column Featured Image
Dimensions: 460px x 250px
Resolution: 72 PPI

2 Column Featured Image
Dimensions: 700px x 300px
Resolution: 72 PPI

3 Column Featured Image
Dimensions: 940px x 300px
Resolution: 72 PPI