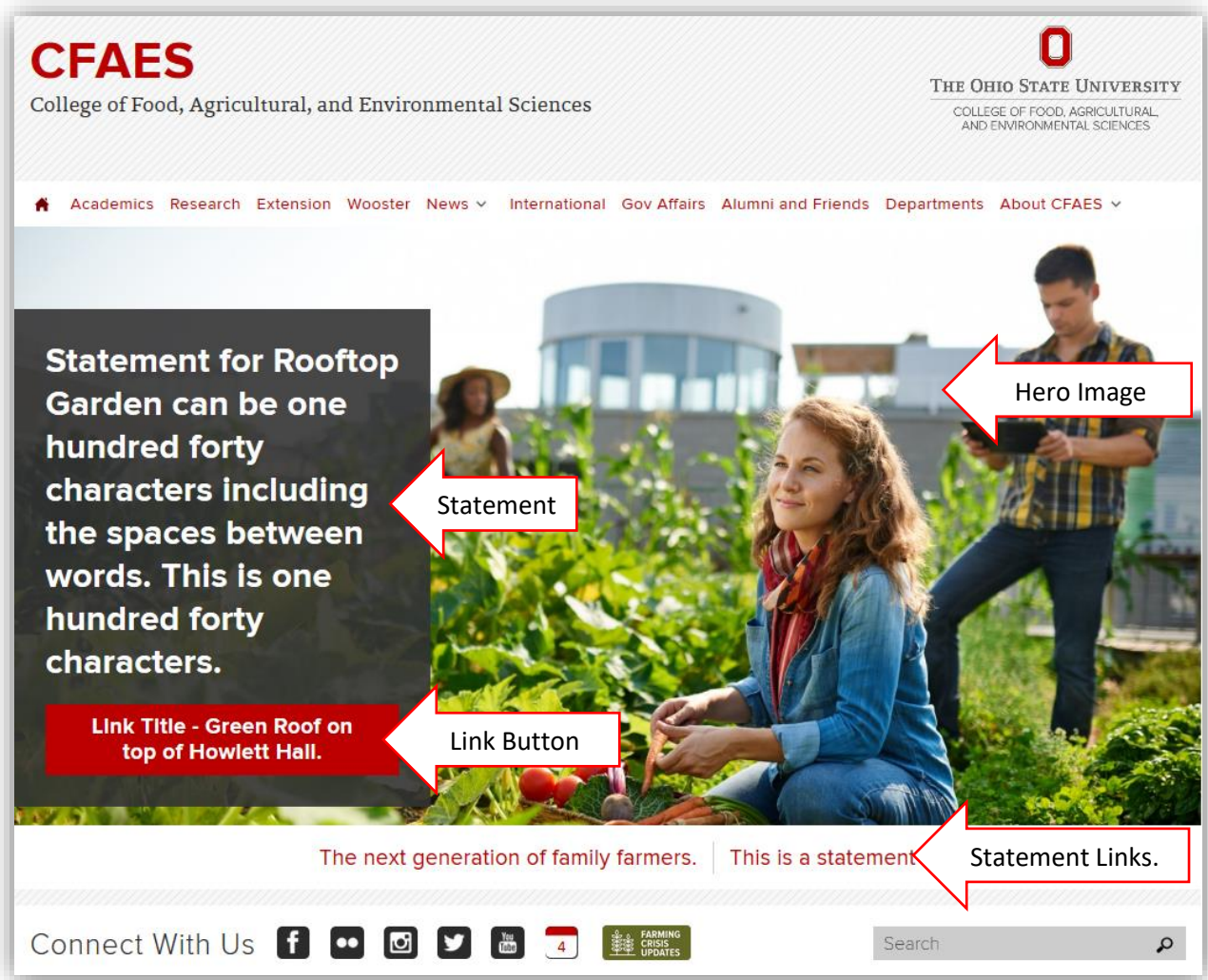# Hero Image

Example of a Hero Image on CFAES Main. There is only one published Hero Image shown on the website at a time. When the page is refreshed another published Hero Image will appear. Images do not scroll. Under the Hero Image is the Statement for two other published Hero Images. Clicking on the Statement, link, will activate the hyperlink associated with that Hero Image/Statement.

To create a **Hero Image**.....log on to your website.....select **Content.....Add Content.....Hero Image**.



**Title** – This text is for you to be able to find this Hero Image on a list. This text does not appear anywhere in the public view.

**Hero Image** – This is the Hero Image as you have selected it using the Image Mask. **The Hero Image needs to be at least 1500 X 844 pixels and can be up to 3MB**. The Hero Image will automatically resize to fit the resolution of the browser. This may cause the Statement and the Link boxes to appear at different places on the Hero Image. You may want to test this to make sure the boxes are not obscuring important parts of your Hero Image.
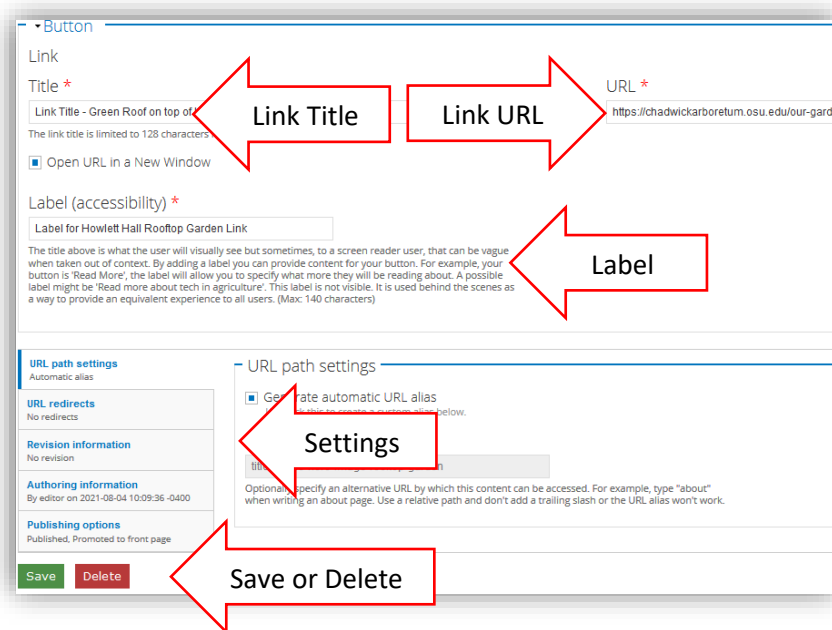
**Image Mask** – Use the Image Mask to select the part of the image you want to show as your Hero Image.

**Alternate Text** - A short written description of an image, used by screen readers, search engines, or when the image cannot be loaded. For example, if the person viewing your website is blind or has a sight impairment they might use a screen reader. Well-written alt text is important to your website's accessibility, and its search engine optimization by things such as Google, Bing or Yahoo.

**Statement** - Provide a brief but impactful statement that describes your content. Maximum is 140 characters, this includes letters and spaces.

The Statement will also appear as a hyperlink to the Hero Image Link it is associated with under the other Hero Images as the page is refreshed.

## Link Button



**Link Title** - The link title is limited to 128 characters maximum. This is the text that will appear on the Link Button.

**Link URL** – This must be a full URL. It will be executed when the viewer clicks the Link Title on the Hero Image or the Statement Link under the Hero Image. Clicking on this link will open a new tab in the viewer's browser.

**Label** - The Link Title above is what the user will visually see but sometimes, to a screen reader user, that can be vague when taken out of context. By adding a Label you can provide content for your button. For example, if your button is 'Read More', the Label will allow you to specify what more the website viewer will be reading about. A possible Label might be 'Read more about tech in agriculture'. This Label is not visible. It is used behind the scenes to provide an equivalent experience to all users. The Label can be a maximum of 140 characters, including letters and spaces.

**Settings** – You will not need to change any of the options in this area.

**Save or Delete** – Remember to save your work or it will be lost. You can use the Delete button if you want to Delete the Hero Image.