How to Create Lead Feature Story Cards (Content Editor) - Part 1

Purpose:
The Lead Feature Story Card highlights the most important story on a page. It gives customers a clear summary of what they'll find as they scroll. This card includes:
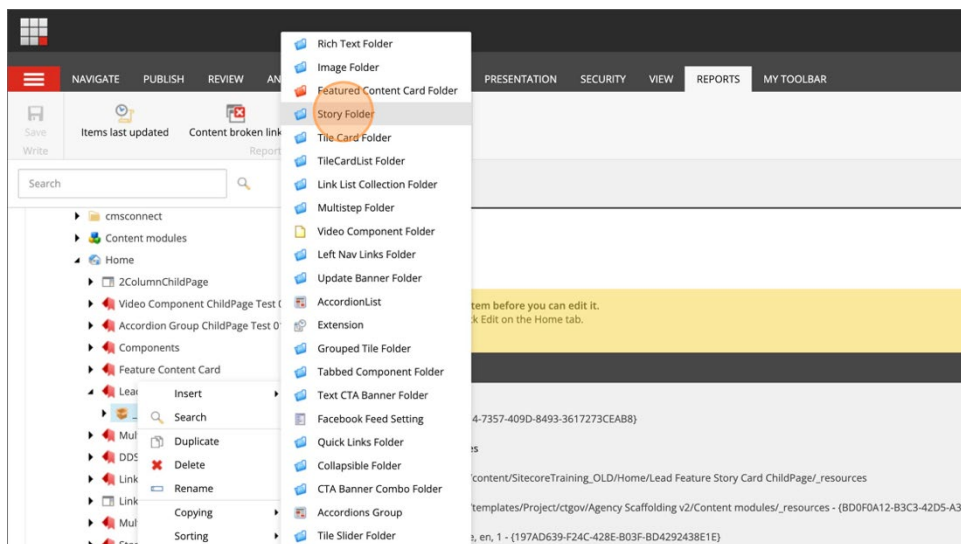
- Title
- Body Copy
- Image or Video
- Optional Call-to-Action (CTA) Link

Important: This guide covers only the **Content Editor** part 1 steps for *creating* a Lead Feature Story Card.

To **add the component to your page**, you **must complete Part 2** using the **Experience Editor**. **Don't stop here! Be sure to continue to Part 2** to finish the process.
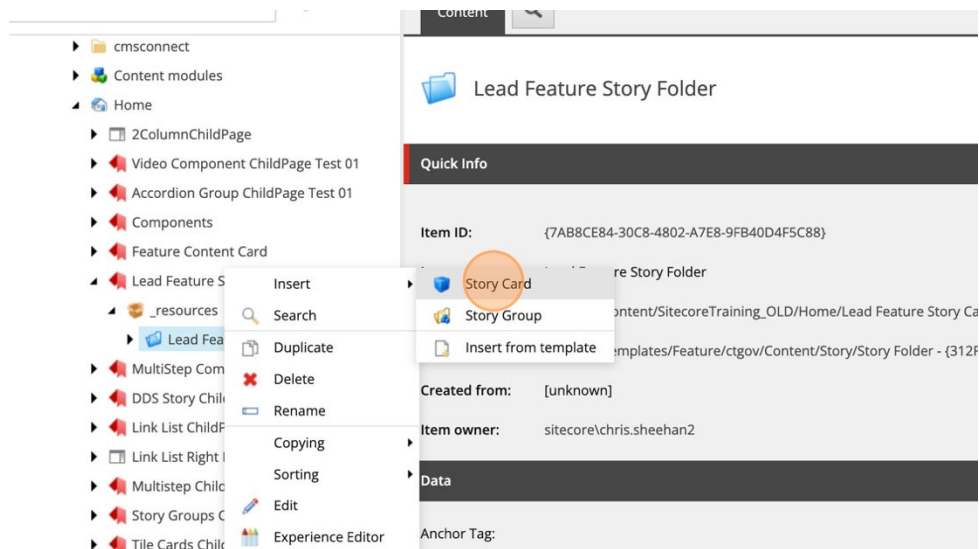
Step 1: Create a Story Folder

1. In the Content Editor, locate the "_resources" folder under your page
2. Right click "_resources" > Insert >Story Folder.

3. Give your Story Card folder a **unique name** (we'll call this one Lead Feature Story Folder) and click **OK**.
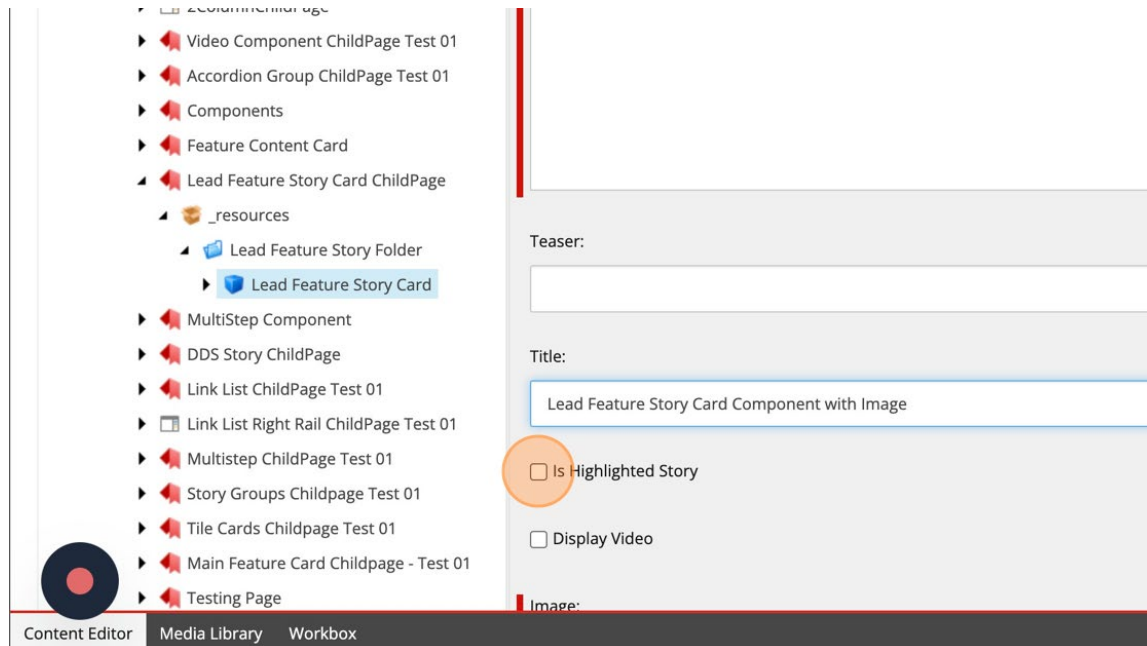
Step 2: Insert a Story Card

1. Right-click the new **Story Folder** (ours is called Lead Feature Story Folder).
2. Choose **Insert > Story Card**.

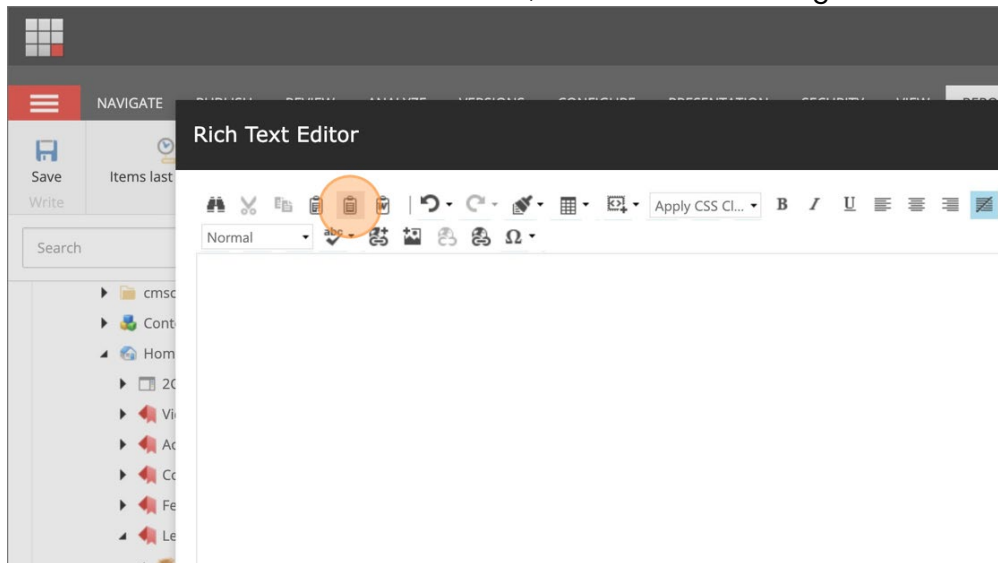3. Give your Story Card a **unique name** (we'll call this one Lead Feature Story Card) and click **OK**.

Step 3: Add Title and Highlight Option

1. Click on the new **Lead Feature Story Card**.
2. In the **Title** field, enter a clear and concise headline that includes relevant keywords for your page. Including relevant keywords helps improve search visibility and gives customers a quick understanding of the content.
3. Check the box for **Is Highlighted Story** to designate it as the lead.

Step 4: Add a Description

1. In the **Description** field, click **Show Editor** to open the Rich Text Editor.
2. Enter **plain, unformatted text only** — no bold, colors, or headings.
   - If you're copying from another source:
     - Use **Paste as Plain Text**
       - **Shortcut:** Press **Ctrl+Shift+V** (Windows) or **Cmd+Shift+V** (Mac)
       - Or **right-click** and choose **"Paste as plain text"**
   - Recommended for clean, consistent formatting

Tip: If you need to keep basic formatting from Microsoft Word (like bold text or bullet points), click the **clipboard with the "W" icon** in the editor toolbar. This allows you to safely paste content from Word without carrying over unwanted styles.

3. Click **Accept** when you're done.

Step 5: Add a Link

You can add one of three types of links:

- **Insert Link** – For internal pages
- **Insert Media Link** – For files in the Media Library
- **Insert External Link** – For outside websites
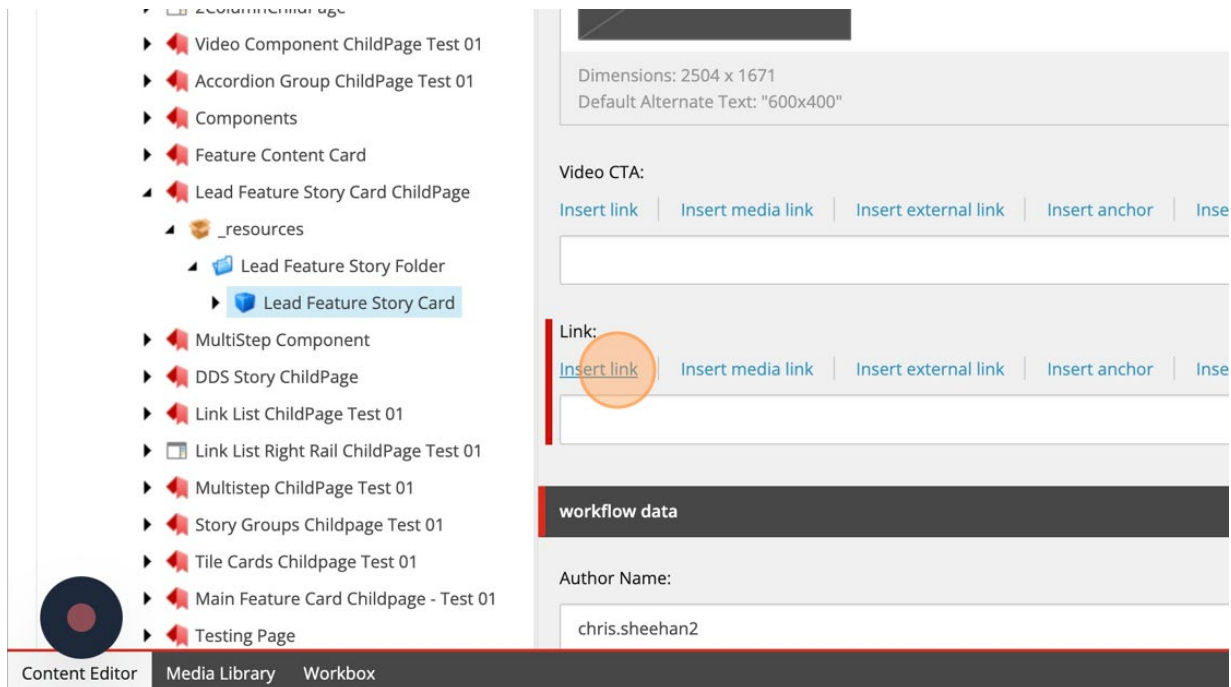
♿ Accessibility Tip:

When adding a link, always include **descriptive link text** that clearly tells the user where the link will go — **never use** generic phrases like "Click here" or "Read more."

Instead, use meaningful text such as:

✅ *Learn more about our sustainability efforts*
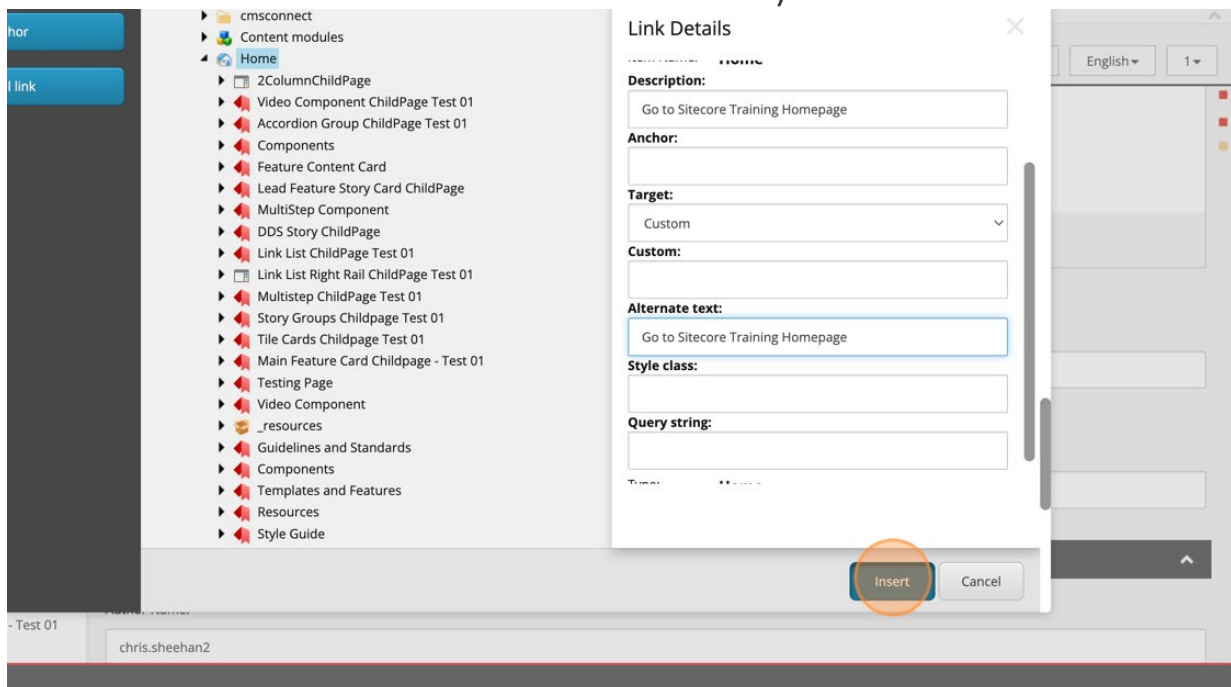
✅ *Download the 2025 program guide (PDF)*

Also, fill in the **Alternative Text** field in the Link Details to support screen reader users.

1. Click the **Links** field and choose the link type.

2. In the **Link Details** window:
   o Choose the target page or file
   o Add a **Description**
   o Choose **Active Browser**
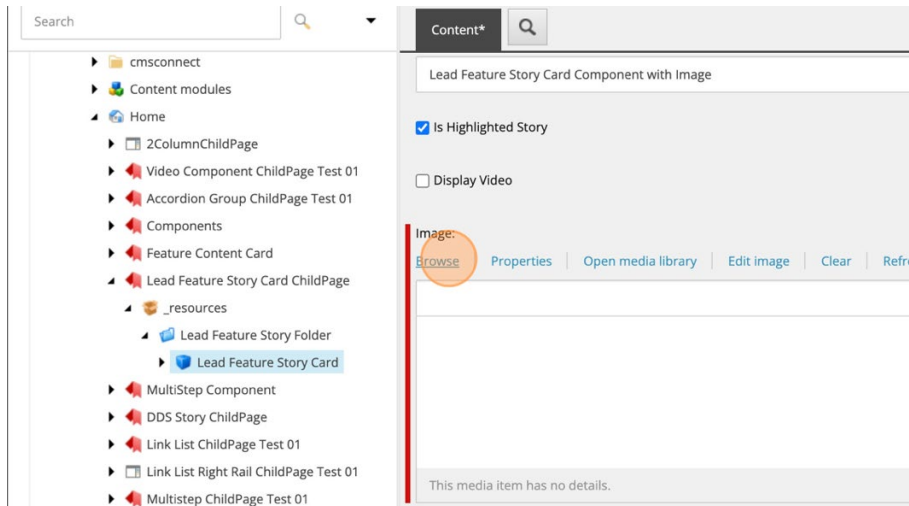   o Add **Alternative Text** for accessibility
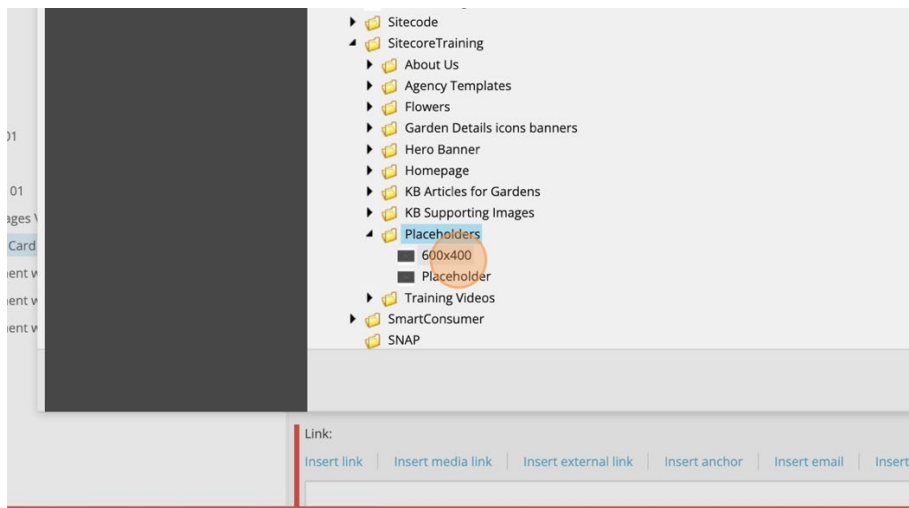
Step 6: Add an Image

1. In the **Image** field, click **Browse**.

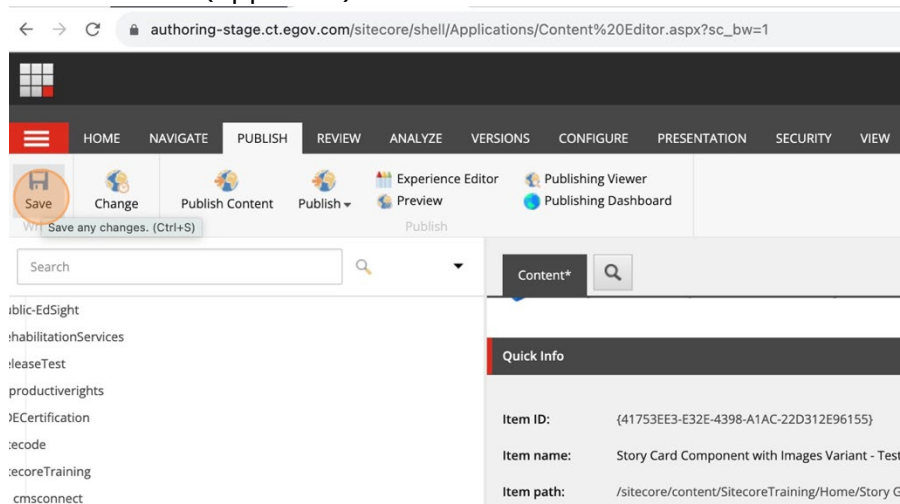**Image requirements:**

- 600x400px
- 72 dpi

2. Select the appropriate image from the **Media Library**.
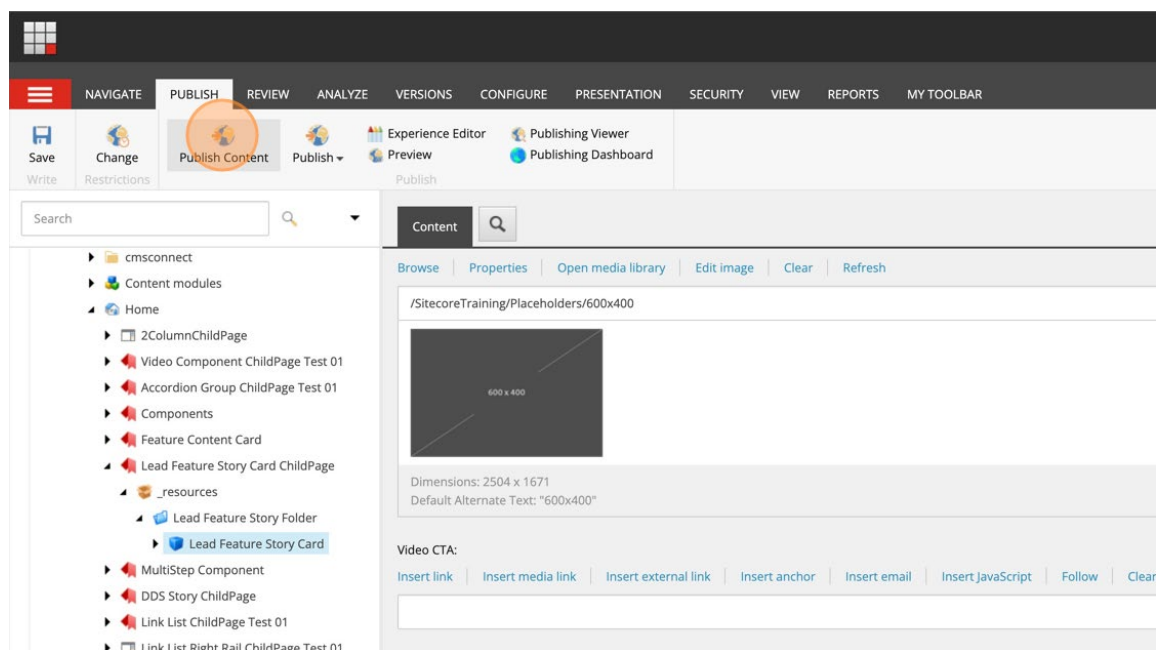3. Click **Insert**.

Step 7: Save and Publish

1. Click **Save** (upper left)

2. From the ribbon, click the publish tab, then **Publish Content** to publish the Story Card.

Remember: This guide covers only the **Content Editor** part 1 steps for *creating* a Lead Feature Story Card.

To **add the component to your page**, you **must complete Part 2** using the **Experience Editor**. **Don't stop here! Be sure to continue to Part 2** to finish the process.

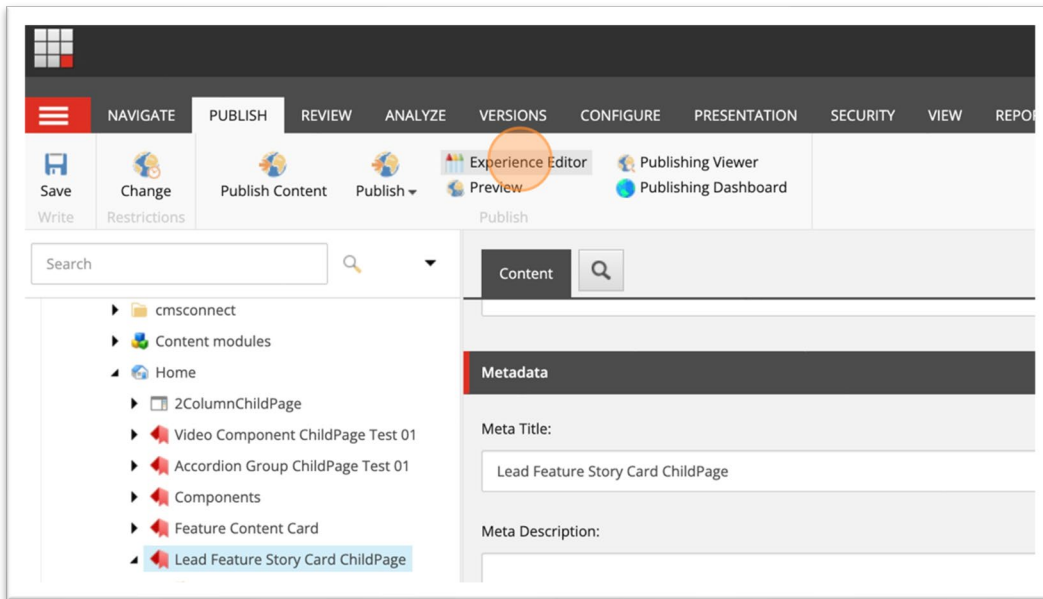# How to Create Lead Feature Story Cards (Experience Editor) — Part 2

This guide walks you through adding a **Lead Feature Story Card** component using Sitecore's **Experience Editor**, after creating it in the Content Editor (see Part 1). NOTE: the process to add the component to your page is not complete until you complete Part 2

Step 1: Open the Experience Editor

1. In the **Content Editor**, select the page you're working on.
2. Go to the **Publish** tab at the top and click **Experience Editor** to open it in a new browser tab.

Alternatively: You can also **right-click** the page in the content tree and select **Experience Editor** from the context menu.
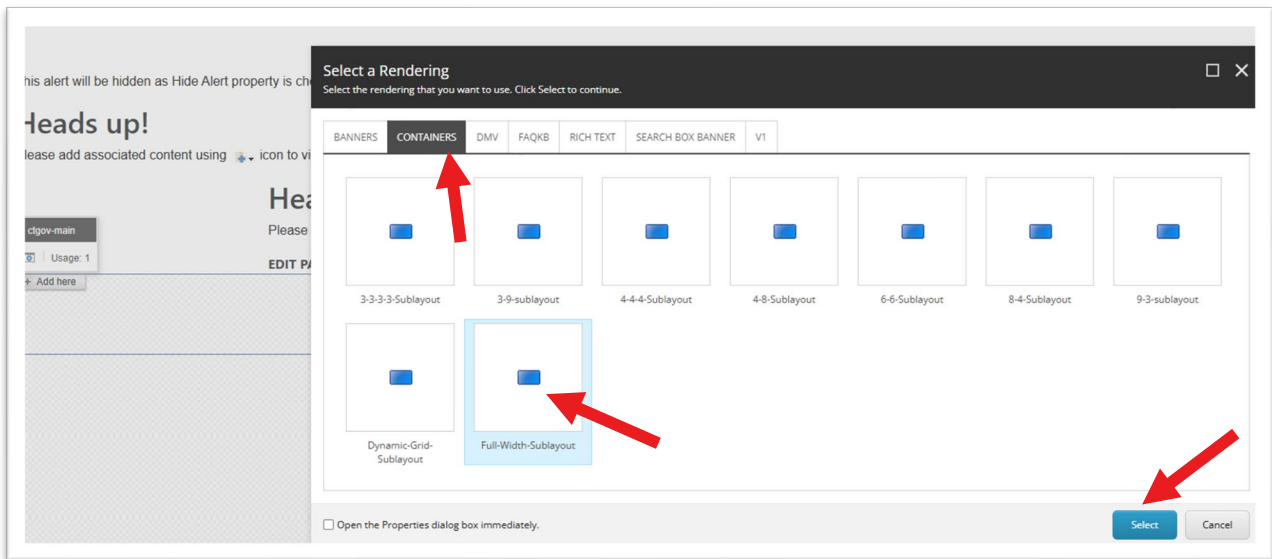

3. Wait for the Experience Editor page to **fully load** before proceeding.

Step 2: Add a Full Width Sub-layout

1. Click all the way to the left on the **empty placeholder box** where you want to insert your story card.
2. Click **Add here**

3. Click the **Containers tab**, then select **Full Width Sub-layout** and click **Select**.
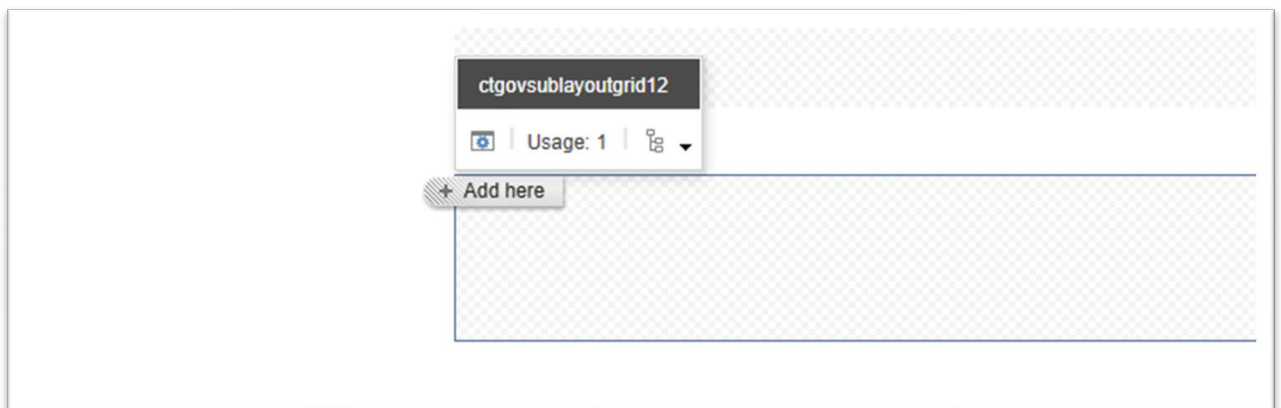

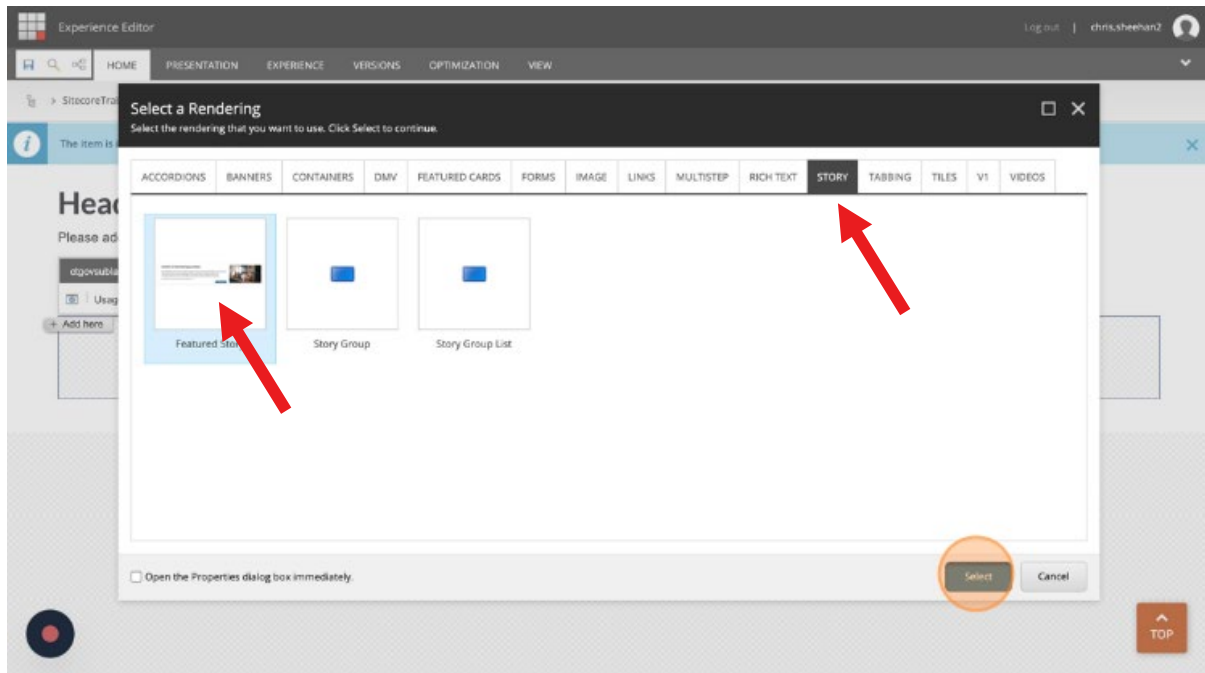**Note:** For story groups in general, use either:
- **Full Width**
- **9 Columns**

Step 3: Add a Featured Story Component
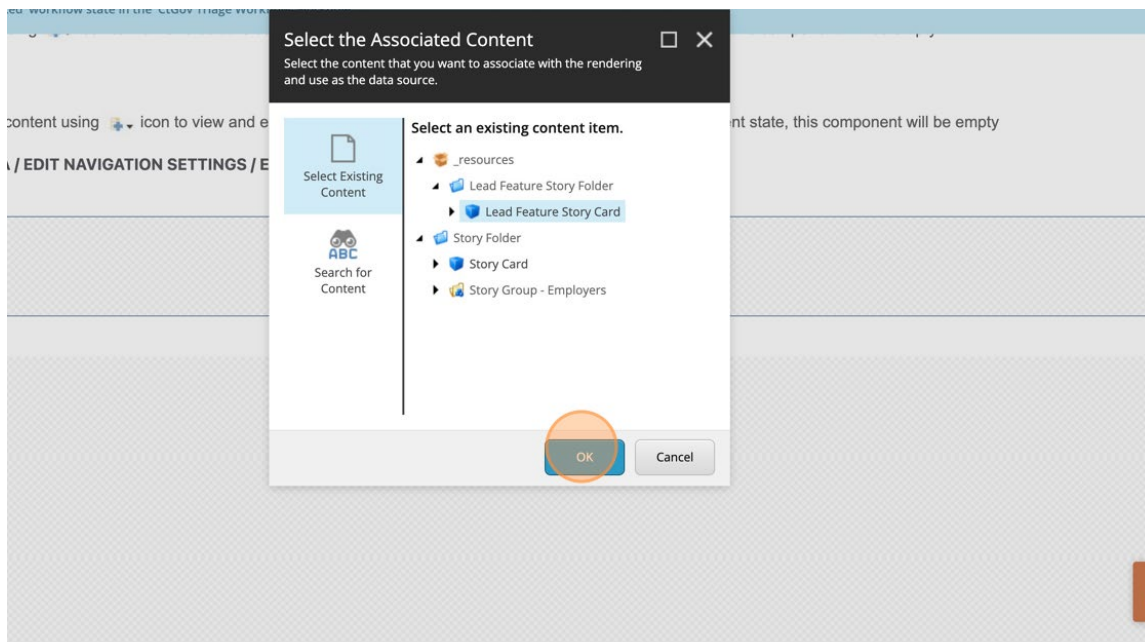1. Inside the new **rectangle placeholder**, click **Add here** again.

2. In the pop-up, choose the **STORY tab**.
3. Click **Featured Story**.
4. Click **Select** to continue.

Step 4: Link the Story Card
1. A new window will open. Find and expand the **Lead Feature Story Folder** (note: you may have titled it something different than this) you created earlier.
2. Select the **Lead Feature Story Card** (note: you may have titled it something different than this) you created.
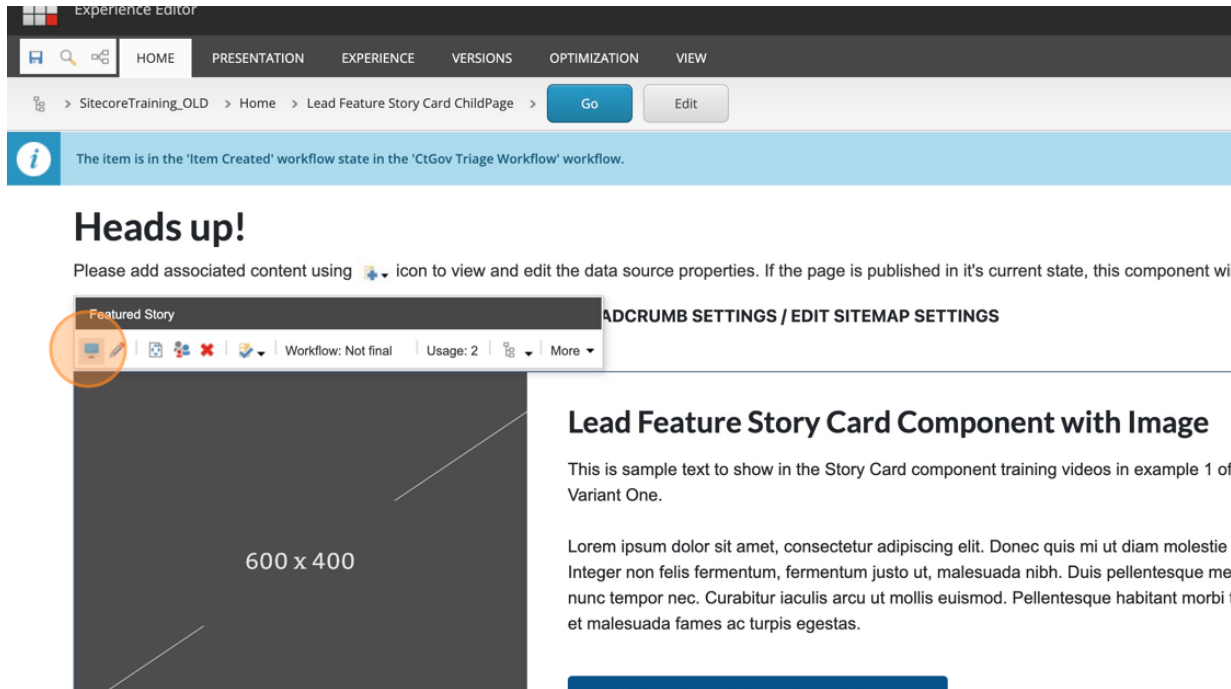3. Click **OK**.

Your Story Card component should now appear on the page.
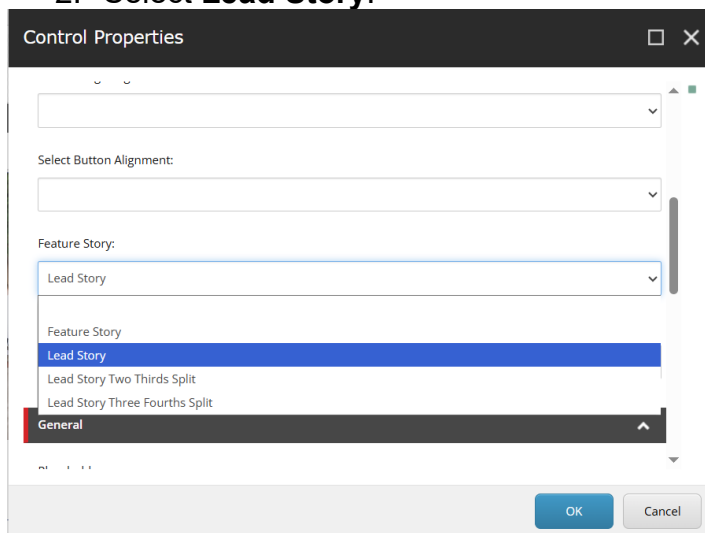
Step 5: Open the Component Properties

Your **Lead Feature Story Card** component has now been added to the default view on your page.

1. Then, click the **blue monitor icon** (highlighted below in the circle). Note: if it's not already displayed click the component to get it to display.
   This opens the **Control Properties** menu, where you can adjust display settings.

Step 6: Choose Display Settings

1. In the Control Properties window, locate the **"Feature Story"** dropdown.
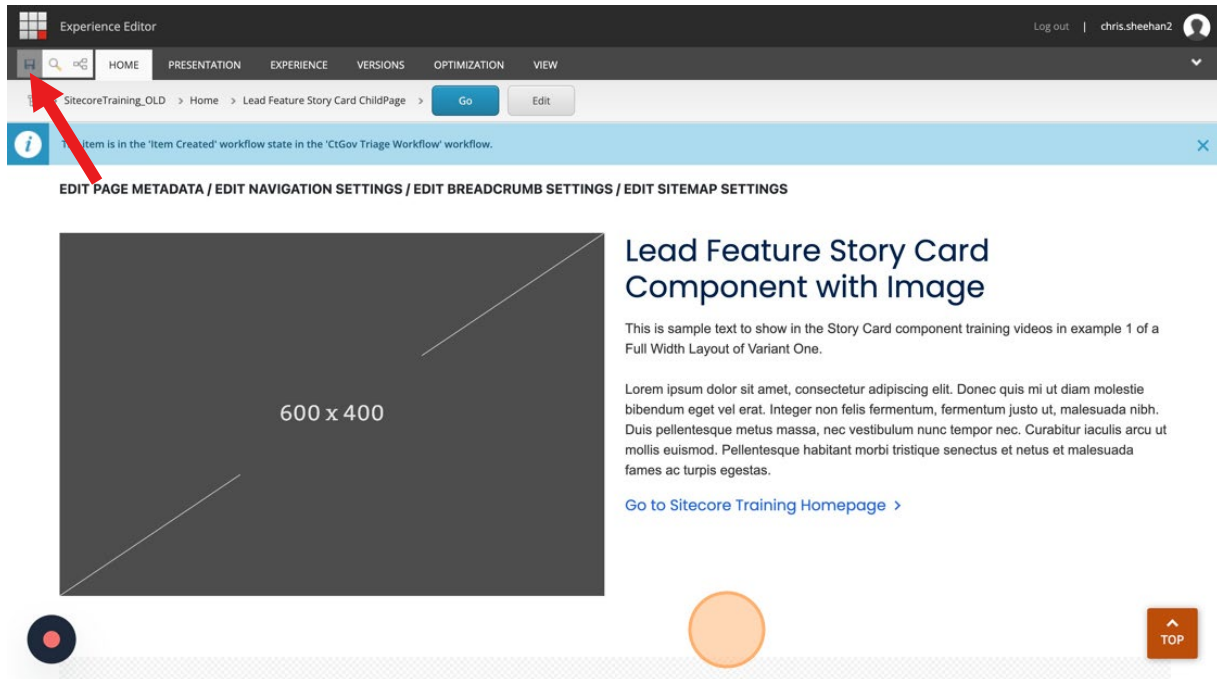2. Select **Lead Story**.

Optional display layout options

- **Lead Story Two Thirds Split** *(4x8 Sub Layout in a Full Width Container)*
- **Lead Story Three Fourths Split** *(3x9 Sub Layout in a Full Width Container)*
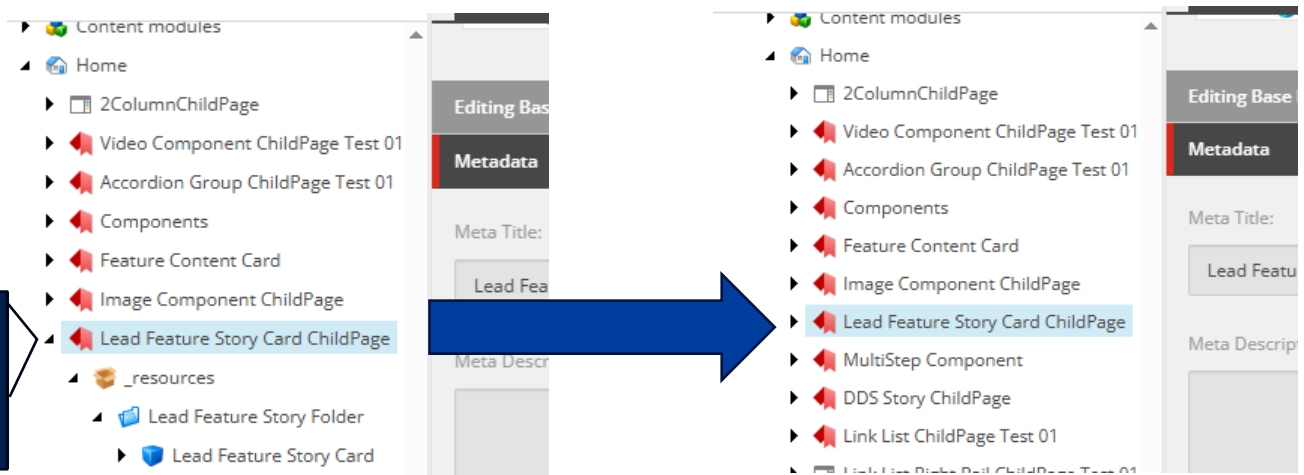
Step 7: Save Your Work in Experience Editor

1. After setting your layout, click the **Save (disc icon)** in the top left of the Experience Editor.
2. Wait for the page to **reload** fully.
3. Once reloaded, your page should show the lead feature story card, and the **Save icon will be grayed out**, confirming the changes are saved.
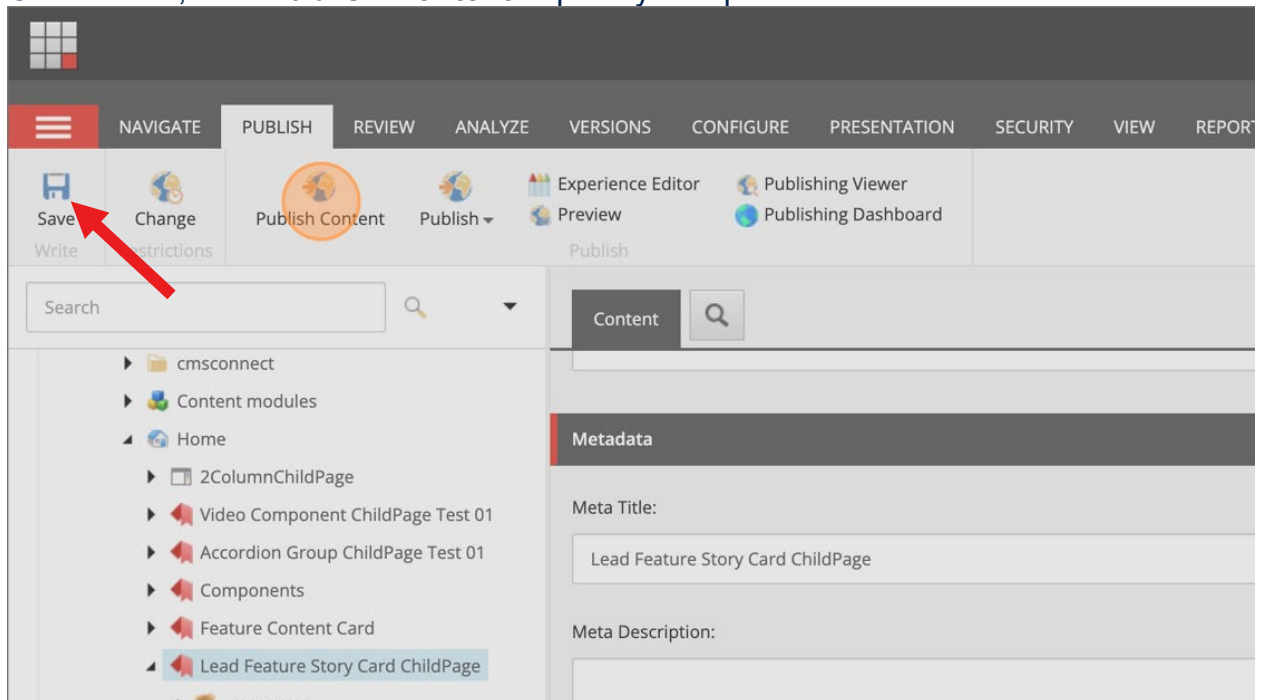

Step 8: Final Save in Content Editor

1. Return to the **Content Editor** (usually in the previous browser tab).
2. In the content tree, locate your **child page**.
3. To ensure Sitecore registers the changes you made in the experience editor, **collapse and re-expand** the page folder to refresh it.

Click the rectangle to collapse

4. Click the **Save** icon in the ribbon.
5. Once saved, click **Publish Content** to push your updates live.

6. Select your publishing targets and click Publish.