



## What Subjects Will Be Covered?

### **The Website Dashboard**

We'll review what each of the options are on your website's dashboard and what they're used for so that you and your staff can better navigate it.

### **How To Publish**

You'll learn everything there is to know about how to publish content, including story page settings and alternative templates for presenting articles in a different fashion.

### **Web Design Trends**

What are the best student news and professional media sites doing well? How can you bring those trends to your own website?

### **FLEX Pro Theme**

The main source of your training will give you an in-depth experience with the FLEX Pro site design theme, including the Site Designer, Widget Control Panel, and more.

### **Story Page Customization**

Learn how to optimize your story packages for web display. We'll go over the story template customization tools and share all of the options and design potential.

### **Mobile Journalism**

We'll show you how to take advantage of the Mobile Homepage widget area, talk about what works well, and review the Source app.

### **Site Monetization**

What kind of ad spaces are available on your site, and how can you place ads in them? We'll explore various options plus provide an overview of our SNO Donate program.

### **SNO Analytics**

We'll teach you how to use your site's analytics to better understand who your readers are, what they're interested in, and how to grow that base.

### **SNO Site Booster**

We'll discuss all the content creation tools included with the add-on and share examples of how you can use them to increase audience engagement.

### **Custom Widget-Based Pages**

Looking to take your site's design to the next level? We'll teach you how to create custom widgetized versions of your major categories (like News and Sports).

... and more!