

Content Web: Template Guide

Overview

The purpose of this guide is to outline the general use and functionality of the templates and modules for the National Grid US Website.

This document describes the content management system (CMS) components for template modules and serves as a reference guide for how content can be entered into the module components.

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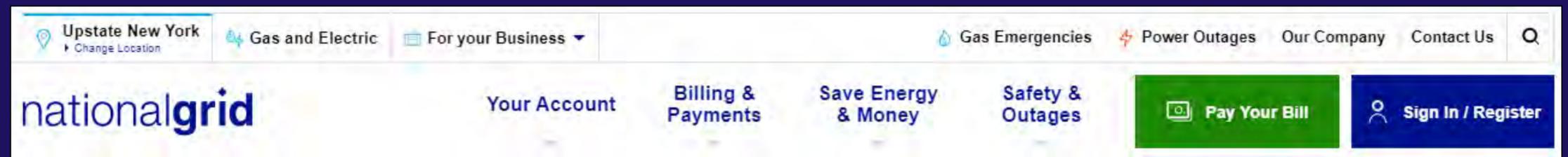
Navigation

Our navigation scheme can cater for three levels of depth through a drop-down menu. This means that a user can access a large number of web pages just by using the navigation alone. This interface demonstrates the navigation links that are available to users throughout the pages of National Grid's content website.

The main navigation is broken out into two elements: Utility Toolbar and a Primary Navigation Bar.

Utility Toolbar

Primary Nav Bar



Navigation

Utility Toolbar

The toolbar at the top of the navigation represents the utility toolbar. From this toolbar, users have the option to view their selected location, access quick links to important pages throughout the site, and perform a global search of the site's content.

Selected Location

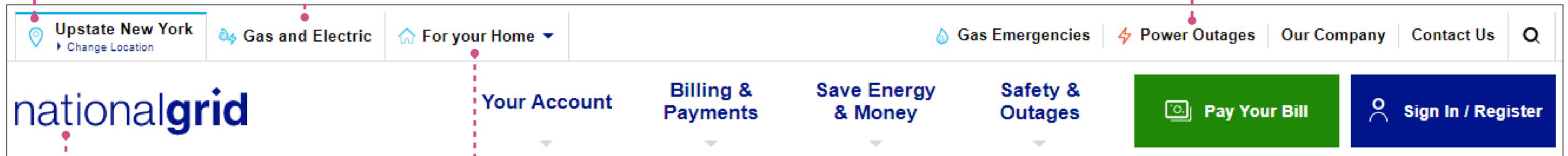
The user's selected region is displayed at the top left corner of the utility toolbar with a link to change it.

Service Type Drop-Down

The user's service type (gas/electric) is displayed to the right of the selected region. The display of gas and/or electric is based on the user's selected region. If Massachusetts is selected as location, the service type will be a drop-down input that allows the user to toggle between the gas site and the electric site.

Quick Links & Global Search

The Gas Emergencies, Power Outages, Our Company, Contact Us quick links provide easy access to important pages within the sites. The search icon, when selected, will open a global search bar that will slide out from the bottom of the utility toolbar.



Main Logo

Can be updated by Content Web team.

- The asset that determines the logo for all of the regional websites is located at `/_regions/default`
- Logos located at: `/Media Library/Logo/`.

Customer Type Drop-Down

The user is able to toggle between the residential site and the business site using the home and business drop-down next to the service type. Selecting this drop-down opens a menu with a "For Your Home" option and "For Your Business" option.

Navigation

Primary Navigation Toolbar

The bar shown below the utility toolbar represents the primary navigation bar.

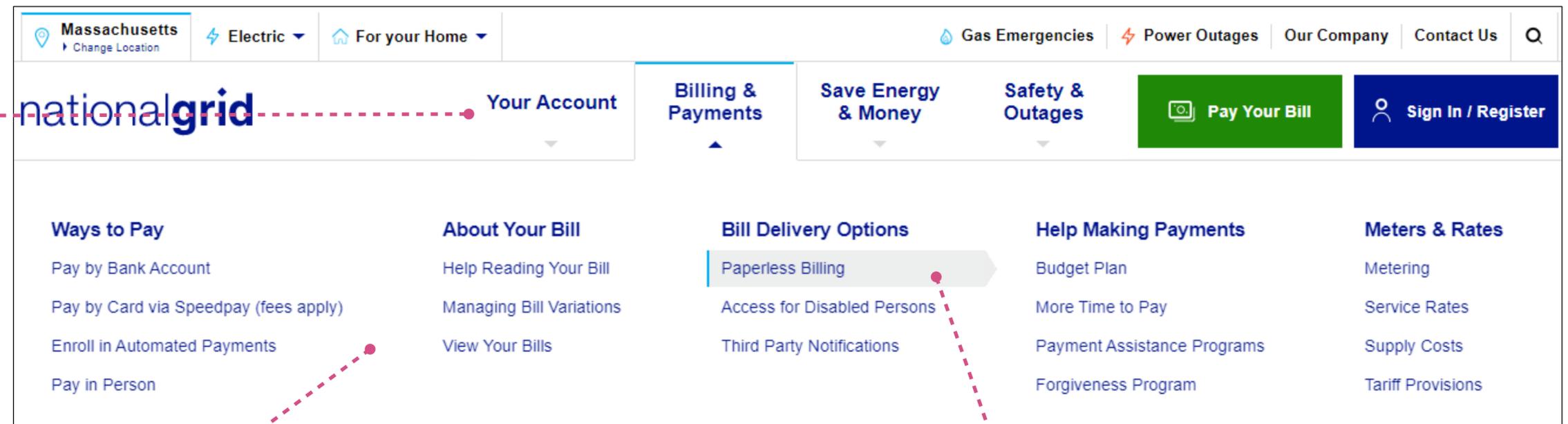
This navigation is unique to each regional website.

In Crownpeak CMS, the assets to update each region are located updated at: /US Retail Web refresh/_Regions

Level 1 Links

The primary navigation bar displays the main sections (Level 1 pages) in the website. For each section, it gives users the option to view drop-down menus containing links to content pages around the site.

Quick Links: It also features quick links to take them directly to the Pay Your Bill and Sign In / Register page. These links cannot be edited by the Content Web team.



Level 2 and 3 Links

Users can also click directly to each Level 2 sub-section landing pages or to their Level 3 children pages. Pages that are deeper than three levels are accessed via sub-navigation components in the left navigation rail.

Active State indicators

Current section and webpage are differentiated with styling.

Navigation

Mobile

The interface shown here represents the primary navigation menu that will be used for the mobile version of the website. Similar to desktop, the mobile primary navigation is broken into a utility toolbar and a primary navigation bar.

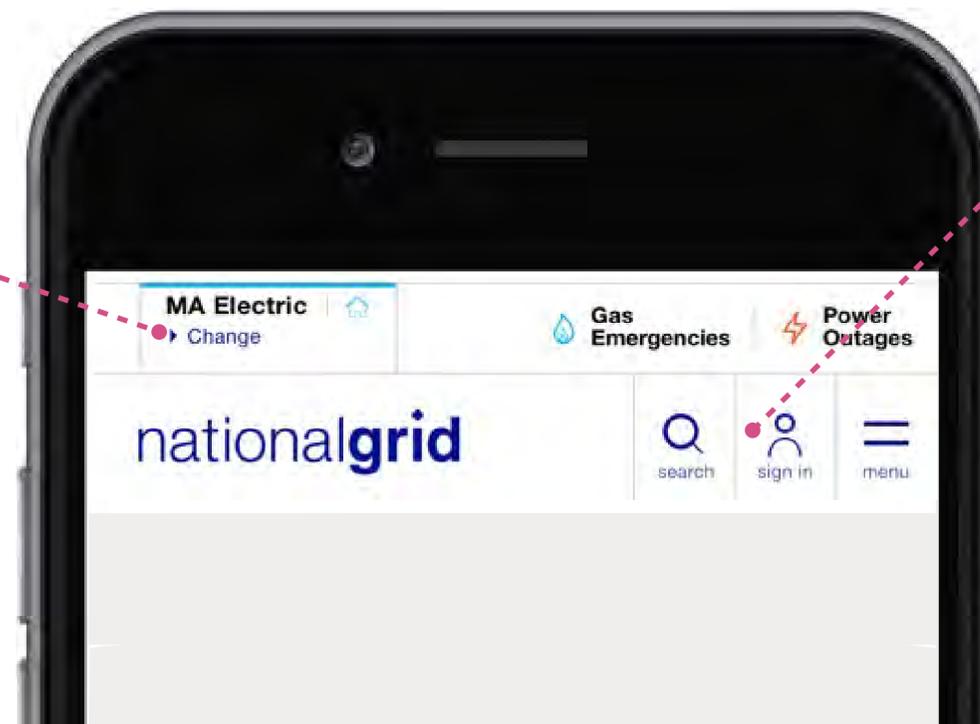
UTILITY TOOLBAR

Selected Location

The user's selected region and an option to change it is displayed at the top of the mobile utility navigation menu.

Quick Links: Power Outages & Gas Emergencies

Quick links to report a gas emergency and power outage (region-dependent) are prominently displayed in the top right corner of the utility toolbar.



PRIMARY NAVIGATION BAR

Prominent search

To help mobile users find specific content and documents, the global site search is always present. Tapping the search icon will cause the global search element to slide down from the bottom of the navigation bar.

Sign In

If the user is not signed in to an account, selecting the profile icon button will take them to the sign in page. If they are signed in to an account, it will open the mobile nav drawer menu to the account menu.

Hamburger Icon: Menu

Selecting the hamburger icon will open the mobile nav drawer where the user can find links to Level 1, 2, 3 pages throughout the site.

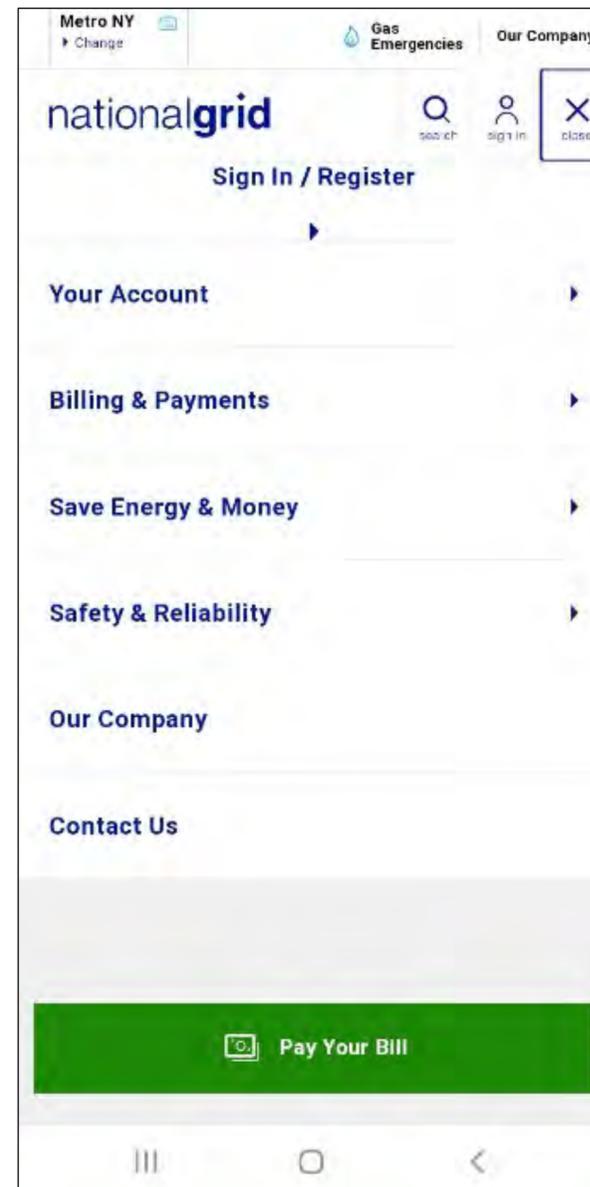
Navigation

Mobile – Hamburger Icon: Menu Open

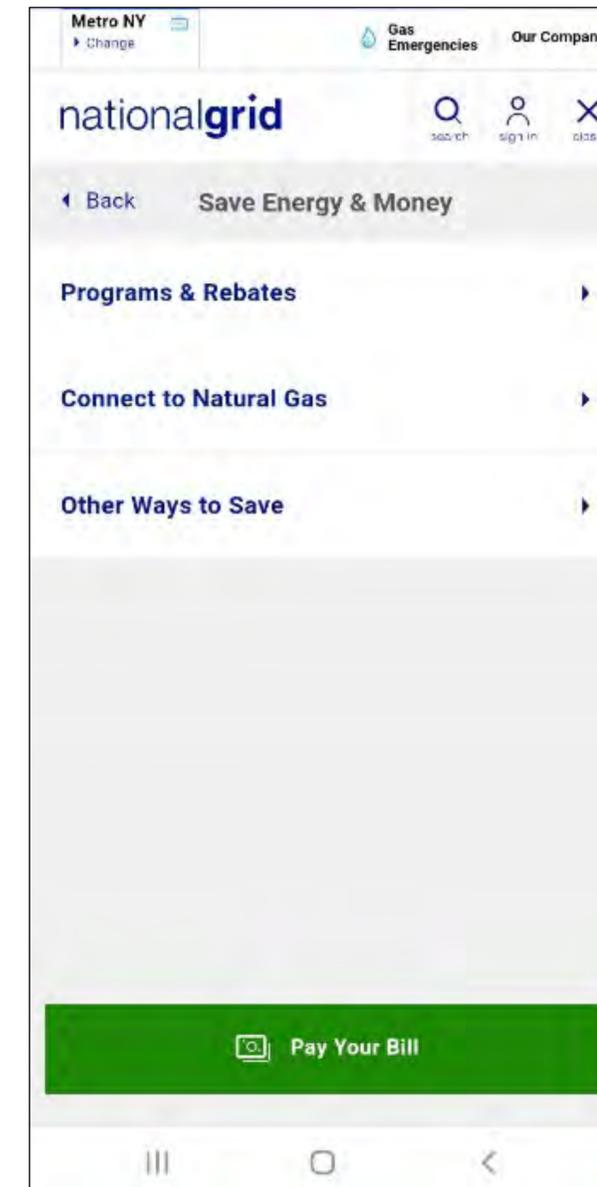
Selecting the hamburger icon will open the mobile nav drawer where the user can find links to Level 1, 2, 3 pages throughout the site.

A green quick link to “Pay Your Bill” is displayed at the bottom of the mobile navigation drawer. Regardless of navigation link level, the Pay Your Bill link is visible on the bottom of the screen when the navigation drawer is open.

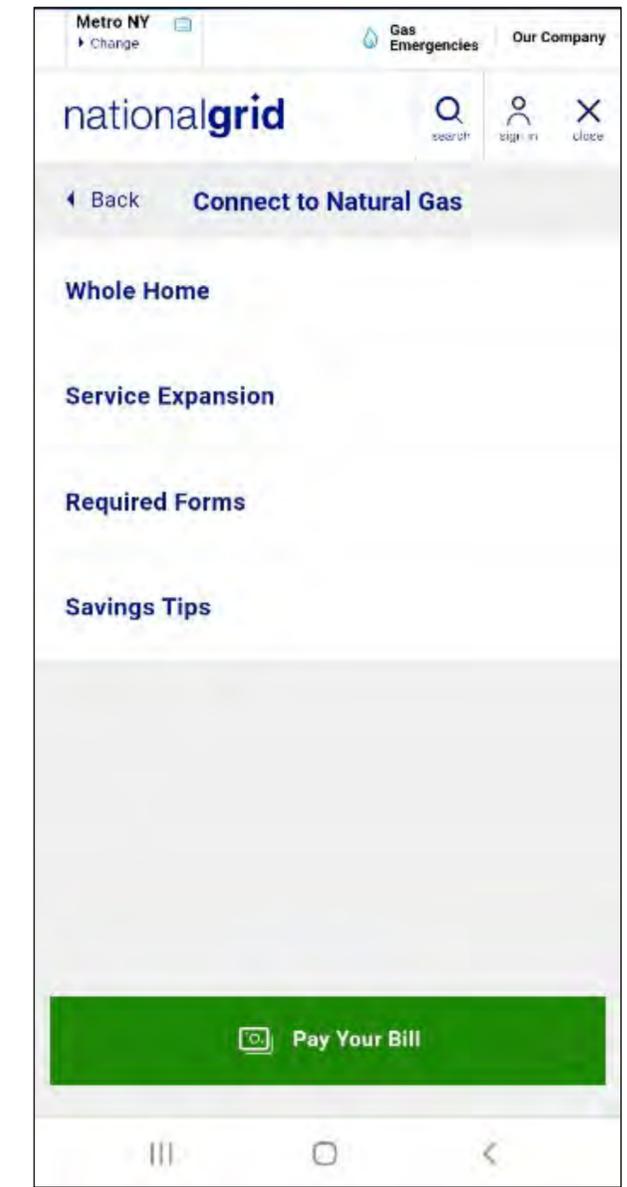
Level 1



Level 2



Level 3



Navigation

Sub-Navigation: Desktop

The sub-navigation component for webpages appears in the left navigation rail. This is visible in all subpages of the website, starting at level 2 pages.

In the left navigation rail:

- The first link is the “parent” of the current webpage – this is also referenced in the breadcrumbs area.
- Following that is a list of links to the child webpages.
The link for the page that the user is currently viewing is displayed in an active state. When in an active state, the text is bolded and the link will have a gray background with a light blue line at the left.

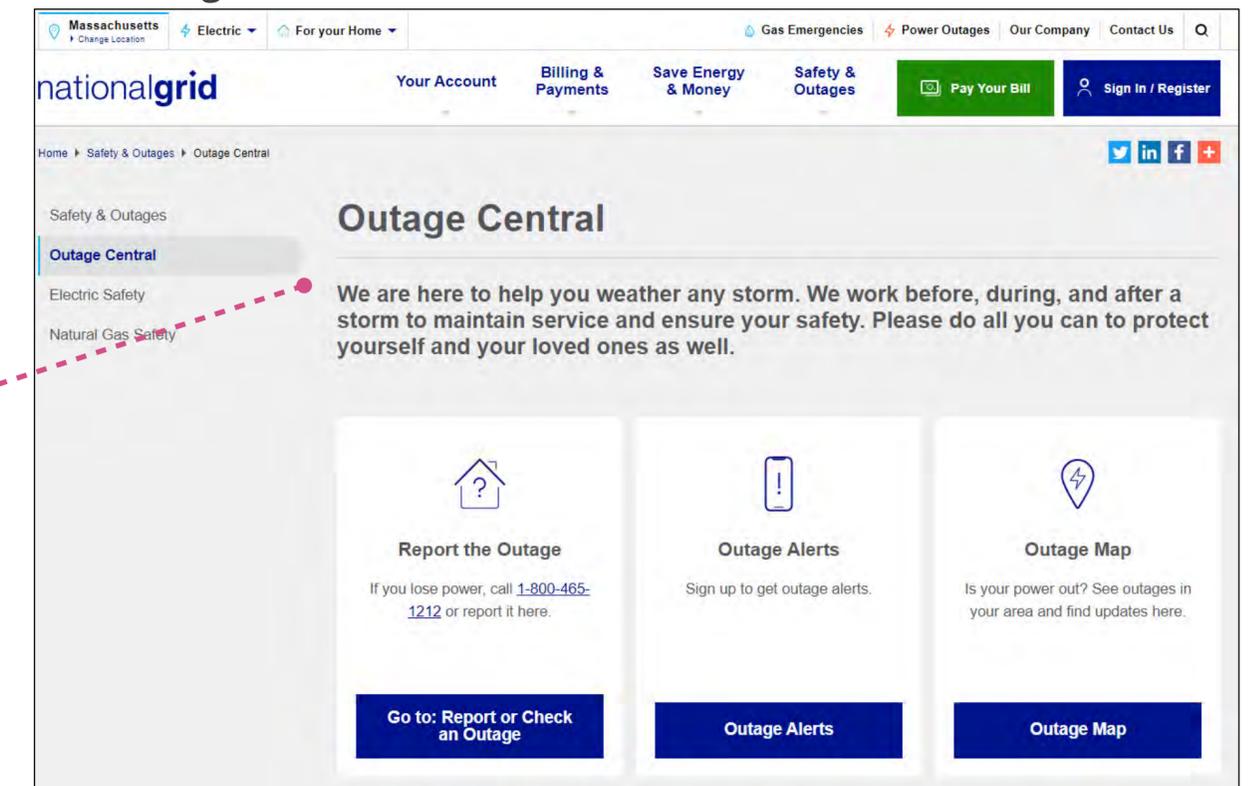
With very few exceptions, the left navigation rail is **always** used in lower level pages.

Tech

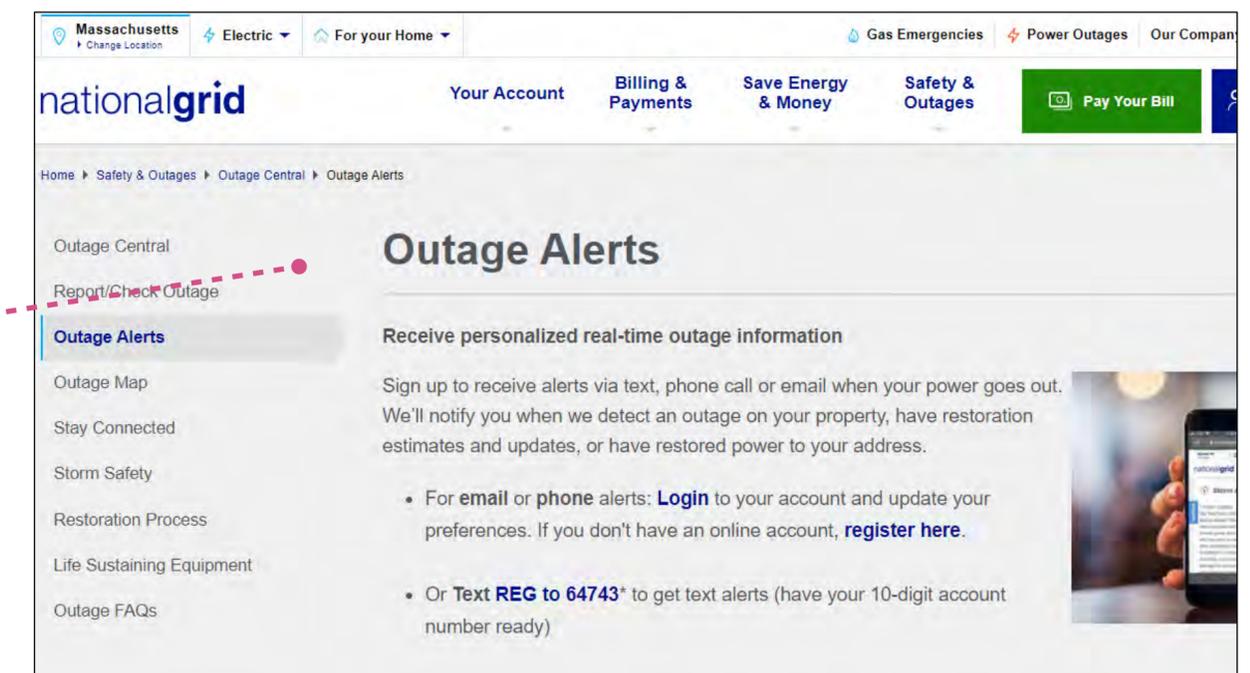
While there are different ways to enable sub-navigation, it’s recommended to enable this via the `_Section_Navigation` asset.

Outage Central is a level 2 section landing page and features navigation tiles to level 3 children pages.

Level 2 Page



Level 3 Page

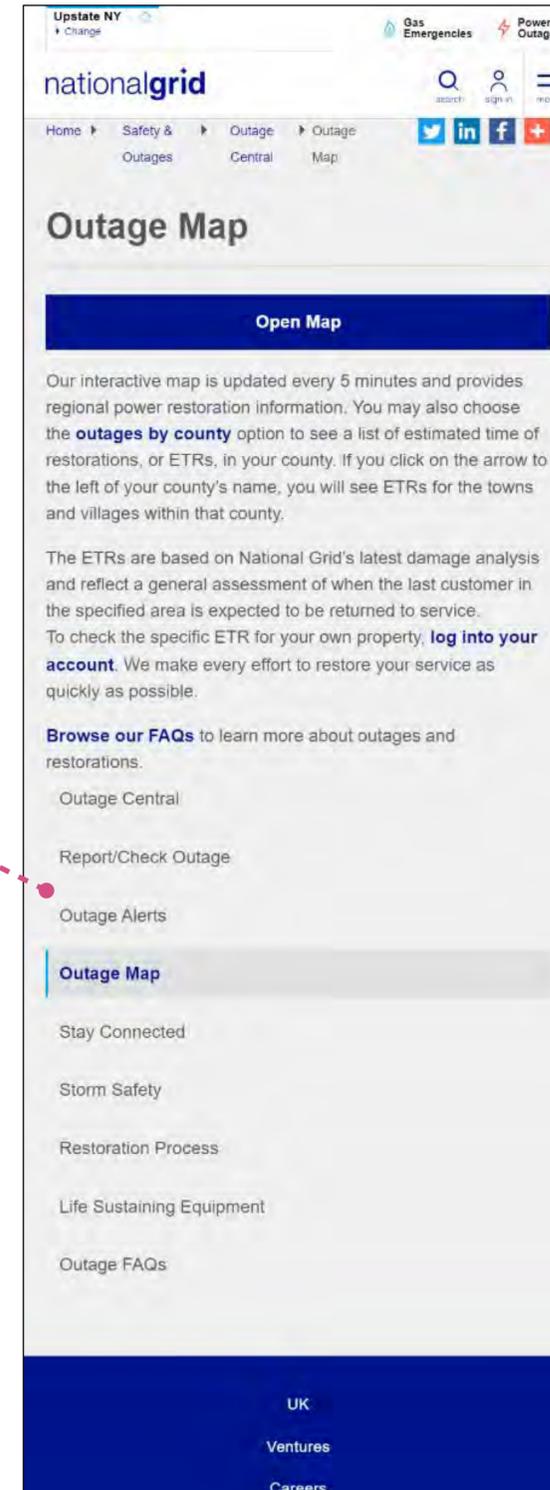
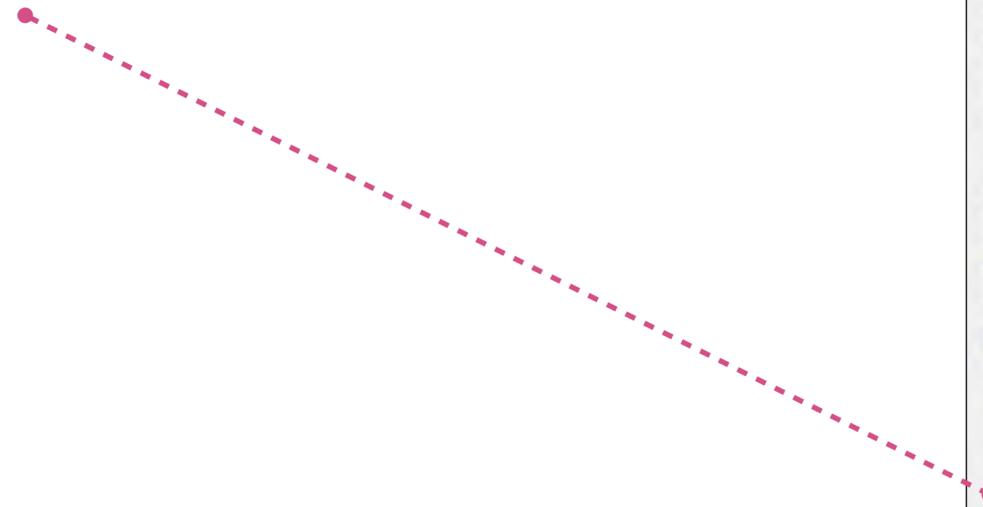


Outage Alerts is a level 3 child webpage of Outage Central. Note the left navigation rail links follow architecture described.

Navigation

Sub-Navigation: Mobile

In a mobile view, the left rail that contains the sub-navigation appears below the content area.



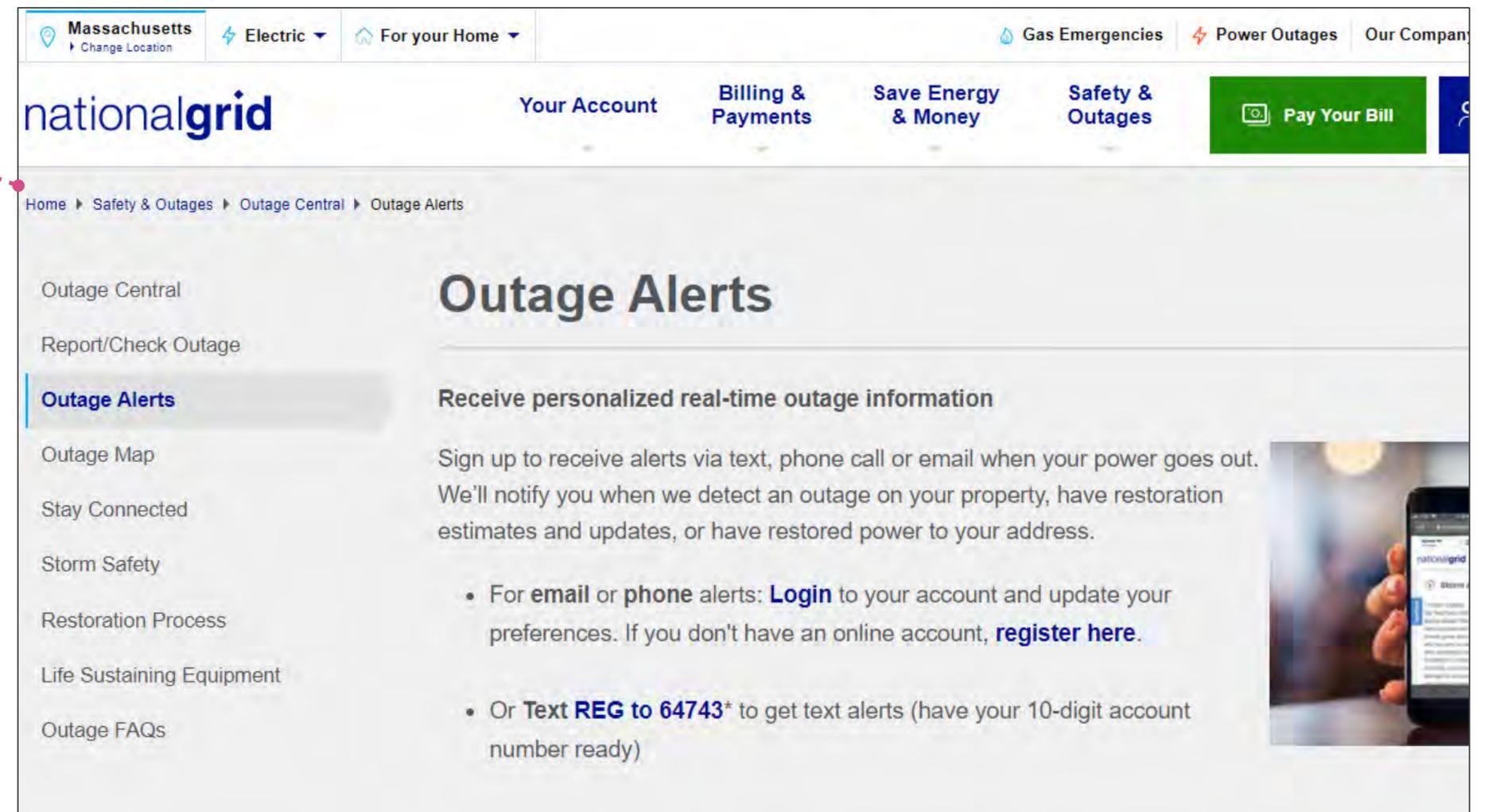
Navigation

Breadcrumb Navigation

Breadcrumb navigation includes a hierarchy of links which include the homepage, the parent page and current page. This navigation is located below the primary navigation bar. They appear on desktop but not mobile views.

Tech

- Not editorially controlled via CMS field. This is determined by the page structure.
- Not present on home pages and/or 404 page(s)
- Page Title determines breadcrumb title
- Each breadcrumb title links to the page URL
- If needed, breadcrumbs can be hidden on individual pages.



Navigation

Footer

The Footer element is located at the bottom of every page published in the CMS. It contains primary and secondary navigation links, social links, and a copyright message. All of the footer links (including social) and the copyright message are configurable within the CMS via a global footer configuration asset located at /US Retail Web refresh/_Regions/default.

The footer provides the user with access to any links that are not directly accessible from the utility toolbar or primary navigation menu. From the footer navigation, the user can select the language they would like to view. They can also find links to National Grid's social media websites and view copyright information.

In mobile, the footer will be stretched vertically so that each link is displayed on its own row.

Tech

- Social Icons
 - Not editorially controlled via a CMS text field
 - Static images
 - Image URLs/hyperlinks can be changed in the global footer configuration asset file.



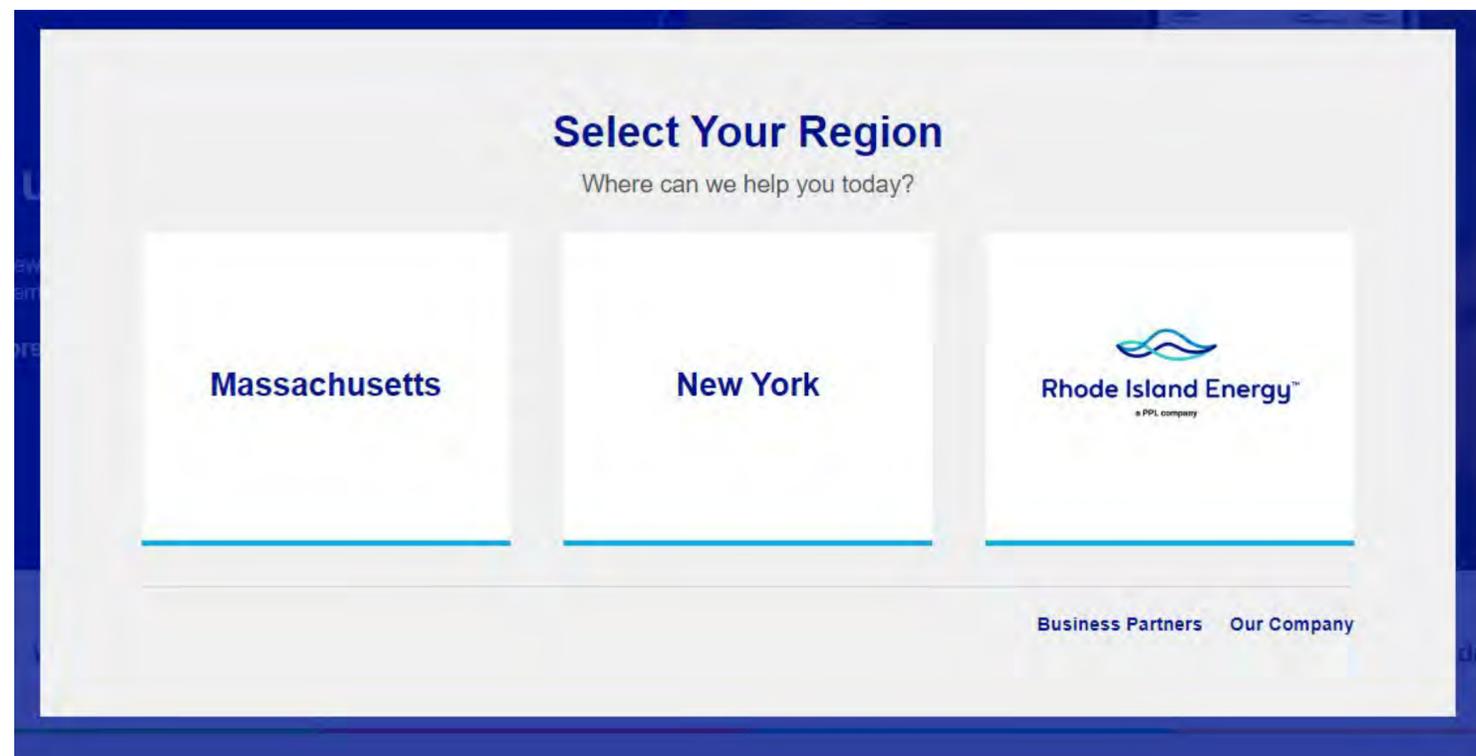
Navigation

USRW Cookie and Modal (aka Regional Selector Window)

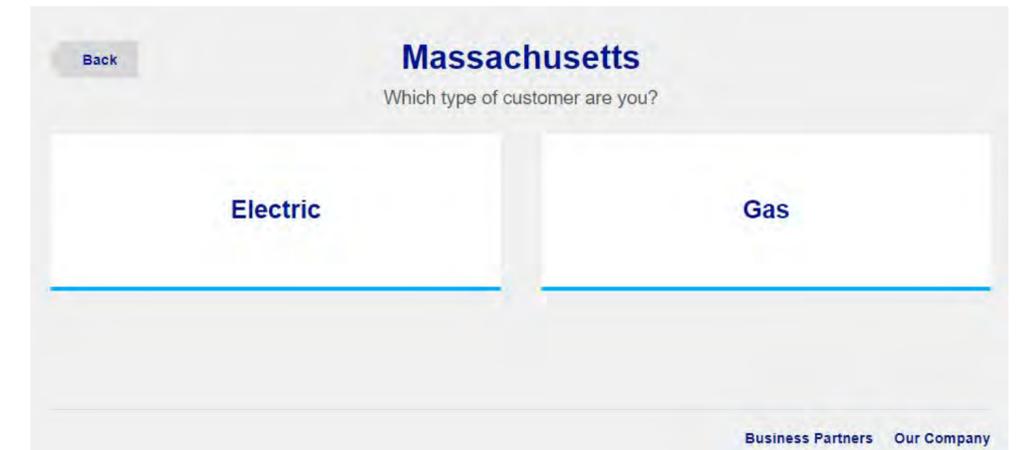
The USRW cookie is used to track the region/fuel type and customer type of a National Grid customer.

When a user first visits National Grid's website, they will be prompted to select a region, fuel type, and customer type via the Region Selector Modal. When they make their selection, the site stores this information in a USRW cookie so that the next time they visit the site, they do not have to re-select these options.

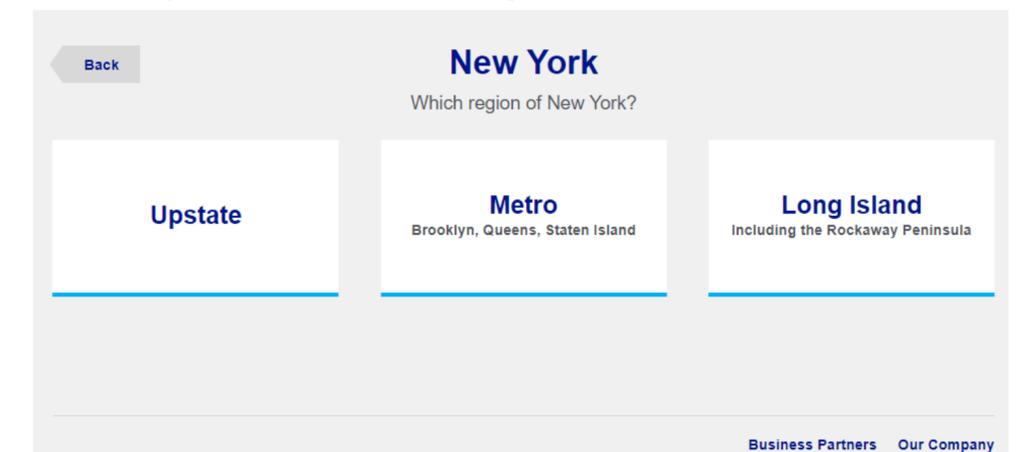
This ensures the proper content is loaded for a user on their visit to the website.



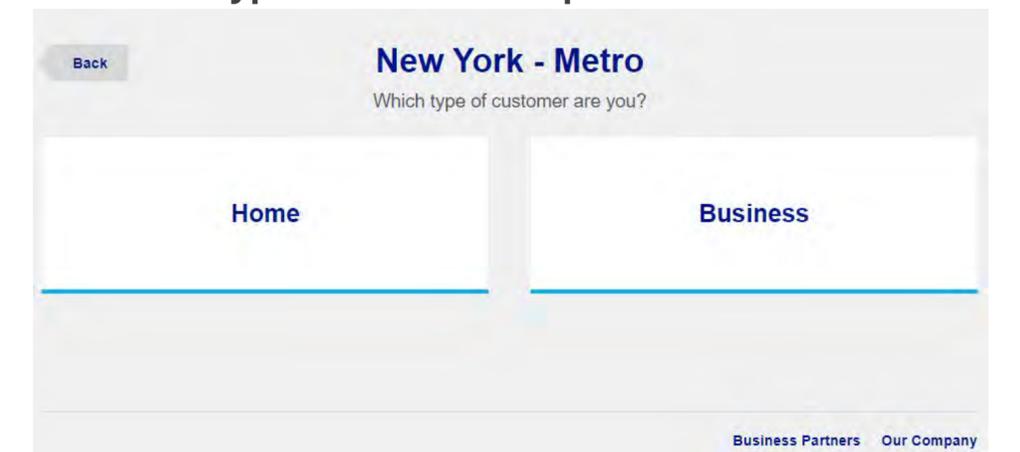
Fuel Selection Prompt



Sub-Region Selection Prompt



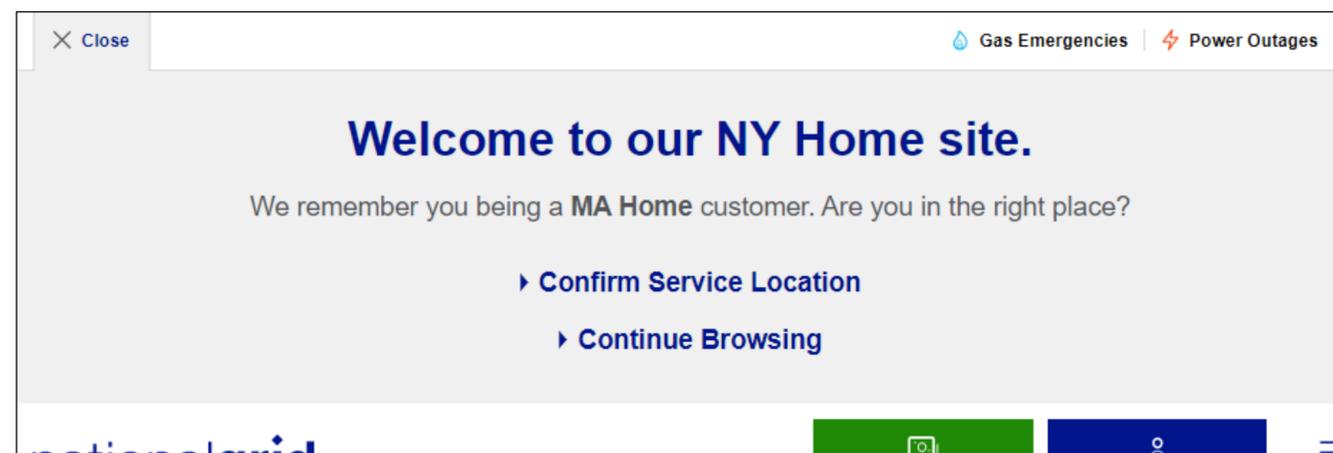
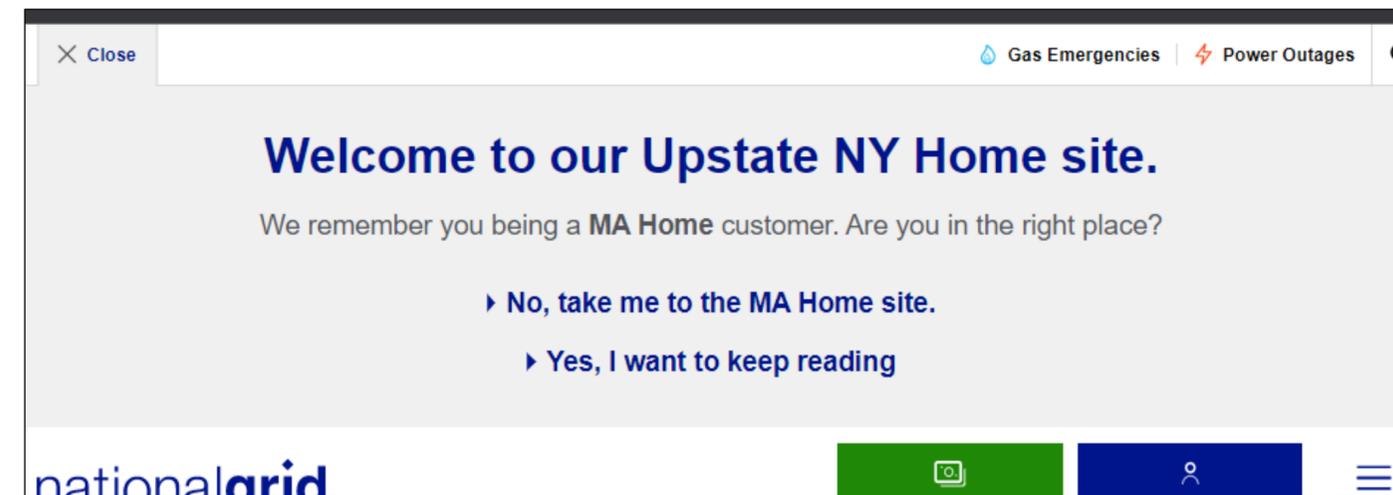
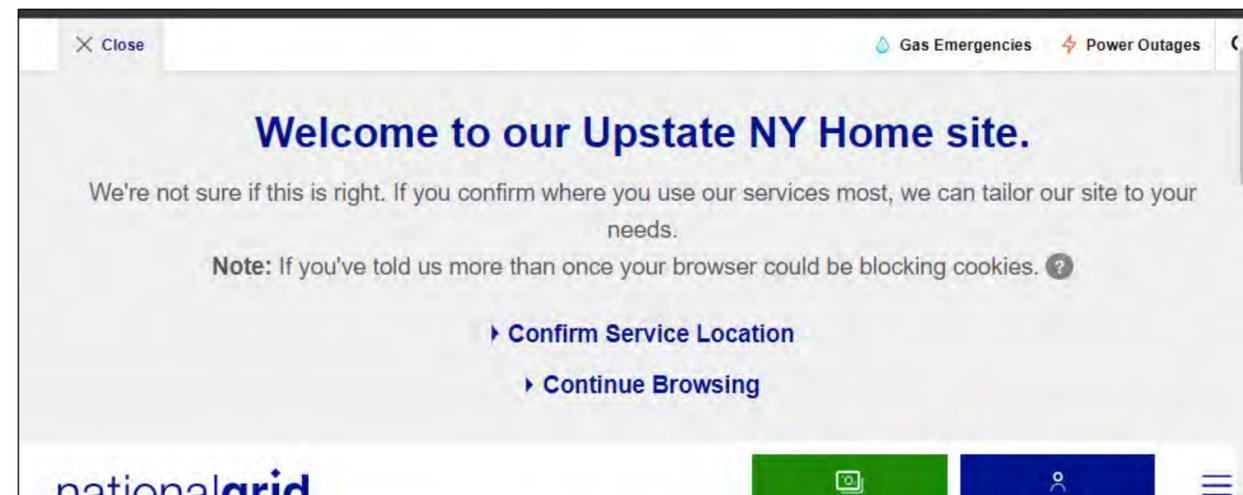
Customer Type Selection Prompt



Navigation

Different Region Bar & USRW Cookie

The Different Region Bar will be shown when a user navigates to a content page located in a region that differs from the region indicated by the USRW cookie, attempting to guide them back to the correct place. The following example demonstrates two variations of the alert message the user will see if they land on a page for a region/fuel type/customer type other than the ones stored in their browser's USRW cookie.



Homepage Template

Homepage Template

The Homepage template is reserved to display the homepage of each region. They display key promotional content and other storm, outage, and safety related information. The template is also used to manage the neutral homepage.

There is one homepage per region folder located in the region root.

Components

The homepages have limited space for messaging, please use the following character counts for optimal messaging size. Also note that images should be <200kb.

1. CAROUSEL BANNER

The carousel at the top of the homepage can be used to drive primary business initiatives.

- Image: 2300 x 1060px
- Title: ~40 characters
- Content area: ~112 characters

2. QUICK LINKS

The call-to-action links listed under the carousel banner represent quick-links to important information and user-tasks throughout the site.

3. PRIMARY CONTENT BLOCK(S)

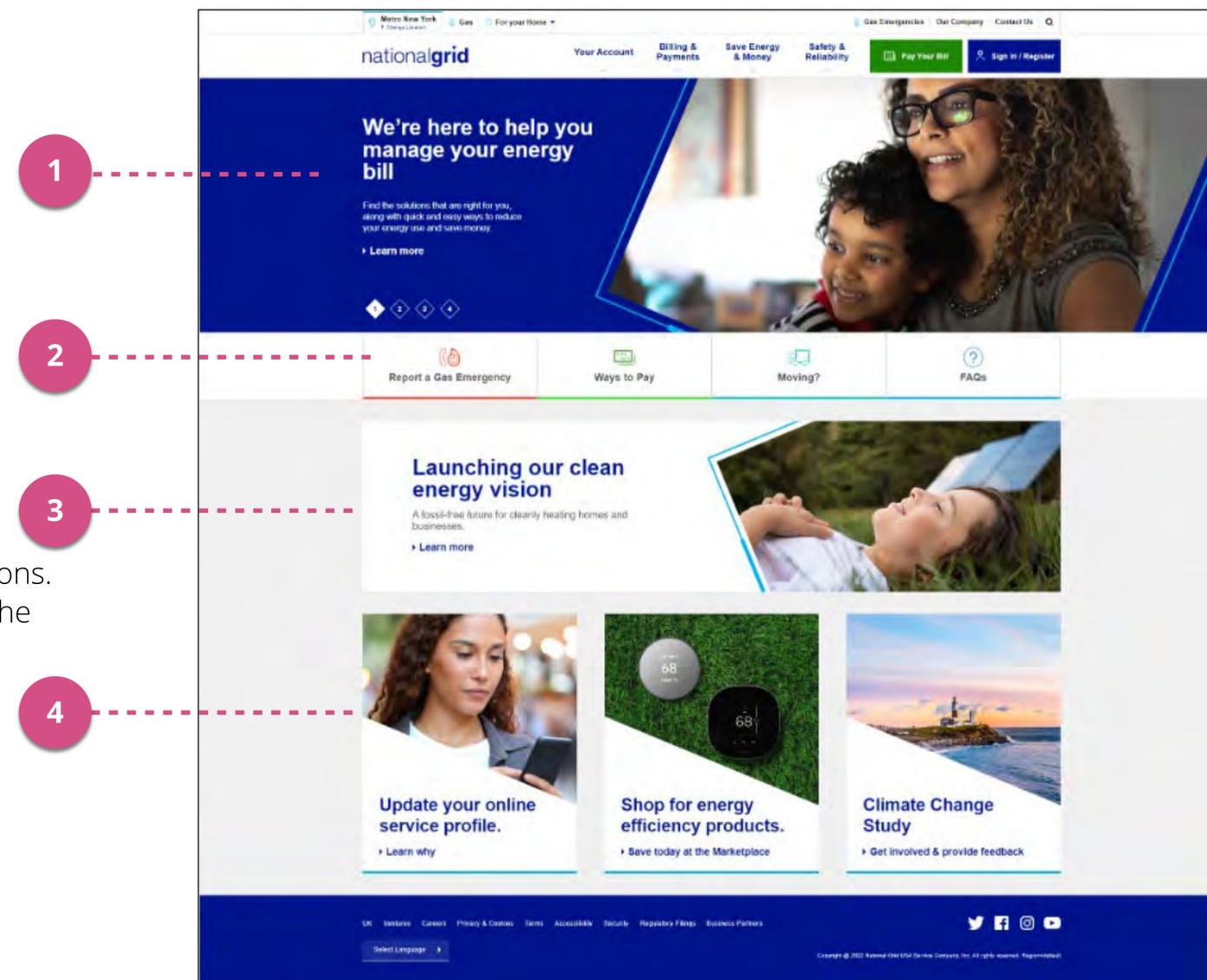
The full-width card shown below the quick links represent content featured as primary promotions. Images can be on the left or right side of the block; and more than one block can be added to the homepage.

- Desktop Image: 1266x650 px | Mobile Image: 1108x752 px
- Title: ~40 characters
- Content area: ~105 characters
- Call to Action ~29 characters

4. FEATURED CONTENT BLOCKS, SECONDARY STYLE

The three content cards shown at the bottom of the page are secondary content blocks.

- Image: 776x700 px
- Title: ~43 characters
- Call to Action ~29 characters



Homepage Template

Mobile View

The site is designed to dynamically adapt to different screen sizes. As the screen size decreases, content will be deprioritized, hidden, or reformatted to provide an optimized viewing experience for smaller devices. The interface shown here represents the view of the homepage for a logged out user who is visiting the site from their mobile device.

Components

1. UTILITY TOOLBAR

The utility toolbar will be collapsed to display only the region and fuel type.

2. NAVIGATION

The primary navigation menu will live within a slide-out drawer menu that can be accessed using a hamburger icon. Just to the left of that, the link to sign in will be displayed as a user avatar icon. Finally, the Search link displays.

3. CAROUSEL

The carousel banner will be stretched vertically and the description text will be hidden.

4. QUICK LINKS

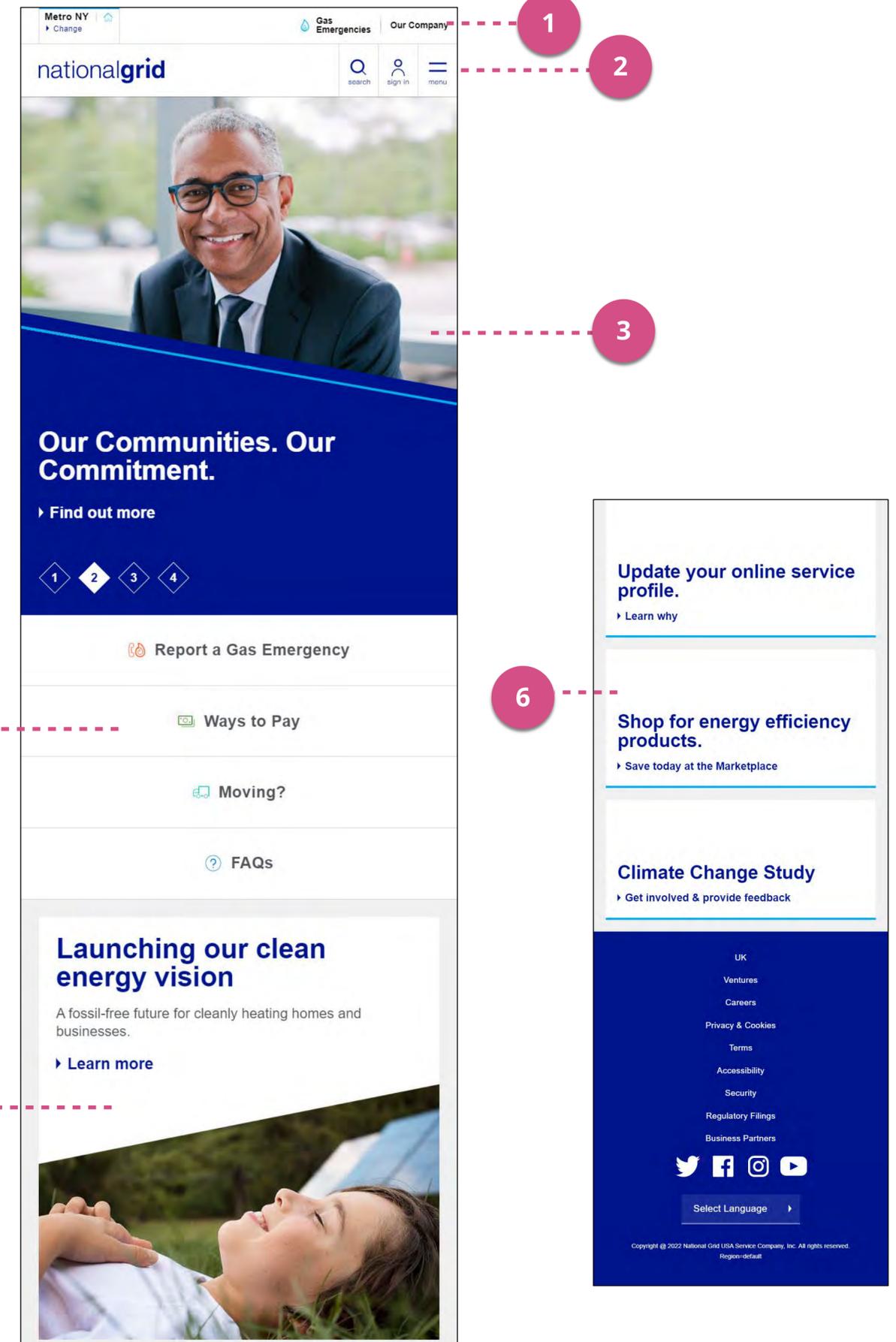
The quick link buttons will be stretched vertically.

5. PRIMARY CONTENT BLOCK(S)

The primary content block also adapts to display vertically.

6. SECONDARY FEATURED ARTICLES

Images on the secondary content blocks are hidden from view.



Homepage Template

Search Engine Optimization Management

All pages using the Homepage Template can be optimized for SEO via SEO fields. These fields populate the page's metadata that is scanned by search engines.

1. HTML Title

- Populates Title metadata

2. Page Meta Description

- Populates Page Description metadata

3. Page Meta Keywords

- Populates Page Keywords in metadata

Tabs: Main, SEO / Meta

Main | **SEO / Meta**

Page Meta Information

This meta content will be added to the page. If incomplete, the CMS will include the default meta information added to the Site Configuration.

HTML Title
Massachusetts Electricity | Home | National Grid

-in browser bar. default title if no page title entered. Leave blank to use page's label or title.

Page Meta Author

Page Meta Title
Massachusetts Electricity | Home | National Grid

Page Meta Description
Pay your bill, report outages and gas emergencies, and find useful energy saving and safety tips.

Page Meta Keywords
National Grid, Electricity, Natural Gas, Massachusetts electric company, Massachusetts electric bill, Massachusetts utilities

List: Custom Metadata Tags

Meta Name	Meta Content

Canonical Link

General Content Template & Types of Webpages

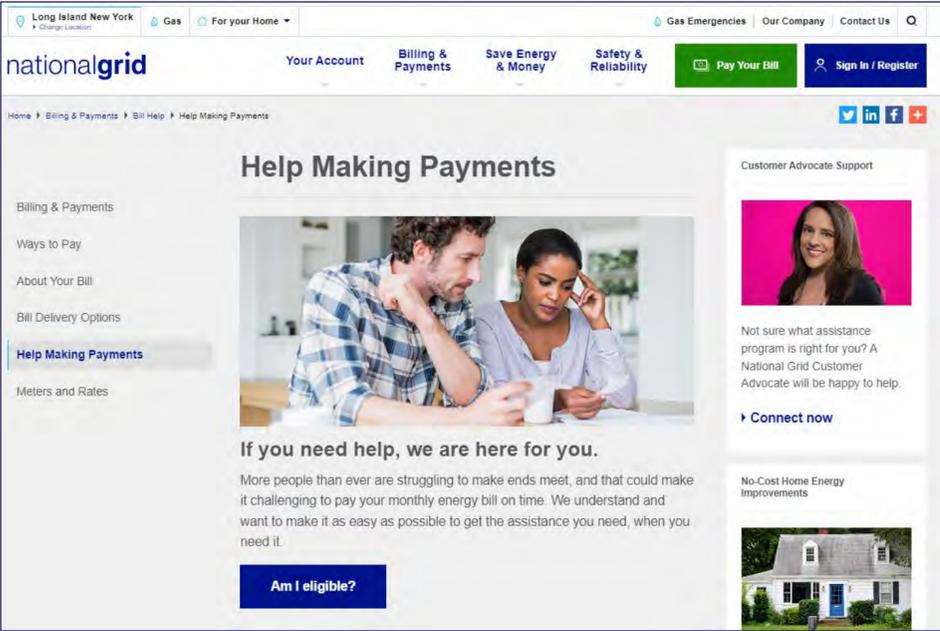
General Content Template

Layouts

The General Content template is used to create pages and is composed of multiple sections within a main content column and optional left and right rails.

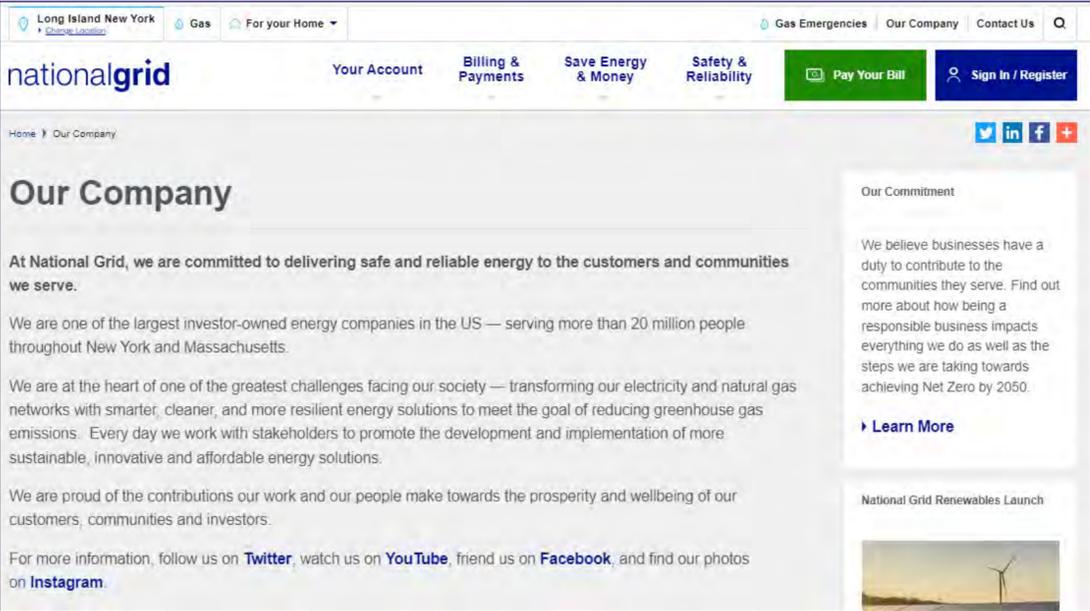
The General Content Template has three layout options: 3, 2 or 1 column. The layout used is based on the type of webpage and where it falls in the navigation scheme.

- The left-rail is used to display a configurable sub-navigation. In rare instances, other promotions or other messaging can be located in this area.
- The right-rail is used as a promotion area.



Note:
Because the website is responsive, it dynamically adapts column display based on different screen sizes and devices.

- As the screen size decreases, the left-column navigation will display below the content area. The right column will also display below the content area, after the left-column content.
- When viewed on a mobile device, the left-column navigation will display below the content area and the right column content will display after the left-column navigation.



General Content Template

Types of webpages: Regional Webpages

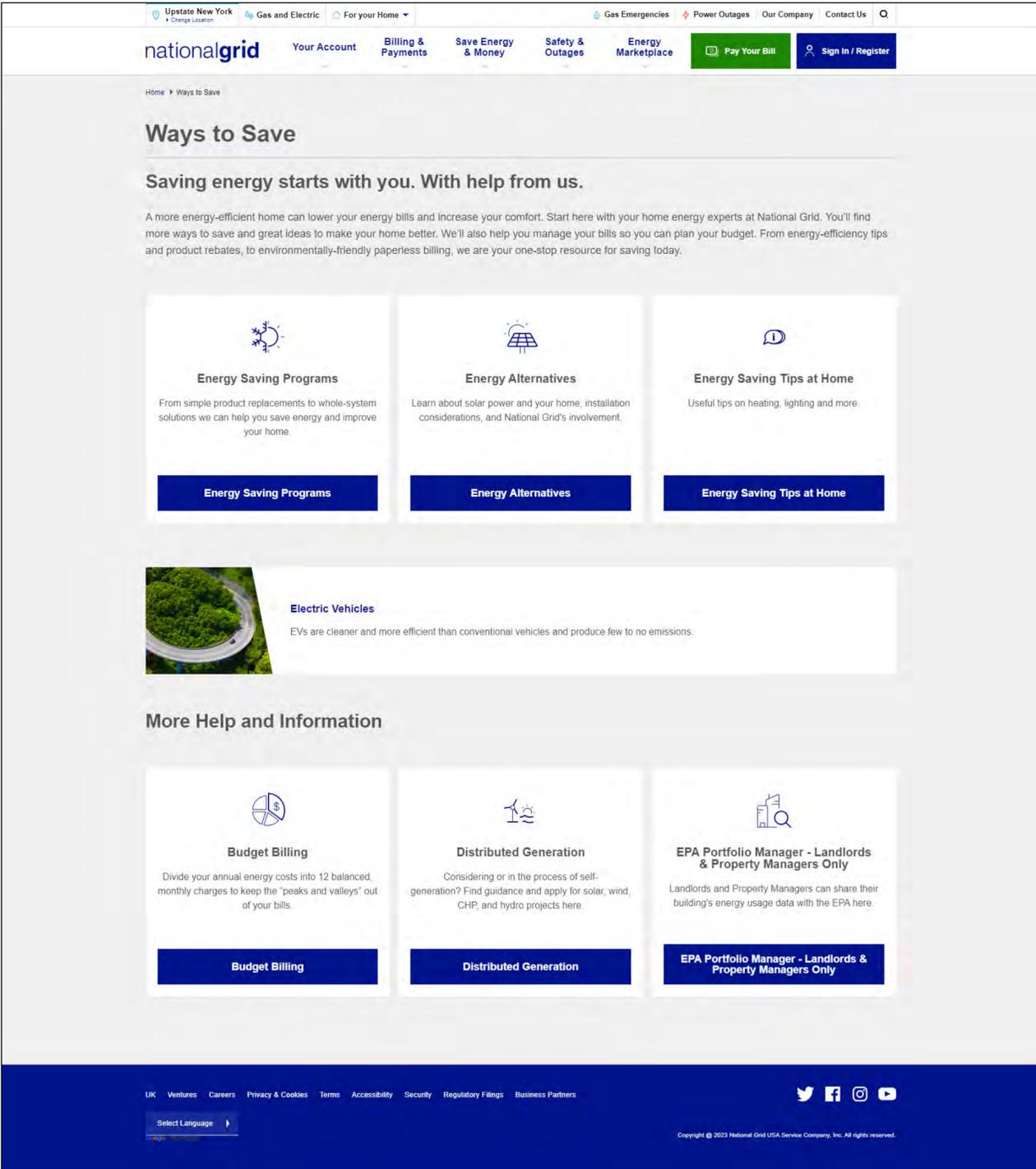
Regional webpages are available as links in regional navigation. They can be accessed via primary (top) navigation or sub-navigation links located in the left navigation rail.

These are **enduring** webpages that contain program or other company information.

Level 1 webpages use the **full width layout**. An example is [Outage Central](#)

These are also known as Section Landing pages.

- Use Tiles to navigate to children webpages
- Linking outside this section is accomplished using other components or by adding Tiles in a distinctly different section on the webpage.
- Do not use a banner.



General Content Template

Types of webpages: Regional Webpages

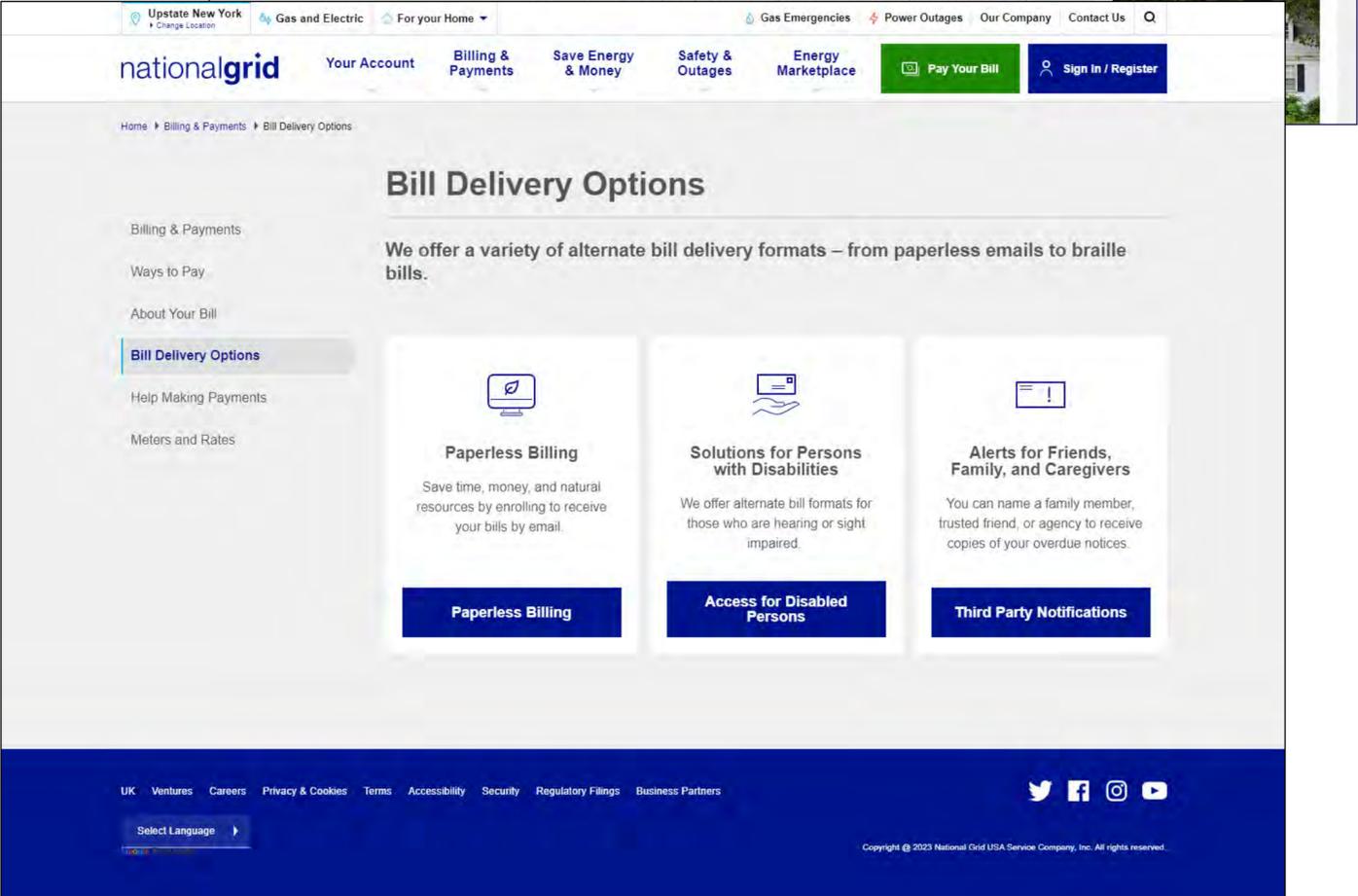
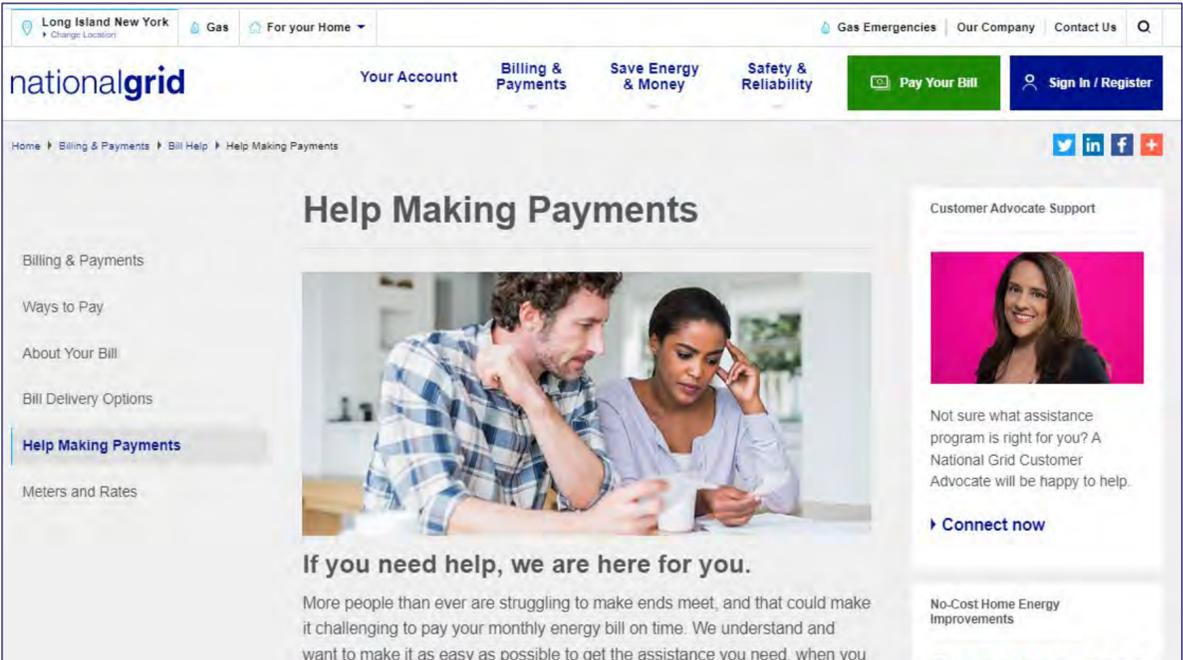
Regional webpages are available as links in regional navigation. They can be accessed via primary (top) navigation or sub-navigation links located in the left navigation rail.

These are **enduring** webpages that contain program or other company information.

Level 2 webpages can use 2- or 3-column layouts. Here, the left column is always used for navigation. With a 3-column layout, the third column is used for promotions or highlighting important information. See [Flooding](#) or [Hurricane Tips](#)

A Level 2 page can also be a section landing page.

- Use Tiles to navigate to children webpages
- Linking outside this section is accomplished using other components or by adding Tiles in a distinctly different section on the webpage.
- Do not use a banner.



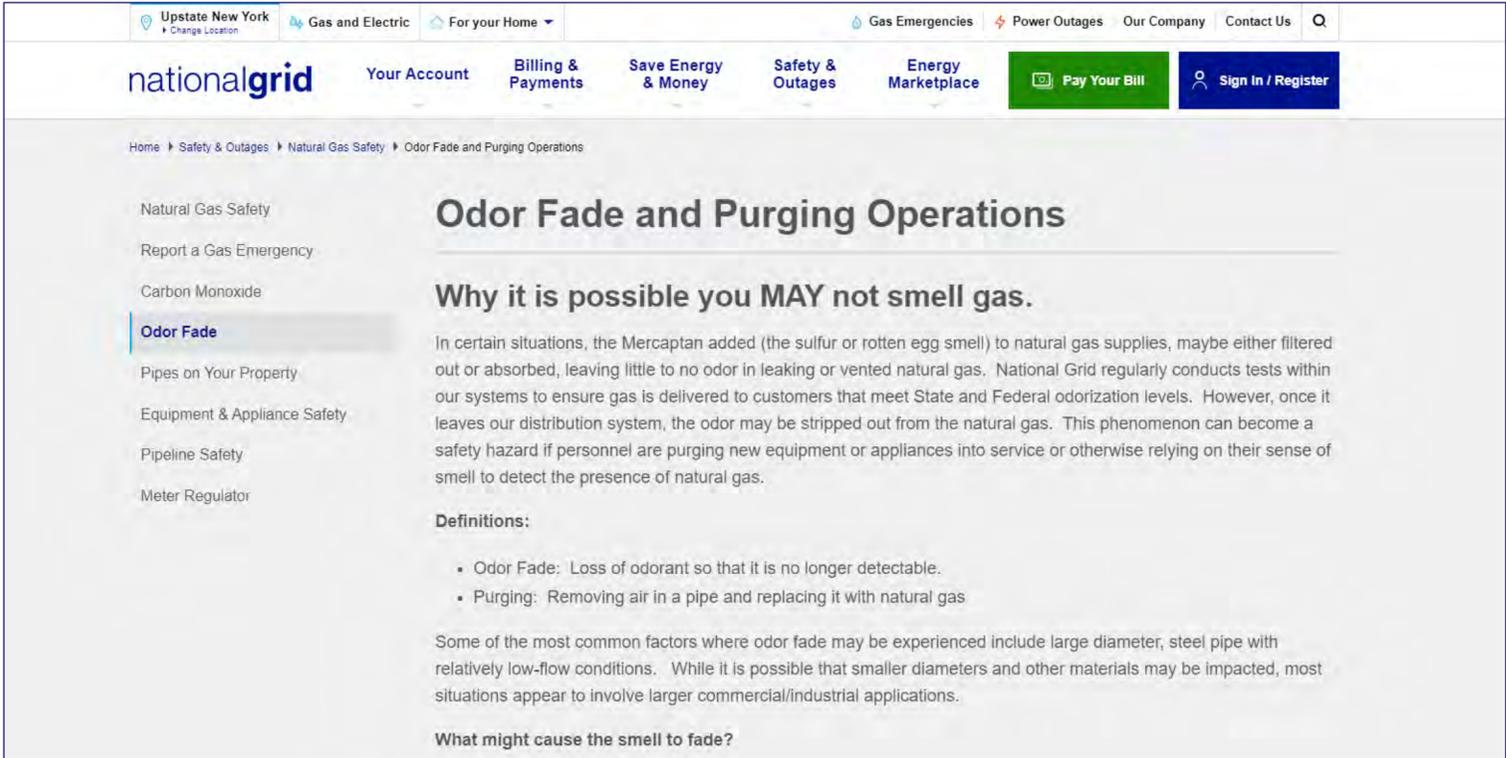
General Content Template

Types of webpages: Regional Webpages

Regional webpages are available as links in regional navigation. They can be accessed via primary (top) navigation or sub-navigation links located in the left navigation rail.

These are **enduring** webpages that contain program or other company information.

Level 3 webpages are children of a Level 2 webpage and can use 2- or 3-column layouts. The left column is always used for navigation. With a 3-column layout, the third column is used for promotions or highlighting important information.



General Content Template

Types of pages: Campaign Pages

These webpages can only be accessed via direct url, they are not listed in regional website navigation.

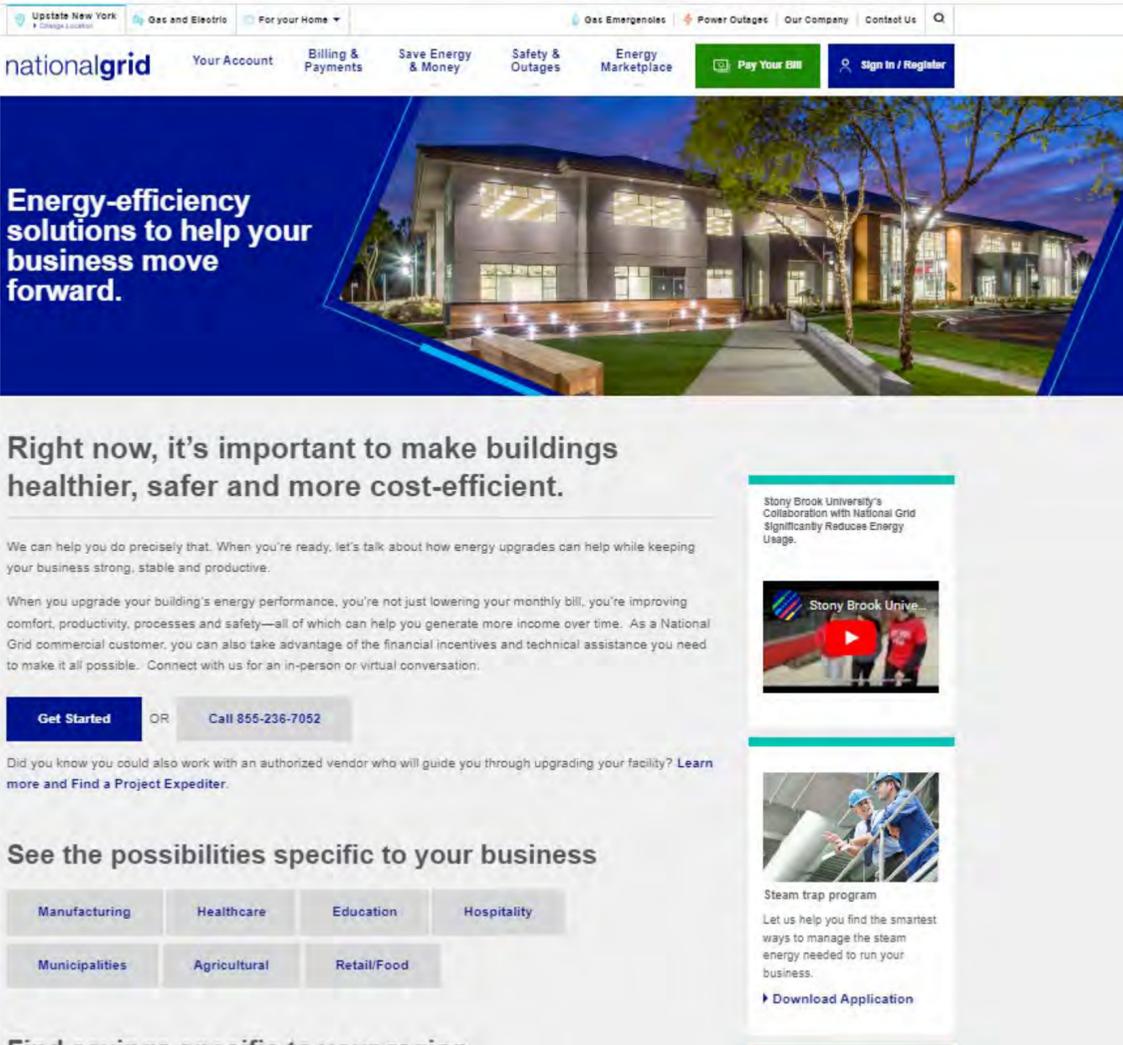
A campaign webpage can be used to create more engaging content experiences that tie in with broader campaign content. Campaigns usually have a single transactional goal associated with them; such as download a report, watch a video, or register for an event.

- A campaign webpage is meant for limited-time campaigns; it is not meant to replace regional program webpages. These webpages should have an expiration date.
- Campaign pages are not linked from the regional website navigation.

These webpages can use a full-width, 2-column or 3-column template. In general:

- If a 3-column layout is used, the first column should be reserved for navigation, and the 3rd for promos or related links.
- While use of a banner is acceptable, it is static (slideshow functionality is not available)

Example: ngrid.com/business



General Content Template

Types of pages: Microsites

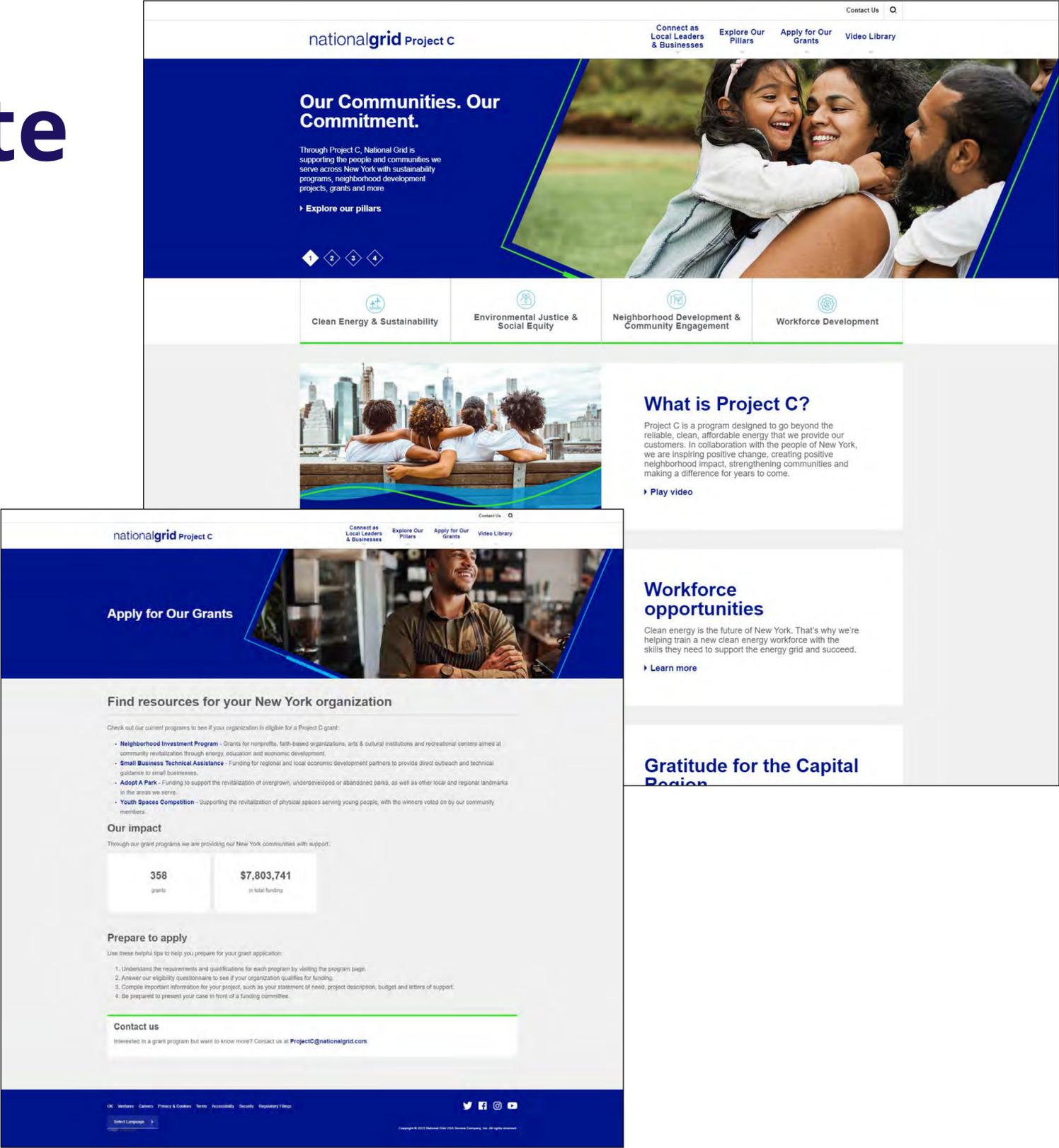
A microsite is an enclosed website experience that sits within the main framework of the National Grid US website. These contain a sub-brand feel and use their own navigation bar for users to access and navigate through the site.

We generally do not link to campaign pages from the regional website navigation.

The types of webpages and layouts mimic Regional Webpages. However these sites are less structured than the regional websites, so different styles of navigation and layout are possible. Although a focus on maintaining a similar navigation structure to the regional website is advised for consistency and usability.

A notable difference is main section landing page layouts used for the Project C microsite; where a banner is used. Please note that the same design is used for all main section (level 1 landing pages), ensuring consistency of user experience through this site.

Example: [Project C](#)



**Other types of Webpage Elements:
PDF/Image/Forms**

PDF Documents

We are striving for 100% compliance for Web Accessibility for the ADA (American Disabilities Act) on our Websites.

To ensure WCAG compliance, all pdfs created for the web must:

- File size: < 1mb (or 1000kb)
- contain a complete title field

PDF Titles for Web Accessibility

One of the issues to comply with is making sure documents have an appropriate and descriptive title in their file properties. That is a significant step to providing proper accessibility to all users of our website.

How to title PDFs

1. Select "File" --> "Properties" -->
2. Add your user-friendly title to the field labeled "Title" --> Click "OK"
3. Click the "Save" icon, or "File" --> "Save"

Images

Imagery and icons should follow the [US Brand Identity Guidelines](#).

- Please ensure images are <200kb
- Image dimensions are available on our [online Website Guidelines](#).

The responsive nature of the website means images will display differently depending on the size and orientation of the device used to view the page.

Content Web has image guide templates to help create and visualize how images may appear on the website. The colored areas in the safe zone templates will potentially get cut off depending on the size and orientation of the device used to view the page.

But even with these templates, there's so much variability in responsive devices, there's no truly safe way to guarantee that edge elements won't get cut off at some point. Overall guidance is to identify a single focal point and establish that very near the center of the safe zone.

- The website applies styling to images used in components. Each image used in a component should be sized appropriately with no additional treatment (i.e. colored/slant areas should not be added to the image, website css styles does that).
- Image only; wording or logos are discouraged.
- Try to put the image that you want to display as close to center as possible.
- What-you-see-is-NOT-what-you-get with these.... The responsive nature of the website means that parts of the images will get cut off depending on the size and orientation of the device used to view the page.
- It's generally not a good idea to include graphic/text elements within imagery, unless they're the main subject of the image and dead-center in safe zone.

Forms

Forms on the content website are created by the Content Web team only using Form Assembly, a fully approved NG IT tool.

- **All external online forms used by customers** should be embedded into the retail website.
- Content Web team creates the forms based on client requirements.
- Upon submittal, form data is emailed to a National Grid outlook box.
 - Email address should be provided to the Content Web Team by the Form Owner, who in turn requested and received it from IT / box.xxxxx@nationalgrid.com format.
 - If form is required to use an external vendor mailbox, client must have the vendor's NDA reviewed by the Legal Team (Greg Harvey and/or Tanya Blocker) to determine data privacy and our privacy policy to ensure compliance.

Data export via .csv file can be provided to the Form Owner upon request to the Content Web team at ngrid.com/request. The data will be placed in a Sharepoint folder, provided by Form Owner. Data is only available going back 3 years due to the data retention policy.

A data retention/purging policy is in place as of 8/21/2023 : All form responses older than 3 years will be purged in the Form Assembly system. This means we will no longer be able to extract form responses going back further than 3 years from the current date. Please note that you are NOT losing data on your end, you still get to keep the copy of all the form submittals that were already sent to the destination mailboxes or other backend systems (i.e. Salesforce, CSS).

Components

The following components can be previewed on the [online Website Guidelines](#) website.

Page Components: WYSIWYG & Iframe

WYSIWYG

The WYSIWYG component section displays WYSIWYG content. It has a single WYSIWYG input field to configure the content. The Content Web team is able to use HTML code in this component.

Iframe

The Iframe component provides option to embed third-party web pages in a content page. This element can be used for embedded videos, forms, and web pages.

There is an optional field, **Is Modal?** that will cause the iframe to be collapsed to a button on mobile devices. Clicking the button will open the iframe in a modal window to improve the mobile experience.

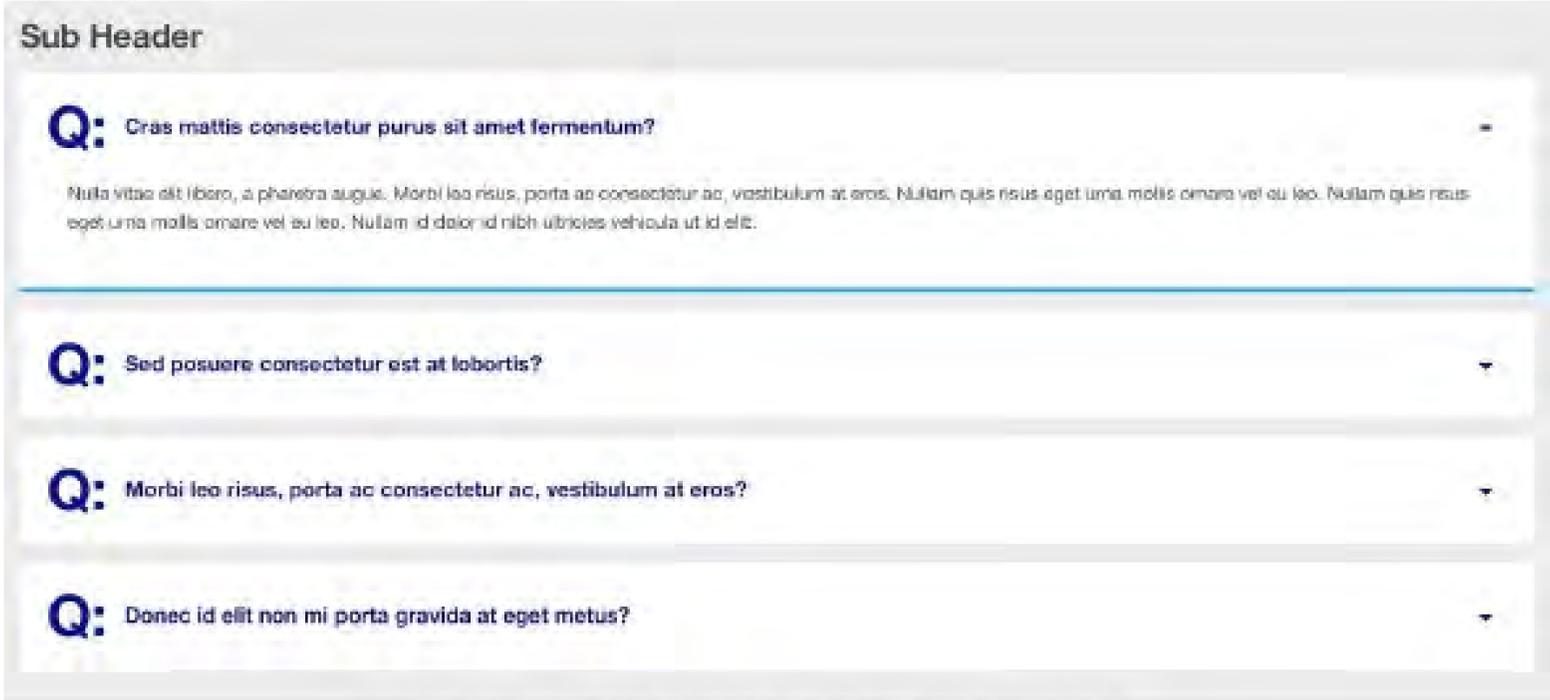
Page Components: Accordion

Accordion

The Accordion component section displays one or more expandable content sections. The component section has a top-level title and the content sections each have their own title shown in the unexpanded state. The unexpanded card can be clicked to expand the section showing WYSIWYG content.

The accordion component can display a Q, an optional icon or nothing. If an icon is added, it will be applied to the left corner of every accordion content block in the component.

Each accordion in the component consists of a title and description. By default, all of the accordions in the accordion component are closed.



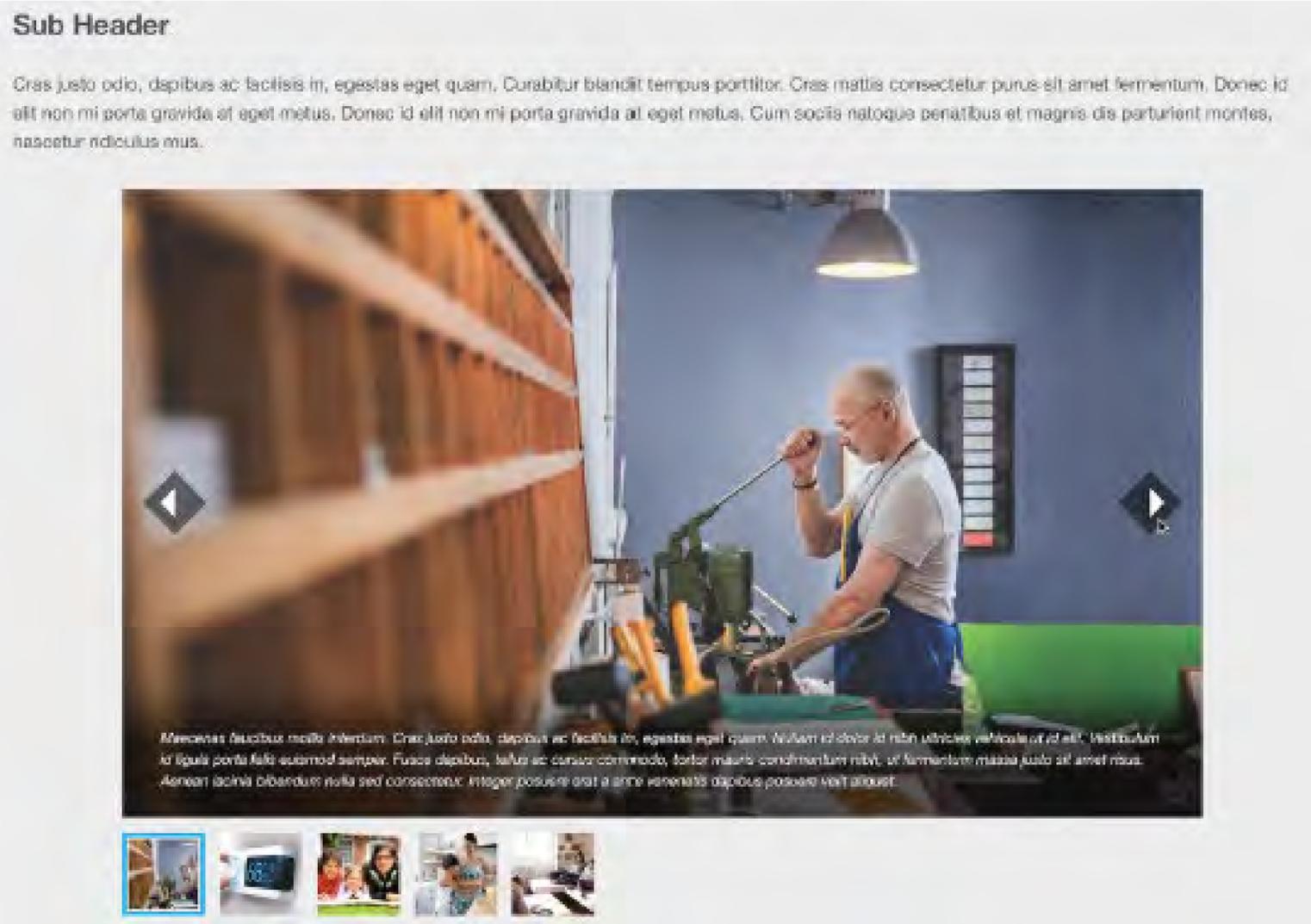
An Accordion component with the first item expanded.

Page Components: Slideshow

Slideshow

The Slideshow component displays a collection of images with controls to navigate between images. The component also has configurable header and description text. Left and right controls are available to navigate the image collection.

Slideshow images are 2100x1176px



Page Components: Tabs

Tabs

The Tabs component section displays a tabbed content block with two or more tabs. Each tab has a title that displays as the tab text and can be toggled to the active state showing associated WYSIWYG content.

Each tab consists of a title and a block of WYSIWYG content. By default, the first tab in the tabs component is selected. The selected tab in a tabs component has a white background and a light blue line shown at the top of the tab. The width of each tab is evenly distributed to reach 100% of the width of the component's container.

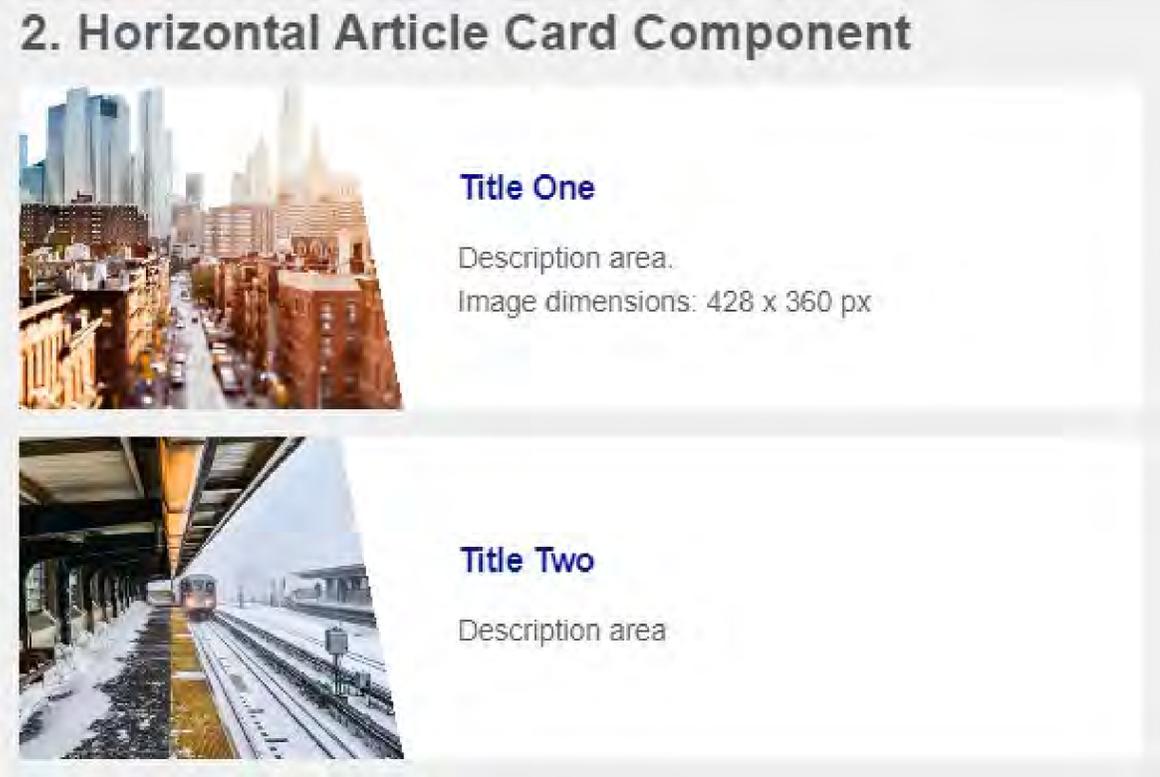
Tab One	Tab Two	Tab Three	Tab 4
<p data-bbox="1459 645 2235 892">Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.</p> <p data-bbox="1459 934 1935 1001"> Download the full report 13.6 MB</p>  <p data-bbox="2322 1155 3185 1223"><i>Image caption maecenas sed diam eget risus varius blandit sit amet non magna.</i></p>			

Page Components: Horizontal Article Card

Horizontal Article Cards

The Horizontal Article Cards component displays a list of card elements that span the horizontal width of a screen. Each card has a left-justified image with an angle crop, a Titled link to either an internal or external resource, and descriptive text.

Image dimensions: 428 x 360 px

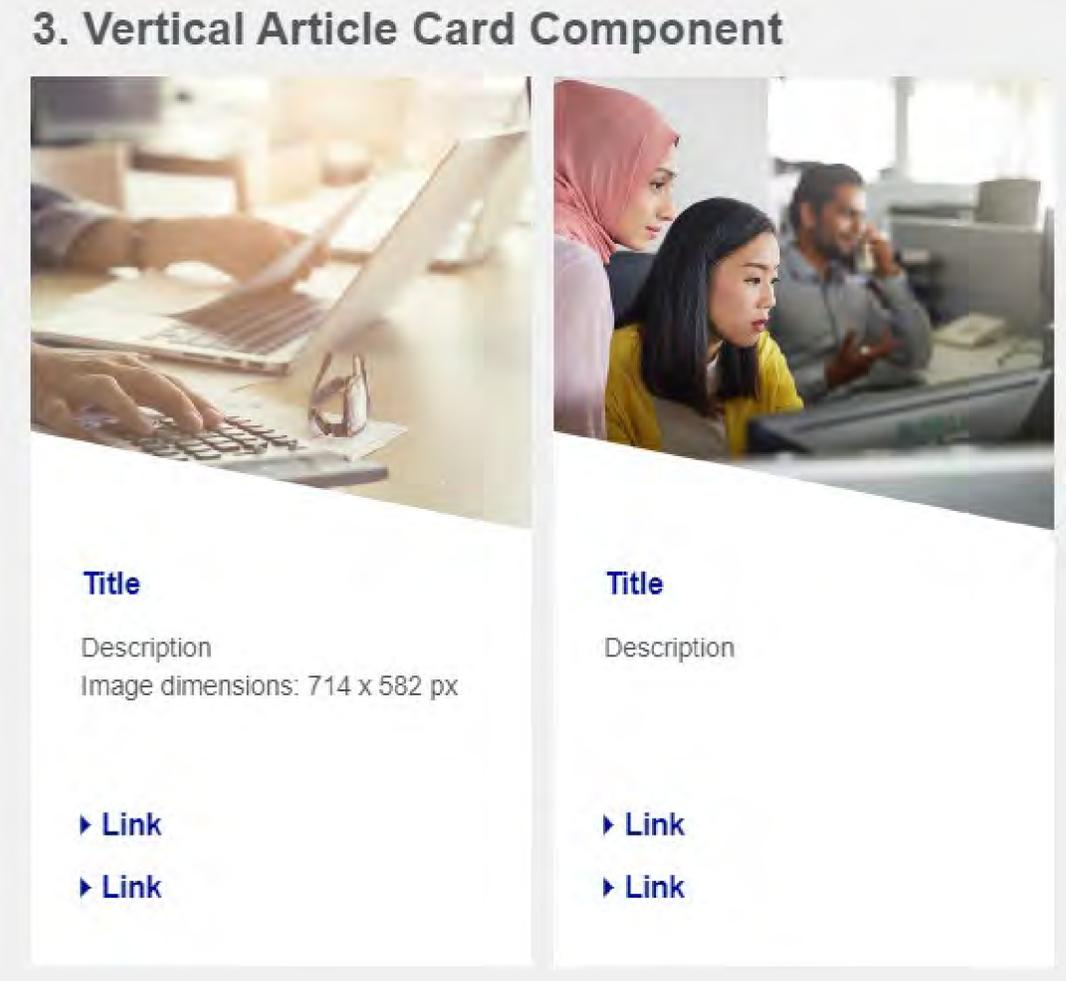


Page Components: Vertical Article Card

Vertical Article Cards

The Vertical Article Cards component displays a list of card elements each with a vertical orientation. Each card has a linked Title, top-justified image with an angle crop, descriptive text, and links at the bottom of the card.

Image dimensions: 714 x 582 px



Page Components: Tile Component

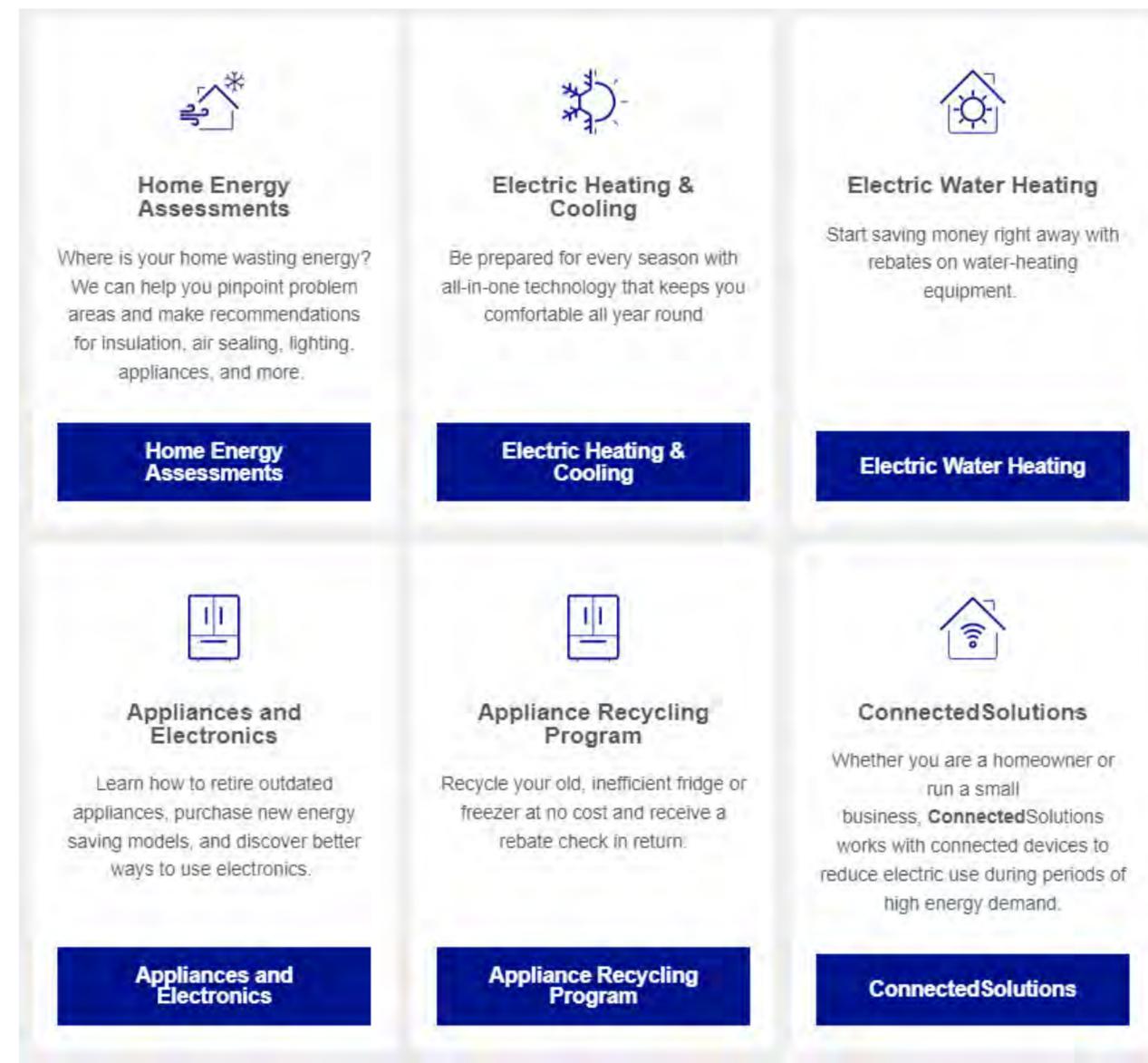
Tile Content

The Tile Content component section displays one or more groups of tiles. A tile is a card-like element.

Each tile has a title, an icon, WYSIWYG content, and an optional CTA button.

A group of tiles has an optional title.

Titles are reserved for navigation purposes.



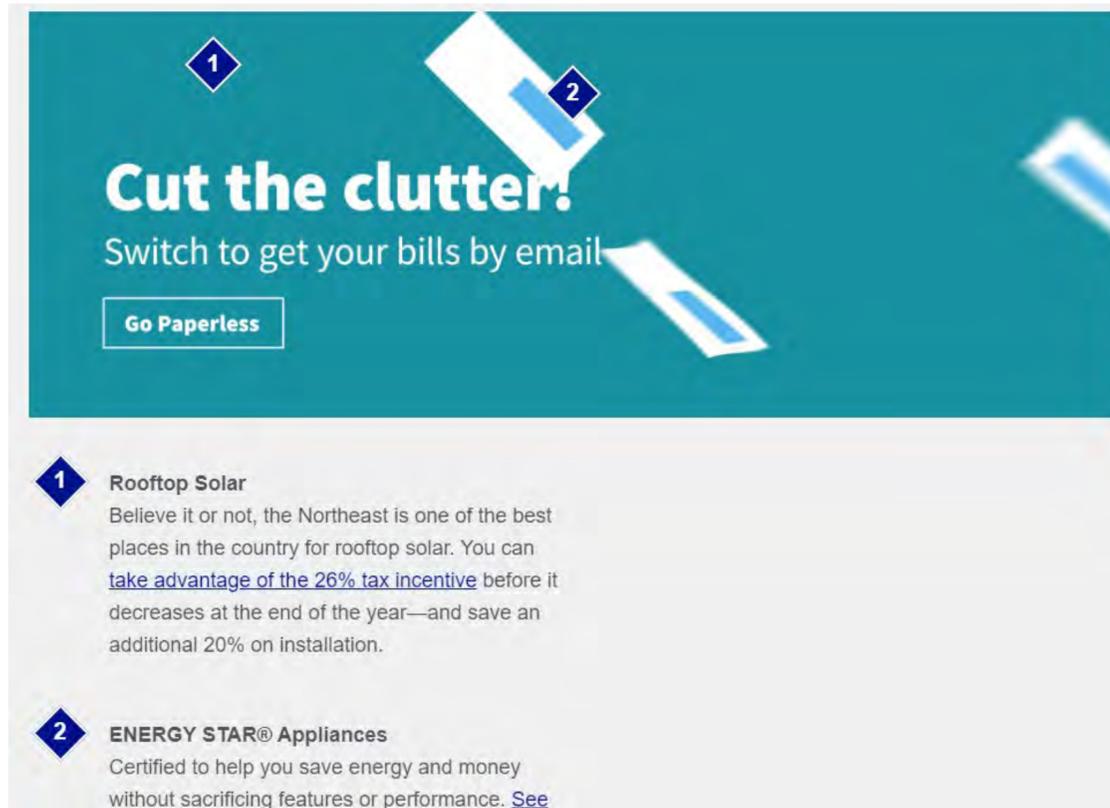
Page Components: Hot Spots

The Hot Spots component displays a collection of annotated images, or hot spots. A hot spot consists of a position on the image and a block of content to display for the hot spot. There are two types of Hot Spots components: Tooltip and Numbered.

The Tooltip type allows users to hover over the annotations to show a box with descriptive text. The annotations appear as question mark symbols.

The Numbered type lists the descriptive text items below the image and users can click numbered annotations to jump to the associated text.

Numbered Style



The image shows a promotional banner for National Grid with two numbered hot spots. Hot spot 1 is on the text 'Cut the clutter!' and hot spot 2 is on the 'Go Paperless' button. Below the banner, two numbered text blocks provide details for each hot spot.

1 **Rooftop Solar**
Believe it or not, the Northeast is one of the best places in the country for rooftop solar. You can [take advantage of the 26% tax incentive](#) before it decreases at the end of the year—and save an additional 20% on installation.

2 **ENERGY STAR® Appliances**
Certified to help you save energy and money without sacrificing features or performance. [See](#)

Tooltip Style



The image shows a National Grid account page with several tooltip hot spots. The hot spots are located on the account number, billing period, amount due, account balance, and current charges table.

nationalgrid
SERVICE FOR [REDACTED] CAMILLUS NY 13031
BILLING PERIOD: Mar 10, 2022 to Apr 11, 2022
ACCOUNT NUMBER [REDACTED] PLEASE PAY BY: May 6, 2022
AMOUNT DUE: \$ 189.68
ACCOUNT BALANCE: 223.08
PAYMENT: APR 21 (ACH) THANK YOU -223.08
Amount Due \$ 189.68
CHARGES OF 1.5%, \$ 189.68 MUST BE RECEIVED BY MAY 6 2022.
SUMMARY OF CURRENT CHARGES
DELIVERY SERVICES: 52.06
SUPPLY SERVICES: 24.24
TOTAL: 76.30
Gas Service: 57.77
TOTAL CURRENT CHARGES: \$ 109.83 \$ 79.85 \$ 189.68
Save time and money! Sign up for paperless billing and receive a \$ 0.41 credit on

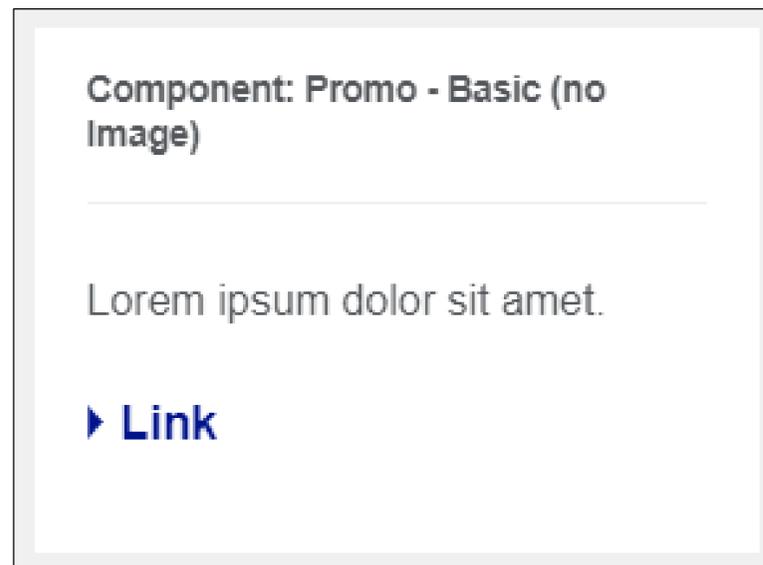
Page Components: Promotions

The Promo component displays key content chosen by National Grid content authors. The promos can be configured with a title, descriptive text, a link, and an image.

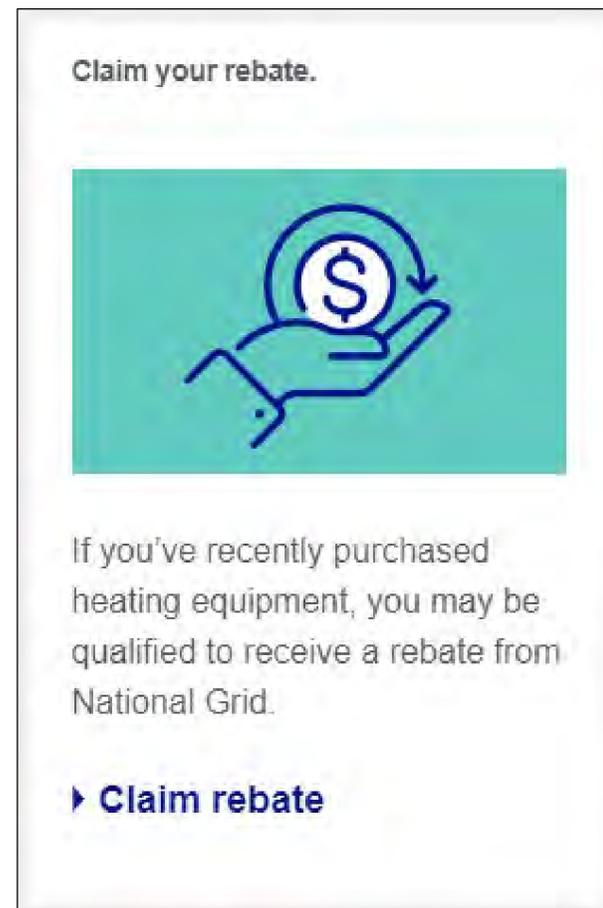
There are 3 styles to use for the component:

- Basic, no image
- Basic, image
- Featured

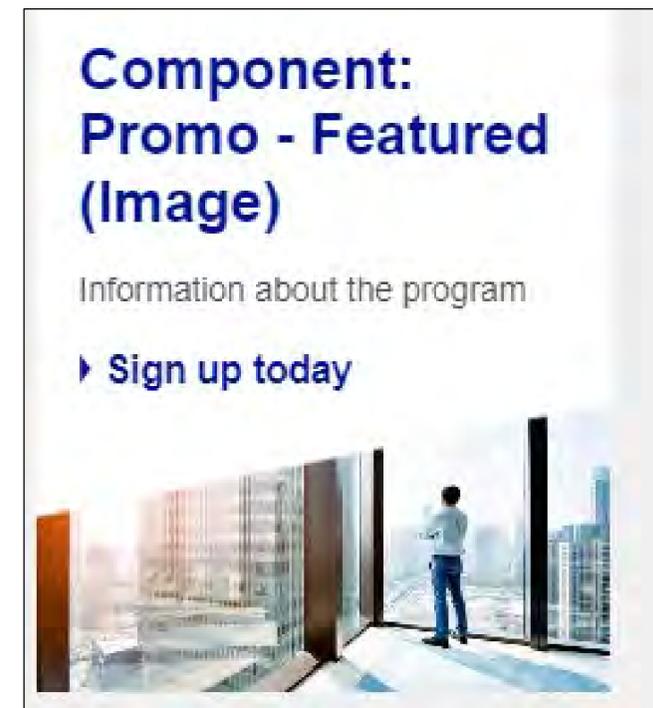
Basic, no image



Basic, image



Featured



Services & Rebates Template

Services & Rebates

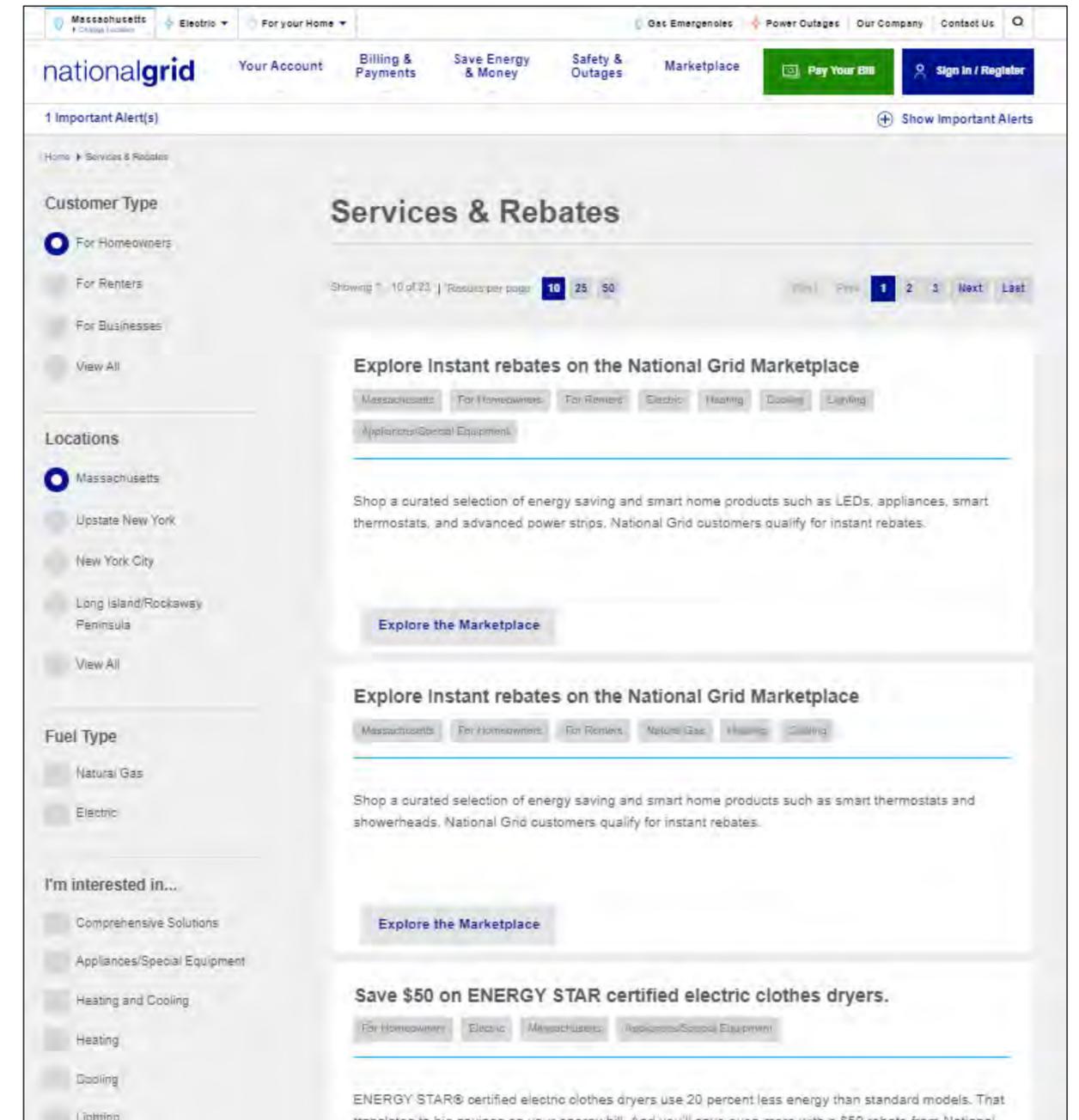
The Services & Rebates interface shown here represents the page National Grid customers will visit to browse available services and rebates. There is only one instance of this template on the website and is used by all regions.

The user can filter down the list of services and rebates using the option panel shown at the left of the list. There are four filter types the user can apply the following filters to the list of services and rebates:

1. **Filter by Customer Type:** this allows the user to select whether they want to view savings for homeowners, renters, or businesses. In the example shown here, the homeowner customer type is selected, so the savings shown in the list are ideal for homeowners. If the user were to select to view savings for businesses instead, the savings in the list might only show savings that can be used by business owners.
2. **Filter by Location:** this allows the user to select their location so that all of the savings shown are applicable for their region. Meaning, if a customer is from Massachusetts, they can deselect all of the locations except Massachusetts so that they are only able to view a list of savings that can be used in Massachusetts.
3. **Filter by Fuel Type:** this allows the user to select whether they want to view savings for gas or electric. In the example shown here, the user has electric selected and gas deselected, so all of the savings in the list are related to electric and not gas.
4. **Filter by Savings Type:** this allows the user to select the types of savings opportunities they want to view. In the example shown here, the user has appliances and special equipment selected, so the first opportunity or saving in the list is an offer to save on an electric clothes dryer. If they were to deselect appliances and special equipment, this offer would no longer be displayed in the list of savings.

SERVICE/REBATE CARD

Each card in the list represents a service or rebate that is offered by National Grid. Each service/rebate card in the list will consist of a title, a description, and phone number. Optionally, one or two call-to-action links can also be displayed on the service/rebate card.



Standard SEO

Standard SEO

All templates contain a standard set of SEO fields located in the **Metadata & Header Content** input tab.

The standardized fields provided are:

- HTML Title
- Page Meta Author
- Page Meta Title
- Page Meta Description
- Page Meta Keywords
- Custom Metadata Tags (name-content tuples)
- Canonical Link

Solr Mappings

The **Page Meta Title** field will be used to populate the standard Solr field **title** . Assets using templates with HTML page output will have their HTML elements stripped and that result will populate the standard **content** field. The rest of the input will be mapped to custom fields in Solr (aside from the custom metadata tags) or appended to the build in content field:

- HTML Title - Append to content
- Page Meta Author - custom_s_metaauthor
- Page Meta Description - Append to content
- Page Meta Keywords - Append to content
- Canonical Link - custom_s_canonicallink

noindex

All page templates will expose a noindex checkbox in the Metadata section. By checking this checkbox, a <meta> tag is added to the <head> of the page indicating that the page should not be indexed by search engines. The tag added to the page is:

```
<meta name="robots" content="noindex">
```

Storm Mode & Alert Messaging

Storm Mode & Alert Messaging

Message Banner

Alerts can individually be added to all regions. When an alert is active, it will appear on all webpages until it is closed by clicking the link, 'Hide important Alerts'

- Icons can be selected from an icon library
- You can select primary or secondary link types. Primary link buttons appear in blue and secondary link buttons appear in grey.
- Option to select an alert color (this is the line at the bottom of the alert window)
- Option for more than one alert to be visible

The screenshot displays the National Grid website interface. At the top, there is a navigation bar with links for 'Metro New York', 'Gas', 'For your Home', 'Gas Emergencies', 'Our Company', and 'Contact Us'. Below this, a secondary navigation bar includes 'nationalgrid', 'Your Account', 'Billing & Payments', 'Save Energy & Money', 'Safety & Outages', 'New Section', 'Pay Your Bill', and 'Sign In / Register'. A message banner is prominently displayed, titled '1 Important Alert(s)' with a 'Hide Important Alerts' link. The alert content features a yellow warning icon and the text: 'Storm Alert: National Grid crews are cleaning up debris and damage and restoring service after a series of severe thunderstorms caused scattered outages across upstate NY. Our expanded field force will continue to work as quickly and as safely as possible on behalf of impacted customers. We are prepared in the event the storm affects our networks, and we want to ensure you are prepared too. We recommend keeping flashlights and extra batteries at home and keeping mobile devices fully charged so you can stay connected in the event of an outage.' Below the text are three buttons: 'Report or Check an Outage' (blue), 'Stay Connected' (grey), and 'Storm Prep Tips' (grey). Below the alert banner is a promotional banner for 'We're here to help you manage your energy bill' with a 'Learn more' link and a '1 2 3' indicator. At the bottom, a navigation menu contains four items: 'Ways to Pay', 'Savings and Rebates', 'Moving?', and 'General FAQs'.