

Photo Gallery Landing Page Planner

Create a photo gallery landing page.

Please submit your completed form to setonhall.mojohelpdesk.com.



These pages focus on highlighting images from an event or a general collection of photos. Use the **Call to Action** section to focus on the gallery name. Use **Page Body** can provide supporting points, additional information and cross promotions.

Your Name and E-mail:

Promotion Name:

Client (Department or Office):

Launch Date:

Close Date:

Summary: a one sentence description

Keywords/Tags:

Optional Vanity URL:

Web Team Only: Page Name:

Seton Hall University

Search:

[About SHU](#) [Admissions](#) [Academics](#) [Offices & Services](#) [Athletics](#) [News & Events](#) [Catholic Mission](#) [Give to SHU](#) [Alumni](#)

Title:

Secondary Brand:

Page Body:

Call to Action:

Photo Gallery:

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Notes or Special Instructions:

Instructions

1. Required fields have **red** labels.
2. Complete all required fields. The request will be returned to you otherwise.
3. Submit the completed form to setonhall.mojohelpdesk.com along with any artwork or photography. Do not e-mail the files.

Limitations

1. The vast majority of landing pages are posted within 5 business days, but we request that you schedule the work 6-8 weeks in advance. If this landing page is part of a broader marketing campaign, it will likely take longer to produce all the components of your campaign.
2. Even if you are only considering a landing page at this point, please submit your request as soon as possible so that the Web team can reserve production time for your campaign. The earlier you submit the request, the more likely the Web team can accept your campaign. **You should request a landing page at least 6-8 weeks in advance. Please submit a request at setonhall.mojohelpdesk.com as early as possible.**

Required Field Descriptions

- **Summary:** a one sentence description beginning with an active verb. The summary is **extremely important** for optimum search engine ranking.
Example: Learn more about Professor Newton's lecture on spacetime theory.
- **Keywords:** a comma-delimited list of keywords. The keywords are **extremely important** for optimum search engine ranking. For best results, be sure to include the keywords in the page body (in a natural, human readable way).
Example: newton, space, time, spacetime, cosmology
- **Title:** the page title.
Example: Professor Newton Lectures on Spacetime Theory, Oct. 2, 7-9 p.m.
- **Secondary Brand:** the name of the sponsoring organization
Example: Department of Physics
- **Page Body:** details of the event, concept or promotion. Consider including speaker bios, publications, key message points and cross-promotions.
- **Call to Action:** a summary for the detail field.
Example: Event Details *or* Purchase Tickets through SOPAC

Frequently Asked Questions and Common Scenarios

How do I put bold, italics, links and other formatting in the Page Body and Detail fields of my landing page?

Text can be formatted through normal formatting commands, such as Control+B or Control+I for bold and italics, resp. Macintosh users can use Command (the apple key) plus the appropriate key. You can also draft your content in Microsoft Word and paste into the appropriate field. **Please note that links will not be preserved.**

To include a hyperlink, quote the text you want linked and type or paste in a URL after it. Example:

'Seton Hall University' <http://www.shu.edu> is 14 miles from New York City.

This statement would appear in final form as: "[Seton Hall University](http://www.shu.edu) is only 14 miles from New York City." Note that only the **Policy** field can display links.

How long will you list my landing page?

Event landing pages expire on midnight of the day of the event. Otherwise, landing pages are permanent and are only changed or removed at the request of the originating office.

How do I create a multi-channel campaign?

If you want your landing page to be the destination in a multi-channel campaign, i.e., links to the page through site promotions, e-mail campaigns, online advertising or other acquisition channels, you need to contact the Web team to obtain the necessary forms. Multi-channel campaigns are relatively easy to plan and complete, but you'll need to give us advanced warning so that we can reserve production time for your campaign.

When you create a ticket for your site promotion (at setonhall.mojohelpdesk.com), specify that you would like to create a multi-channel campaign.

How do I handle a special request you haven't covered?

Type the request in the **Special Instructions** field. If we have questions or can't accommodate you, we will contact you.

Please submit your completed form to
setonhall.mojohelpdesk.com.