AEM Component Copy & Content Templates

Last updated: 4/30/2024

**4/30/2024:**

* **Cards: Standard:** This card no longer has the Link Label element (no CTA text). You can still link a URL—the whole card is clickable.

**3/18/2024:**

* **Media Split template updated:** No rich text or line breaks. Fields added for image caption and image byline.

**1/5/2024:**

* Alt text now visible
* Added Esri Text component

**What is this document?**

This is a reference list of all components and their content elements with character counts (including spaces) to create the copy decks for webpage(s) *prior to launch*.

This document contains the following:

* AEM components and their variations with required and optional content elements (text, URLs, ideas for assets, etc.).
* Space to fill in text for each content element that each component has
  + The names for elements (e.g., title, body, link label) match the names of the input fields in in AEM Sites.
* A Page Properties section (required by AEM Sites and essential for SEO)

Please note that if the components (represented in **orange text**) change, then the type, amount, and length of your text will likely need to change, as well any visual assets that component uses.

**How to use this document**

1. Open this [AEM Reference of Component Content Elements](https://www.esri.com/content/dam/esrisites/en-us/authoring-guide/word-document-templates/aem-component-copy-and-content-templates.docx) document at the source in Compass—it is updated often.
2. Start your new document by copy/pasting the [Project Name] Content Template intro and Page Properties.
   1. Always include the **Page Properties** at the top of every web page in your document. Multiple pages need multiple Page Properties.
3. “Save as” and create a new name for your document that represents the web page. Name your document by replacing [Project Name] with your unique title.
   1. For example, “arcgis-urban-resources-page-content-template”.
4. Copy the components and paste into your new document.
5. Required fields are marked with a **red asterisk\***.

**Tips**

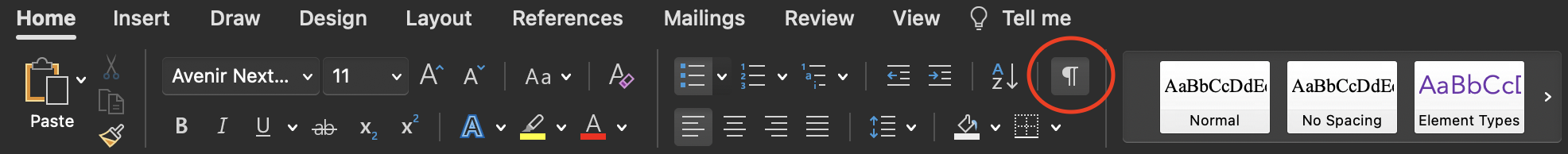
* **Do not paste images into your document**. Instead, describe what type of image you’d like to see, or paste a link to the image.
* **Aim to stay under the character count for each AEM field.**
  + Characters are counted **with spaces.**
  + Some fields are not limited but look and perform better on mobile devices when the recommended character counts are followed.
  + Fields that simply list a number (e.g., 35 characters) have a hard cut off, meaning AEM Sites does not allow more than this number of characters in the given input field.
* Contact Kristi Licera, [klicera@esri.com](mailto:klicera@esri.com), if you find any issues or inconsistencies between this document and AEM. This document is in the process of being updated and we appreciate your help!

**Definitions**

* **Image Alt Text:** Alt text is required for every nondecorative image on esri.com. For more information, see the [Alt Text Guidelines](https://preview.esri.com/content/dam/esrisites/en-us/authoring-guide/word-document-templates/alt-text-guidelines.docx) or explore this [Alt Text Training slide deck](https://esriis.sharepoint.com/:p:/s/MarketingWriters/EUELh3k6qIxBtmzHmPueKFABM6Id4eX7CkUjWfcaHKUNKA?e=q5b5et).
* **Anchor ID/Unique ID:** This optional field allows visitors to be sent “anchored” to a specific point on a web page. For example, a common use is to link someone directly to a form at the bottom of the page.

**NEW FEATURE**

* If this document looks blank or appears to be missing text, use “¶” (Show/Hide) in the Home tab to make words visible



[Project Name] Content Template

**Resources:**

[How to use this document – Content Template Instructions](https://preview.esri.com/content/dam/esrisites/en-us/authoring-guide/word-document-templates/general-content-template-instructions.docx)

[Web Writing Style Guide](https://preview.esri.com/content/dam/esrisites/en-us/authoring-guide/word-document-templates/web-writing-style-guide.docx)

# Page Properties

This information is required for every unique web page. It is displayed in Google and other search results and in the browser tab when the page is open. Optimizing this information will help your page be found in online searches. For more information on how to do this, see “SEO” in the [Web Writing Style Guide](https://assets.esri.com/content/dam/esrisites/authoring-guide/word-document-templates/web-writing-style-guide.docx), and the [Content SEO Checklist.](https://esriis-my.sharepoint.com/:w:/g/personal/tiff8602_esri_com/EcLuaATc1qtHr7ocLgIwCucBgUQSspu67voMo0Uvf3qxPw?e=AiV2Lq) To improve SEO, it is recommended to include a minimum of 250 words of body copy on the page.

Please note that landing pages are non-indexed, so keyword research and SEO optimization are not needed.

**What are the top 2-3 keywords/search terms or phrases you want this page to rank for?**

*Incorporate these in your Title Tag, meta description, and first 100 words of page copy. If appropriate, use each 2-3 times total in copy/content.*

**1.**

**2.**

|  |  |
| --- | --- |
| **Page Name** (*Suggested* *Page URL*) lowercase and hyphens for spaces | [Type here and remove brackets] |
| **Page Title** (*Title Tag*) Ideal length **65 characters**, include key words | [Type here and remove brackets] |
| **Description** (*Meta Description Tag*) Ideal length **165 characters**, tell people what to expect on the page | [Type here and remove brackets] |

Components and Content Elements

# Page Navigation

## Anchor Navigation

Used mainly for events, housed as a column on the left side of the page that navigates you to a certain section of cards (items on the list anchor you to a certain part of the page)

Usually combined with a Cards Container V3 + Standard Cards or Core Title and other components

**Title** **30 characters max** recommended:

**Link Label** **50 characters max** recommended:

**Anchor Label** e.g., *#[part-of-page]*:

**Link Label** 2 **50 characters max** recommended:

**Anchor Label** 2 e.g., *#[part-of-page]*:

**Link Label** 3 **50 characters max** recommended:

**Anchor Label** 3 e.g., *#[part-of-page]*:

## Local Navigation (aka Secondary Navigation)

**Title Text** **50 characters max recommended**: normal text

**Title Link** URL of main page:

**Trial Label (Blue CTA label)** **40 characters max recommended**:

**Trial Link (Blue CTA link)** URL:

Tab/Page 1

**Link Label** **30 characters**:

**Link Path** URL:

Repeat Tab 1 fields for additional page tabs. Can have between 2-10 tabs. Please note dropdown page names (titles that will appear in the navigation) in order if applicable.

## Tertiary Navigation

**Link Label** **30 characters max** recommended:

**Link Path** URL:

Repeat for additional link tabs.

## Global Navigation, Featured Content

**Featured Content Heading *30 characters max*** *recommended*: test copy

**Featured Content Title *50 characters max*** *recommended*:

**Featured Content Sub Title *45 characters max*** *recommended*:

**Featured Content Description *150-200 characters max*** *recommended*:

**Featured Link Text *30 characters max*** *recommended*:

**Featured Content Link URL**:

**Image Alt Text:**

# [Banners](http://proto.esri.com/#/detail/Components/Banners%20%E2%80%94%20Hero*/1)

Hero Banner Global – V2

**Banner size** *(x-small, small, medium, large, x-large)*:

**Category *30 characters max*** *recommended*:

**\*Title *60 characters max*** *recommended*:

**Subtitle *35 characters max*** *recommended*:

**Description *145 characters max*** *recommended*:

**Assets Needed** *provide suggestions/ideas to help the designer create the asset for this banner.*

**Icon**:

**Illustration**:

**Image Alt Text** ***125 characters max*** *recommended, describe image/illustration*:

**Background**:

**CTA Buttons (optional):  
Primary Link Label** ***30 characters***:

*Required with Label* **Primary Link URL** *URL*:

**Secondary Link Label** ***30 characters***:

*Required with Label* **Secondary Link URL** *URL*:

**Tertiary Link Label** ***30 characters***:

*Required with Label* **Tertiary Link URL** *URL*:

## Banner – Gateway

Note to AEM author: This is a manual build using text elements.

**\*Header** **50 characters**:

**Subheader 50 characters**:

**Body 450 characters**:

**Assets Needed** provide suggestions/ideas to help the designer create the asset for this banner*.*

* **Icon**:
* **Illustration**:
* **Image Alt Text** **125 characters max** recommended, describe image/illustration:
* **Background**:

## Hero Message (aka Spotlight Tile)

Esri.com home page only

**Unique ID** no spaces – anchor link to this section:

**Main Text**

**Body 60 characters max** recommended, rich text:

**Related to image**

**Category** **30 characters max** recommended:

**Link Text** **75 characters max** recommended:

**URL** URL:

**Assets Needed** *provide suggestions/ideas to help the designer create the asset for this banner.*

* **Related Image**:
* **Image Alt Text** **125 characters max** recommended, describe image:

## Sticky Dialog Bar

**Message**

**\*Body Text** takes rich text, **125 characters max** recommended, not limited:

**Link options (shows hyperlinked text with icon)**

**Link Label** **30 characters max recommended**:

**Link URL** URL:

**Button options (displays CTA in a button)**

**Link Label** **30 characters max recommended**:

**Link URL** URL:

# [Search](http://proto.esri.com/#/detail/Components/Banners%20%E2%80%94%20Hero*/1)

Create a search bar and define what databases and content should be searched when it is used.

Note, you can’t have filter without the search, but you can have search without filter.

Search

**Search results query**

**Collection** (e.g., help):

**Product** (e.g., arcgis-enterprise):

**Language** (e.g., en):

**Domain** (e.g., enterprise.esri.com):

# Call to Actions (CTA)

Decide the next step you want people to take after reading your content. This should not be back to the previous page.

Choose **one** Primary CTA. Optional: add up to **two** Secondary CTAs.

## CTA Container

**\*Anchor ID**:

### Primary CTA – Title and Button

**Title Text** **50 characters**:

**Tagline** **275 characters**:

**\*Link Label 30 characters max recommended**:

**\*Link** URL:

**Trailer Text** **50 characters**:

**Trailer Link Text** **30 characters max** recommended:

**Trailer Link** URL:

### Primary CTA – Title and Double Button

**Top Title** **50 characters**:

**Tagline** **275 characters**:

**Title Text 1** **45 characters**:

**CTA Text 1** **30 characters max recommended**:

**Link URL 1** URL:

*Optional* **Trailer Text**

**Trailer Text 1** **50 characters**:

**Trailer Text Link 1** **30 characters max recommended**:

**Trailer Link URL 1** URL:

**Title Text 2** **45 characters**:

**CTA Text 2** **30 characters max recommended**:

**Link URL 2** URL:

*Optional* **Trailer Text**

**Trailer Text 2** **50 characte**rs:

**Trailer Text Link 2** **30 characters max recommended**:

**Trailer Link URL 2** URL:

### Primary CTA – Title and Contact Options

**Title Text** **50 characters**:

**Unique ID** (do not include spaces between words):

**Contact Title 1** **45 characters max recommended**: Chat now

**Contact Text 1** **40 characters max recommended**: Start a conversation online.

**Link Text 1** **30 characters max recommended**: Start chat

**Link URL 1** URL:

**Contact Title 2** **45 characters max recommended**: Send a message

**Contact Text 2** **40 characters max recommended**: Get an email response.

**Link Text 2** **30 characters max recommended**: Start my message

**Link URL 2** URL:

**Contact Title 3** **45 characters**: Call us

**Contact Text 3** **40 characters max recommended**: Speak with a representative.

**Link Text 3** **30 characters max recommended**: 1-800-447-9778

**Link URL 3** URL: tel:1-800-447-9778

*Optional* **Trailer Text** **50 characters**:

**Trailer Link Text** **25 characters max recommended**: Outside the United States

**Trailer Link URL** URL:

### Secondary CTA – Questions and Contact

**Header** **50 characters max recommended**: Contact us

**CTA Text 1** **45 characters max recommended**: Chat now

**Link 1** URL:

**Trailer Text 1** **25 characters max recommended**:

**CTA Text 2** **45 characters max recommended**: Send a message

**Link 2** URL:

**Trailer Text 2** **25 characters max recommended**:

**CTA Text 3** **45 characters max recommended**: Call us

**Link 3** URL: <tel:1>-800-447-9778

**Trailer Text 3** **25 characters max recommended**: 1-800-447-9778

**Additional CTA Text** **45 characters max recommended**:

**Additional CTA Link** URL:

### Secondary CTA – Social Channels

**Header** **50 characters max recommended**: Connect with the Esri [*insert group*] team

**Facebook** URL:

**Twitter** URL:

**LinkedIn** URL:

**Esri Community** URL:

**Instagram** URL:

**GitHub** URL:

**Meetup** URL:

**YouTube** URL:

**Email** URL:

**Pinterest** URL:

**Google+** URL:

**RSS feed** URL:

Include and order the above channels for your page. Links from top to bottom appear left to right on the page

### Secondary CTA – Take Me Here

**Header** **50 characters max recommended**: Learn more about Esri

**CTA Text 1** **45 characters max recommended**:

**Link 1** URL:

**Assets Needed** provide suggestions/ideas to help the designer create the icon for this item*.*

* **Icon 1**:

**CTA Text 2** **45 characters max recommended**:

**Link 2** URL:

**Assets Needed** provide suggestions/ideas to help the designer create the icon for this item.

* **Icon 2**:

**CTA Text 3** **45 characters max recommended**:

**Link 3** URL:

**Assets Needed** provide suggestions/ideas to help the designer create the icon for this item*.*

* **Icon 3**:

## Side Drawer

**Tab text** **32 characters,** appears vertically in all caps:

Area above form

**Title 45 characters max** recommended:

**Text** **150 characters max** recommended:

[FORM]

## Modal (Form)

**Title 45 characters max** recommended:

**Text** **280 characters max** recommended:

[FORM]

## Social Share Widget

Choose 4:

**Facebook** URL:

**X (formerly Twitter)** URL:

**LinkedIn** URL:

**Email** URL:

**Instagram** URL:

**GitHub** URL:

**Meetup** URL:

**YouTube** URL:

**Pinterest** URL:

**Google+** URL:

**RSS feed** URL:

**Esri Community** URL:

# Cards

## Cards Container V3

**Area above cards**

**Anchor ID**:

**\*Title** **45 characters max** recommended:

**Description** **280 characters**:

**Link Label** **30 characters**:

**Link URL** required with CTA Text:

Only select one type of card from the options below

* You may use a combination of the Standard Cards (image + video).
* You cannot mix any other card types.

**Cards: Standard, Item 1 (image version)**

**\*Title** **50 characters**:

**Context** **45 characters**:

**Description** **145 characters**:

**URL**:

**Overlay Text** **35 characters** (appears in all caps):

**Assets Needed** provide suggestions/ideas to help the designer create the image for this item*.*

* **Image**:
* **Image Alt Text** **125 characters max** recommended, describe image:

**Cards: Standard, Item 1 (video version)**

**\*Title** **50 characters**:

**Context** **45 characters**:

**Description** **145 characters**:

**Video URL**:

**Assets Needed** provide suggestions/ideas to help the designer create the image for this item*.*

* **Image**:
* **Image Alt Text** **125 characters max** recommended, describe image:

Select asset type; Image or Video. Repeat Standard Card fields for additional cards (max 50 standard cards)

**Cards: Simple, Item 1**

**\*Title 75 characters**:

**Content 150 characters**:

**URL** (links directly from entire simple card):

**Assets Needed** provide suggestions/ideas to help the designer create the icon for this card*.*

* **Icon/Logo**:
* **Image Alt Text** **125 characters max** recommended, describe image:

Repeat Simple Card fields for additional cards (max 36 simple cards)

**Text Link Stack Image, Item 1**

**\*Title** **90 characters max** recommended:

**Content** **275 characters max** recommended, handles rich text and formatting:

**Link Text** **40 characters max** recommended:

*Required with Link Text* **URL** http:// or https://:

**Link Text 2** **40 characters max** recommended:

*Required with Link Text* **URL 2** http:// or https://:

**Link Text 3** **40 characters max** recommended:

*Required with Link Text* **URL 3** http:// or https://:

Repeat Link Text and URL to add additional links, up to 10.

**Button Text** **40 characters max** recommended:

*Required with Button Text* **URL**:

**Assets Needed** provide suggestions/ideas to help the designer create the image for this item.

* **Background Image**:
* **Image Alt Text** **125 characters max** recommended, describe image:

Repeat Item 1 fields for additional items. Can have between 1–4 items.

**Text Link Stack Icon, Item 1**

**\*Title** **90 characters max** recommended:

**Content** **275 characters max** recommended, handles rich text and formatting:

**Link Text** **40 characters max** recommended:

*Required with Link Text* **URL max** recommended:

**Link Text 2** **40 characters max** recommended:

*Required with Link Text* **URL 2**:

**Link Text 3** **40 characters max** recommended:

*Required with Link Text* **URL 3**:

Repeat Link Text and URL to add additional links, up to 10.

**Button Text** **40 characters max** recommended:

*Required with Button Text* **URL**:

**Assets Needed** provide suggestions/ideas to help the designer create the icon image.

* **Icon Image**:
* **Image Alt Text** **125 characters max** recommended, describe image:

Repeat Text Link Stack: Item 1 fields for additional cards. Can have up to 16 cards (must identify number of cards from Parent settings).

**Cards: List, Item 1**

**Category Text** **35 characters**:

**\*Title** **60 characters**:

**Context** **50 characters**:

**\*Description** **200 characters**:

**Link Label** **30 characters**:

*Required with Link Label* **URL**:

**Assets Needed** provide suggestions/ideas to help the designer create the image for this item.

* **Image/Video**:
* **Image Alt Text** **125 characters max** recommended, describe image:

Repeat Cards: List Item fields for additional cards.

**Cards: Tier, Item 1**

**\*Title 60 characters max** recommended:

**Subtitle** **45 characters max recommended**:

**Section description** **145 characters max** recommended:

**Primary Text** (usually used for pricing/ price range, e.g., $2,500–$4,000):

**Secondary Text 20 characters**:

**Tertiary Text 20 characters max** recommended (can be used for details, e.g., purchase limits, table measurements):

**Link Label** **35 characters**:

*Required with Link Label* **URL**:

Repeat Cards: Tier for additional cards. Can have up to 6 cards.

**Editorial Card**

**Featured** **25 characters** (Optional, only use if this is a HERO card):

**\*Title** **45 characters recommended, 80 characters max**:

*\****Content** **400 characters**:

**Category 35 characters** (appears in all caps):

**Context** **45 characters**:

**\*Primary Link Label** **30 characters**:

**\*Primary Link** URL:

**Secondary Link Label** **30 characters**:

**Secondary Link** URL:

**Assets Needed** provide suggestions/ideas to help the designer create the image for this card.

* **Image/Video**:
* **Image Alt Text** **125 characters max** recommended, describe image:

Repeat Editorial Card fields for additional cards. Can have up to 2 hero cards.

**Media Gallery Card – v2: Item 1**

**\*Title** **45 characters max** recommended:

**Featured** (yes/no):

**Category text** **35 characters**:

**Body 150 characters max** recommended:

**Link to video or page** URL:

**Assets Needed** provide suggestions/ideas to help the designer create the background for this item.

* **Image**:
* **Image Alt Text** **125 characters max** recommended, describe image:

Repeat Media Gallery Card Item fields for additional cards.

**Cards: Buy Card**

**Heading Text:**

**Megatype** ***Answer Yes or No (Yes creates larger font size for header)***:

**Description**:

**Please Select Application *(select Marketplace or Omni)***:

**Type of Listing *(select Products or Services)***:

**Listing IDs:**

* Listing ID 1:
* Listing ID 2:
* Listing ID 3:
* Listing ID 4:

**View all link information**:

* **View all link label**:
* *Required with Link Label* **View all link (URL)**:

## Large Horizontal Card

**\*Title** **70 characters**:

**Category text** **35 characters**:

**Content Not limited but breaks after about 1,000**, can be rich text:

**Primary link text** **30 characters**:

**Primary link URL**:

**Secondary link text** **30 characters**:

**Secondary link URL**:

**Assets Needed** provide suggestions/ideas to help the designer create the background for this item*.*

* **\*Main Image**:
* **Image Alt Text** **125 characters max** recommended, describe image:

## [Case](http://proto.esri.com/#/detail/Components/Case%20Study%20Hero/1) Study Hero

**Anchor ID:**

**Category 35 characters max** recommended (appears in all caps):

**\*Title** **55 characters max** recommended:

**\*Body 300 characters max** recommended:

**Asset Type** Video or Document/Asset:

**Video URL** use if Video asset selected:

**URL** use if Document/Asset selected:

**Assets Needed** provide suggestions/ideas to help the designer create the image*.*

* **\*Image**:
* **Image Alt Text** **125 characters max** recommended, describe image:

## Product Pricing Section (Ecommerce)

For an example of this component, see this [Pricing page](https://www.esri.com/en-us/arcgis/products/covid-19-starter-pack/buy).

CONTENT ABOVE CARDS

**Section title 50 characters max** recommended**:**

**Section description 350 characters max** recommended**:**

**Anchor ID 40 characters:**

Product Card 1

**Product title** no character limit**:**

**Short description Max 3 bullets, 70 characters** per bullet**:**

**Long description area 1,000 characters:**

**What’s included** Unlimited number of bullets, **175 characters** per bullet**:**

**License Type**(Ex. Term License Subscription):

**License Type Title** (Must match with ecommerce):

**Product ID SKU** (Only needed for new products. Request this information from the ecommerce team):

**Renewal Term** (/yr or /mo)**:**

**Optional Link Label:**

*Required with Label* **Optional Link URL:**

**View systems requirements** Provide link to the Systems Requirements for your product

* Link URL:

**View languages supported** Provide link with anchor to the languages supported section for your product

* Link URL:

Repeat Product Card fields for additional items.

## Content Fragment: Buy Card

Card Item 1

**\*Product Title****255 characters**:

**Product Icon**:

**Summary Description 65 characters** recommended (unlimited):

**Product Detail Label** e.g., “Overview”:

**Product Detail Link**:

**Price Pre-fix** e.g., “Starting at”:

**Price**:

**Label for first CTA**:

**Link for first CTA**:

**Label for second CTA** e.g., “Pricing”:

**Link for second CTA**:

**Product Type**:

**Works With**:

## Content Fragment: Mini Buy Card

Card Item 1

**\*Product Title****255 characters**:

**Product Icon**:

**Product Tag:**

**Summary Description 65 characters max** recommended (unlimited):

**Product Detail Label** e.g., “Overview”:

**Product Detail Link** required with Product Detail Label:

**Price Pre-fix** e.g., “Starting at”:

**Price** e.g., “$2,500/yr”:

**Label for first CTA**:

**Link for first CTA**:

**Label for second CTA** e.g., “Pricing”:

**Link for second CTA**:

**Product Type**:

**Platform** e.g., “SaaS”**:**

**Works With**:

# Core Content, Lists, Tables

## Content Bar

**Unique ID:**

**\*Title** **50 characters**:

**Posttitle (aka subheading)** 125 characters:

**\*Description** **350 characters max** recommended:

**Primary Link Text** (Optional) **30 characters**:

* **Primary Link URL** required if adding Link Label:

**Secondary Link Text** (Optional) **30 characters**:

* **Secondary Link URL** required if adding Link Label:

## Core Text (v2)

**Text**:

Rich Text editor with no character limit. Designer will need to set the recommendation for this component’s use.

## Core Title (v2)

**Unique ID** no spaces – anchor link to this section:

**Title Text** **80 characters** max recommended:

**Assets Needed** provide suggestions/ideas to help the designer create the logo/icon.

* **Logo/Icon**:
* **Image Alt Text** **125 characters max** recommended, describe image:

## Core Embed (v1)

**Link to Kaltura Video**:

**Type** **select URL, Embeddable ,or HTML**:

\***URL**:

## Core Table (v1)

In MS Word, go to Insert > Table to create or draw a table with as many columns and rows as you need.

Esri - Text

**Category Text *35 characters max*** *recommended*:

**\*Title Text** ***45 characters max*** *recommended*:

**Subtitle Text *100 characters max*** *recommended*:

**Description *280 characters***:

**Assets Needed** *provide suggestions/ideas to help the designer create the asset for this banner.*

**Icon**:

**Illustration**:

**Image Alt Text** ***125 characters max*** *recommended, describe image/illustration*:

**Background**:

## Table Comparison (authored as a version of Core Table v1)

Recommend submitting this content as a spreadsheet or word doc.

Choose to enable Header alone, Header + Description, or Header + CTA.

**\*Anchor ID** no spaces – anchor link to this section:

**Header text** **50 characters**:

**Description** **80 characters max**recommended:

[or]

**CTA–Button label 30 characters**:

**CTA – Link URL:**

**Column item 1**

**\*Header**:

**Description**:

**Price**:

**Button text**:

**Link URL**:

**Secondary link**:

**Secondary URL**:

**Column item 2**

**Header**:

**Description**:

**Price**:

**Button text**:

**Link URL**:

**Secondary link**:

**Secondary URL**:

Repeat column headers as needed.

**\*Row 1 header 100 characters max recommended**:

Repeat row headers as needed.

## Core Carousel

To be configured by AEM authoring team

**Carousel Tab Item 1**

**\*Carousel Tab Title** **47 characters max** recommended:

**Tab Content Component:**

Repeat Carousel Tab Title for additional tabs

## Core Accordion

**Number of Steps** unlimited number of steps:

**Core Title (Title above component)** **45 characters max** recommended:

**Assets Needed** provide suggestions/ideas to help the designer create the background for this item*.*

* **Background**:

[Accordion](http://proto.esri.com/#/detail/Components/Accordian/1) Item 1

**Header** **250 characters**:

**Body** **3500 characters**:

Repeat Accordion Item fields for additional items. Unlimited number of questions and answers (accordion items).

## Link List

**Anchor ID**:

**Title**:

Link Item 1

**Title**:

**URL**:

Link Item 2

**Title**:

**URL**:

Repeat Link Item for additional links.

# Events

## Events Agenda

Note, this information will need to be input directly into the Events Agenda App. It should be documented here first so that it can be easily proofread.

Introduction

**Title** **65 characters max** recommended:

**Description** **275 characters max** recommended:

Time Zone:

Agenda item

**Title** **150 characters max** recommended:

**Description** **500 characters max** recommended:

**Time** hh:mm a.m.-hh:mm p.m. (PT) indicate the time zone:

**Location** Room name and/or number within building:

Repeat event items as needed.

Presenter

**Name** **150 characters max** recommended:

**Title, Organization** **150 characters max** recommended:

**Description** Presenter’s Bio, **1000 characters max** recommended:

**Website URL**:

**Website label** **40 characters**:

**Social URLs** repeat as needed for social channels:

**Avatar URL** link to bio photo:

Repeat presenters as needed.

## Detailed List

**Title** **45 characters**:

**Description** **280 characters**:

**Detailed List: Item 1**

**Block Title** **22 characters**:

**Block Sub Title** (Optional) **26 characters**:

**Description** (Optional) **200 characters** recommended, **300 max**:

**Assets Needed** provide suggestions or ideas to help the designer create the asset for this item

* **Icon** (Optional):
* **Icon Alt Tag** **125 characters max** recommended, describe image:

**\*List 1, Item 1** 100 characters:

* **Icon Type** Choose either **Checkmark** or **X**:
* Note: can have 1-5 List Items; repeat and number List Items as needed within each larger “Item.”

Repeat these items for each list. Can have 2–8 lists.

## Event Detail

**Anchor ID** no spaces – anchor link to this section:

**Category Text** **50 characters**:

**\*Title** **95 characters**:

**\*Body** **400 characters** max recommended:

**Primary Link Text** **40 characters**: Register for this webinar *or* Register for this event

**Primary Link URL** URL to the registration page for Link Text:

**Secondary Link Text** **40 characters**:

**Secondary Link URL** URL to the registration page for Link Text:

Event Info

**Cost** how much is the event with currency symbol:

**Language** **30 characters**:

**Other Details 1** **30 characters**:

**Other Details 2** **30 characters**:

Time and Date

**Time** hh:mm a.m.-hh:mm p.m. (PT) indicate the time zone:

**\*Location** City, ST, Country:

Event Type options: Single day event, Date range, or Multiple event dates.

Choose the one that fits your event.

Single day event

**Date** chose from the date picker – Month dd, yyyy:

Date range

**Start Date** chose from the date picker – Month dd, yyyy:

**End Date** chose from the date picker – Month dd, yyyy:

Multiple event dates

**List of dates** Month dd, dd, dd, dd yyyy:

Repeat Event Detail for additional events. There is no limit to the number of event detail components.

## Event Footer

Event Name and Social Media

**\*Title** **55 characters**:

**Sign Up URL** URL to the registration page for Link Text:

**Social Icons** Which to enable? (Facebook, Twitter, LinkedIn, Esri Community, Instagram, YouTube):

Dates and Locations

**Location header** **50 characters**: Upcoming dates and locations

**Date** Jan 1–3, 2018:

**Location Name** **50 characters**:

**Location Address** City, State, Country:

Resources

**Resources header** **50 characters**: Resources

**Link Label**:

**Link URL:**May add up to 3 links

Conference Help

**Help label** **20 characters**: Conference help

**Phone number:**

**Email Link Label:** Email us

**Email Address:**

**Email Subject:**

# Esri Events App

**Title:** Esri Events App

**App Store URL:**

**Google Play Store URL:**

Enable App Store App or Google Store App?

# Series

## Icon Title Series

Minimum of 3, maximum of 6 icons.

**Anchor ID**:

**Title Text** **45 characters**:

**CTA (optional)**

**Link Label 30 characters**:

**Link URL**:

**Icon Item 1**

**\*Title Text** **40 characters**:

**Body Text** **50 characters**:

**Assets Needed** provide suggestions/ideas to help the designer create the icon.

* **Icon**:
* **Icon Alt Tag** **125 characters max** recommended, describe image:

**Icon Item 2**

**\*Title Text** **40 characters**:

**Body Text** **50 characters**:

**Assets Needed** provide suggestions/ideas to help the designer create the icon.

* **Icon**:
* **Icon Alt Tag** **125 characters max** recommended, describe image:

**Icon Item 3**

**\*Title Text** **40 characters**:

**Body Text** **50 characters**:

**Assets Needed** provide suggestions/ideas to help the designer create the icon.

* **Icon**:
* **Icon Alt Tag** **125 characters max** recommended, describe image:

Repeat Icon Item fields for additional icons. Can have up to 6 icons.

## Media Text Series (retired)

**Media Text Series Item 1**

**Unique ID**:

*\****Number**:

**Title Text** **80 characters**:

*\****Description** not limited, rich text allowed:

**Assets Needed** provide suggestions/ideas to help the designer create the icon.

* *\****Image**:
* **Image Alt Text** **125 characters max** recommended, describe image:

Repeat Media Text Series Item fields for additional steps.

# Splits

## Media Split

If video is linked, can have component styled with a play button that appears over image asset.

**Category *30 characters max*** *recommended*:

**\*Title *60 characters max*** *recommended*:

**Subtitle *35 characters max*** *recommended*:

**Description *145 characters max*** *recommended*:

**CTA Buttons (optional):  
Primary Link Label** ***30 characters***:

*Required with Label* **Primary Link URL** *URL*:

**Secondary Link Label** ***30 characters***:

*Required with Label* **Secondary Link URL** *URL*:

**Tertiary Link Label** ***30 characters***:

*Required with Label* **Tertiary Link URL** *URL*:

**Image captions**

**Caption text** ***145 characters max*** *recommended*:

**Byline text** ***50 characters max*** *recommended*:

**Assets Needed** *provide suggestions/ideas to help the designer create the asset for this banner.*

**Icon**:

**Illustration**:

**Image Alt Text** ***125 characters max*** *recommended, describe image/illustration*:

**Background**:

## Media Text Split

**Anchor ID:**

**Category** **35 characters max** recommended (appears in all caps):

**Header** **45 characters**:

*\****Body** **350 characters max** recommended:

**Primary Link Text 30 characters**:

**Primary Link URL** required if adding Primary Link:

**Secondary Link Text 30 characters**:

**Secondary Link URL** required if adding Secondary Link:

**Assets Needed** provide suggestions/ideas to help the designer create the image.

* **Image or Still**:
* **Video URL**:
* **Image Alt Text** **125 characters max** recommended, describe image:

## Fixed Scroll Split

**Anchor ID:**

SOLID SECTION

**Title** **55 characters**:

**Main Body Text** **100 characters**:

**Link Label** (Optional) **30 characters max**:

* **Link URL** required if adding CTA link:
* **Image Alt Text** **125 characters max** recommended, describe image:

Note: Body and optional Link Label can be replaced with an image or animated GIF.

Title stays whether or not there is an image or GIF (just gets styled differently).

SPLIT SECTION

**Tab 1**

**Heading 45 characters**:

*\****Description** **150 characters**:

**Link Text** (Optional) **30 characters**:

* **Link URL** required if adding Row Link:

**Assets needed** (Optional)provide suggestions or ideas to help the designer create the asset for this item

* **Background image** (Optional):
* **Icon** (only used if it is replacing tab Heading):
* **Image Alt Text** **125 characters max** recommended, describe image:

Repeat Tab template for additional tabs. Can have to 2–5 tabs.

## 50-50 Split with Rich Text

Two Variant options; Standard or Quote.

Can adjust alignment: Copy Left or Copy Right.

If video is linked, can have component styled with a play button that appears over image asset.

50-50 Split – Standard

**Title 60 characters**:

**Body 570 characters max** recommended, handles rich text:

**Primary Link Text** **30 characters**:

*Required with Primary Link Text* **Primary****Link URL**:

**Secondary Link Text** **30 characters**:

*Required with Secondary Link Text* **Secondary Link URL**:

**Assets Needed** provide suggestions/ideas to help the designer create the image asset*.*

* **Image**:
* **Image Alt Text** **125 characters max** recommended, describe image:

50-50 Split–Quote

**Body Text** (Quote) **180 characters**:

**Source** **35 characters**:

**Additional Source Details** (Designation) **35 characters**:

**Assets Needed** provide suggestions/ideas to help the designer create the image asset.

* **Image**:
* **Image Alt Text** **125 characters max** recommended, describe image:

## Overlay Split

**Anchor ID** no spaces – anchor link to this section:

**\*Title Text** **45 characters**:

**Body** **500 characters max** recommended, handles rich text:

**Mega Title** **45 characters** – replaces Title and omits Body:

**Button Label** **30 characters**:

*Required with Button Label* **Button Destination** URL:

**Assets Needed** provide suggestions/ideas to help the designer create the images.

* **Main Image**:
* **Background**:

## Two-Thirds Tile Divide

**Background image:**

**Left Third:**

**Title** **45 characters max** recommended:

**Mega Title Text (replaces title text, omits body text) 50 characters max** recommended:

**Body 225 characters max** recommended:

**Link** **Text** (Optional) **30 characters**:

* **Link URL** required if adding Link Text:

**Tile Item 1**

**\*Title 45 characters max** recommended:

**\*Body 175 characters ma**x recommended:

**Link Label** (Optional) **30 characters**:

* **URL** required if adding Link Label:

Repeat Tile Item 1 fields for each item. Can have 1-4 items.

# Stacks

## Large Content Stack

**Anchor ID**:

**Title** **45 characters**:

**Body** **150 characters max recommended**:

**Mega Header** Replaces Title and omits Body–**70 characters**:

**Link Label** **30 characters**:

*Required with Link Label* **Link** **URL**:

**Assets Needed** provide suggestions/ideas to help the designer create the main image for this item.

* **Image**:
* **Image Alt Text** **125 characters**, describe image:
* **Video Link** URL:

# Strips

## Elastic Content Strip

NOTE: Whenever possible, opt for the Title Text and Content Body for each item instead of the Mega Header. This will help with SEO and context.

*Optional* **Anchor ID** no spaces – anchor link to this section:

*\****Title 55 characters**:

**Elastic Content Strip Item 1**

**\*Title Text** **45 characters**:

**Body** **125 characters**:

**Number:**

**Link Text** **30 characters**:

*Required with Link Text* **URL**:

*\****Assets Needed** provide suggestions/ideas to help the designer create the asset for this item.

* **\*Icon**:
* **Image Alt Text** **125 characters max** recommended, describe image:
* **\*Background**:

Repeat Item 1 fields for additional items. Can have between 1-6 items.

## Modular Content Strip

**ID** no spaces – anchor link to this section:

**Assets Needed** provide suggestions/ideas to help the designer create the background image.

* **Background Image**:

**Social Media Heading**: Share or Connect

**Share by Email** email address:

**Twitter** handle:

**LinkedIn** handle:

**Facebook** handle:

Choose one; QUOTE or CASE STUDY.

QUOTE:

**Testimonial** (Quotation Body) **500 characters**:

**Source** **30 characters** recommended, **125 characters**:

**Additional Source Details** (Designation) **50 characters** recommended, **125 characters**:

**Link Text** **40 characters**:

*Required with Link Text* **URL**:

**Assets Needed** provide suggestions/ideas to help the designer create the image.

* **Image**:
* **Image Alt Text** **125 characters max** recommended, describe image:

CASE STUDY

**Category Line** **20 characters**:

**Title 50 characters**:

**Body 500 characters**:

**Link Text** **40 characters**:

*Required with Link Text* **URL**:

**Assets Needed** provide suggestions/ideas to help the designer create the image.

* **Image**:
* **Image Alt Text** **125 characters max** recommended, describe image:

# Storyteller

## Storyteller

**Unique ID**:

**Category** **42 characters max** recommended:

**\*Title** **62 characters max** recommended:

**Subtitle *45 characters max*** *recommended*:

**Description** **280 characters** **ma**x recommended, handles rich text:

**Assets Needed** provide suggestions/ideas to help the designer create the image.

* **Main Image (smaller image):** 
  + **Image Alt Text** **125 characters max** recommended, describe image:
* **Secondary image (larger background image):** 
  + **Image Alt Text** **125 characters max** recommended, describe image:

**Overlay Title** **45 characters max** recommended:

**Overlay Text** **150 characters**:

**Primary Link Label 35 characters max** recommended:

*Required with Primary Link Label* **Primary Link URL**:

**Secondary Link Label 35 characters max** recommended:

*Required with Secondary Link Label* **Secondary Link URL**:

**Tertiary Link Label** **35 characters max** recommended:

*Required with Tertiary Link Label* **Tertiary Link URL**:

Storyteller: Item 1

**\*Title 50 characters**:

**Description** **145 characters**:

**Icon:**

Storyteller: Item 2

**\*Title 50 character**s:

**Description** **145 characters**:

**Icon:**

Storyteller: Item 3

**\*Title 50 characters**:

**Description** **145 characters**:

**Icon:**

# Switchers

## Centered Content Switcher

Four “Slide Type” options: Standard, Testimonial, Video, or Mega Body. Choose your slide type for each item, then copy/paste the appropriate item fields for up to 6 total items.

**Anchor ID**:

**Standard Item 1**

**Category** **35 characters** (appears in all caps):

**Title** **50 characters**:

**Standard Body** **150 characters**:

**CTA Label** **30 characters**:

*Required with CTA Label* **URL or Link**:

**Assets Needed** provide suggestions/ideas to help the designer create the image.

* **Image**:
* **Image Alt Text** **125 characters max** recommended, describe image:

Repeat Standard Item 1 fields for additional items. Can have up to 6 items.

**Testimonial Item 1**

**Category** **35 characters** (appears in all caps):

**Title** **50 characters**:

**Testimonial** **200 characters**:

**Quotee Name** (Source) **50 characters**:

**Additional Source Details** (Quotee Title & Company) **70 characters**:

**CTA Label** **30 characters**:

*Required with CTA Label* **URL or Link**:

**Assets Needed** provide suggestions/ideas to help the designer create the image.

* **Image**:
* **Image Alt Text** **125 characters max** recommended, describe image:

Repeat Testimonial Item 1 fields for additional items. Can have up to 6 items.

**Video Item 1**

**Category** **35 characters** (appears in all caps):

**Title** **50 characters**:

**Video Body** **150 characters**:

**Video Link** URL:

**Assets Needed** provide suggestions/ideas to help the designer create the image.

* **Image**:
* **Image Alt Text** **125 characters max** recommended, describe image:

Repeat Video Item 1 fields for additional items. Can have up to 6 items.

**Mega Body Item 1**

**Category** **35 characters** (appears in all caps):

**Title** **50 characters**:

**Mega Body** **800 characters max** recommended, allows rich text:

**CTA Label** **30 characters**:

*Required with CTA Label* **URL or Link**:

**Assets Needed** provide suggestions/ideas to help the designer create the image.

* **Image**:
* **Image Alt Text** **125 characters max** recommended, describe image:

Repeat Mega Body Item 1 fields for additional items. Can have up to 6 items.

## Large Image Switcher

**Anchor ID**:

**Category *30 characters max*** *recommended*:

**\*Title Text** **55 characters max** recommended, not limited:

**\*Body Text** **280 characters**:

**Image Item 1**

**\*Tab Title 45 characters max** recommended**:**

**Description** **150 characters max** recommended, not limited:

**Link Text 30 characters max** recommended:

*Required with Link Text* **URL** URL:

**Caption Box ID** section to jump to:

**Main Image Alt Text** **125 characters max** recommended, describe image:

**Assets Needed** provide suggestions/ideas to help the designer create the background image for this item.

* **Image/Background**:

Repeat Image 1 fields for additional images.

## Core Tab (V1) (AKA Tabbed Content Switcher)

This tabbed switcher functions as a container for content.

Specify which component you will be including under each tab by pasting it beneath each field labeled “Tab Content Component:,” and fill out relevant content fields. Media Text Split is often combined with this component, but there are many options.

CONTENT ABOVE TABS

**Title 45 characters** **max** recommended, not limited:

**Text 280 characters** **max** recommended, not limited, handles rich text:

**Anchor ID** **40 characters**:

TABS

**Tab Item 1**

**\*Tab Title** **30 characters**:

**Assets Needed** provide suggestions/ideas to help the designercreate the icon and image for this item.

* **Icon**:
* **Image Alt Text** **125 characters max** recommended, describe image:

**Tab Content Component:**

**Tab Item 2**

**\*Tab Title** **30 characters**:

**Assets Needed** provide suggestions/ideas to help the designer create the icon and image for this item.

* **Icon**:
* **Image Alt Text** **125 characters max** recommended, describe image:

**Tab Content Component:**

Repeat Tab Item fields for additional tabs. Minimum of 2 tab items, 6 tabs maximum recommended.

# Deprecated Components (Limited Archive)

## Mosaic Reveal (Do not use unless cleared with UI)

CORE CONTENT

**\*Unique ID:**

**\*Title** **45 characters max** recommended:

**\*Body** **280 characters max** recommended:

**Mega Title** replaces Title and omits Body–50 characters max:

**Link Label** **30 characters**:

**Link URL**:

**Assets Needed** provide suggestions/ideas to help the designer create the background image for this item.

* **Image**:

MOSAIC 1

**Category** **35 characters max** recommended:

**\*Title** **40 characters max** recommended:

**\*Body** **175 characters max** recommended:

**Link Label** **30 characters max** recommended:

*Required with Link Label* **Link URL**:

**Assets Needed** provide suggestions/ideas to help the designer create the background image for this mosaic item.

* **Image**:
* **Image Alt Text** **125 characters max** recommended, describe image:

MOSAIC 2

**Category** **35 characters max** recommended:

**\*Title** **40 characters max** recommended:

**\*Body** **175 characters max** recommended:

**Link Label** **30 characters max** recommended:

*Required with Link Label* **Link URL**:

**Assets Needed** provide suggestions/ideas to help the designer create the background image for this mosaic item.

* **Image**:
* **Image Alt Text** **125 characters max** recommended, describe image:

Repeat Mosaic 2 fields for additional mosaic items. Can have between 2-4 mosaic items.

### “Treblehook” CTA

Title: Contact Sales

Text: Please share your information and our sales team will contact you soon. We look forward to communicating with you.

[FORM]

Experience Fragment: secondary-support-contact

**Secondary CTA – Take me here**

**Header** **50 characters max recommended**: Support

**CTA Text 1** **45 characters max recommended**: Customer service

**Link 1** URL: <https://www>.esri.com/en-us/contact#c=us&t=3

**Assets Needed** provide suggestions/ideas to help the designer create the icon for this item*.*

* **Icon 1**:

**CTA Text 2** **45 characters max recommended**: Technical support

**Link 2** URL: <https://www>.esri.com/en-us/contact#c=us&t=5

**Assets Needed** provide suggestions/ideas to help the designer create the icon for this item.

* **Icon** 2:

**Secondary CTA – Questions and Contact Options**

**Header** **50 characters max recommended**: Contact us

**CTA Text 1** **45 characters max recommended**: Chat now

**Link 1** URL: https://www.esri.com/en-us/chat

**Trailer Text 1** **25 characters max recommended**: Start a conversation online

**CTA Text 3** **45 characters max recommended**: Call us

**Link 3** URL: <tel:1>-800-447-9778

**Trailer Text 3** **25 characters max recommended**: 1-800-447-9778

## Full Width Accordion

**Anchor ID**:

**Header** **55 characters**:

**Sub Header** **200 characters**:

Full Width Accordion Item 1

**\*Title** **45 characters**:

**Body** **300 characters**:

**Number OR Icon image suggestion**:

**Image Alt Text** **125 characters max** recommended, describe image:

**Link Label** **30 characters**:

**Link URL** URL:

Full Width Accordion Item 2

**\*Title** **45 characters**:

**Body** **300 characters**:

**Number OR Icon image suggestion**:

**Image Alt Text** **125 characters max** recommended, describe image:

**Link Label** **30 characters**:

**Link URL** URL:

Repeat Accordion Item fields for additional items, up to 5 items. Minimum of 2 items.

## Component: Simple Card Block Series

Note: This is only used if stakeholder selected the version with the “Hero Block”

**Header** 45 characters:

Item 1 – Hero Block

**Hero Block Title** **40 characters**:

**Hero Block Body** **125 characters**:

Hero Block Link Destination (URL):

**Assets Needed** provide suggestions or ideas to help the designer create the asset for this item

* Image:

Repeat these things for each item. Can have up to 2-6 items.

Items 2-6

**Title** **30 characters**:

**Body** (Optional, but either all should have them or none should have them) **125 characters**:

Link destination URL:

**Assets Needed** provide suggestions or ideas to help the designer create the asset for this item

* **Icon** (Optional):

Repeat these things for each item. Can have up to 2-6 total items (including Item 1–Hero Block)­.

**CTA** (Optional) If having this, need all of the elements below

Title:

**Link label 30 characters**:

* Link destination URL:

## Agenda at a Glance

**Section Title: 45 characters**: Agenda at a glance

**Day 1 Tab**

Note: Repeat information for every day; can have 1–6 days.

**Tab Title: 20 characters max** recommended *(Day of the week, Month Day–example: Sunday, July 8)*:

* **Event 1**

**\*Start Time** example: 8:00 a.m.:

**\*End Time** example: 9:00 a.m.:

**\*Title 40 characters ma**x recommended, the name of the activity, example: Registration:

**Description 400 characters max** recommended:

**Link Label** (optional) **30 characters**:

**URL Link Link Label** (Required with Link Label)provide URL:

**Link Label 2 (**optional) **30 characters**:

**URL Link Label 2** (Required with Link Label 2)provide URL:

**Location** (optional) **20 characters max** recommended:

**Event Type** (optional):

Note: Repeat information for every event; there is no limit on the number of events per day.

## Media Text Float

Number of items:

**Media Text Float Item 1**

**\*Title Text** **45 characters**:

**Description** not limited, rich text allowed:

**Primary Link Label 30 characters**:

**Primary Link URL** :

**Secondary Link Label 30 characters**:

**Secondary Link URL** :

**Assets Needed** provide suggestions/ideas to help the designer create the icon.

* **Image**:
* **Image Alt Text** **125 characters max** recommended, describe image:

Repeat Media Text Float Item fields for additional items.

## Timeline

**Title** **40 characters**:

**Timeline Card 1**

**\*Indicator Text**(what number or date should appear beside this item?*)*:

**\*Title** **40 characters**:

*\****Body 150 characters max recommended** *(unlimited)*:

*Optional:*

**Link Label** **30 characters**:

**Link Destination** URL:

**Assets Needed** provide suggestions/ideas to help the designer create the image for this card, if images are desired*.*

* **Image**:
* **Image Alt Text** **125 characters max** recommended, describe image:

Repeat Timeline Card Item fields for additional cards. Can have 3 to 30 timeline cards. Card sizes will be set based on the Timeline Card Item with the longest character count.

# Pre-made Content Templates

Download pre-made content templates for landing pages, articles, and case studies

* [Case Study | Long Form Web Article](https://assets.esri.com/content/dam/esrisites/authoring-guide/word-document-templates/case-study-long-form-web-article.docx)
* [User Story | Long Form Web Article](https://assets.esri.com/content/dam/esrisites/en-us/authoring-guide/word-document-templates/user-story-long-form-web-article.docx)
* [Web Article | Long Form Web Article](https://assets.esri.com/content/dam/esrisites/authoring-guide/word-document-templates/web-article-long-form-web-article.docx)

Landing page content templates

* [Landing Page Gallery](https://www.esri.com/en-us/c/landing-page-templates)–Download Extra Small and Small templates from the gallery.
  + Medium and Large templates can be accessed via the following links. Please note that these are foundational templates and may need to be adjusted based on the needs of each web project. Consult with your UX designer before use:
    - [Medium 1](https://www.esri.com/content/dam/esrisites/en-us/authoring-guide/word-document-templates/landing-page-content-templates/medium-1-landing-page-content-template.docx)
    - [Medium 2](https://www.esri.com/content/dam/esrisites/en-us/authoring-guide/word-document-templates/landing-page-content-templates/medium-2-landing-page-content-template.docx)
    - [Medium 3](https://www.esri.com/content/dam/esrisites/en-us/authoring-guide/word-document-templates/landing-page-content-templates/medium-3-landing-page-content-template.docx)
    - [Large 1](https://www.esri.com/content/dam/esrisites/en-us/authoring-guide/word-document-templates/landing-page-content-templates/large-1-landing-page-content-template.docx)
    - [Large 2](https://www.esri.com/content/dam/esrisites/en-us/authoring-guide/word-document-templates/landing-page-content-templates/large-2-landing-page-content-template.docx)
    - [Large 3](https://www.esri.com/content/dam/esrisites/en-us/authoring-guide/word-document-templates/landing-page-content-templates/large-3-landing-page-content-template.docx)
    - [Large 4](https://www.esri.com/content/dam/esrisites/en-us/authoring-guide/word-document-templates/landing-page-content-templates/large-4-landing-page-content-template.docx)
    - [Large 5](https://www.esri.com/content/dam/esrisites/en-us/authoring-guide/word-document-templates/landing-page-content-templates/large-5-landing-page-content-template.docx)

Webinar content templates

* [Webinar series landing page](https://www.esri.com/content/dam/esrisites/en-us/authoring-guide/word-document-templates/landing-page-content-templates/webinar-series-landing-page-content-template.docx)
* [Pre-event industry page](https://www.esri.com/content/dam/esrisites/en-us/authoring-guide/word-document-templates/landing-page-content-templates/pre-event-add-webinar-to-industry-event-page-content-template.docx)
* [Post event industry page](https://www.esri.com/content/dam/esrisites/en-us/authoring-guide/word-document-templates/landing-page-content-templates/post-event-add-video-card-to-industry-event-page-content-template.docx)