

Banner Tab: Image must be 1250 (w) x 425 (h) pixels. Central part of image is currently what will be displayed on mobile so please make sure this is the 'action' part of the image. We have made this one and one other specifically for you. Text can be placed over them as for Wakefield. Please keep this short and to the point. It should only relate to the area you cover as per the visual.



Secondary navigation: This is replacing the green menu on the right hand side of the page. It is important that you keep page names short and to the point ensuring that they never go onto two lines and never crash into each other making it look untidy. The ideal page titles are Our Pools & Classes, Meet The Team, Vacancies, Local News, Offers. See note on accompanying document re not duplicating content that is already on the site and instead, linking to it.

Modules Tab: Intro: This has been pre-populated for all of you. Obviously, you can go in and edit if you add new areas or towns through new pools or new programmes. There is standard text for this which is SEO friendly so please check the accompanying document. You can also edit your phone number, email address, title and social icons (you can also add Twitter if you want). The 'Enquire about classes' button anchors the user down to the form towards the bottom of the page. Your TRUSTit widget also pulls through here assuming you have the widget code in Umbraco.



Modules Tab: Alerts: This module is for a singular message. For instance, it could be used to prompt people to update their card details or to promote a new pool or drive people to some important content such as holidays dates. Maximum of 150 characters with spaces. In Umbraco you can also link to relevant content.

Modules Tab: Promo: This provides you with a format of image and text and is displayed as per this example. It was developed to display Our Pools & Classes but could be used for other subjects - worth noting it will always display the splash above the text. You simply insert heading, text, image and link into the module. We have set all of these up for you with SEO friendly text and unless you have new locations to add, please leave them as they are. We have picked a pool image from the selection you have in Umbraco and obviously if you want to use another one, feel free. Image needs to be 635 (w) x 379 (h) pixels.



Modules Tab: Textimage: Two of these module types have been used here to create sections for the programmes you run. A third could be added if you run Aquarantal. By default, image is left and text is right but there is a check box to reverse this to give a nice visual effect. We have written standard copy here and ask that you stick with it but these modules can also be used for other topics on other pages. The images for this module are 370 (w) x 370 (h) pixels approx. The width is set and the height is flexible but if you stick to approximately a square image and the appropriate amount of text to fill the same height with the heading and link button, this keeps it looking tidy.

Modules Tab: Carousel: This has been developed with Meet the Team in mind. You build the module items up to as many as you want/need. The button links through to the Meet the Team page (for those of you who have one) or you could link to your vacancies page and encourage people to join your team or find out more about becoming a teacher. You need an image (304 (w) x 225(h) pixels), title (which is the teacher's first name) and some text (100 characters max, including spaces) for each 'item'. On a mobile, just one shows in the screen width and then you cycle through them.

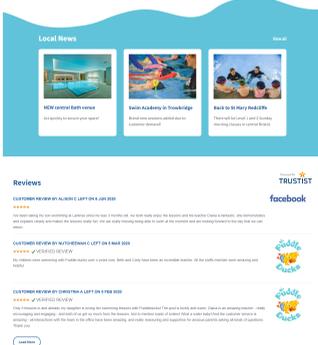


Modules Tab: Offers: These offer an opportunity to push whatever message you want, recommend a friend, free trials, link to FAQs, Courses/Classes, Vacancies. Please use HQ content where it is available rather than duplicating content locally. You can use a maximum of four of these.



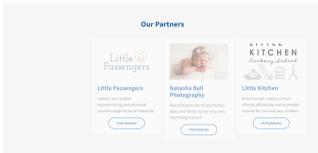
Modules Tab: Class Help: By choosing this module, the duck appears and you can populate the heading, text and class help picker. The heading and text are not to be edited but the class help picker can be amended based on the programmes and levels you run. We have tried to get these right for you for live but apologies if we have made any mistakes, they should link out to HQ content from our Programmes section of the website.

Modules Tab: Reviews: This module has to be selected in Umbraco in order for these reviews to appear but once you select it and as long as you have the TRUSTit code in place on your Franchise Landing Page, TRUSTit tab, then it will automatically pull the reviews through.



Modules Tab: News: This works much like the old Local News module in Umbraco. Select the module, link it to your Local News page (start node field in Umbraco) and the latest three stories will be selected and appear as per this visual. You can override which stories appear in the module in Umbraco.

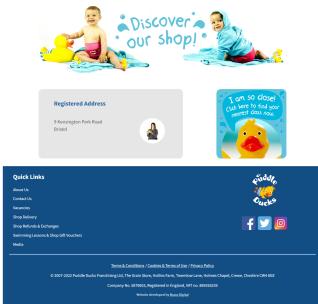
Modules Tab: Partners: This module works very much like the Carousel module used for Meet the Team but it is specifically for you to list local partners. A character limit has been introduced to keep this tidy. You need to have an image (133 (w) x 145 (h) pixels), a heading (the business name of your partner) and some text (100 characters max, including spaces). You then populate the link button with their website URL, but make sure you tick 'Open in a new tab' so it leaves them with your web page open too. Once you have a few in place, it will act like a carousel and the user can scroll through them.



Modules Tab: Form Picker: This module enables you to choose a form and display it on the page. Please see the notes in the accompanying document regarding checking the form we have used for your particular page.



Modules Tab: Franchise Contact: This module allows us to display the Registered Address, which is a legal requirement. It pulls this info from Shark. The Franchisee image is 100 x 100 pixels and the accompanying image (which we have chosen to be 'Find Your Nearest Class') is 274 x 274 pixels. This image can be edited in Umbraco if you choose.



Modules Tab: Banner Ad: This module allows you to select an image (970 (w) x 270 (h) pixels) to display full width. On your Franchise Landing Page we are using this to promote the shop but it could be used for other purposes on other pages. It has a link field in Umbraco to link it to the relevant page.