Content Structures

Responsibility

Client: Cabot Corporation

Project Number: CBO402

Last Modified: 1/2/2014

Version: 1.0

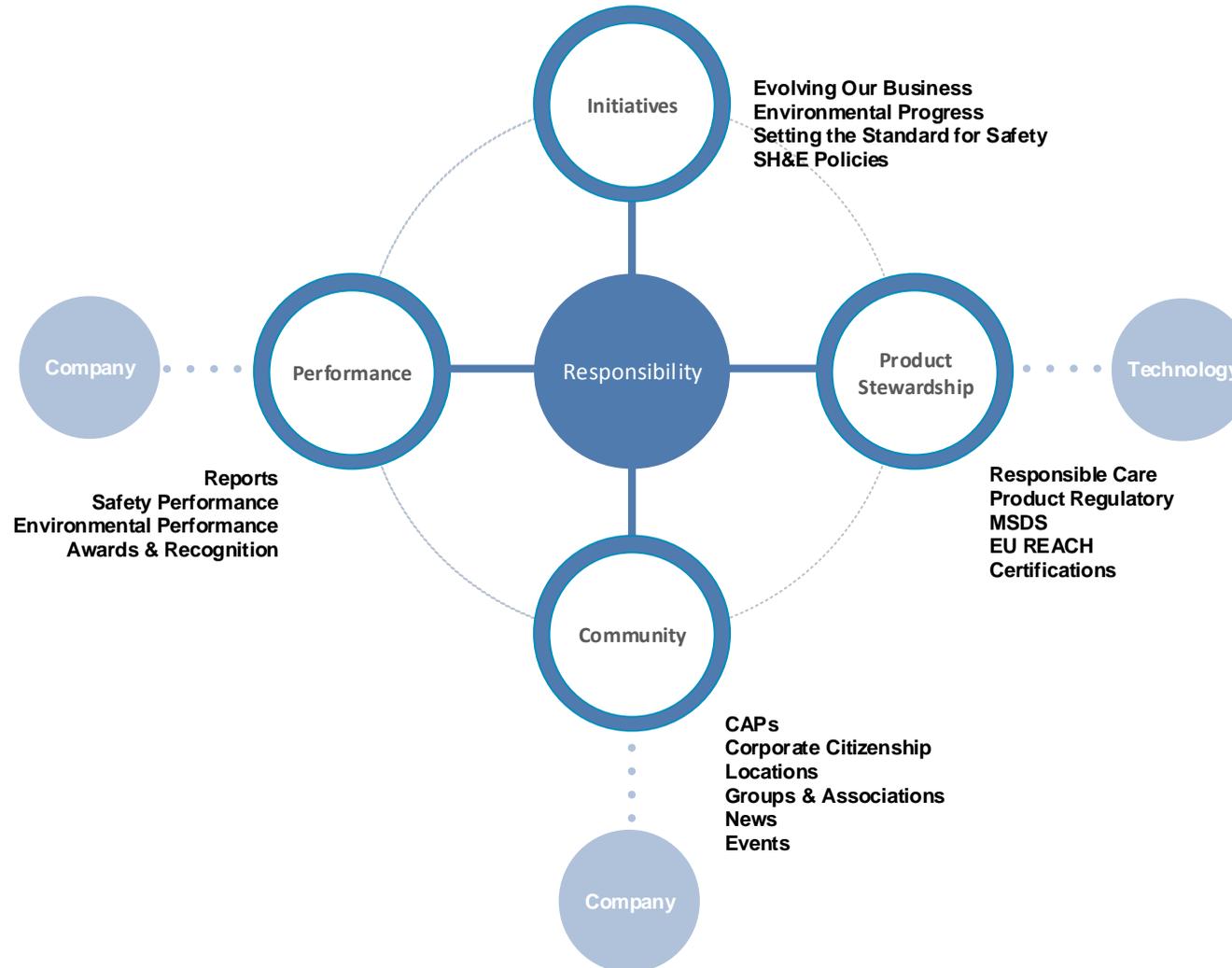Author(s):   Luke Michel

Notes on Version 3

Content templates are presented next to annotated layouts for reference.

Paul and Luke need to catalog the module types, and component types (reconcile with Paul's module document).

This content model has been revised to include topics from the 2012-2013 Sustainability report and November 18 Workshop.

The Responsibility section combines information about initiatives with extensive reporting and documentation resources. The section serves a "reporting out" function to customers, regulatory agencies, shareholders, employees, and trade associations.

The Community aspect focuses on sustainability at the regional and local levels, with content geared to local audiences that addresses questions and concerns about the impact of Cabot facilities on their communities.

Initiatives

Evolving Our Business
Environmental Progress
Setting the Standard for Safety
SH&E Policies

Company

Performance

Responsibility

Product Stewardship

Technology

Reports
Safety Performance
Environmental Performance
Awards & Recognition

Responsible Care
Product Regulatory
MSDS
EU REACH
Certifications

Community

CAPs
Corporate Citizenship
Locations
Groups & Associations
News
Events

Company

Knowledge Domain

Content Category

Complementary Domain

Notes:

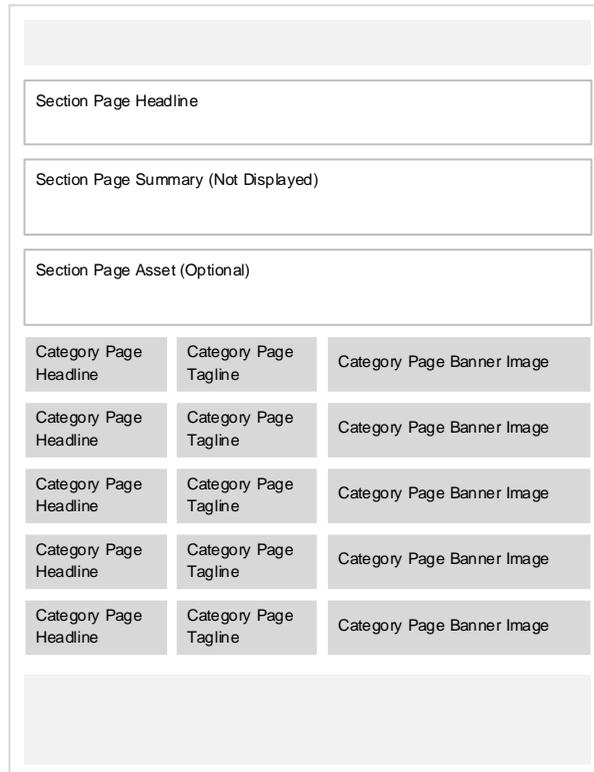This template may be exclusive to the Responsibility section.

Section Summary does not display at this level, but needs to be a required element to meet accessibility guidelines.

Category Banner Images change when user rolls over Category Headlines.

Character limits will be recommended for Category Headlines and Taglines to prevent wrapping.

Questions:

In the Page Editor, can user edit elements that are part of a sublevel page template? For example, can the user edit a Category Tagline at this level?
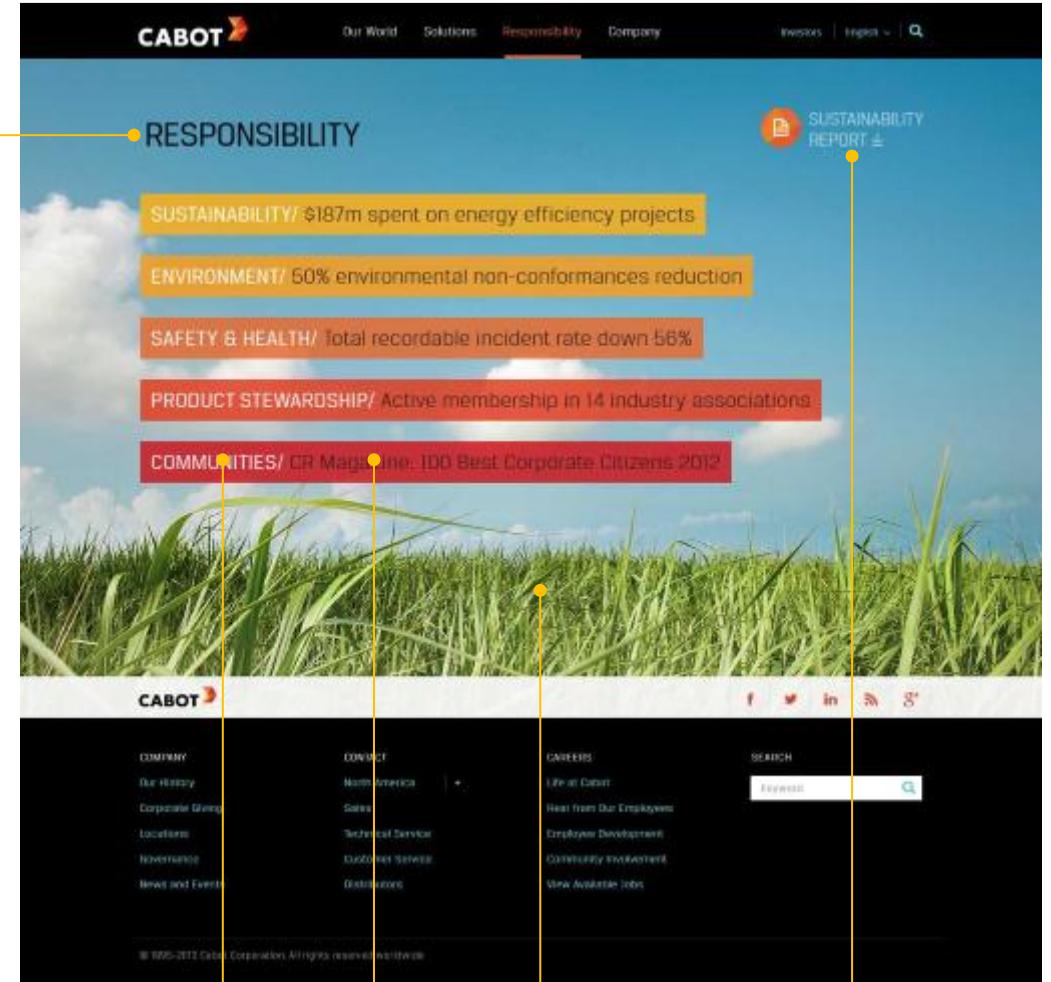
Page Content

Sublevel Content

Shared Content

Level 1 | Template 1 (Section Page)

Section Page Headline

Section Page Summary (Not Displayed)

Section Page Asset (Optional)

Category Page Headline	Category Page Tagline	Category Page Banner Image
Category Page Headline	Category Page Tagline	Category Page Banner Image
Category Page Headline	Category Page Tagline	Category Page Banner Image
Category Page Headline	Category Page Tagline	Category Page Banner Image
Category Page Headline	Category Page Tagline	Category Page Banner Image

CABOT

Our World   Solutions   Responsibility   Company   Investors | English ∨ | Q

RESPONSIBILITY

SUSTAINABILITY REPORT

SUSTAINABILITY/ $187m spent on energy efficiency projects

ENVIRONMENT/ 50% environmental non-conformances reduction

SAFETY & HEALTH/ Total recordable incident rate down 56%

PRODUCT STEWARDSHIP/ Active membership in 14 industry associations

COMMUNITIES/ CR Magazine 100 Best Corporate Citizens 2012

CABOT

COMPANY	CONTACT	CAREERS	SEARCH
Our History	North America	Life at Cabot	Keyword
Corporate Giving	Sales	Meet from Our Employees	
Locations	Technical Service	Employee Development	
Governance	Customer Service	Community Involvement	
News and Events	Distributors	View Available Jobs	

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Section Page Headline

Category Page Headline

Category Page Tagline

Category Page Banner Image

Section Asset

Notes:

Category Page Banner Images are reformatted (by system?) depending on the page level (Section or Category).

Character limits will be recommended for Headlines and Taglines to prevent wrapping.

Module templates display content from a shared folder (graphs, stories, etc.) added to a module through a selector or they provide specific content authoring tools in a customized RTE (tables, FAQs, etc.).
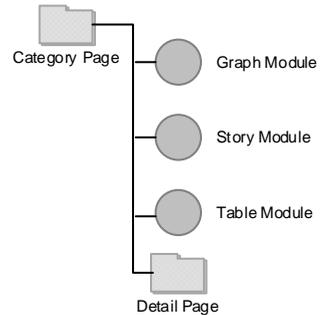
A module has Title and Copy fields. They are optional but give the author the ability to add an over-arching title and copy. If the fields are not used, they do not display.

The Module Format field is a drop-down menu that allows the author to choose a presentation format: carousel, stacked, etc.
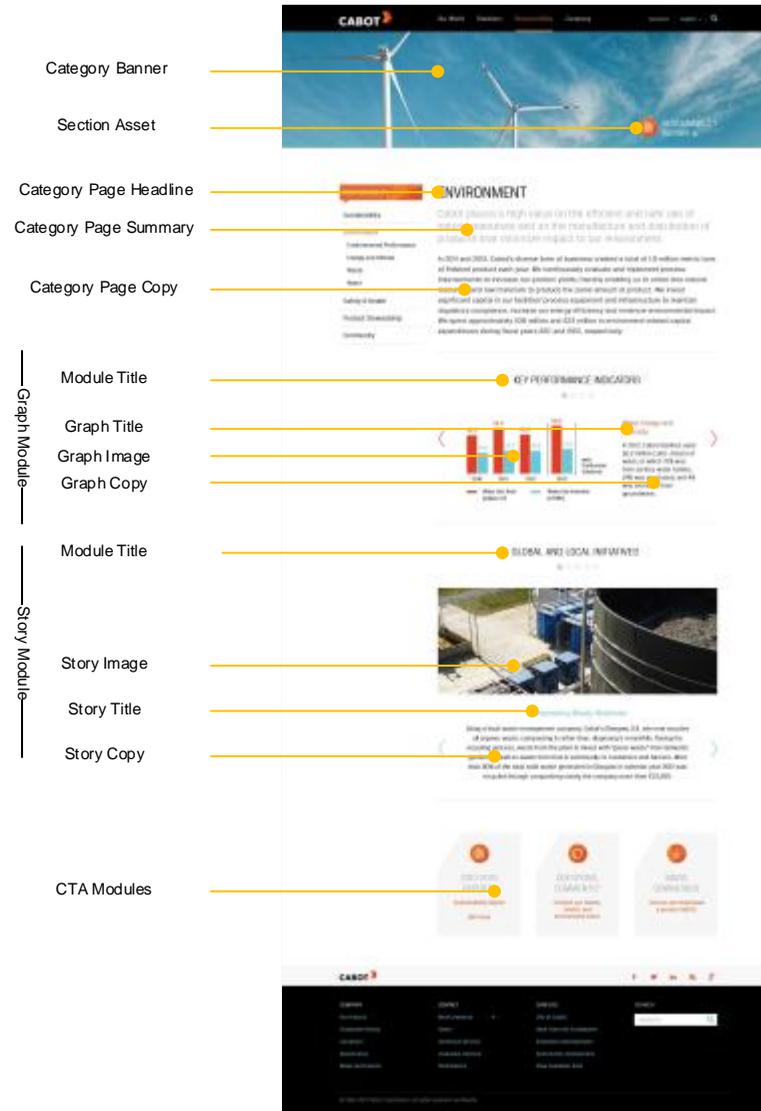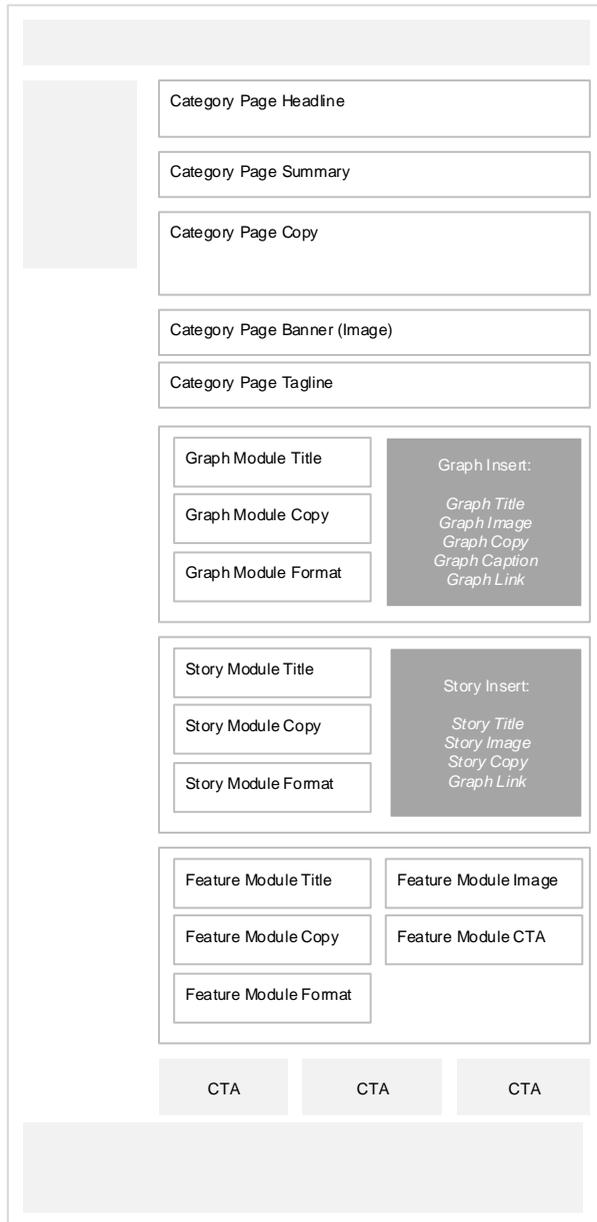
Questions:

Can we create module types based on the insert type or RTE functionality? For example, a Graph Module, Story Module, Table Module etc.

Can we treat these module types as "mini-templates" that can be added to a page as sub-level items via right-click selection? And can the folder order determine how they are displayed on the page? If not, how can we set order?

Category Page

- Graph Module
- Story Module
- Table Module

Detail Page

Level 2 | Template 2 (Category Page)

Category Page Headline

Category Page Summary

Category Page Copy

Category Page Banner (Image)

Category Page Tagline

Graph Module Title | Graph Insert:
Graph Module Copy | *Graph Title*
Graph Module Format | *Graph Image*
Graph Copy
Graph Caption
Graph Link

Story Module Title | Story Insert:
Story Module Copy | *Story Title*
Story Module Format | *Story Image*
Story Copy
Graph Link

Feature Module Title | Feature Module Image
Feature Module Copy | Feature Module CTA
Feature Module Format

CTA | CTA | CTA

Category Banner

Section Asset

Category Page Headline

Category Page Summary

Category Page Copy

Module Title

Graph Title
Graph Image
Graph Copy

Module Title

Story Image

Story Title

Story Copy

CTA Modules

Graph Module

Story Module

Feature Title (?)
Feature Copy
Feature Image
Feature CTA

Table Module Title
Table Module Copy

Table Column Label

Table Row Label

Table Data

Feature Module

Table Module

Story Module

Level 3 | Template 2 (Detail Page)

Notes:

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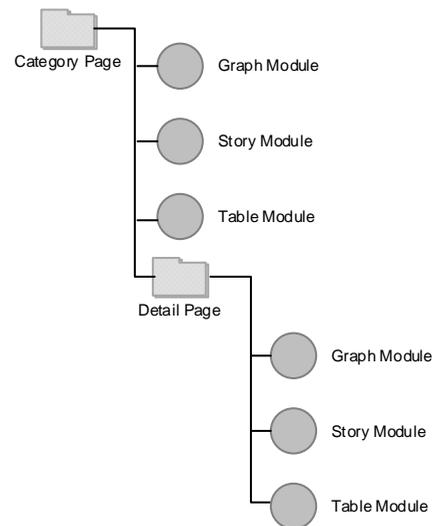
A module has Title and Copy fields. They are optional but give the author the ability to add an over-arching title and copy. If the fields are not used, they do not display.

The Module Format field is a drop-down menu that allows the author to choose a presentation format: carousel, stacked, etc.

Questions:

Can we create module types based on the insert type or RTE functionality? For example, a Graph Module, Story Module, Table Module etc.

Note the idea of having modules and sublevel pages in the content tree. Is this even possible?

Category Page
- Graph Module
- Story Module
- Table Module

Detail Page
- Graph Module
- Story Module
- Table Module

Detail Page Headline

Detail Page Summary

Detail Page Copy

Graph Module Title	Graph Insert:
Graph Module Copy	*Graph Title*
Graph Module Format	*Graph Image* *Graph Copy* *Graph Caption* *Graph Link*

Story Module Title	Story Insert:
Story Module Copy	*Story Title*
Story Module Format	*Story Image* *Story Copy* *Graph Link*

FAQ Module Title	FAQ Module Image
FAQ Module Copy	FAQ Module CTA
FAQ Module Format	

| CTA | CTA | CTA |

Detail Page Headline
Detail Page Summary
Detail Page Copy

Graph Module
- Graph Title
- Graph Image
- Graph Copy

Module Title

Story Module
- Story Image
- Story Title
- Story Copy

CTA Modules

FAQ Module
- FAQ Image
- FAQ Copy