

# CREATING PROMOS

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## WHAT'S COVERED IN THESE GUIDELINES?

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These guidelines tell you how to create 'promos'. A 'promo' is essentially a link to a web address that you want to promote to your website visitors. This is typically the web address of either:

- A particular section of your site (i.e. a category containing particularly interesting content)
- A page on an external website (e.g. the web address of a sponsor)

The promo consists of:

- A title
- A link
- A thumbnail image
- Some descriptive text (optional)

Promos are usually published in the panel of featured content on the home page. On some sites, they are used to create the sponsor logos on the footer.

### **These guidelines cover:**

1. Creating promos
2. Displaying promos in the home page or footer

## 1: CREATING PROMOS

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From the Dashboard, go to Promos > Add Promo. You will only have access to this if you are the webmaster of the website.

Complete the following fields:

### **Title**

Give the promo a title

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**Text editor**

Depending on the design of your website, the promo may include some descriptive text below the title. If so, you should enter it here.

**Redirect**

Paste in the web address which you would like the promo to link to (for example, the address of a particular category on the site)

**Featured image**

Select the image you would like to use for the promo:

- Click on Set Featured image
- Upload a new image in the usual way (or select an existing image from the media library).
- Click on *Set featured image*

Finally, publish the promo. The promo will not immediately appear on the site. Next, you need to select where it appears.

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## 2: DISPLAYING PROMOS IN THE HOME PAGE OR FOOTER

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Promos are usually published in the panel of featured content on the home page.

They are sometimes also published in the home page banner, so that instead of the banner image linking to a particular post on the site, it links to a particular category of the site.

On some sites, the sponsor logos in the footer are created with promos. This means you can add new sponsor logos if you wish. Note that:

- You should upload the sponsor logos at exactly the size that you want them to be displayed.
- Each sponsor logo should ideally link to the website of the sponsor using the Redirect field.

To include a promo on either the home page or footer, follow exactly the same process as that for including posts in the hand-out on 'Editing the home page'.