Web Terminology
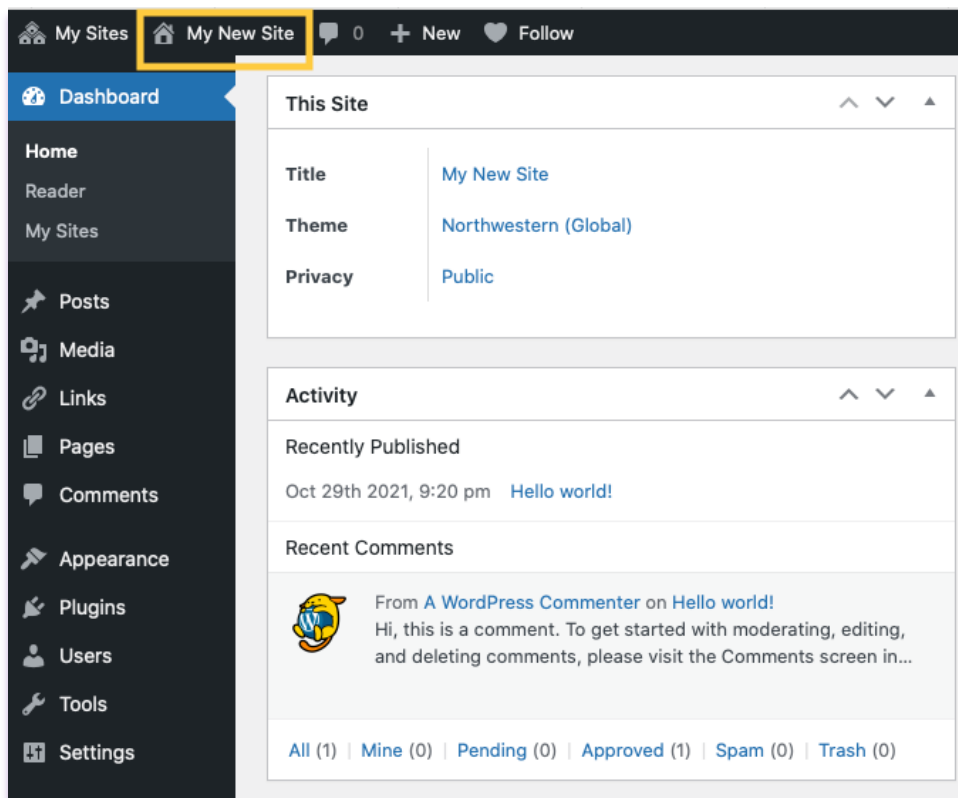
The following documentation provides an overview of standard web terminology you will encounter when you are creating your NUsite.
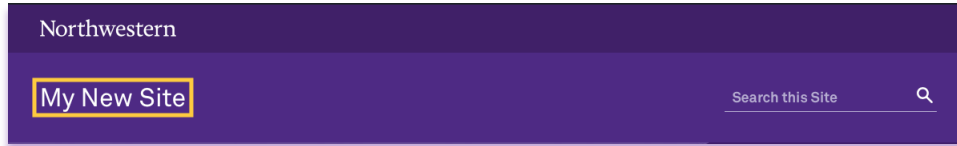
Site Identity

Your "Site Identity" is the site name that shows up in your WordPress Dashboard. It doesn't show up anywhere on your homepage. If you control more than one NUsite, this is what uniquely identifies your websites. In the example below, the site identity is outlined in gold.
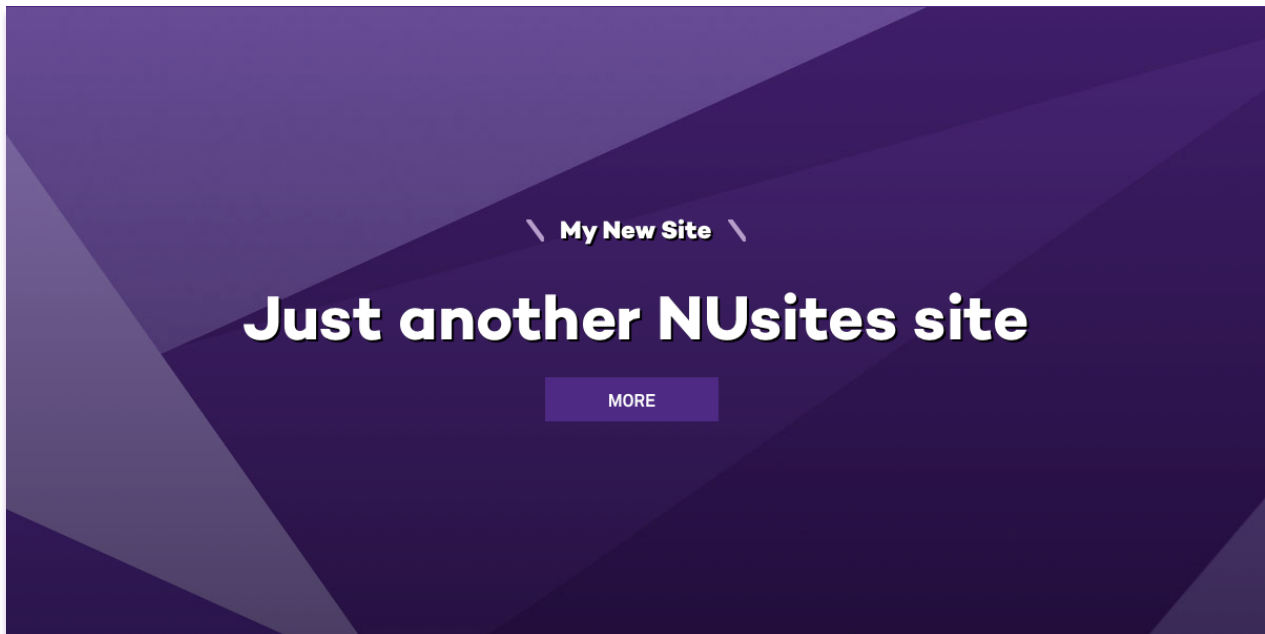

Header Lockup

The "Header Lockup" in NUsites is the text under the Northwestern text at the top of the page (or "N" on the student group template). The "Header Lockup" text can be customized at any time during the site creation process. See the image below for an example of the Header Lockup.

Hero Banner

The "Hero Banner" is the largest image that shows up on your page. By default, it is our branded purple image on the homepage, but you can change it to whatever image you would like to use. It just must be cropped to 1440 x 440 px.
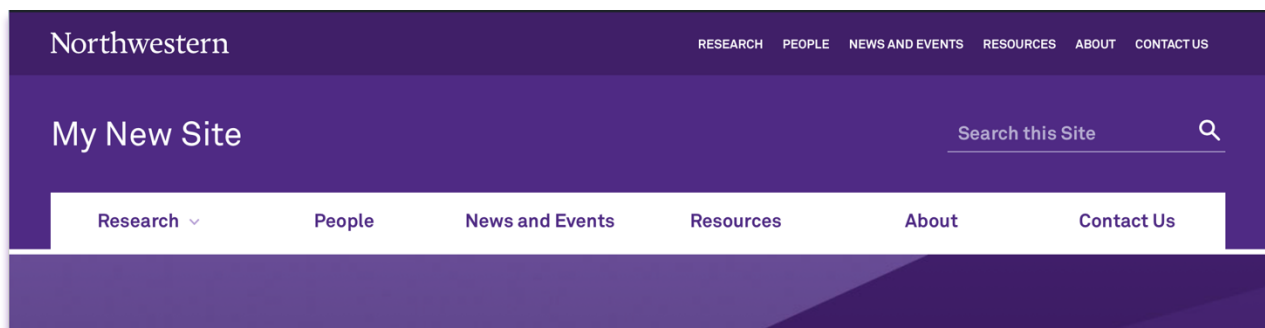

Hero Banner Title & Hero Banner Headline

The "Hero Banner Title" is the Heading 2 for your website and should be the title of your site (for search purposes). The "Hero Banner Headline" should be the tagline for your website. They are both highlighted below.
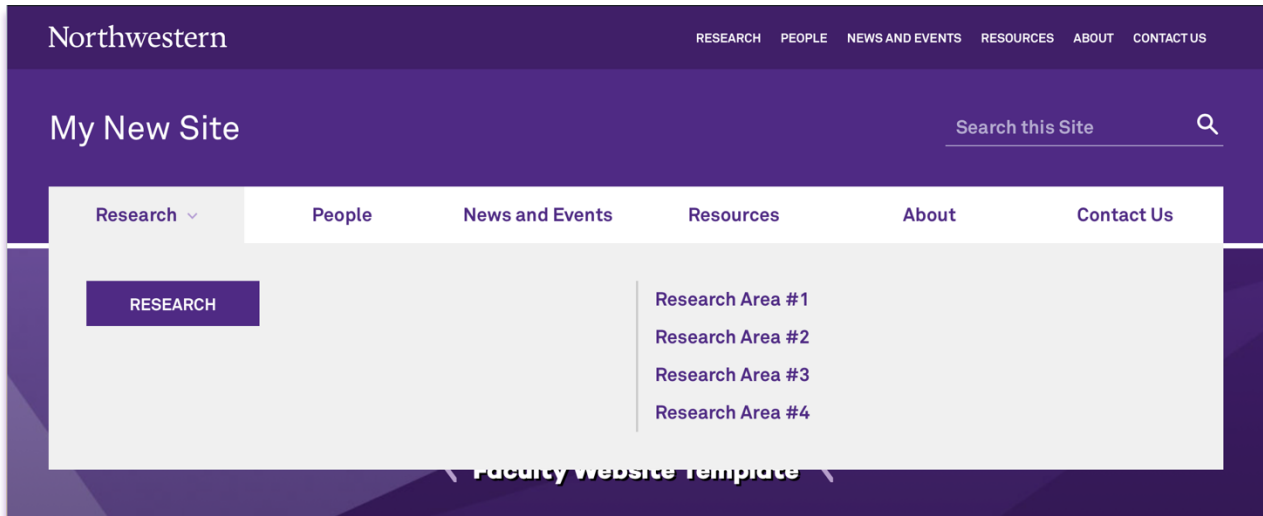
Menus/Site Navigation

The site menu and navigation items are the tabs located just above the content on every page. These are your top-level pages.

Submenu

A downward-pointing arrow on a menu item indicates that more items live under that section (for example the "**Research**" section in the below image). These items are revealed when the cursor hovers over the menu item. The submenu is a dropdown menu consisting of pages that are added under the main menu item.

Module

A module is a pre-programmed package of code that can be inserted into a webpage. Modules are composed of templates and/or functions to use when building your website(s).

*Think of a module as a section of a page. Your page is prebuilt with different sections or modules that feature your content.

View our selection of NUsites modules here: http://sites.northwestern.edu/divi-modules/

Footer

Like a document footer, a webpage footer contains information listed at the bottom of the page. The footer is also treated as its own section of the webpage, separate from the header, content, and sidebars. The footer will be the same on every page of your NUsite.