

SAVVAS

Next Generation of Program Pages

SOLUTIONS

SERVICES

RESOURCE CENTER

COMPANY

CONTACT

myView Literacy

English for Grades

For educators and schools who seek integrated literacy instruction

- ✓ Reading-Writing Bridge
- ✓ Writing

Video

Spanish Language Edition



 Shop Now

 Request Sample

 Request Info

myView Literacy Program

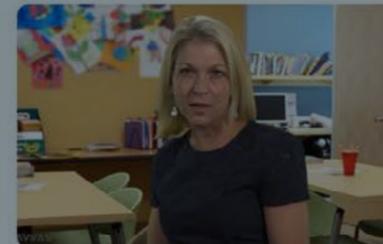
Digital Integration

Address literacy, content areas, social-emotional learning and – most importantly – student curiosity every day.



Project-Based Inquiry

In Bridge lessons, students practice skills that are complementary to both reading and writing. There's nothing else like it.



Reading Block

In Bridge lessons, students practice skills that are complementary to both reading and writing. There's nothing else like it.



Reading-Writing Bridge

In Bridge lessons, students practice skills that are complementary to both reading and writing. There's nothing else like it.



Writing

In Bridge lessons, students practice skills that are complementary to both reading and writing. There's nothing else like it.

Download Sample

Creating a New Program Experience

The new site will be streamlined and designed to make our materials easier to review. We are not building a catalog site to replace our current one. This document is designed to help you edit your materials so they will work in the new page layout.

What to Expect:

- We will be featuring our Front List Programs, and each Program will be contained in one page for our visitors.
- We have provided character count estimates and sample copy. The closer you are to the counts, the faster your materials will be entered into the system.
- You will have an opportunity to review your new pages and edit in context as we build the site. We will need your patience as this is entirely new to the team building it as well.



Guidelines

The new page is composed of components, each component represents a section of content.

- **Components** – designed to enhance our SEO results. People tend to scan online and skim the content for information.
- **Keep the copy light** – shorter sentences and **one main idea per paragraph**, and scannable.
- **Goal** – to provide enough information for the visitor to learn about the program and reach out to contact Sales.

Notes:

- Components are optional, **except for the header (Section#1)**.
- Content for each section can be removed or added later.
- **You cannot add components from other areas of the site to this template.**
- The examples in this document have sample copy per component as a reference.

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Component 1: The header

Introduces the program and what it is. When possible, link to a product video.

1

Program Title (H1) > 180 characters

2

Pitch (H2)

Short elevator pitch with up to six bullets

[> 275 or 1,500 characters]

SEO: Use keywords when possible



3

Calls to Action (CTA):
Up to two

4

This can be a **still image** or a **video**.
Image: 1133 x 746 px

Component 2: Benefits

Four high level benefits of this program.

1 Title (H2) > 80 characters

2 High-level core idea [>125 characters]
SEO: Use keywords when possible

Image: 337 x 214

3 Benefit 1: H3 title with copy underneath.
Title copy: > 90 characters
Benefit copy: > 200 characters

4 Call to Action (CTA):
Sample, Download a brochure

The screenshot shows a landing page for the 'myView Literacy Program with Digital Integration'. At the top right are three buttons: 'Shop Now', 'Request Sample', and 'Request Info'. Below the title is a paragraph: 'Address literacy, content areas, social-emotional learning and – most importantly – student curiosity every day.' The main content area features four columns, each with an image and a benefit description. The first column is 'Project-Based Inquiry', the second is 'Reading Block', the third is 'Reading-Writing Bridge', and the fourth is 'Writing'. Each benefit description states: 'In Bridge lessons, students practice skills that are complementary to both reading and writing. There's nothing else like it.' At the bottom center is a green 'Download Sample' button.

myView Literacy Program with Digital Integration

Address literacy, content areas, social-emotional learning and – most importantly – student curiosity every day.

Project-Based Inquiry
In Bridge lessons, students practice skills that are complementary to both reading and writing. There's nothing else like it.

Reading Block
In Bridge lessons, students practice skills that are complementary to both reading and writing. There's nothing else like it.

Reading-Writing Bridge
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Writing
In Bridge lessons, students practice skills that are complementary to both reading and writing. There's nothing else like it.

Download Sample

Component 3: Featured Content

There are up to 5 tabs available for this component. Each tab can have multiple bullets of information about the in-depth features. A tab can have a different image.

1 Title (H2) > 90 characters

Image: 613 x 750

2 Tab Labels (H2)

> 80 characters

3

Tab content, Bullets, flexible but keep it short.

The screenshot shows a user interface for a literacy program. At the top, there is a main title: "Literacy Program for Contemporary K-5 Teaching Solutions". Below the title are three tabs: "The Modern and Manageable Classroom" (which is selected), "Differentiation to Engage all Students", and "The Perfect Balance of Academics and Social-Emotional Learning". The selected tab displays a list of features: "Grounded in Research" (with a minus sign), "No more Juggling" (with a plus sign), "Minilessons" (with a plus sign), "Get Your Weekends Back" (with a plus sign), and "A Student Interactive with All they Need" (with a plus sign). At the bottom of the tab content is a green button labeled "Explore All Program Components". To the right of the main content area is a large circular image showing a teacher interacting with three students at a desk. A smaller circular image of a man holding a tablet is positioned above the main image.

4 Call to Action (CTA)

Component 4: Videos

Four videos – here you could show tours or in-depth feature highlights. A second line of videos can be added. Each video will pop into a modal for viewing.

Image: 337 x 214

1
Title (H2)
> 90 characters

Get a Closer Look at Our Literacy Programs



Overview
Get to know myView



Reading Whole Group
Meet the "mini" minilessons



Reading Small Group
The gift of time



Writing Workshop
The power of mentor texts

Take an Interactive Tour

2
Video Labels (H3)
90 characters
Description
120 characters

3
Call to Action (CTA)

Component 5: Digital Highlights

There are two sections for this component to highlight Realize and Savvas One in this example. It is to call out our digital capabilities.

Image: 705 x 310

1

Title (H2)

> 120 characters

New Digital Technologies for K-12 Ecosystem



SAVVAS
realize™

Get a Demo

With rich and engaging content, embedded assessment with instant data, Realize gives you the power to raise interest and achievement for every student.



SAVVAS
ONE™

Get a Demo

With rich and engaging content, embedded assessment with instant data, Realize gives you the power to raise interest and achievement for every student.

2

Paragraph to describe how your program works with Realize. 150 characters

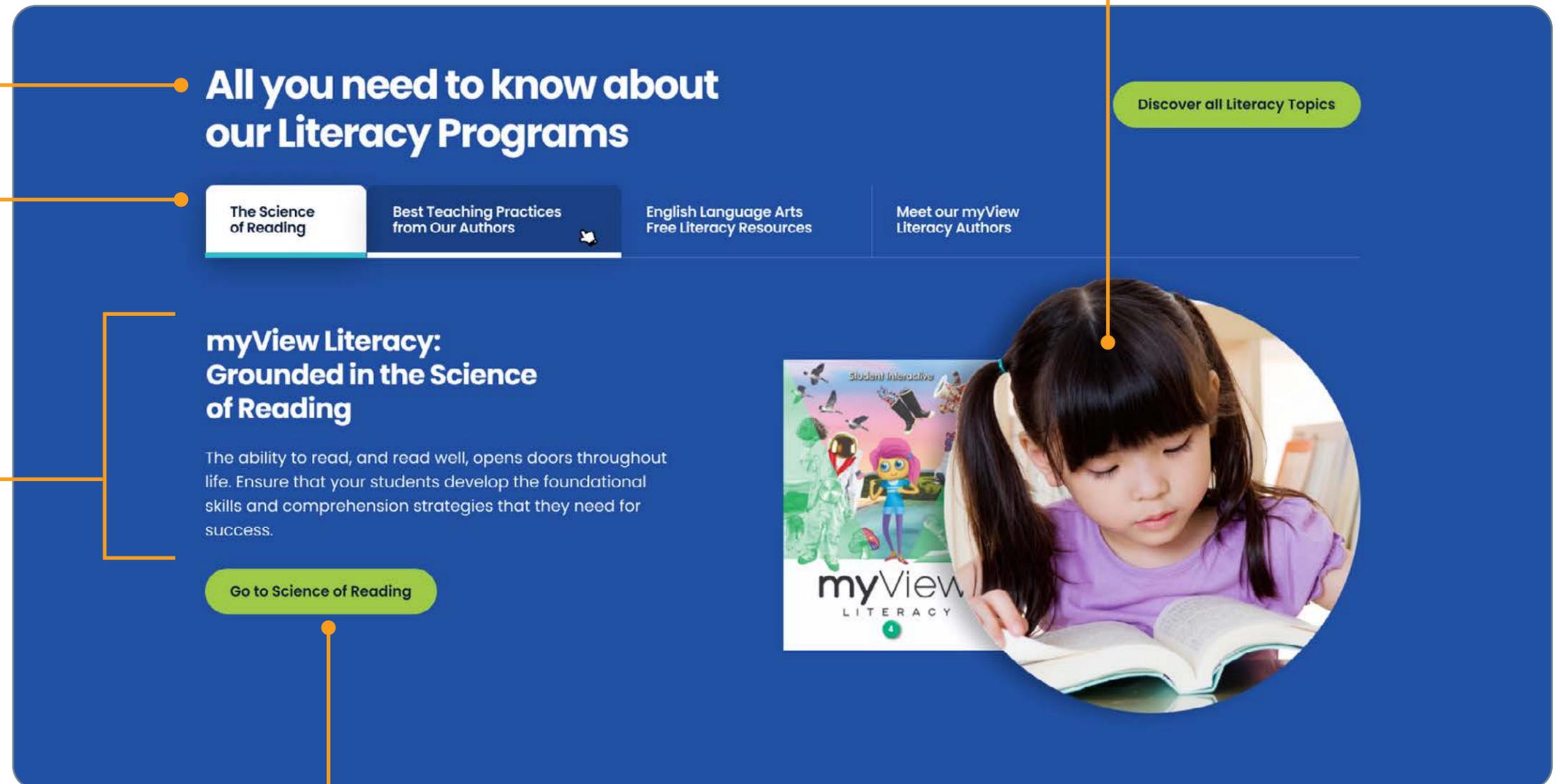
CTA play video.

Component 6: Resources

There are up to 5 tabs available. Use this area to highlight additional proof points or resources – the button will connect the resource center. Each tab can have a different image.

1 Title (H2) > 120 characters

Image: 731 x 563



2 5 tabs total,
Tab title (H3)
> 120 characters

3 Resource title (H3)
>150 characters
Description under 200
characters

4 CTA to resource

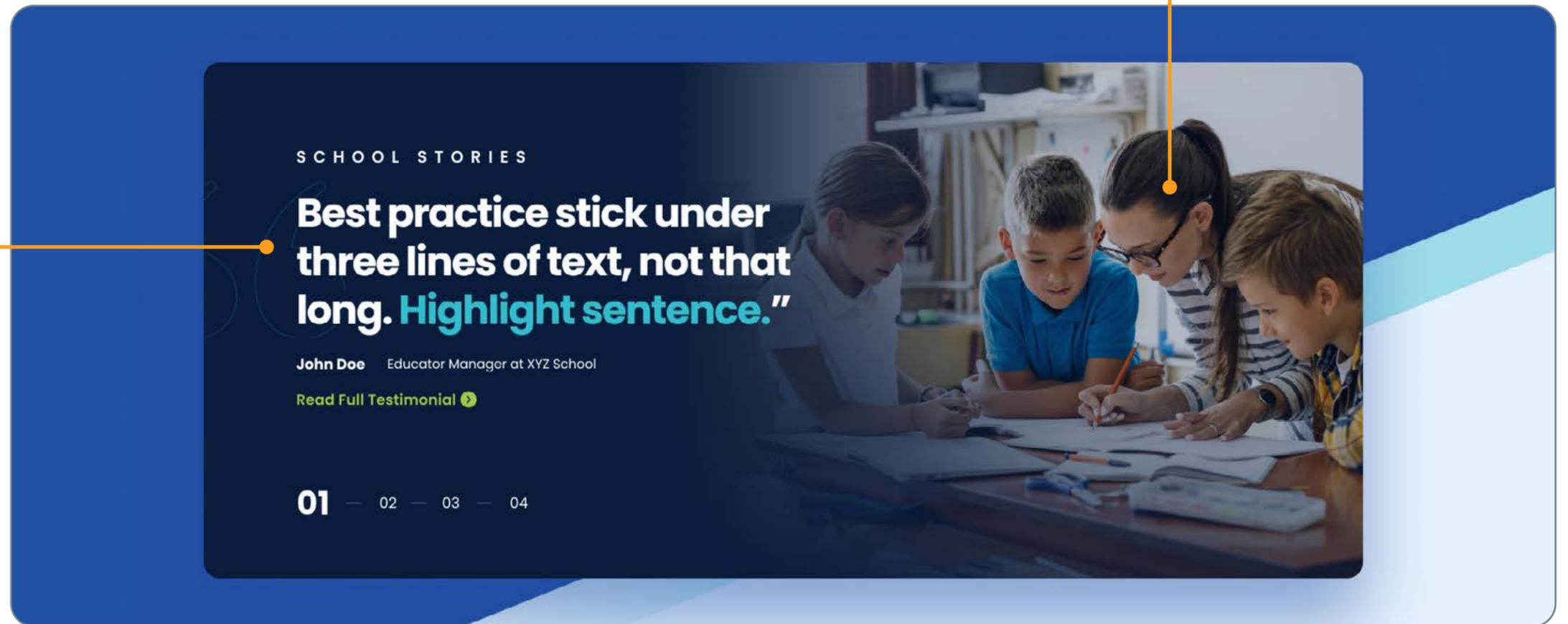
Component 7: School Stories or Testimonials

If the school stories don't work for your product and you have quotes available, we can use quotes here. You can have up to 5 quotes.

Image: 1440 x 580

1

Quote that is under 170 characters.



Component 8: FAQs

This section has an expandable list of FAQs, Keep the response to each question a paragraph

1 Title (H2)
>130 characters

Image: 705 x 755

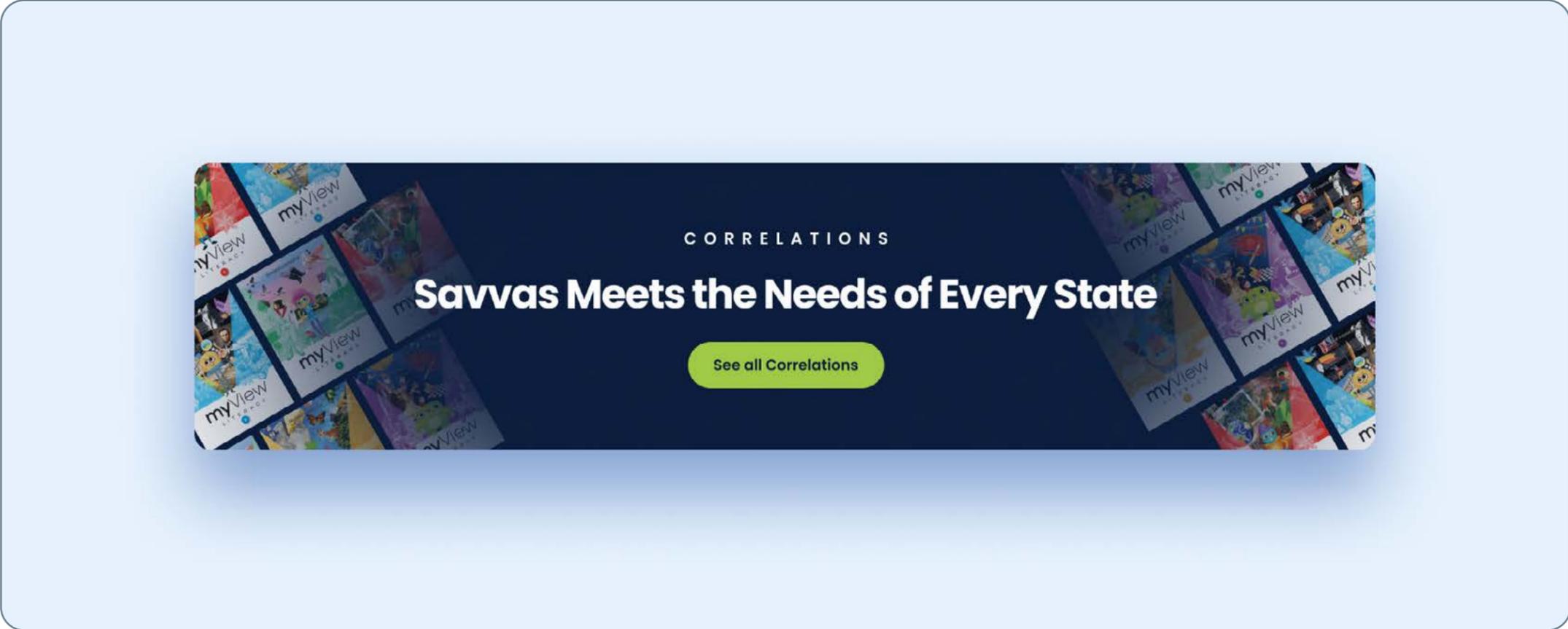


Frequently Asked Questions About myView Literacy

- This is an example question? +
- And here we have another example question? -
When clicked, section opens and shows an answer below. It can be a paragraph of few paragraphs, lists links, etc. Complete area is clickable and closes. When clicked, section opens and shows an answer below.
- Another example here not to long question? +
- And here we have another example question? +
- And here we have another example question? +
- Another example here not to long question? +
- And here we have another example question? +
- And here we have another example question? +

Component 9: **Correlations Link**

This section will link to Correlations, no content is needed from Product Marketing.



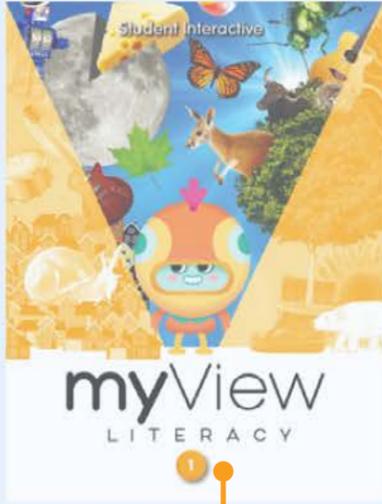
Component 10: **Older/Complimentary Titles**

Links to older editions, other language editions or supplemental programs

YOU MAY ALSO LIKE

Recommended Literacy Programs

Current Edition Older Editions Alternate Languages You May Also Like



The image shows the cover of the 'myView Literacy' program. The top half features a colorful illustration of a cartoon character with a large orange nose and a blue body, surrounded by various nature elements like a butterfly, a deer, a rabbit, and a bird. The text 'Student Interactive' is visible in the top right corner of the illustration. Below the illustration, the text 'myView LITERACY' is displayed in a bold, sans-serif font. At the bottom of the cover, there is a small orange circle with the number '1' inside, and the text 'myView Literacy' in a smaller font.

Image: 338 x 448

Component 11: Footer

You do not need to create content for the footer unless you have a custom newsletter for your discipline.



Search Image

For each program page we need to define an image to show up in search results for the page.

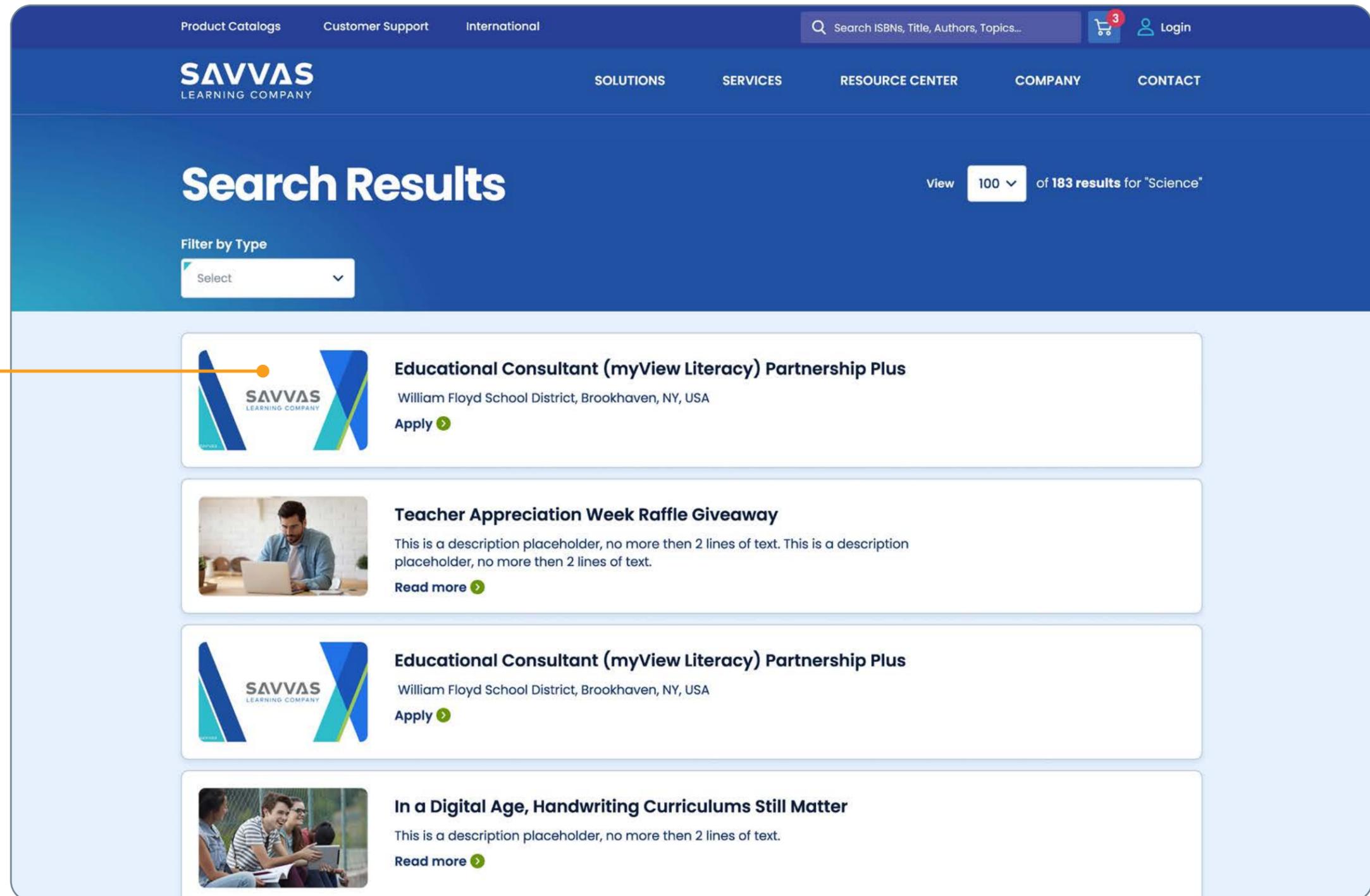


Image: 238 x 140