Next Generation of Program Pages
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.
Component 1: The header

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

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

Calls to Action (CTA):
Up to two

This can be a still image or a video.
Image: 1133 x 746 px
Component 2: Benefits

Title (H2) > 80 characters

Image: 337 x 214

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

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

myView Literacy Program with Digital Integration

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.

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

2. Tab Labels (H2) > 80 characters

3. Tab content, Bullets, flexible but keep it short.

4. Call to Action (CTA)

Literacy Program for Contemporary K-5 Teaching Solutions

The Modern and Manageable Classroom

- Grounded in Research
  myView Literacy provides comprehensive, explicit instruction grounded in the Science of Reading, it allows you to teach Reading and Writing with a rich underpinning of research and rigor, as it inspires your creativity.

- No more Juggling

- Minilessons

- Get Your Weekends Back

- A Student Interactive with All they Need

Explore All Program Components
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.

Get a Closer Look at Our Literacy Programs

1. Title (H2)
   - > 90 characters

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.

1. Title (H2) > 120 characters

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

CTA play video.
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.

**Component 6: Resources**

1. **Title (H2)** > 120 characters

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

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

4. **CTA to resource**
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.

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.

Frequently Asked Questions About myView Literacy

- This is an example question?
- And here we have another example question?
- Another example here not too long question?
- And here we have another example question?
- Another example here not too long 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

Recommended Literacy Programs

You May Also Like

Current Edition  Older Editions  Alternate Languages  You May Also Like

myView Literacy

Image: 338 x 448
You do not need to create content for the footer unless you have a custom newsletter for your discipline.
For each program page we need to define an image to show up in search results for the page.