

New Departmental Sub-Landing Page Design



BELLEVUE SCHOOL DISTRICT
STRATEGIC PLAN 2018–2023



AFFIRM. INSPIRE. THRIVE.



What is a Sub-Landing Page

Sub-landing page types provide an overview of a topic and/or group of related content within a main navigation area.

Similar to landing pages, the focus of these pages is enabling users to quickly understand a topic area and select the specific information that meets their need. Unlike the landing page, this template allows for lengthier content components to allow for further explanation of a topic if needed.

Examples District Sub-Landing Pages:

- <https://bsd405.org/about/school-board/>
- <https://bsd405.org/services/ml/>



Guiding Best Practices for Sub-Landing Pages

- When viewing web content, it takes people less than two-tenths of a second to form a first impression. People spend about 2.6 seconds scanning a website before focusing on a particular section. ([cxl.com](https://www.cxl.com))
- Low-income households have lower rates of in-home Internet connectivity. Connectivity rates are particularly low among HUD-assisted renter households, who are also more likely to depend exclusively on smartphones and other handheld devices to access the Internet in the home. ([U.S. Department of Housing and Urban Development](https://www.hud.gov))
- 53% of mobile site visits are abandoned if pages take longer than 3 seconds to load. ([thinkwithgoogle.com](https://www.thinkwithgoogle.com))
- 50 percent of BSD website traffic is from a mobile device. That number grows up to 58 percent in the evenings (2021 Google Analytics).



Guiding Best Practices for Sub-Landing Pages (Continued)

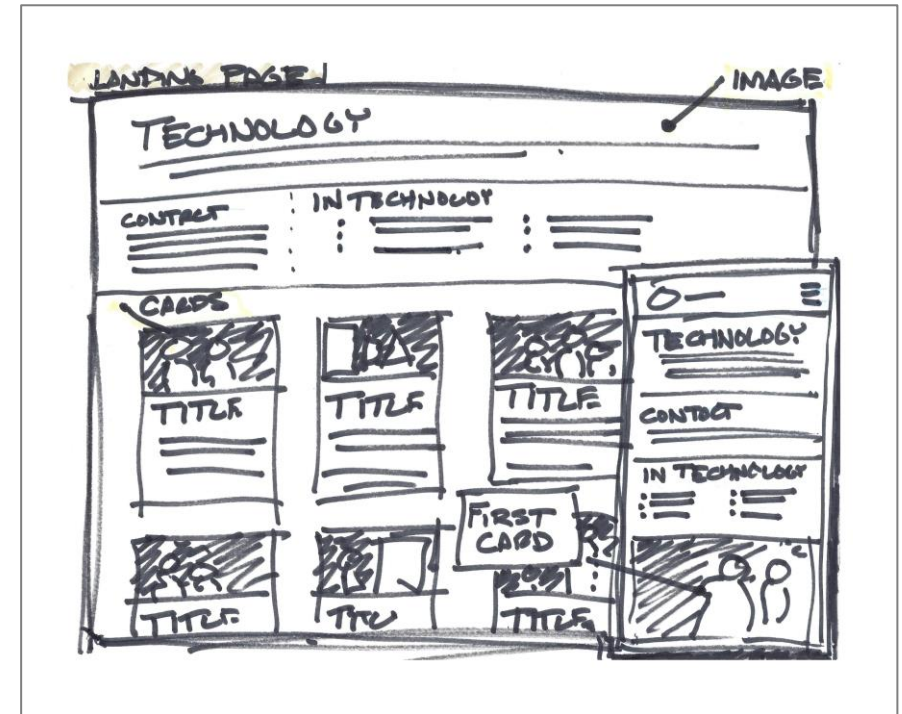
- Keep a majority of the important information on each sub-landing page “above the fold,” meaning that a user would not have to scroll down for most information on a 1024 x 768 resolution screen. ([2021 NSPRA Communication Audit Report](#))
- 57% of user page-viewing time is above the fold. 74% of the viewing time is spent in the first two screenfulls. In split tests, long pages often beat shorter pages. But for a long page to be effective, readers must be aware that it’s long. Be clear and direct with your users, telling them exactly what you’d like them to do. it’s fine to say, “Scroll down this page to...” . ([Nielsen Norman Group](#))
- Carousels allow multiple pieces of content to occupy a single, coveted space. This may placate corporate infighting, but on large or small viewports, people often scroll past carousels. A static hero or integrating content in the UI may be better solutions. ([Nielsen Norman Group](#))



What is the New Sub-Landing Page Layout

A Page Title that Describes the Topic or Department

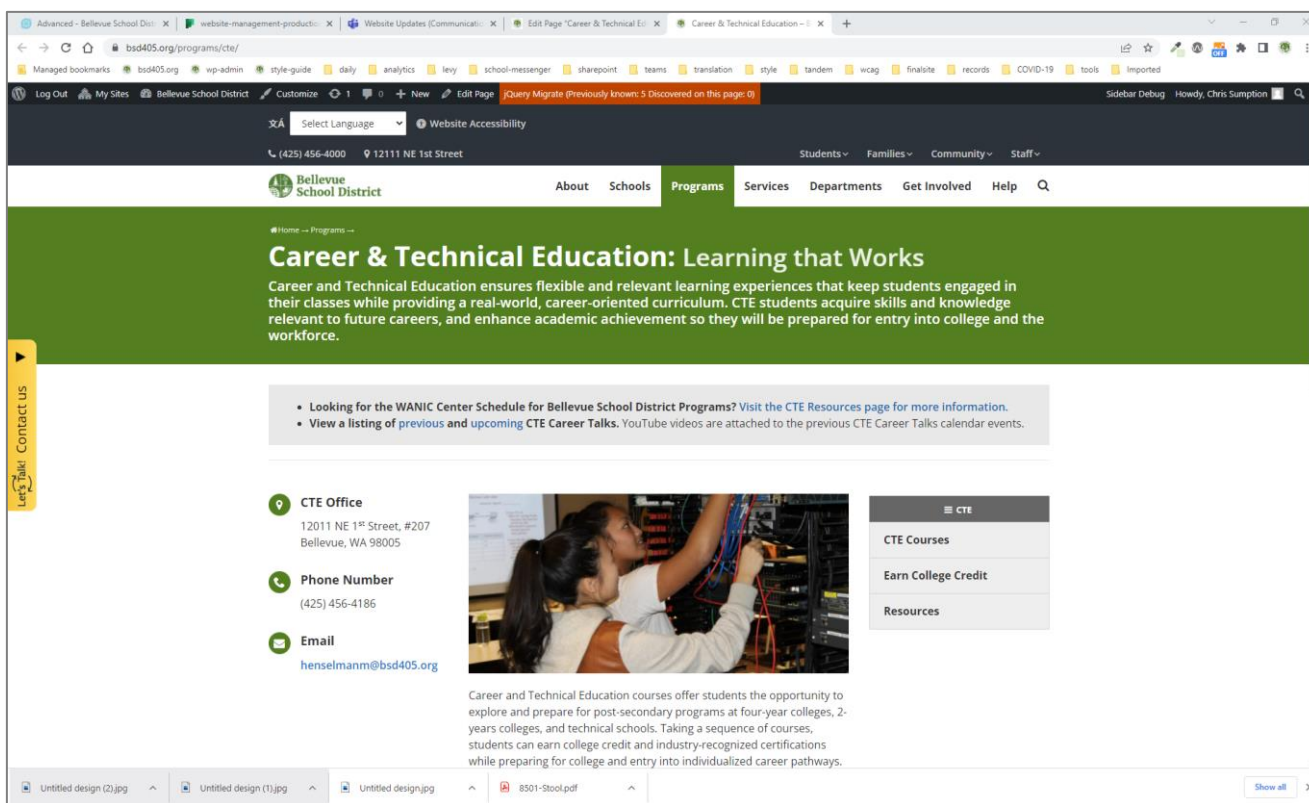
- 1-2 sentences that concisely introduces the topic.
- A bulleted “Topics” section that lists pages or resources related to the topic.
- If applicable, contact information optimized for display on a mobile device.
- A news and events section that advertises upcoming events and news stories related to the topic or department.



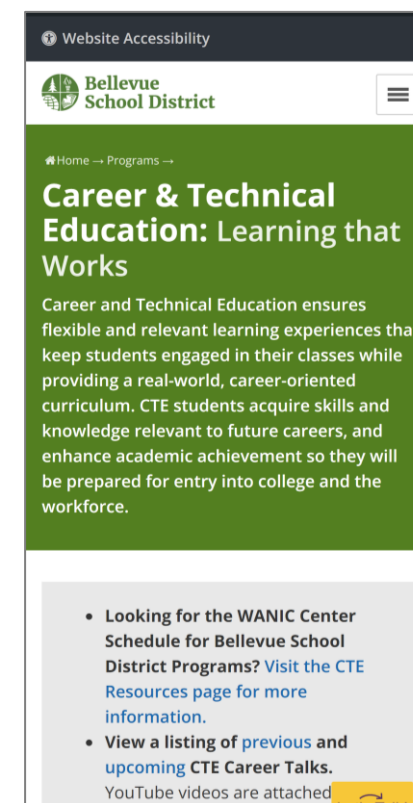


Example: Career & Technical Education (CTE) - Before

Desktop



Mobile





Example: Career & Technical Education (CTE) - After

Desktop

☰ Select Language Website Accessibility
(425) 456-4000 12111 NE 1st Street
Students Families Community Staff

Bellevue School District About Schools **Programs** Services Departments Get Involved Help

Home → Programs →
Career & Technical Education (CTE): Learning that Works

Career and Technical Education courses offer students the opportunity to explore and prepare for post-secondary programs at four-year colleges, 2-years colleges, and technical schools. Taking a sequence of courses, students can earn college credit and industry-recognized certifications while preparing for college and entry into individualized career pathways.

⚡ Scroll down for topics in this section, contact information, and news and events.

Topics in this section:

- [View a listing of CTE courses](#)
- [Learn about how to earn college credit for many Career and Technical Education classes](#)
- [Looking for the WANIC Center Schedule for BSD Programs and other resources?](#)

Contact Us: henselmanm@bsd405.org | (425) 456-4186 | 12011 NE 1st Street, #207, Bellevue, WA 98005

News and Events

Construction Pre-Apprenticeship Program Approved at Interlake High School
Ⓜ JUNE 15, 2022 Ⓜ CTE Ⓜ 0 Ⓜ EDIT
BSD's Building Industry Technology - Core Plus Construction was recently approved as a registered state pre-apprenticeship program by the Washington State Apprenticeship and Training Council. This will entitle students to continue their careers in the construction industry after graduating.
[Read More](#)

Career Talk: Business and Marketing (Part 2)
Ⓜ MARCH 22, 2022 Ⓜ CTE Ⓜ 0 Ⓜ EDIT
Lydia - Ansari Kulcyk, Microsoft Corporate Counsel; Kirsten Kinkead, Director, Content Marketing at Eddie Bauer; Tova Dodge, Design Recruiter, Robinhood

Mobile

☰ Select Language Website Accessibility

Bellevue School District ☰

Home → Programs →
Career & Technical Education (CTE): Learning that Works

Career and Technical Education courses offer students the opportunity to explore and prepare for post-secondary programs at four-year colleges, 2-years colleges, and technical schools. Taking a sequence of courses, students can earn college credit and industry-recognized certifications while preparing for college and entry into individualized career pathways.

⚡ Scroll down for topics in this section, contact information, and news and events.

Topics in this section:

- [View a listing of CTE courses](#)
- [Learn about how to earn college credit](#)

News and Events

Construction Pre-Apprenticeship Program Approved at Interlake High School
Ⓜ JUNE 15, 2022 Ⓜ CTE Ⓜ 0 Ⓜ EDIT
BSD's Building Industry Technology - Core Plus Construction was recently approved as a registered state pre-apprenticeship program by the Washington State Apprenticeship and Training Council. This will entitle students to continue their careers in the construction industry after graduating.
[Read More](#)

Career Talk: Business and Marketing (Part 2)
Ⓜ MARCH 22, 2022 Ⓜ CTE Ⓜ 0 Ⓜ EDIT
Lydia - Ansari Kulcyk, Microsoft Corporate Counsel; Kirsten Kinkead, Director, Content Marketing at Eddie Bauer; Tova Dodge, Design Recruiter, Robinhood



Example: Counseling - Before

Desktop

The desktop view of the Counseling page features a dark blue header with a language selector, website accessibility icon, and contact information. A navigation menu includes links for Students, Families, Community, and Staff. The main content area has a green bar with the title "Counseling" and a breadcrumb trail. Below this, there are several sections: "Virtual STEM Fair", "College Conference", and a featured article titled "Class of 2026 9th Grade Registration Town Hall for Current 8th Grade Students". A central image shows a counselor talking to a student. To the right, there are sections for "Well-Being Resources for Students and Families", "Changes to Running Start - Information for Students and Families", and "School-Day SAT for the 2022-2023 School Year". A "Resources" section at the bottom lists various support services like the Crisis Line, Text START, and LGBTQ youth intervention.

Mobile

The mobile view of the Counseling page uses a similar layout to the desktop version but is optimized for a smaller screen. It features a dark blue header with a language selector and accessibility icon. The navigation menu is simplified, and the main content area has a green bar with the title "Counseling" and a breadcrumb trail. The featured article "Class of 2026 9th Grade Registration Town Hall for Current 8th Grade Students" is prominently displayed with a call to action to watch on YouTube or download a presentation. Below this, there are sections for "Virtual STEM Fair", "College Conference", and "Resources" which lists the Crisis Line and Text START.



Example: Counseling - After

Desktop

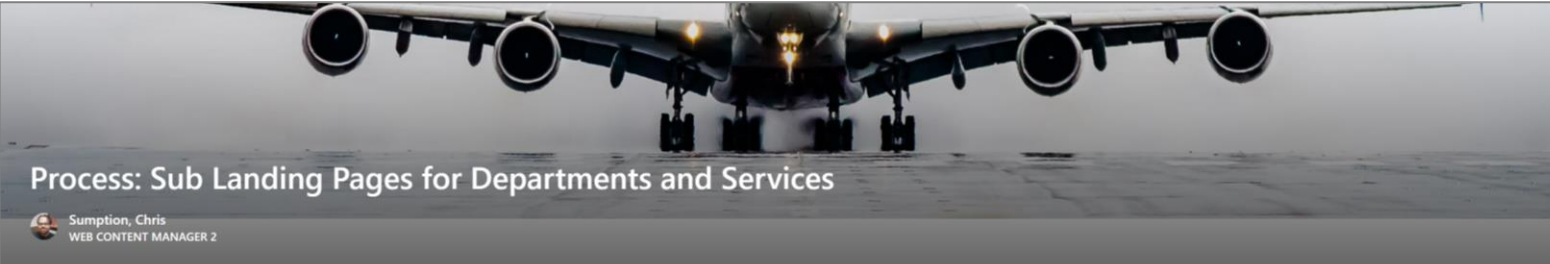
The desktop screenshot shows the Counseling page with a dark blue header containing navigation links for Students, Families, Community, and Staff. A green banner below the header reads "Counseling". The main content area includes a paragraph about the collaborative effort of counseling, a "Topics in this section" box with a grid of links, and a "News and Events" section with two article cards: "New Webpages: Mental Health Resources for BSD Families" and "Changes to Running Start - Information for Students and Families".

Mobile


The mobile screenshot shows the Counseling page with a dark blue header containing a language selector and website accessibility icon. A green banner below the header reads "Counseling". The main content area includes a paragraph about the collaborative effort of counseling, a "Topics in this section" box with a vertical list of links, and the beginning of a "News and Events" section.



Process for the District Website Support SharePoint



Process: Sub Landing Pages for Departments and Services

 Sumption, Chris
WEB CONTENT MANAGER 2

The following process illustrates how to submit new Sub Landing Page content for publication to the district website. For information on how to create a Page using WordPress, [please visit our Pages page](#).

[Learn more about the new Departmental Sub-Landing Page Design \(PowerPoint\)](#)

Step 1: Download a copy of the [BSD New Page Template](#).

Step 2: Use the template to build your page content.

Use these page examples for the "Page Template" prompt:

- Main Top-Level Page:
 - <https://bsd405.sharepoint.com/t/s/communications/EdTDAG31zMxjk2rU1WfLJK0BJmFb7mJ6fFyk0poHrLZtA?e=sMeU19>
- Child Pages:
 - https://bsd405.sharepoint.com/t/s/communications/E74eQYO2MRLjIPGWOsZkVkBvNsy_rtKn2f0Sz_azs85sA?e=fjFnTA

Step 3: Make sure your content aligns with [district best practices and applicable compliance guidelines](#).

Step 4: Submit your content to the [Website Support Request Form](#).
