

Make Your Content Mobile Friendly

GeorgiaGov Platform Guides

Although you may be using your office’s fast network connection and desktop screen to view your agency website, many of your website visitors are using a smartphone with a small screen and a much slower cellular connection. That’s why it’s important to make sure your web content is readily accessible to ALL users.

To this point, we encourage a “Mobile First” mentality – if it works on a mobile phone, it will also work on a desktop computer, and everything in between. Your website will soon use a Responsive web layout to resize the screen to accommodate any screen size – making your web layout mobile friendly. Your job will be to evaluate the **images** and **file attachments** on your site, and make sure they’re all mobile friendly as well, now and in the future.

1.0 Images Overview

You now have two choices for how to add images to your pages, depending on the size and purpose of your image. You can place any number of images within the **Body** of the page with the rest of your page content, or you may place one above the Body content as what we call the **Structured Image** for the page.

Use a Structured Image:

- When you want a large image to display across the full-width of the content area of the page, *AND*
- When your image is large at its original size, and can be cropped as a **panoramic** image; you will need to upload an image that is approximately **960px** by **400px** at the largest size.

Embed images in the Body of your page:

- Any time your image should show smaller than full-width on the screen.
- When you need an image further down in the body content the page, rather than at the top, *OR* want text to wrap around your image, *OR* need multiple images within the body content of the page.

Image Guidelines

Below is your image sizing reference sheet for images on internal content pages:

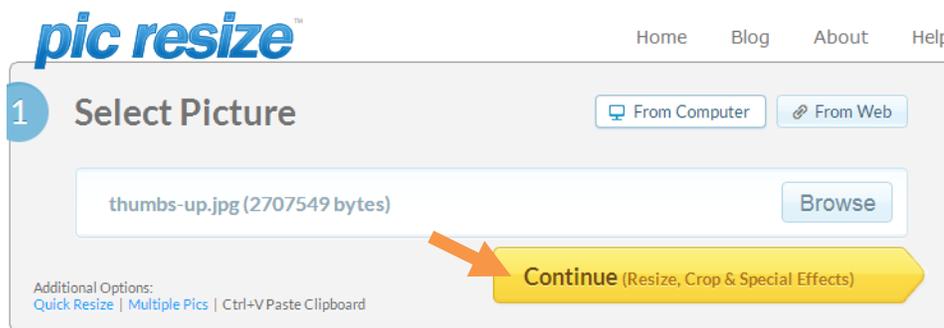
- All images should be less than **90kb**. Shoot for the best ratio of small size and good quality.
- **Structured Images** should be **960px wide**, and *no more than* **400px tall**.
- **Embedded Images** cannot be manually resized from within the Body content area (that is, you cannot change the HTML width and height to be different from the image's actual width and height), and must be saved to the desired width and height using graphics software prior to embedding.

2.0 Cropping and Resizing Images

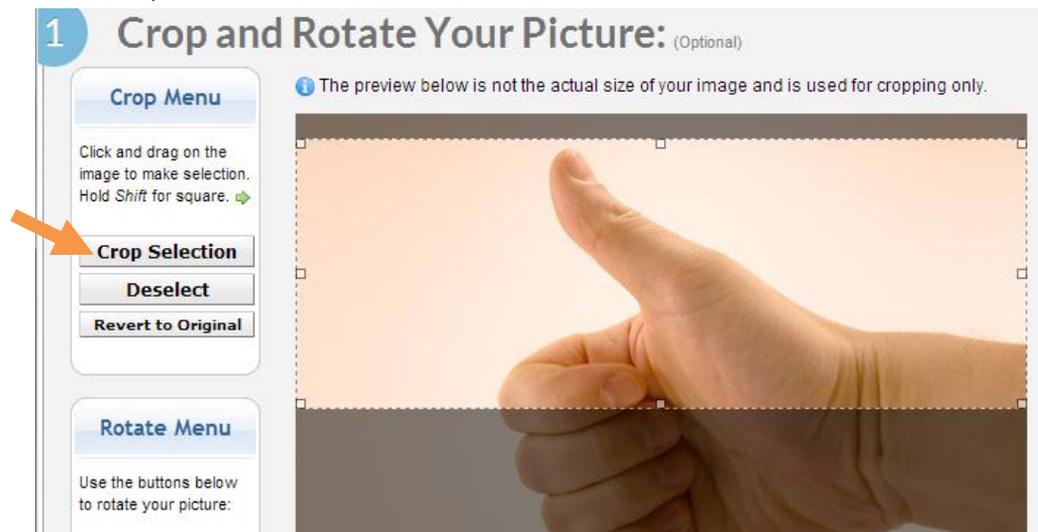
You can use any image software you want to crop and resize your photos. Photoshop is great if you have it and know how to use it. While we don't have any restrictions on your choice of image editor, below are some instructions on the basics of a free image resizer available online.

Once you have an image to use,

1. Open a web browser, and go to www.picsize.com
2. Click Browse to select your image, or drag a picture into the white box, as instructed.
3. Click Continue



4. **Optional:** Once the image has uploaded, you will be able to crop your image, if needed.
 - a. Click and drag on the image to set the visible area once you crop.
For a **Structured Image**, the final height should be less than half the final width of your crop. For an **Embedded image**, you may crop the image in any way if needed, but it is not required.
 - b. Click "Crop Selection"



5. Scroll down the page to Step 2: Resize Your Picture.
 - a. For a **structured image**: Click the dropdown box and choose **Custom Size**, and type **960** into the Width field.

Your Image	Width	Height
Original (in Pixels)	3072 x	2048
Cropped	3072 x	1137
Estimated Final	x	

- b. For an **embedded image**: Click the dropdown box and choose **Custom Size**, and type your desired width in the Width field (typically less than 500px wide).
6. *SKIP Step 3* – we do not recommend you use special effects on your images. They rarely look professional.
7. Scroll down the page to Step 4: Save As.
In the Max Filesize field, type **90** Kilobytes.

I'm Done, Resize My Picture!

8. Click
9. On the page that loads, you will see the new width, height, and filesize of your updated image.
 - a. Click **View Image** to see a preview and make sure the final image looks the way you expect it to.
 - b. If the preview is correct, click **Save to Disk**, and save the image to your machine. Once you've saved the image, you can log into your website and upload it as needed.

Note: As this is a free online image editor, if the final is not correct, you will need to start over on the homepage. **Resume Edit** will only allow you to make ADDITIONAL edits to the cropped and resized image; it will not make edits to the original.

Your Image	Width	Height	Filesize
Original	3072 x	1137	1398 KB
New	960 x	355	48 KB

View Image
Preview your newly resized image

Resume Edit
Continue editing where you left off

Save to Disk
Download your image to your computer

Save to Web
Share your image on Facebook, Twitter, or Pinterest, etc.

3.0 Adding a Structured Image to a Content Item

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[Home](#) » My Page with a Structured Image

My Page with a Structured Image



Thumbs Up for Structured Images!

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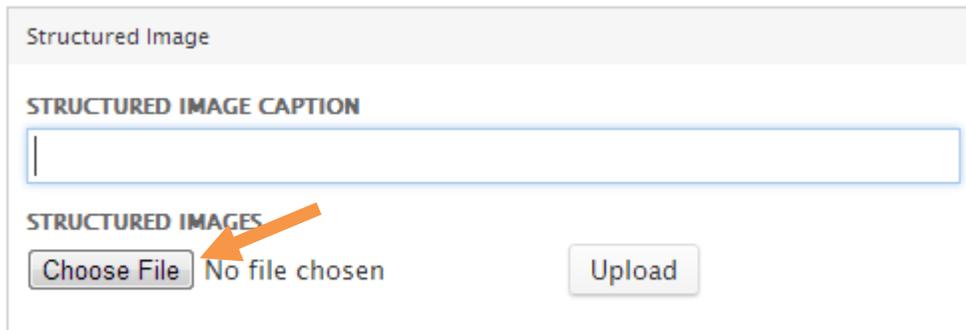
Remember, you will want to use a Structured Image:

- When you want a large image to display across the full-width of the content area of the page, *AND*
- When your image is large at its original size, and can be cropped as a **panoramic** image; you will need to upload an image that is **960px wide**, and *no more than 400px tall*.

You may add a Structured Image to **Blogs**, **Index Lists**, and **Site Pages**. The Structured Image field shows up in a different location on each content type, but the final image will appear at the top of each of those pages – right before the Body area, and stretching the full width of the content area.

3.1 To add a Structured Image to a page:

1. In the Structured Image field, click **Choose File**,



The screenshot shows a form titled "Structured Image". It contains a text input field labeled "STRUCTURED IMAGE CAPTION". Below this is a section labeled "STRUCTURED IMAGES" which includes a "Choose File" button, a "No file chosen" status indicator, and an "Upload" button. An orange arrow points to the "Choose File" button.

2. Navigate to the image you want to use, and click **Open**,
3. Click **Upload**.
 - a. Once the image uploads, you will see a field to input **Alternate Text**. Alternate Text is required for accessibility purposes, but will not be visible on the screen.
 - b. If you want any descriptive text or photo credits to appear on the page, type that into the **Image Caption** field (this is not required).
4. Save and Publish.

4.0 Adding an Embedded Image to a Content Item

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[Home](#) » [My Page with an Embedded Image](#)

My Page with an Embedded Image

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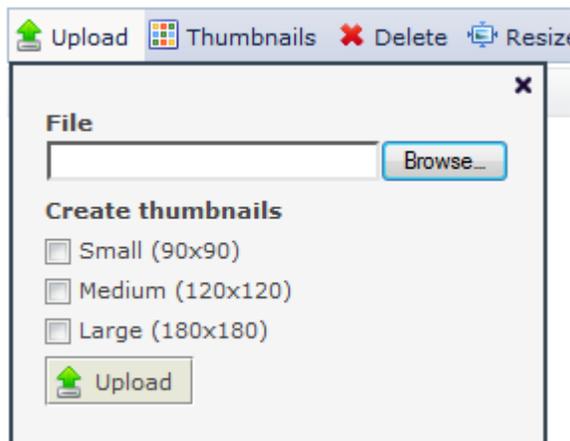
Remember, you will want to use an Embedded Image:

- Any time your image should show smaller than full-width on the screen.
- When you need an image further down in the body content the page, rather than at the top, *OR* want text to wrap around your image, *OR* need multiple images within the body content of the page.

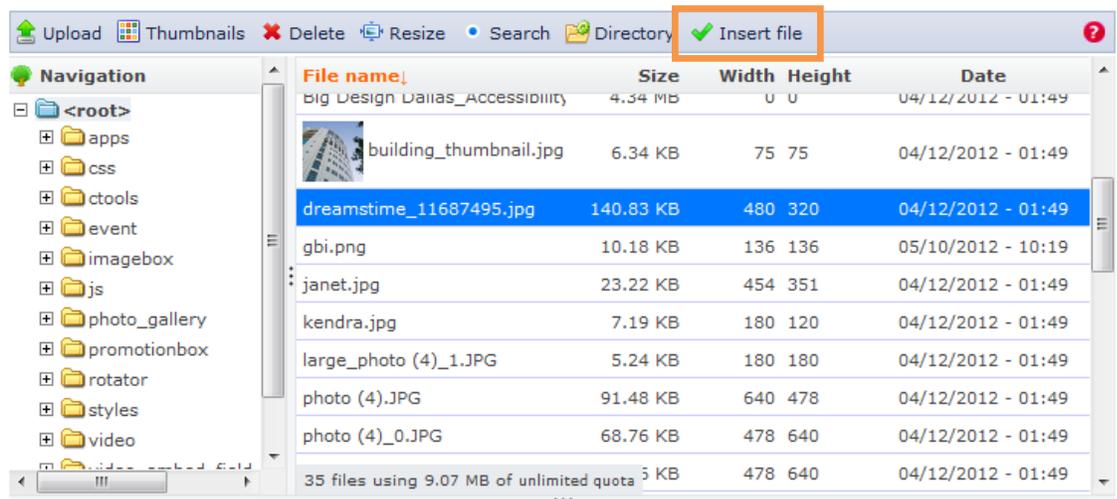
You may embed an image into any content type that has a Full HTML Body field. This field will have a control bar with an icon to insert an image into the field.

4.1 To embed an image into the Body of a page:

1. Click your cursor where the image should go, then click the Image icon . The Image pop-up window will appear.
2. Click the blue **Browse Server** button (it may take a few minutes to load the first time).
3. From the Browse Server pop-up window, you can choose an existing image from the server, or upload a new image.
4. To upload a NEW image, click the **Upload** link.
 - a. A File Upload section will load below the Upload link. Click **Browse**.



- b. Select your image, then click the bottom **Upload** button to upload your new image.
- c. Your new image will be uploaded to the server and highlighted in the File Browser.
- d. Click **Insert File**.



5. You will be back at the Browse Server screen.



- a. Add **Alternative Text** for accessibility.
 - b. IF text should float to the left or right of your image, set an **Alignment**, and set **HSpace** to 10.
 - c. Click OK.
6. Repeat as necessary. When you are done, save and publish your page.

5.0 Embed a Photo Gallery on a Site Page

Site Page with Embedded Photo Gallery

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A smattering of cuteness to test the Classic Theme.

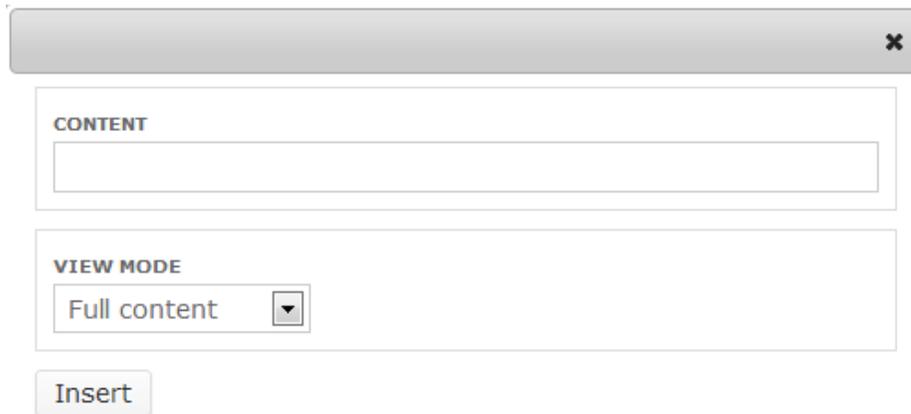


If you want more than one large image on a Site Page, you can insert a Photo Gallery carousel into the Body of a Site Page. First, follow the standard steps to create a new Photo Gallery page. Once you've Published your Photo Gallery page, open the Site Page (this also works for Blogs, Index Lists, etc).

5.1 To Embed a Photo Gallery on another page

1. In the Body field, click where you want the Photo Gallery carousel to appear.

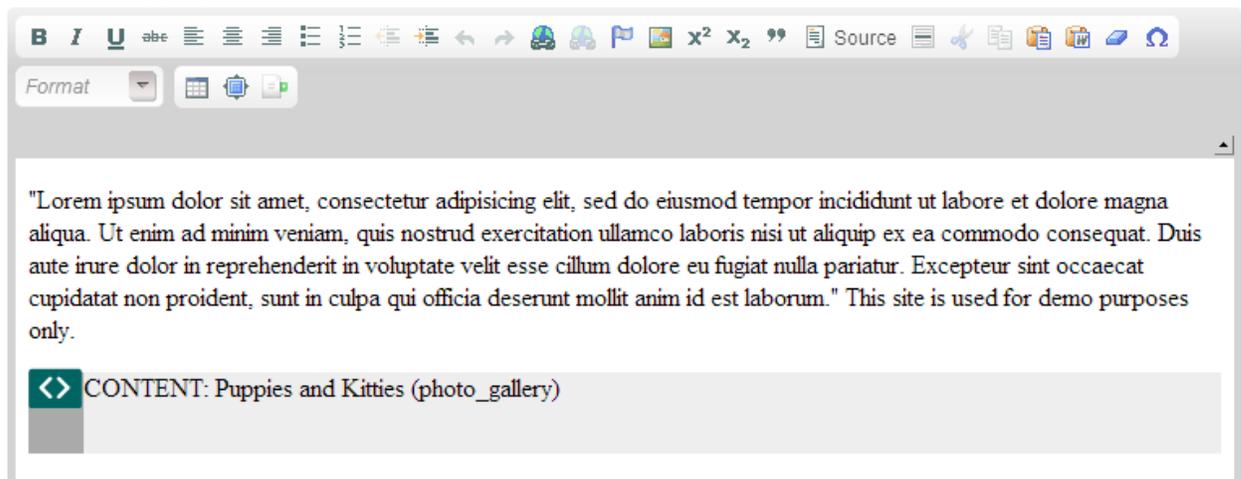
2. Click on the **Embed Node**  button. An Embed Node pop-up window appears.



The image shows a pop-up window titled "Embed Node" with a close button (X) in the top right corner. Inside the window, there is a "CONTENT" field which is currently empty. Below the content field is a "VIEW MODE" section with a dropdown menu currently set to "Full content". At the bottom of the window is an "Insert" button.

3. In the **Content** field, start typing the Title of the Photo Gallery item that you want to embed. The field should show an autosuggest list of content items with similar titles.

4. Select the appropriate content item. Click **Insert**.



The image shows a WYSIWYG editor interface. The top toolbar includes various formatting options like bold, italic, underline, and list creation. Below the toolbar is a "Format" dropdown menu. The main editing area contains a paragraph of placeholder text: "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. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum." This site is used for demo purposes only. Below the text, a content item reference is displayed: a green double arrow icon followed by the text "CONTENT: Puppies and Kitties (photo_gallery)".

5. The WYSIWYG area will show a reference to your content item. When you save the content item, the full photo carousel will show on the published page.

6.0 Related Files – When to use them

6.1 When Possible, Lose the File Attachment

Whenever possible, if you have a file attachment that can be converted to a web page, you will always get more viewership by moving your content into a web page, and deleting the file attachment. This is particularly true for mobile viewers, as they will have a harder time accessing and navigating file attachments. Even though you may lose some of the custom formatting and layout styling associated with the file attachment, keep in mind that in most cases, your primary goal is for visitors to access the **content**, not admire the **layout**. If

Consider the intent of the file. **You may need a file attachment when:**

- you expect users to print it, or
- users will need to do something specific with that data that can only be conveyed via a certain file type (for example, an XML file or a Excel spreadsheet of data).

If the intent is to “put the data out there” but you don’t expect people to use it, you may not even need to upload it in the first place.

6.2 Make it a Webform

If your file attachment is a fillable form, consider whether it’s something you could convert into a Webform instead.

6.3 Convert Native Formats to PDF

For those times when you need to have the content as a file attachment, make all efforts to convert files in formats such as MS Word, Excel, and PowerPoint to Adobe PDF format before uploading it to the web. A good gauge of when to convert to PDF is that **whenever you don’t need the functionality of the application** (ability to type into the Word file, the spreadsheet functionality in Excel, etc), you should **convert your file to a PDF**.

There are many ways to convert to a PDF. WikiHow has a list of suggested methods for different versions of Word here: www.wikihow.com/Convert-a-Microsoft-Word-Document-to-PDF-Format

Once you’ve converted your file to a PDF, upload your new version to the web page, and remove the old version.

7.0 Content Review – Clean up Tables, Landing Pages, & Embeds

7.1 Tables

Tables should only be used on your web pages to display tabular data that cannot be adequately communicated without a table format. While tables will still work on a mobile device, some content may be cut off, and users will have to scroll left and right to see all the columns. For this reason, any content that can be displayed WITHOUT a table should be converted out of a table format.

Each scenario will be different. Below is one example of a table converted to plain text.

Table

Please [contact](#) the appropriate service provider for each [service](#).

Agency Name	Services Provided
Atlanta Technical College	English Language Instruction
Catholic Charities of the Archdiocese of Atlanta	Parent/School Involvement
Center for Pan Asian Community Services, Inc.	Domestic Violence Prevention
DeKalb County Board of Education	Parent/School Involvement

Plain Text

Please [contact](#) the appropriate service provider for each [service](#).

- [Atlanta Technical College](#) : English Language Instruction
- [Catholic Charities of the Archdiocese of Atlanta](#) : Parent/School Involvement
- [Center for Pan Asian Community Services, Inc.](#): Domestic Violence Prevention
- [DeKalb County Board of Education](#): Parent/School Involvement

7.2 Menu

Large menus with many layers are difficult to navigate on a mobile device. While more mobile users are relying on your search functionality to find what they want, be sure your menus are still usable. This is an example of a Platform site's navigation on a mobile device. In the example, PeachCare for Kids is in the 5th level of navigation. Wherever possible, do not nest important information further down in the navigation.



7.3 Landing Pages

Because your menu structure is not readily visible on every page from a mobile device, you should provide important navigation links within the body of any **landing pages** on your site. A landing page is a page that is set up primarily to link to menu pages underneath it.

In this example, County Offices serves as the Landing Page for the Region items to the left in this layout. Wide page view:

The screenshot displays a website interface for 'County Offices'. On the left side, there is a vertical navigation menu with a blue header 'County Offices'. Below the header, the menu lists 'Complete list of all county offices' followed by 'Region 1' through 'Region 14'. The main content area on the right features a breadcrumb trail 'Home » County Offices' and a large title 'County Offices'. Below the title is a map of Georgia divided into 15 numbered regions, each with a different color. The map shows regions 1 through 15, with region 14 highlighted in a darker shade.

On the Mobile view, the menus on the left do not show, so a mobile user may think they are on a “blank” page that doesn’t help them. The agency has two options for how to make this more user friendly for mobile:

1. Add Text links to the Body of the page.

Add text links to all the Region pages below the map in the Body of the County page. You will follow typical content management techniques to add the links into the page.

2. Convert the Menu item to <nolink>

Remove the link to the landing page altogether, so that users cannot click on the menu item for County Offices at all. This way when they see the County Offices menu item, it only serves to funnel users down to select a Region.

To add in a <nolink> item, an Editor will:

1. Click Main Menu in the admin shortcut bar



2. Find your Landing Page menu item in the list, and click its **edit** button.

 County Offices	<input checked="" type="checkbox"/>	edit delete
 Complete list of all county offices	<input checked="" type="checkbox"/>	edit delete
 Region 1	<input checked="" type="checkbox"/>	edit delete
 Region 2	<input checked="" type="checkbox"/>	edit delete

3. On the Edit screen, change the **Path** to <nolink> and click Save

MENU LINK TITLE * <input type="text" value="County Offices"/>	<input checked="" type="button" value="Save"/> <input checked="" type="button" value="Delete"/>
PATH * <input type="text" value="<nolink>"/>	

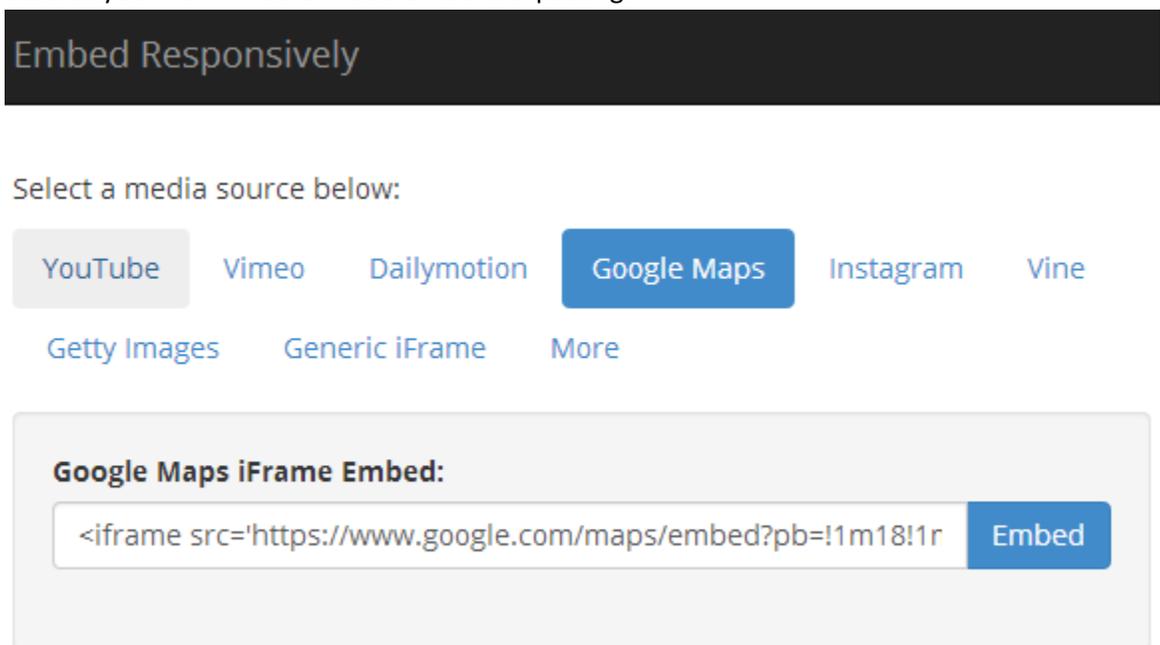
7.4 iframes and Other Embedded Elements

When you want to include content from an external site in your pages, we call that **embedding** the content. This can include embedded YouTube videos, Google Maps, or an external database display embedded via an iframe, for example. If you have web pages that contain embedded content, you will need to update the HTML code to use some responsive-friendly code.

NOTE: You *will* need to be comfortable with HTML to make these changes, and know how to switch between browser windows, though the website below will take your existing embed code and convert it to responsive code.

To convert your embed code to responsive code:

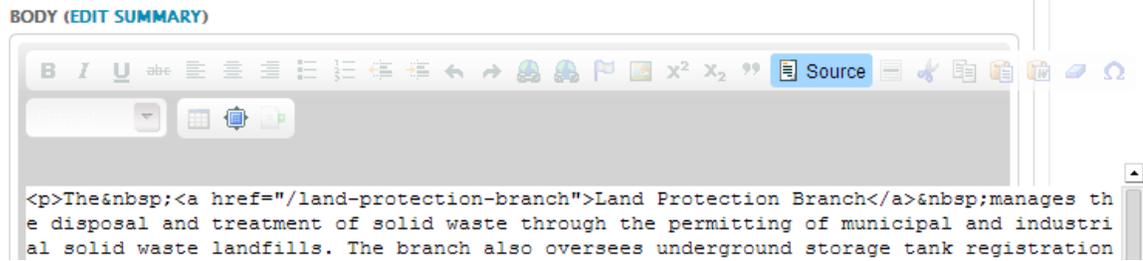
1. Open a web browser and go to embedresponsively.com
2. You will see a list of possible media sources in blue. Click the name that describes your content (such as **Google Maps**). If you don't recognize any of the options, select **Generic iFrame**.
3. The gray box will include a field that prompts you to include the appropriate code with sample code so you know what format the field is expecting.



The screenshot shows the 'Embed Responsively' website interface. At the top, there is a dark header with the text 'Embed Responsively'. Below the header, the text 'Select a media source below:' is displayed. A row of buttons is shown, with 'Google Maps' selected and highlighted in blue. Other buttons include 'YouTube', 'Vimeo', 'Dailymotion', 'Instagram', 'Vine', 'Getty Images', 'Generic iFrame', and 'More'. Below the buttons, a gray box contains the text 'Google Maps iFrame Embed:' followed by a text input field containing the code '<iframe src='https://www.google.com/maps/embed?pb=!1m18!1r' and a blue 'Embed' button.

4. In another browser window, log into your website backend. Navigate to the page that contains the embed content, and click **Edit Draft**.

5. In the Body field, click the Source button so you see the HTML code for the page.



6. Find the embed code, and be sure to select the entire Embed code, including opening and closing tags (e.g. `<iframe src="...code"> other code </iframe>`). CUT that code, and leave some blank space in the code so you know where to paste the updated code when you're done. **Leave this window open.**
7. Return to the **embedresponsively** website, and PASTE the code in the Embed field. Click **Embed**
8. You will see a preview which you can review to confirm the content is what you expect to see. The updated code will appear in a field at the bottom of the page.
9. Scroll to the new embed code, COPY it, and PASTE that code in the appropriate space in the HTML code on your web page (still open in Edit mode in another tab).
10. Click Save, and Publish.

Note: Depending on the type of embed code, you may have to refresh your browser to see the embedded content. Some content, such as Google Maps, may not load at all while you're logged into the website backend. You may need to log out and navigate back to the page in http mode to see it.