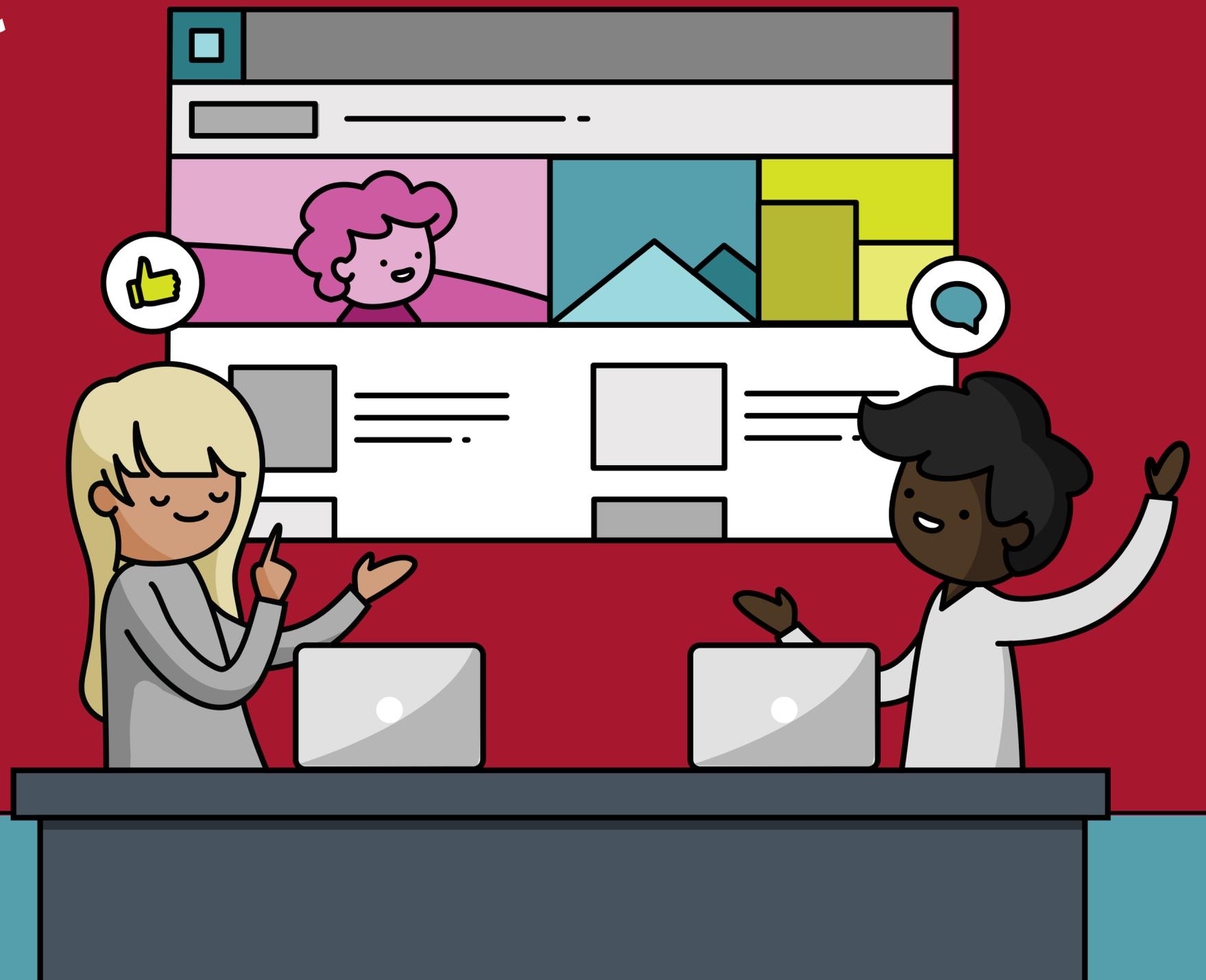


Creating awesome intranet pages in SharePoint



The legal stuff.

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An introduction to this lookbook

Compared to the classic experience, modern SharePoint gives communicators and content authors a lot of flexibility to create usable and beautiful pages. The modern authoring experience is easier, too, but we've found that content authors struggle to make their pages work because of the amount of freedom and options they have.

This lookbook is for communicators, intranet managers and content authors who know the basics of SharePoint but want to level up their page layout skills.

We wanted to share what we've learned as designers about creating awesome – and functional – intranet pages in modern SharePoint. We'll walk through some of our thoughts and pro tips for designing the most common types of intranet pages: news, events, topics, navigation, content, policies and how-to.

For each layout, we'll highlight both out-of-the-box SharePoint components and our collection of custom GO Intranet web parts, explain why you would or wouldn't use them and share our suggestions for how to bring different types of content to life.

What is GO?

Habanero created GO Intranet to enhance and extend modern SharePoint, turning it into an intranet both communicators and employees love. It includes a collection of web parts that fill the gaps in SharePoint's out-of-the-box functionality. Designed using Microsoft's Fluent UI design system, it fits in seamlessly with SharePoint and Microsoft 365.

[Find out more about GO](#)





The jobs-to-be-done framework

The jobs-to-be-done framework is something we use on many different projects at Habanero. Defining jobs help:

- Build rapid consensus and alignment.
- Create change champions who will advocate for the intranet, understanding the rationale of each decision.
- Ingrain the mentality of always asking “why.”
- And, arguably most importantly when it comes to designing in modern, ruthlessly prioritize with confidence.

Jobs can be written using a simple madlib: the job of a [component or page] is to [the purpose of the component or page].

This defines the purpose of a specific component or page on the intranet. If a component or page doesn't have a job, it either needs to get one or get out!

Defining a page's job is important because it will guide your content and design decisions. If a web part or piece of content doesn't serve the job of the page, it allows us to take a step back and assess: is the web part necessary? Or is the job of the page wrong?

The job of a [component or page]
is to [the purpose of the component or page]

FOR EXAMPLE

- The job of a *how-to page* is to *teach a topic and reduce the need for follow-ups.*
- The job of the *breadcrumb web part* is to *show where a user is on the intranet.*
- The job of the *people web part* is to *give users a way to reach out for help.*



Guiding principles

When it comes to designing in modern SharePoint, we can consider these to be the guiding principles of content authoring and design. If ever we aren't sure on what decision to make, these help guide us in the right direction.

Our guiding principles for designing in modern SharePoint



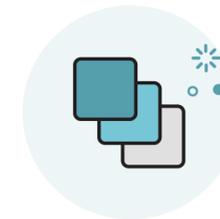
Content is king

Content should guide your layout and web part decisions. Your content should dictate how your page looks and feels, not the other way around.



Use your job

Refer back to the purpose of your page frequently to make sure your layout and content are meeting your employee's needs.



Consistency, consistency, consistency

Using web parts, title sections and page layouts in consistent ways help users orient themselves and learn what to expect for different patterns on the intranet.



Key pages on your intranet

Now, let's get in to the fun stuff – the main types of pages you'll see across an intranet!



News posts



Content pages



How-to pages



Policy pages



Navigation pages



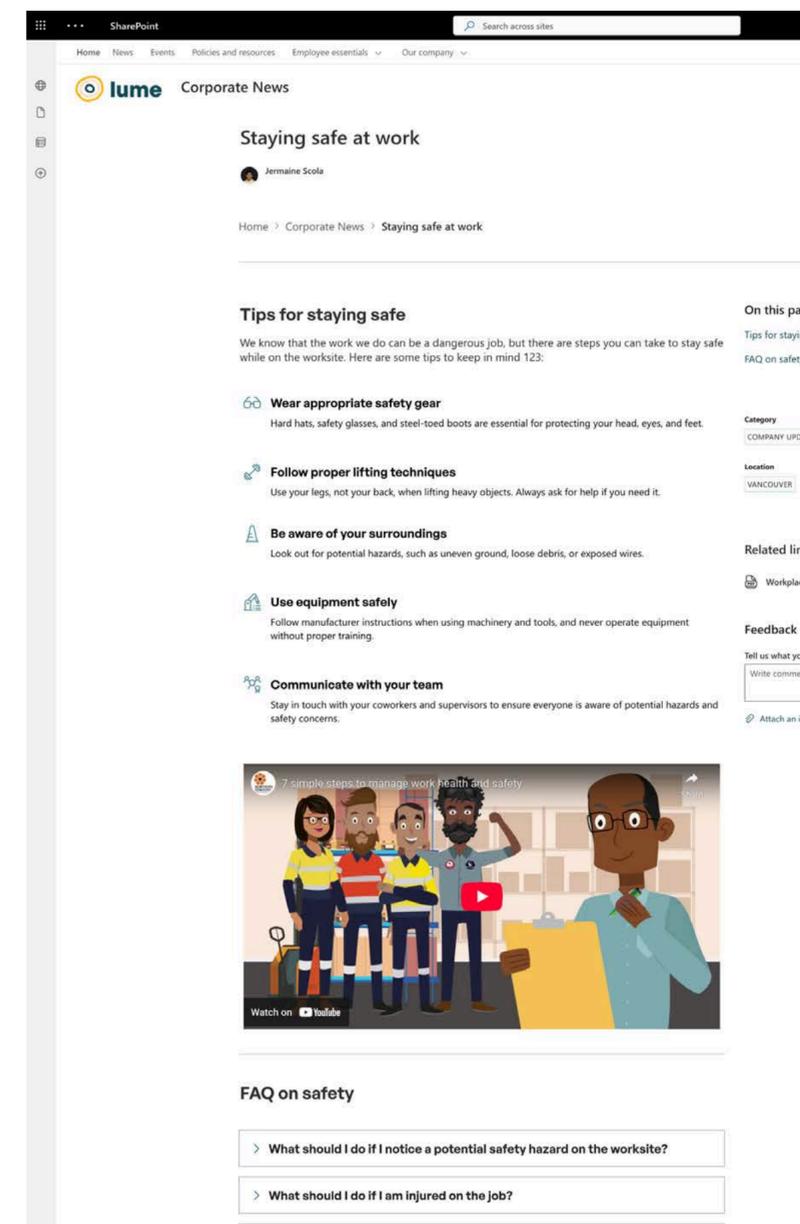
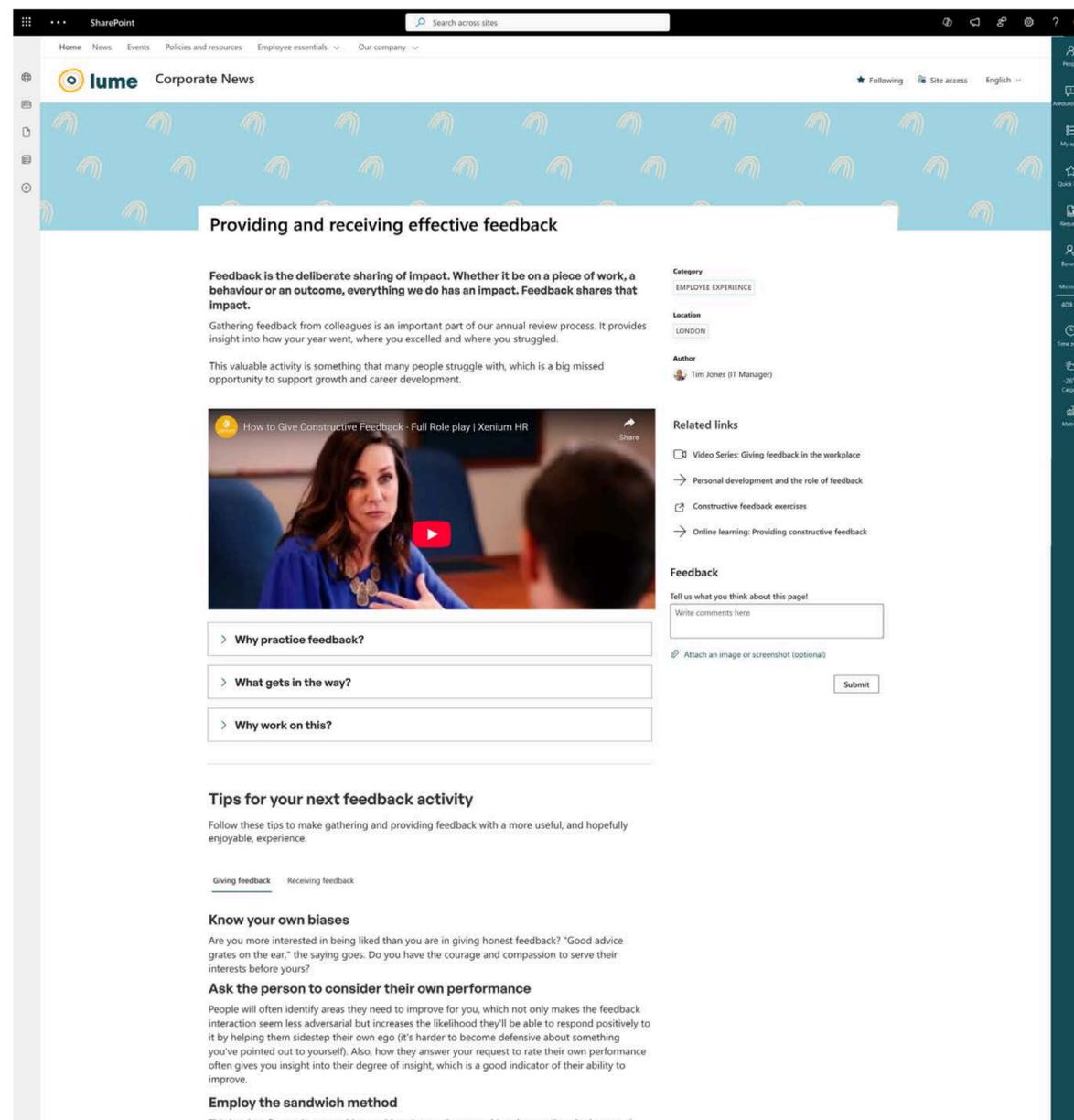
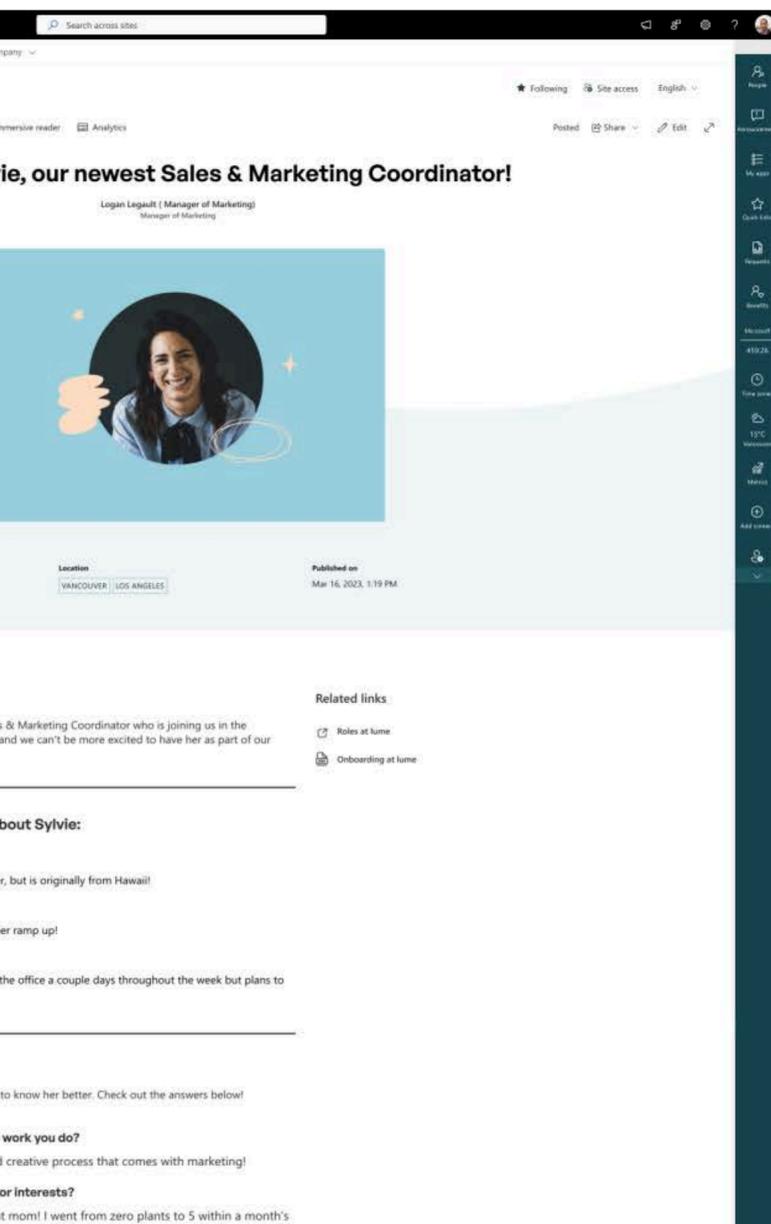
Event pages



Topic pages

KEY PAGES ON YOUR INTRANET

News posts





News posts

The job of a news post

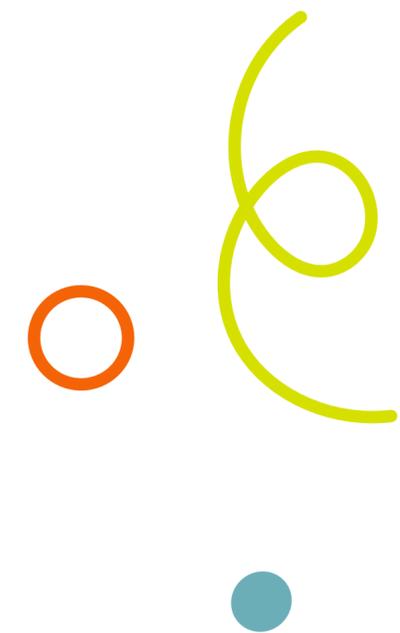
News posts inform employees about a recent topic, story or event. They can also be used to keep evergreen content top of mind by drawing attention to sections of your intranet that have been updated. Unlike most other pages on an intranet, news posts are the perfect place to encourage discussion, so make sure to turn on comments!

What might go on a news post?

- A main news image
- The author of the post
- Metadata for the type of news
- Related documents and links
- Images, graphics, videos and other media
- Comments

PRO TIP

These types of pages in particular are usually created by multiple authors, so saving your news post layout as a template is key to creating some level of consistency. That being said, content should ultimately guide the design. Not every news post will look exactly the same!





KEY PAGES ON YOUR INTRANET: NEWS POSTS

TEMPLATE 1

News post with image in body content

Web parts used

- [Text](#)
- [Images, videos and other media](#)
- [Page metadata \(GO\)](#)
- [Icon picker \(GO\)](#)
- [Divider \(GO\)](#)
- [Section background](#)
- [Quick links](#)

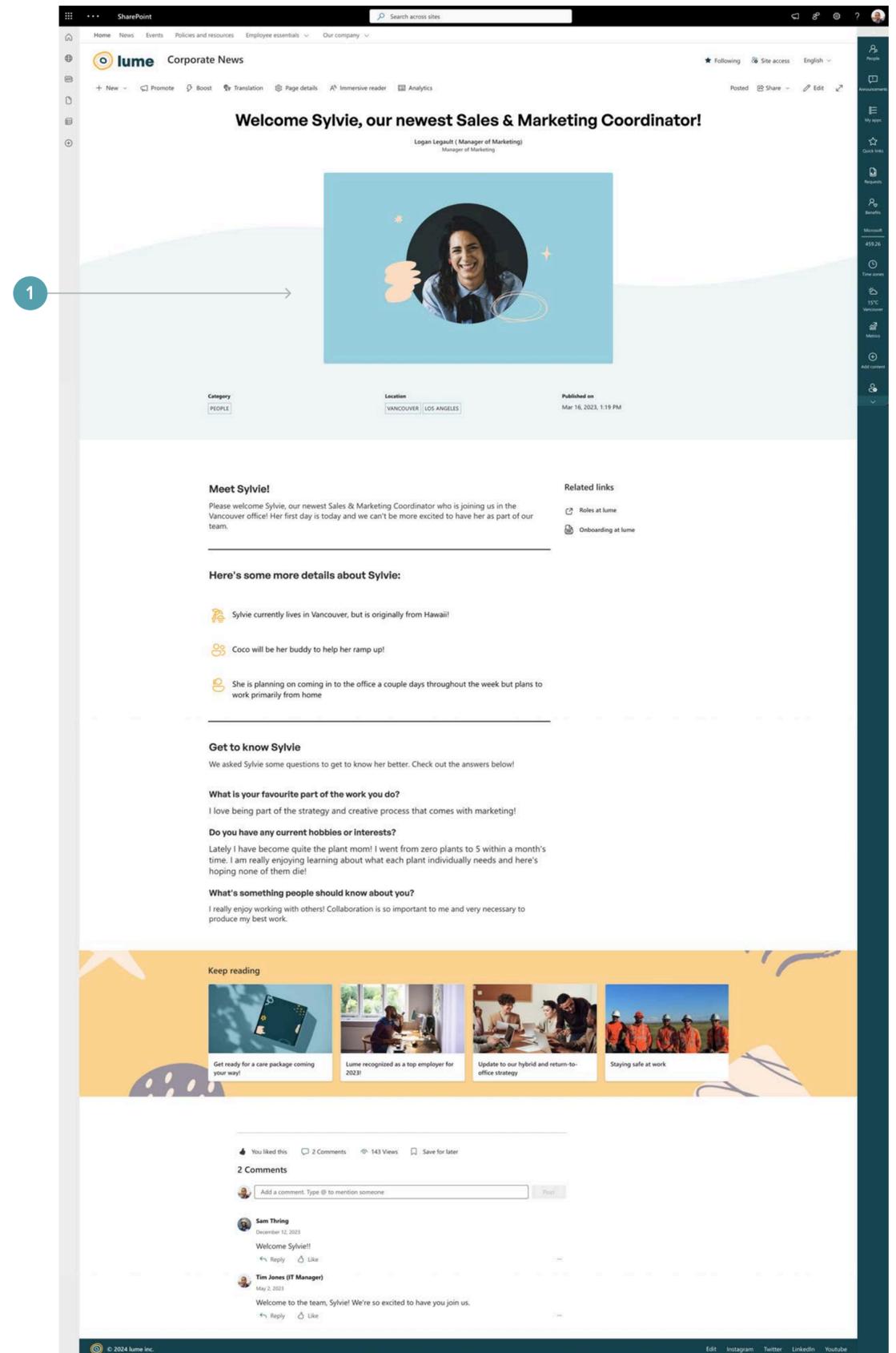
Banner

1 Photography banner

If you'd like to leverage photography for news posts (our preferred approach), we recommend using a plain header and displaying the photo first thing in the body of the content. SharePoint headers are quite narrow, which causes photos to get cut off in awkward and unfortunate places.

If you're going to use a photo, here are some guidelines:

- No stock photos. We want these photos to feel authentic and genuine.
- Use people photos where possible. Showcasing your people builds connection and pride!
- Landscape photos are best – we don't want these images to push our content too far down the page. If you have a portrait or square photo, try adding it to a stylized design with a different crop (like a circle, as seen here!).





KEY PAGES ON YOUR INTRANET: NEWS POSTS

TEMPLATE 2

News post with banner image

Web parts used

- [Text](#)
- [Images, videos and other media](#)
- [Accordion \(GO\)](#)
- [Divider \(GO\)](#)
- [Tab switcher \(GO\)](#)
- [Page metadata \(GO\)](#)
- [Quick links](#)
- [Feedback \(GO\)](#)
- [Viva Engage thread comments \(GO\)](#)

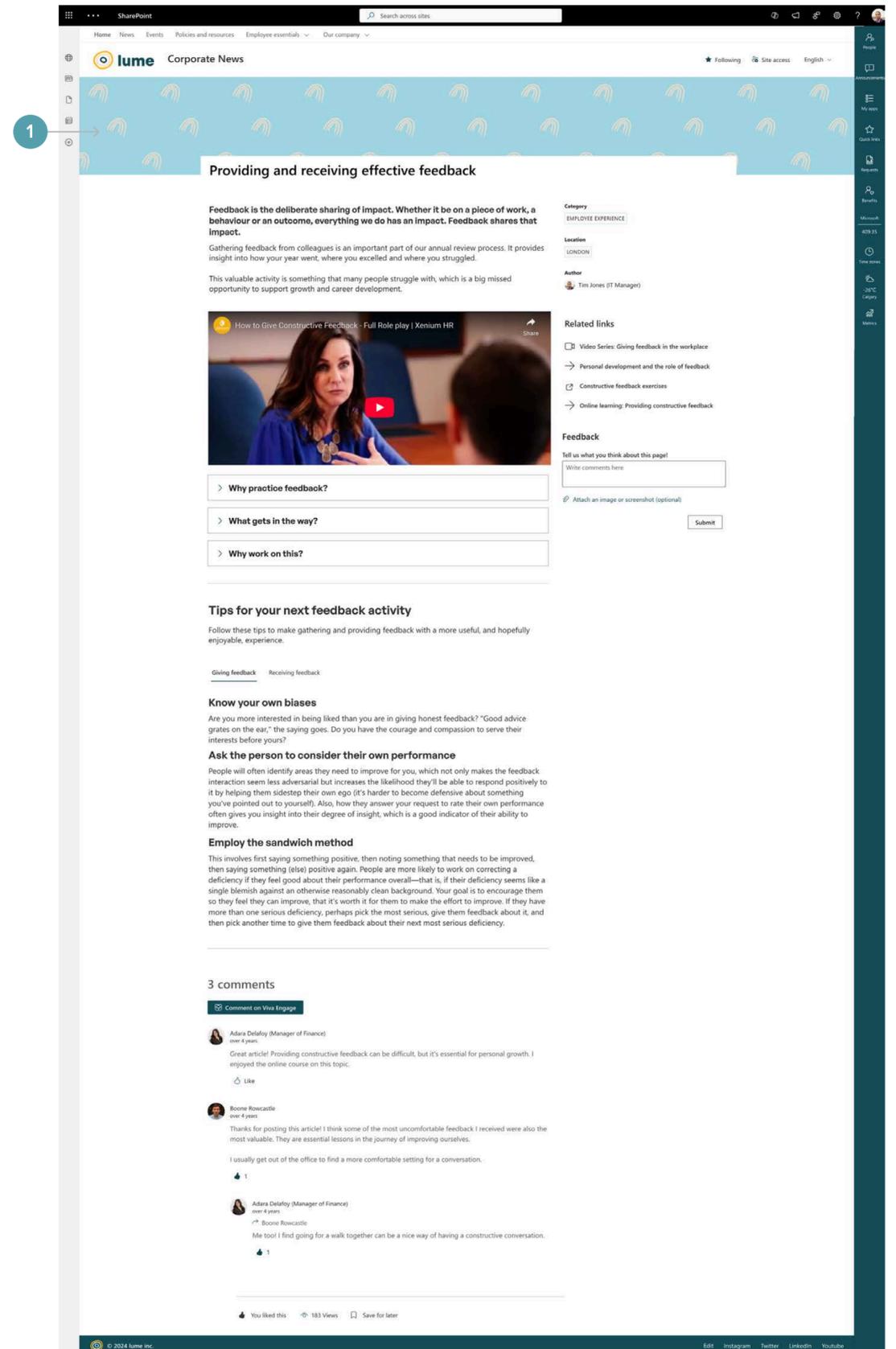
Banner

1 Iconography banner

Sometimes it can be difficult to source a relevant or on-brand photo for every news post. To overcome this limitation, you can create a set of default banners that are graphical in nature.

The benefit of this approach is that the banners can be designed to fit your brand. If you have different types of news posts on your intranet, you can create a set of banners that correspond with your metadata! For example, if you have a news category called “people and culture,” you could use a people icon.

Once these banners are created, you can store them in your [organization assets library](#). This feature is available in out-of-the-box SharePoint, but it needs to be set up by your tenant admin. Storing your banners here allows any content author to access them for their news posts.





KEY PAGES ON YOUR INTRANET: NEWS POSTS

TEMPLATE 3

News post with no banner image

Web parts used

- [Breadcrumb \(GO\)](#)
- [Text](#)
- [Icon picker \(GO\)](#)
- [Images, videos and other media](#)
- [Divider \(GO\)](#)
- [Accordion \(GO\)](#)
- [Table of contents \(GO\)](#)
- [Page metadata \(GO\)](#)
- [Quick links](#)
- [Feedback \(GO\)](#)

Banner

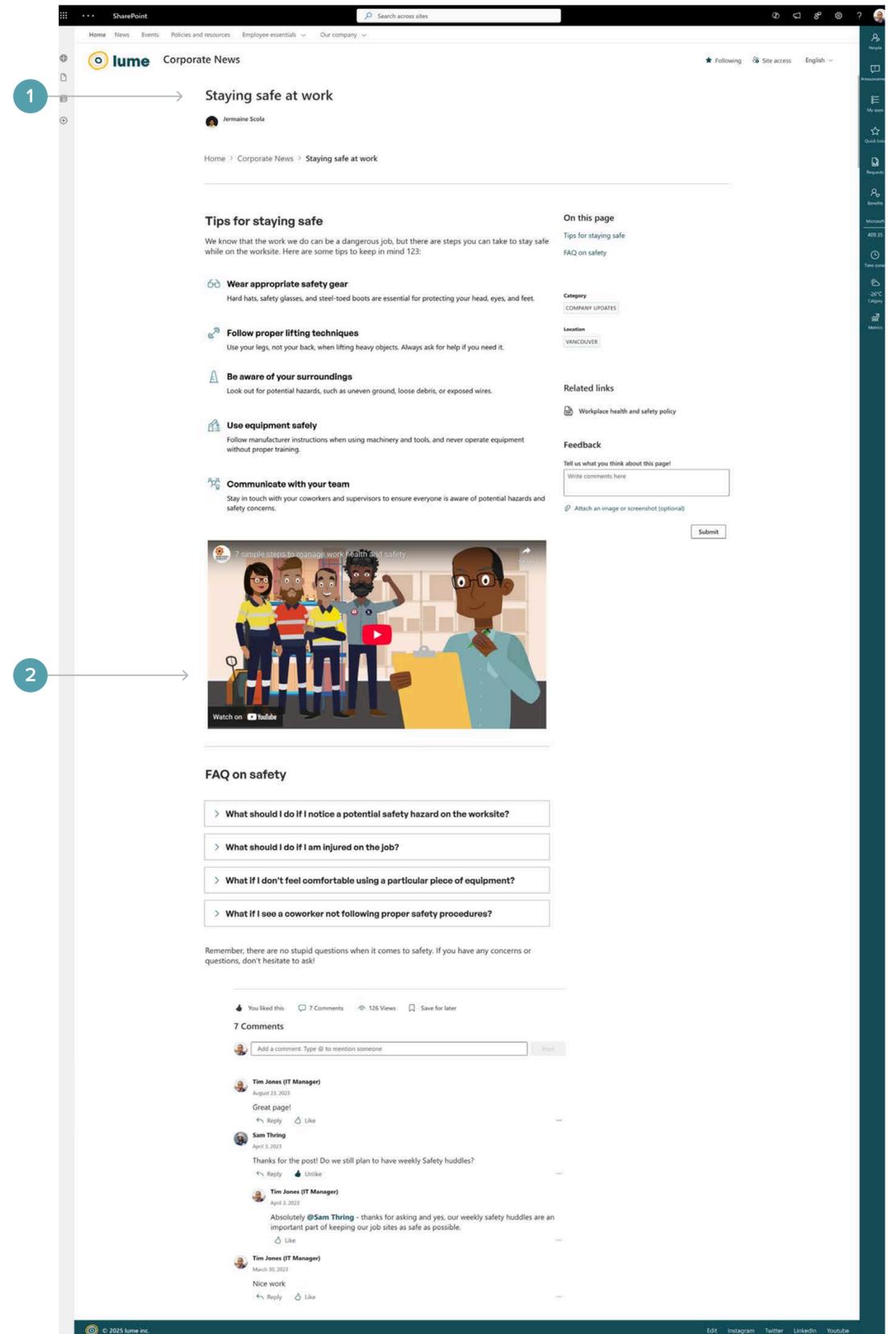
1 No banner image

If your organization doesn't have a photography strategy, you can use a plain header. If you choose to go with this approach, just make sure to be consistent!

Content

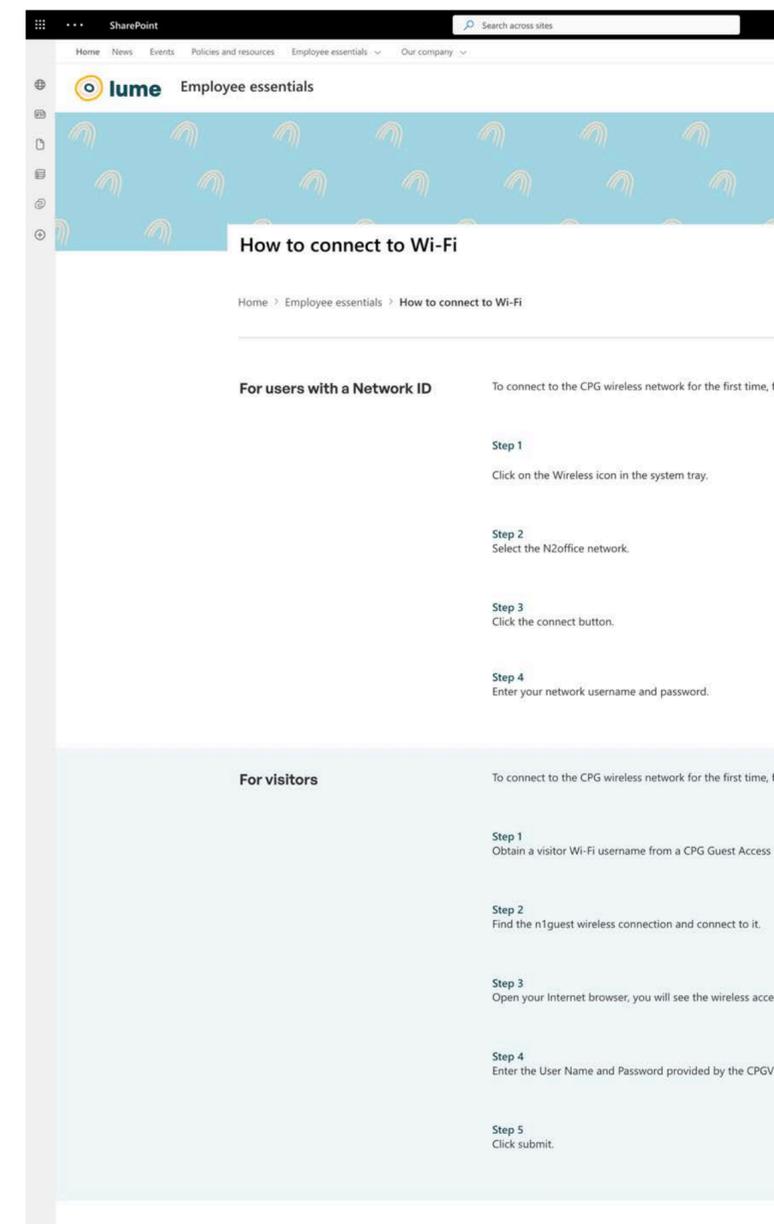
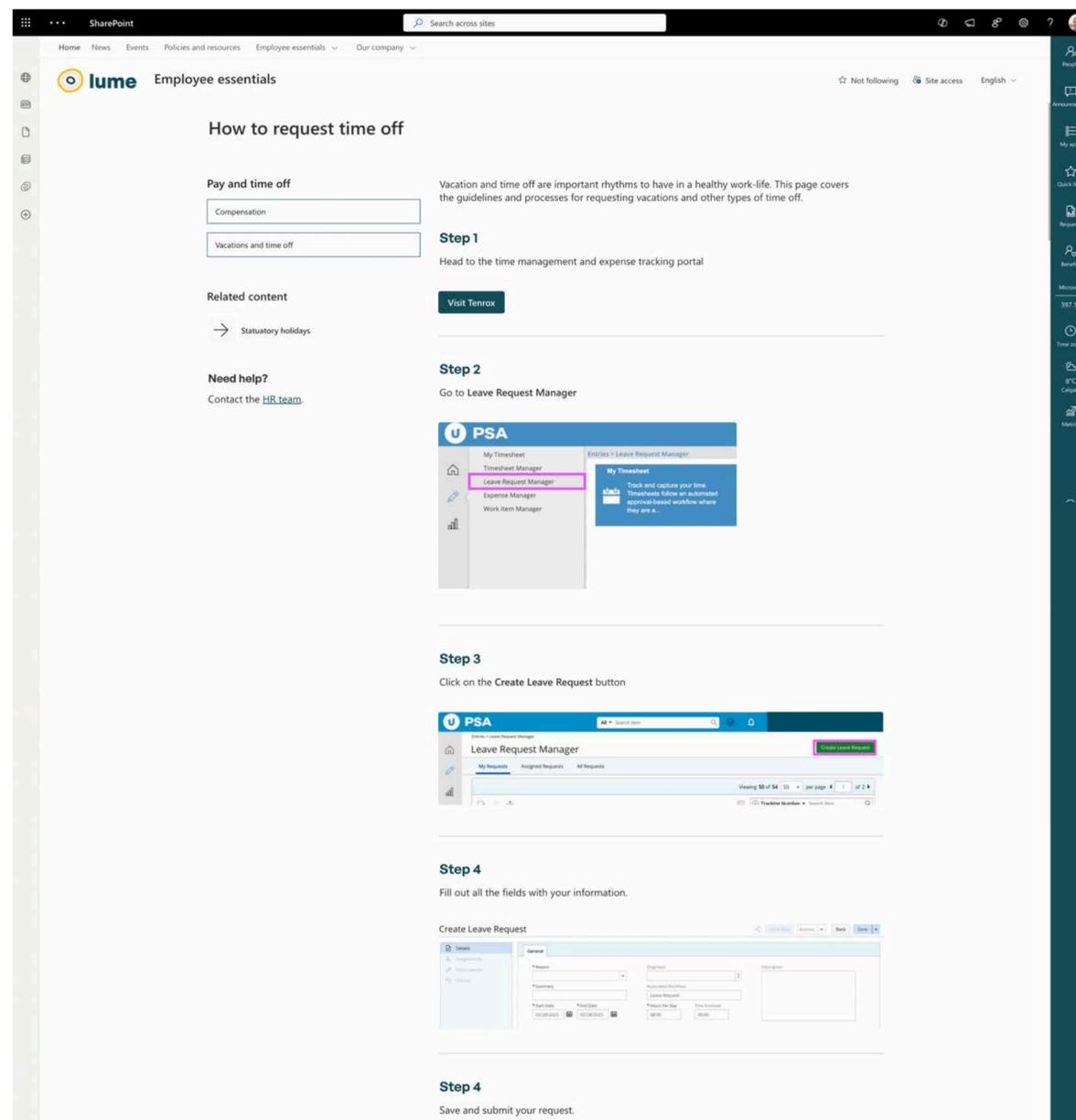
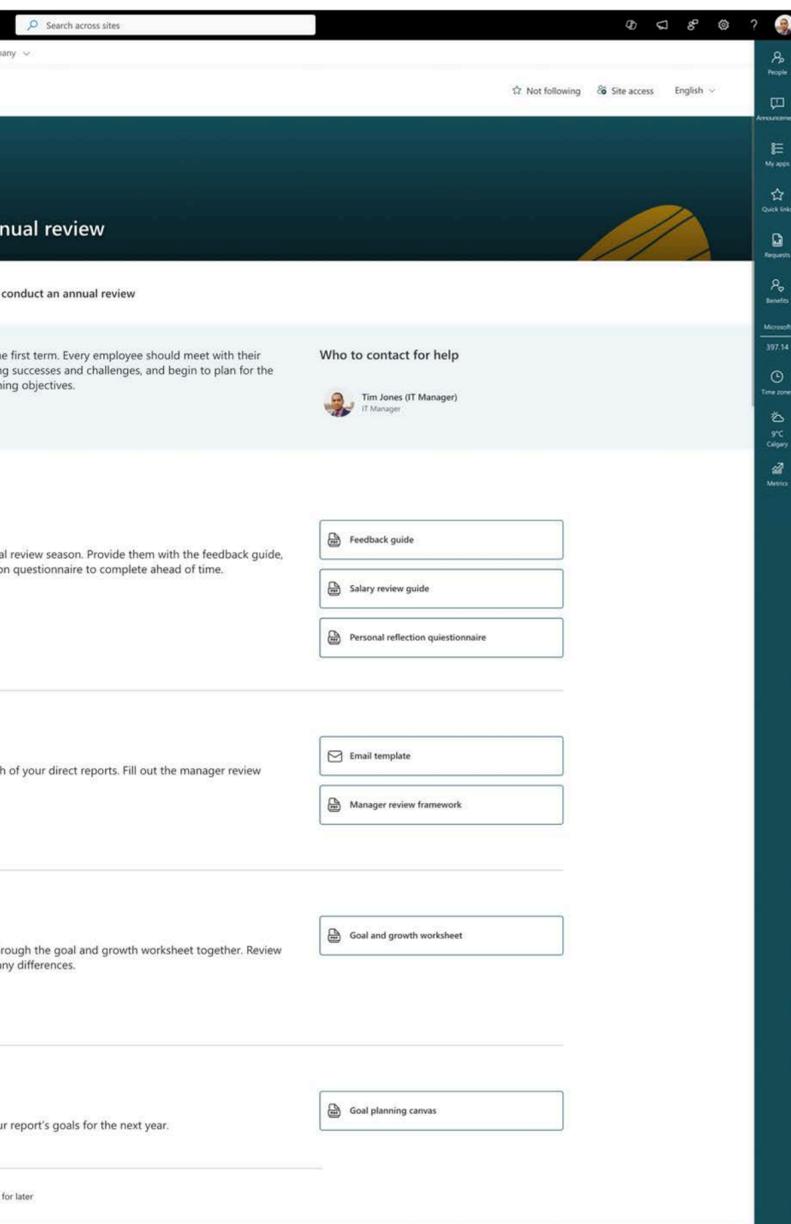
2 Images, videos and other media

News posts are all about storytelling. If you have images or other media that can help tell your story and provide context, use them!



KEY PAGES ON YOUR INTRANET

How-to pages





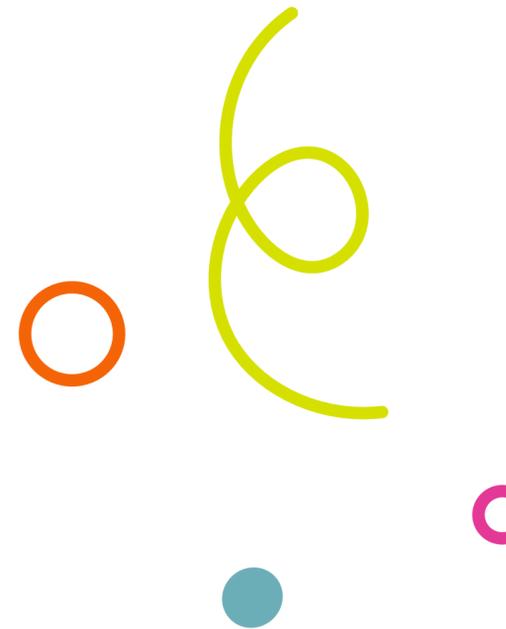
How-to pages

The job of a how-to page

Based on our intranet projects, we know that how-to pages are a staple of a typical intranet. Their job is to teach a topic and reduce the need for follow-ups.

What might go on a how-to page?

- A descriptive title
- Wayfinding and navigational elements
- Step-by-step content
- A way for users to get help
- Related documents or resources





KEY PAGES ON YOUR INTRANET: HOW-TO PAGES

TEMPLATE 1

How-to page with FAQs

Web parts used

- [Quicklinks](#)
- [Text](#)
- [Images, video and other media](#)
- [Navigation rollup \(GO\)](#)
- [Button](#)
- [Divider \(GO\)](#)
- [Accordion \(GO\)](#)
- [Section background](#)

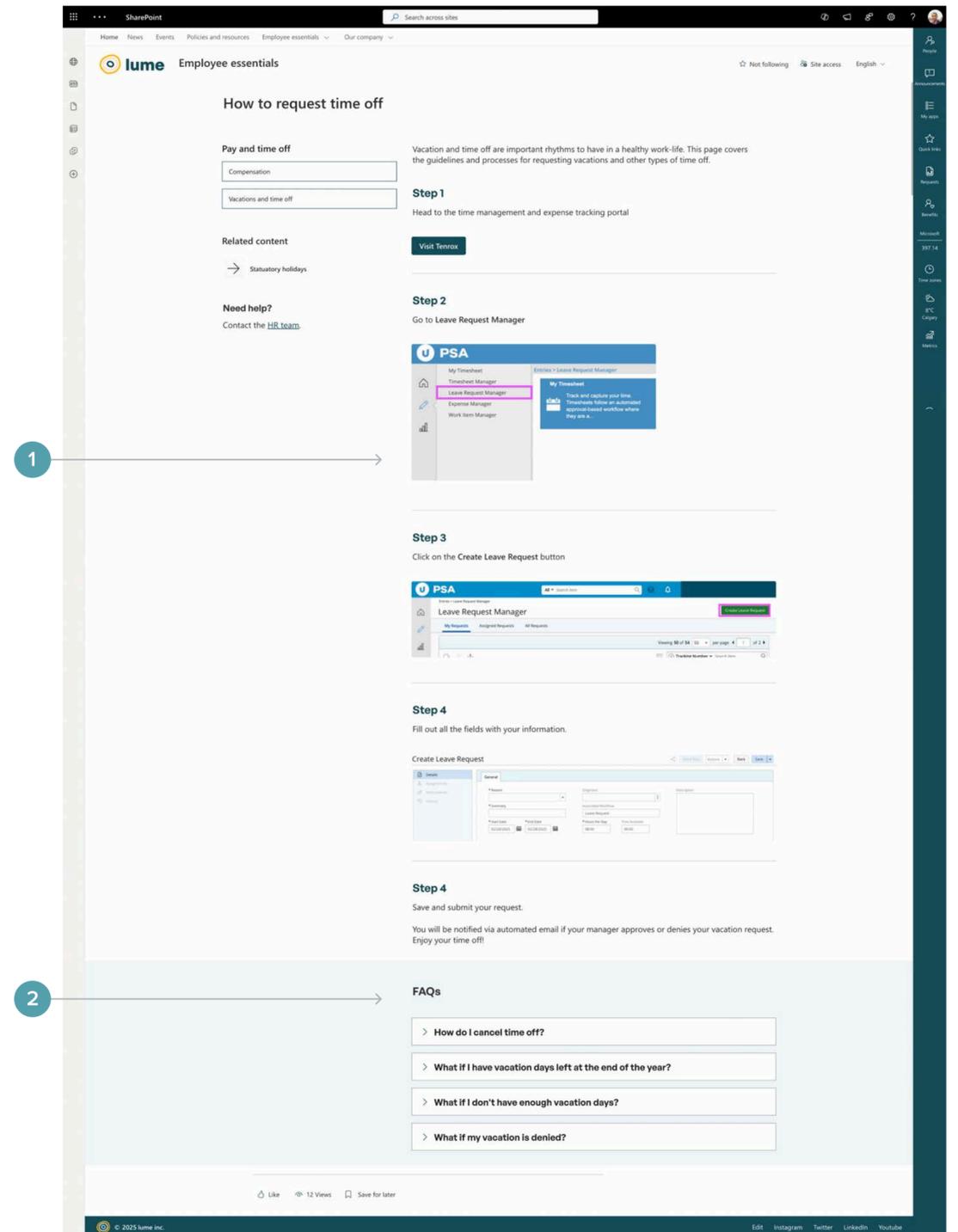
Content

1 Images, video and other media

To help employees follow the steps, include supporting images.

2 FAQs

On a how-to page, you can use accordions to anticipate and answer questions that people might have about your content with a FAQ. Typically, we suggest placing a FAQ at the bottom of a page so that users can first read the content and learn things on their own. Keep the number of accordions to a minimum and remember the job of the page. We don't want this turning into an exhaustive list!





KEY PAGES ON YOUR INTRANET: HOW-TO PAGES

TEMPLATE 2

How-to page with section backgrounds

Web parts used

- [Text](#)
- [Section background](#)
- [Divider \(GO\)](#)
- [Accordion \(GO\)](#)

Content

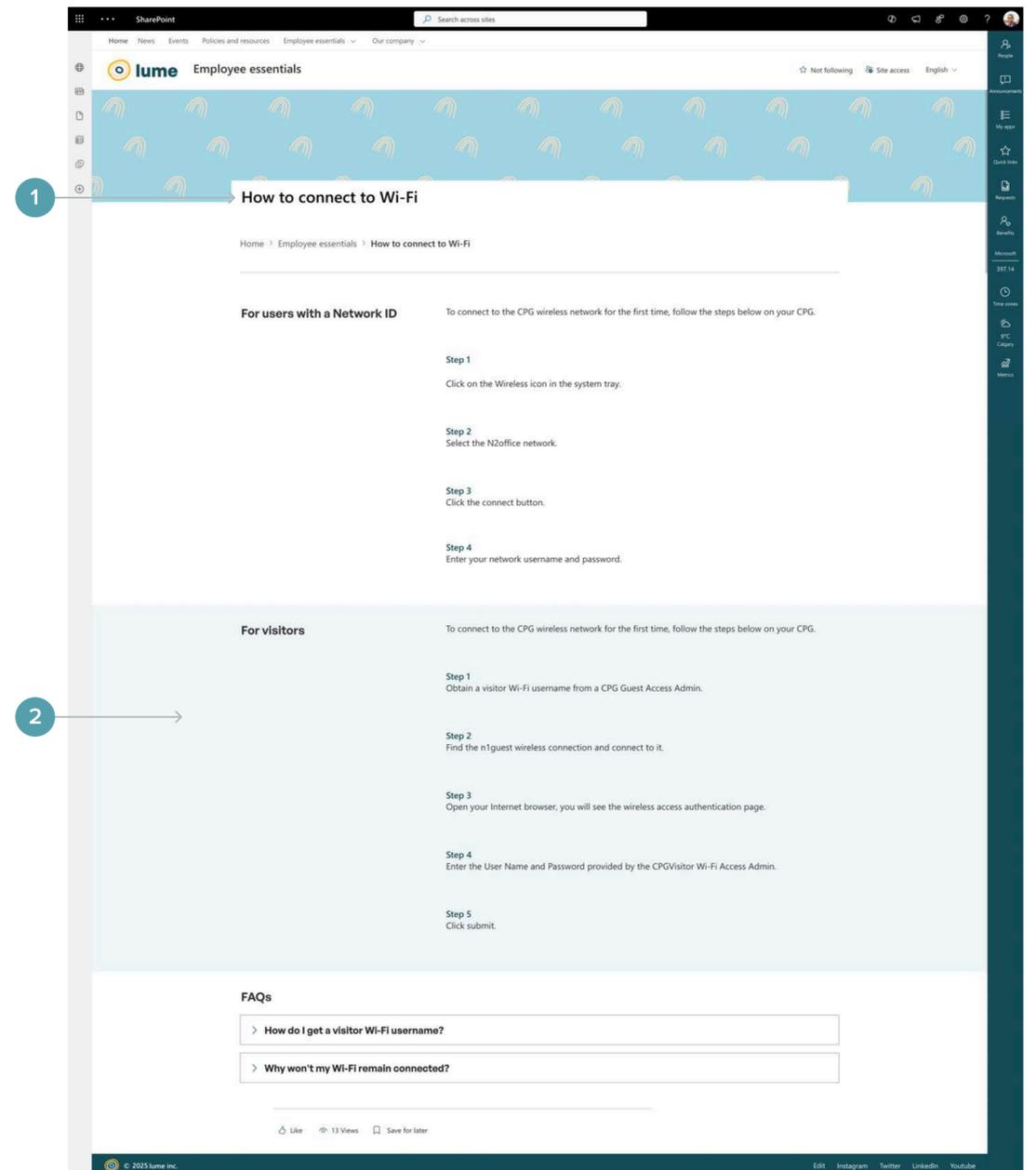
1 Page title

When naming your page, use a task-oriented title to set the expectation that this page includes step-by-step instructions. For example, try using something like “How to connect to Wi-Fi” instead of “Wi-Fi details.”

How-to pages are usually on a single topic – keep these pages focused!

2 Section backgrounds

By using different section backgrounds, you can organize pieces of content into chunks. In this example, we use section backgrounds to differentiate between two audiences. This makes it easier for users to jump between areas on a page. Use lighter colours to break up content and bolder colours to call attention.





KEY PAGES ON YOUR INTRANET: HOW-TO PAGES

TEMPLATE 3

How-to page with related links

Web parts used

- [Breadcrumb \(GO\)](#)
- [Text](#)
- [Section background](#)
- [Divider \(GO\)](#)
- [Page metadata \(GO\)](#)

Banner

1 Image banner

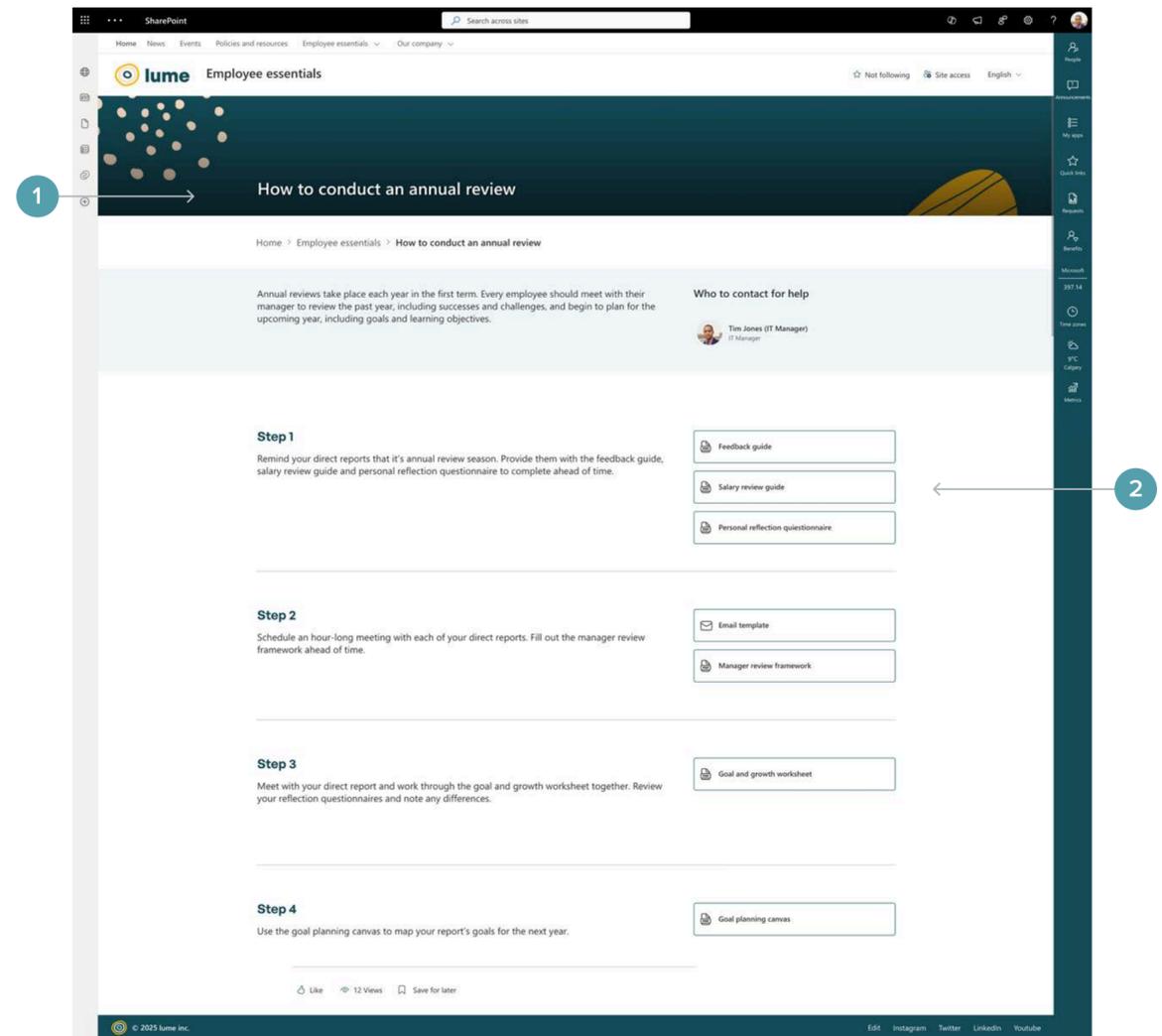
Use banner images with intention – identify your image strategy and stick to it.

Once these banners are created, you can store them in your [organization assets library](#). This feature is available in out-of-the-box SharePoint, but it needs to be set up by your tenant admin. Storing your banners here allows any content author to access them for their news articles.

Content

2 Quick links

Keep supporting links close to the content they relate to.



KEY PAGES ON YOUR INTRANET

Navigation pages

This screenshot shows a SharePoint page with a decorative orange header featuring yellow star patterns. The page is divided into two main sections:

- Pay and time off:** Includes input fields for 'Compensation' and 'Vacations and time off'.
- Careers and development:** Includes input fields for 'Job opportunities', 'Employee recognition', 'Co-op students and interns', and 'New employees'.

The right sidebar contains navigation icons for People, My apps, Quick links, Requests, Benefits, Microsoft, 386.50, Time zones, 1°C, Category, and Metrics.

This screenshot shows a SharePoint page titled 'Our company' with a blue header and a central image of five employees. The page is organized into several columns:

- Who we are:** Includes input fields for 'Our values', 'Our purpose', 'Our journey', and 'Our vision'.
- Our culture:** Includes input fields for 'Fun photos', 'Professional communities', 'Diversity and inclusion', 'Working hours', 'Giving back', and 'Working from home'.
- Offices:** Includes input fields for 'EMEA', 'APAC', and 'North America'.
- Our business:** Includes input fields for 'Corporate facts', 'Board of Directors', and 'Leadership'.

At the bottom, there is a section for 'Other helpful links' with 'Stakeholder portal' and 'Lume external site', and a footer for 'Get in touch with the Employee Experience team' with 'Email us' (employees@lume.com) and 'Call us' (123-456-7890).

This screenshot shows a SharePoint page titled 'Employee essentials' with a blue header and a central image of rainbows. The page features several benefit and development sections:

- Benefits:** A grid of six cards: 'Vision and dental', 'Medical and prescriptions', 'Life and disability insurance', 'Flexible spending account', 'Employee referral bonus program', and 'Retirement savings'.
- Pay and time off:** Two cards: 'Compensation' and 'Vacations and time off'.
- Careers and development:** Three cards: 'Job opportunities', 'Employee recognition', and 'Co-op students and interns'.

The right sidebar contains navigation icons for People, My apps, Quick links, Requests, Benefits, Microsoft, 460.07, Time zones, 15°C, Category, Metrics, and Add content.



Navigation pages

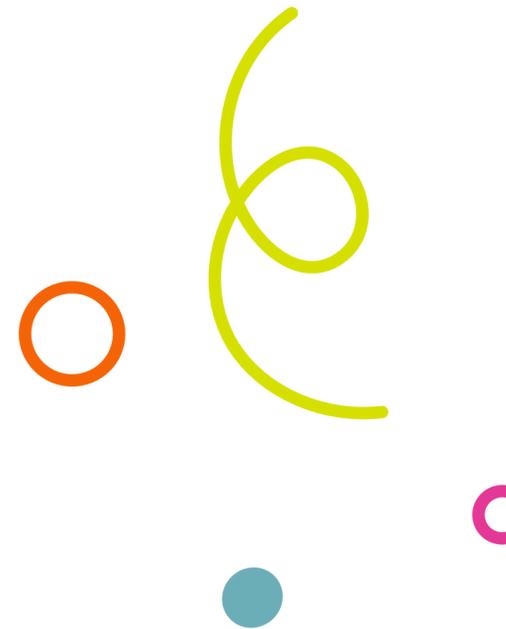
The job of a navigation page

Navigation pages help users understand the breadth of content that lives within a section of your intranet, which is important for new users, and helps users access pages that are deeper in the site structure. They get users to content that they're looking for as quickly as possible. They also prioritize links and have minimal distractions.

Navigation pages have become an essential addition to intranets due to modern SharePoint's flat site structure and shallow navigation.

What might go on a navigation page?

- A short description of the grouped items to help employees understand if they're in the right place.
- Links, links, links! The main goal of this page is to provide links to places people might need to go. We'll show you how to lay them out in meaningful and usable ways.





KEY PAGES ON YOUR INTRANET: NAVIGATION PAGES

TEMPLATE 1

Navigation page with banner image

Web parts used

- [Images, videos and other media](#)
- [Divider \(GO\)](#)
- [Quick links](#)
- [Section background](#)
- [Navigation rollup \(GO\)](#)

Banner

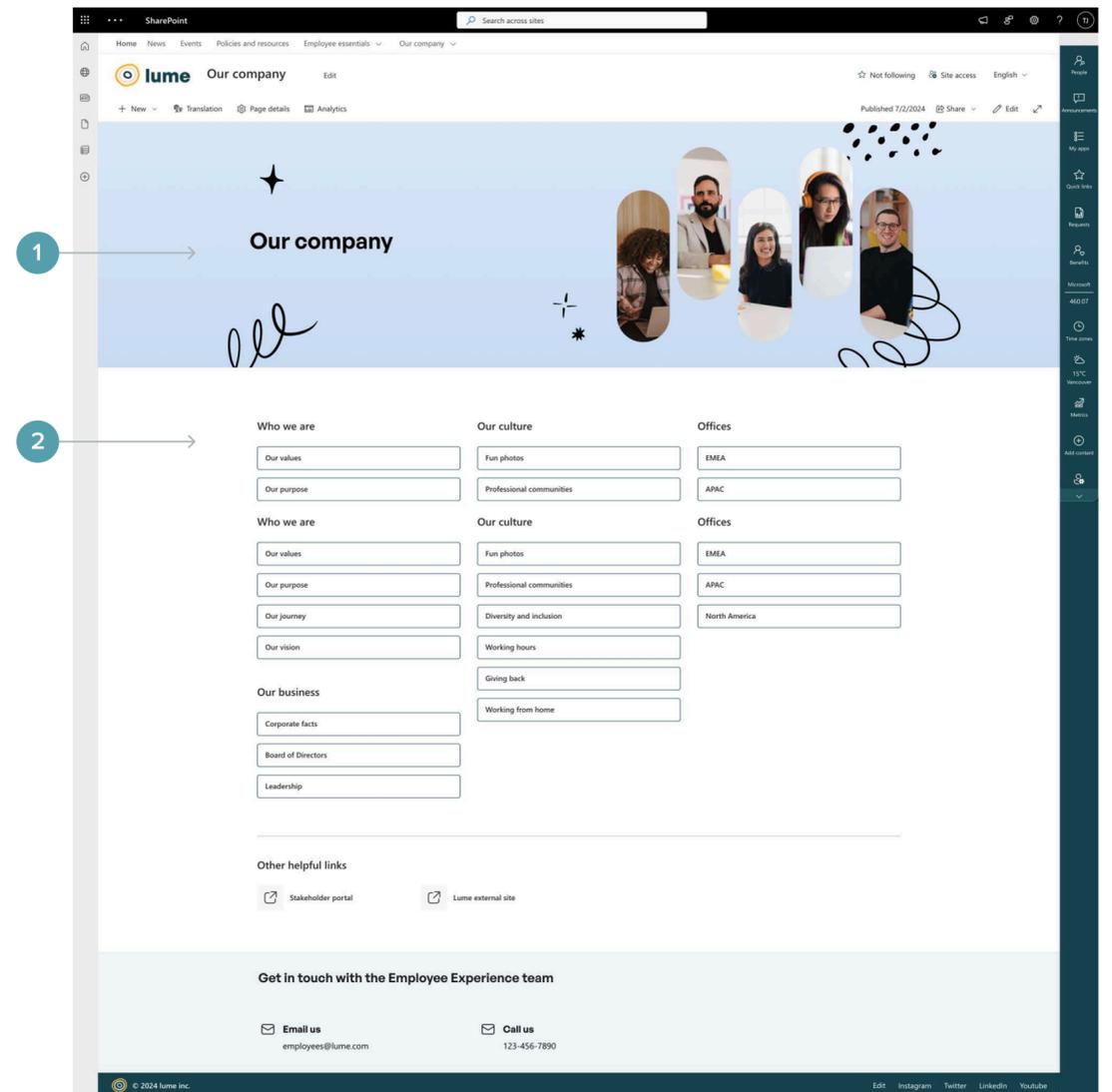
1 Header image

Using header images on landing pages helps users understand which page type they're on and grounds your page. Reiterate which landing page an employee is on with a text overlay. Try to stick to a consistent image strategy. You could use photography or a banner graphic.

Content

2 Links

We want to prevent these pages from becoming a long list of links (or as we lovingly call them, link farms). One way is to break up your links by sub-category. You can do this with headers, which makes it easy for people to scan for the bucket they're looking for.





KEY PAGES ON YOUR INTRANET: NAVIGATION PAGES

TEMPLATE 2

Navigation page with links

Web parts used

- [Images, videos and other media](#)
- [Quick links](#)
- [Navigation rollup \(GO\)](#)
- [Divider \(GO\)](#)
- [Section background](#)

Banner

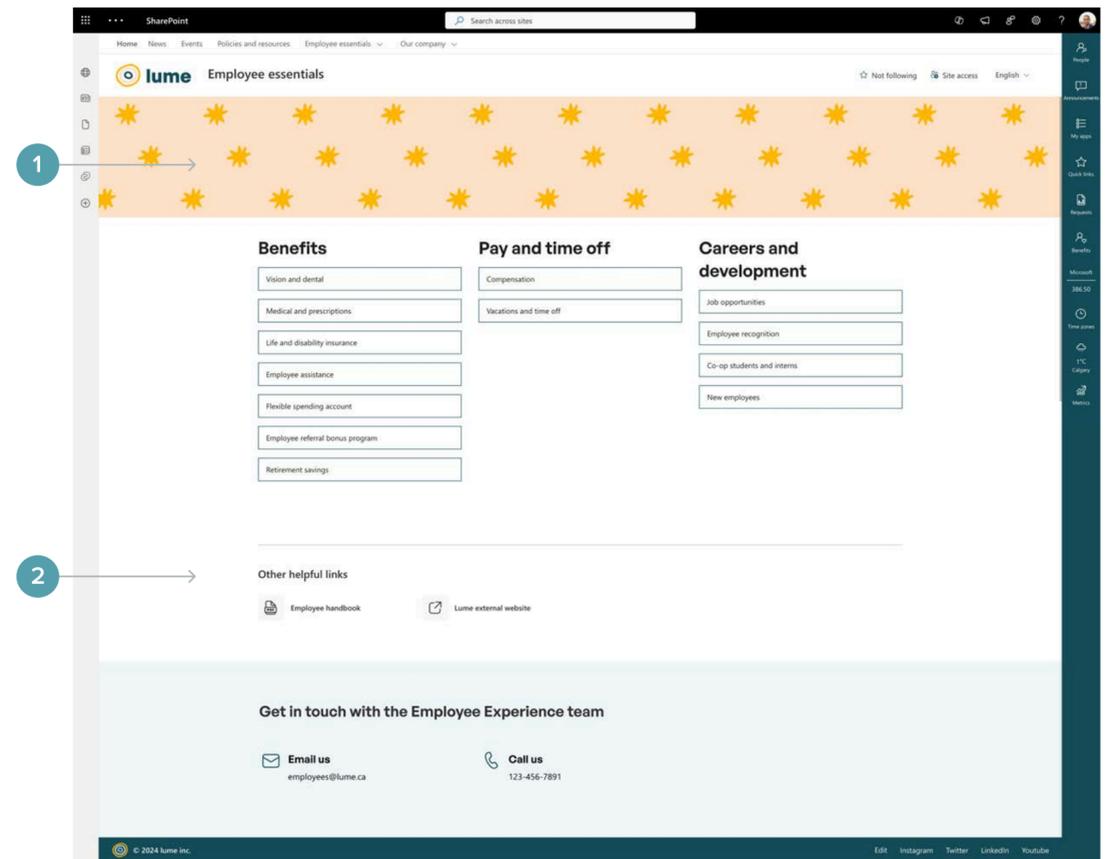
1 Header image

If your landing page is on a site's home page, you can add a header by using a full-width column with an image web part. Ensure your images aren't too tall so that they don't push your content down too far.

Content

2 Links

Link off to related content below the bulk of the links. On pages like these, we only want to showcase external related links so we don't confuse employees about what's in this section.





KEY PAGES ON YOUR INTRANET: NAVIGATION PAGES

TEMPLATE 3

Navigation page with image links

Web parts used

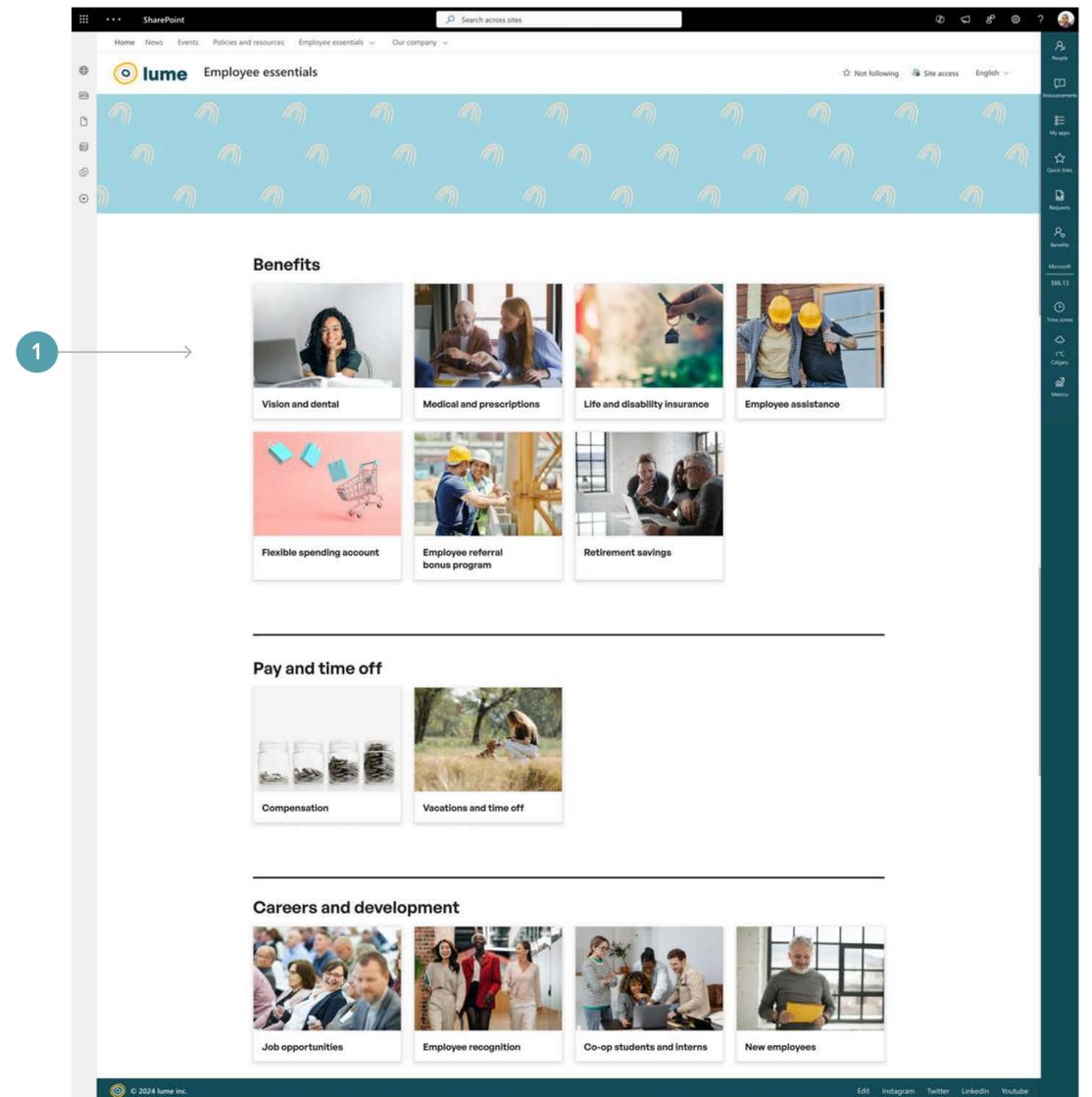
- [Images, videos and other media](#)
- [Quick links](#)
- [Navigation rollup \(GO\)](#)
- [Divider \(GO\)](#)
- [Section background](#)

Content

1 Image links

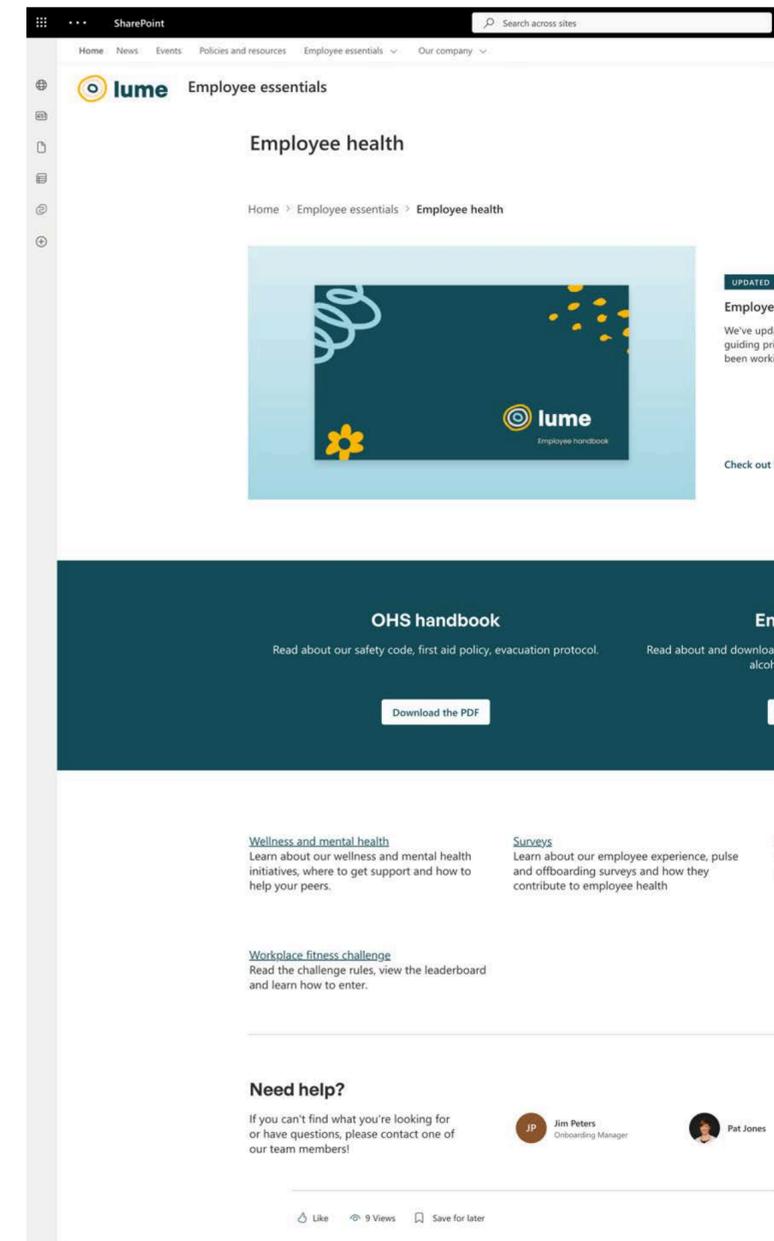
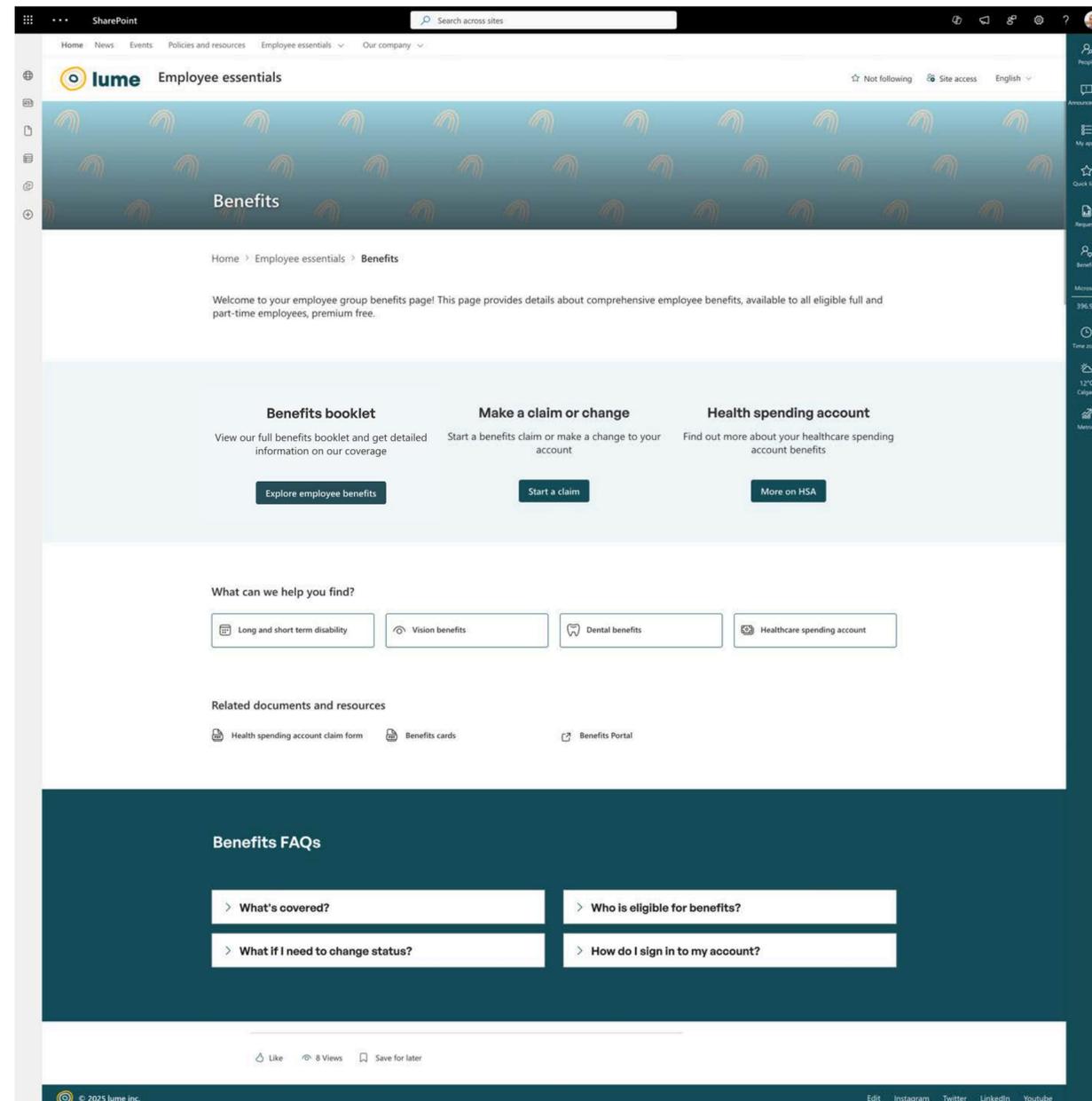
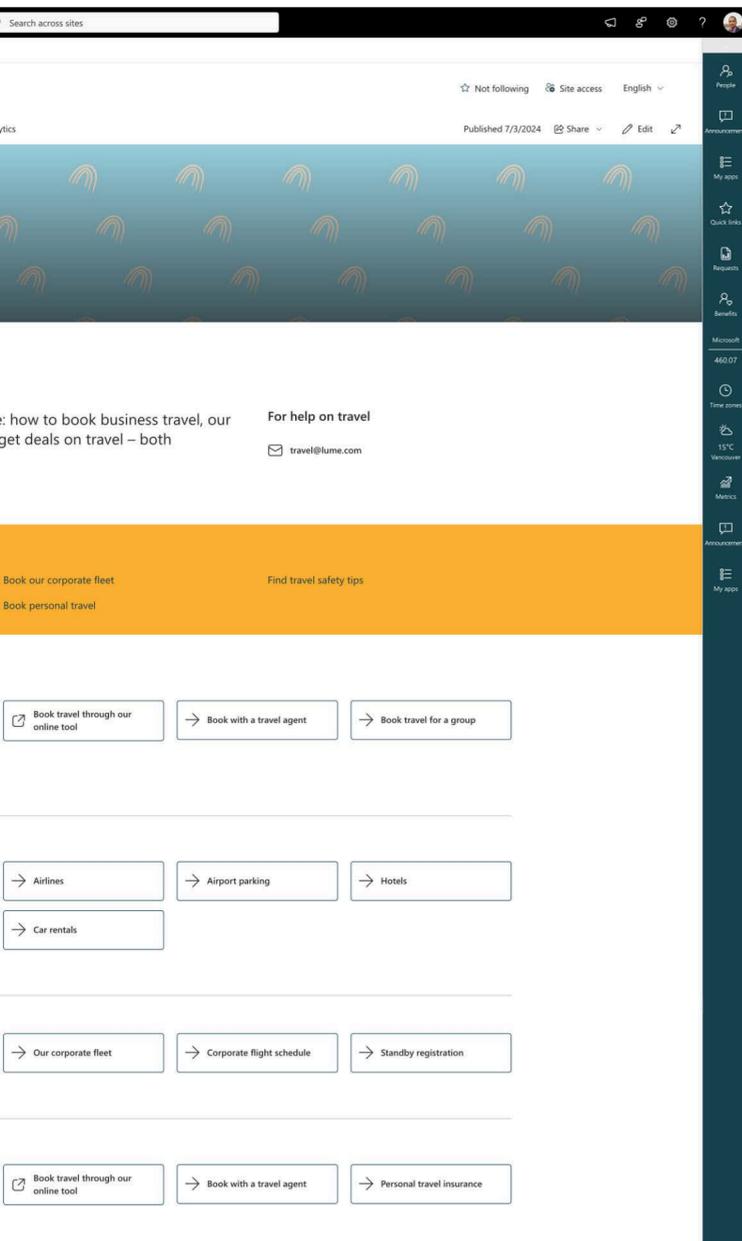
GO's navigation roll-up web part offers two layout options: list and images. The image link layout is great for brands that rely on visuals to make navigation more engaging and intuitive.

Remember, every page needs a thumbnail for this layout to display correctly!



KEY PAGES ON YOUR INTRANET

Topic pages





Topic pages

Topic pages are similar to navigation pages in that they serve up links related to a topic. However, a topic page often functions as more of a landing page to a larger subset of pages and includes additional content. A topic page might have navigation pages that live underneath it, but it's unlikely it would be the other way around.

The job of a topic page

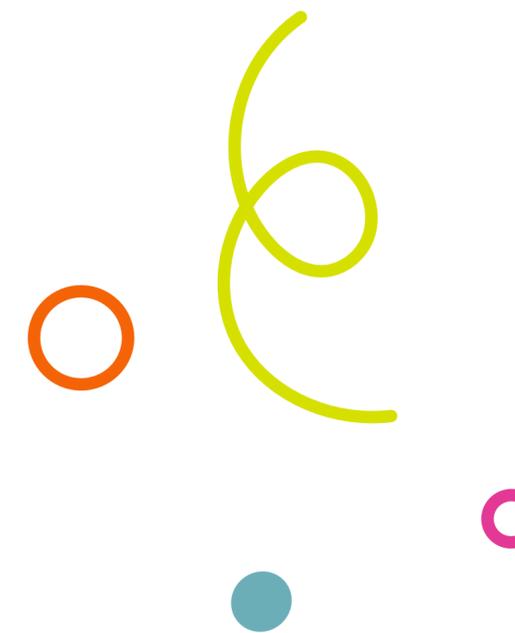
Topic pages are a one-stop-shop for everything needed in a specific category, department or domain. They help users drill down into content that might not be featured or accessible in your site's navigation and they highlight other information about that department and domain.

What might go on a topic page?

- A banner image
- A description of what users can anticipate by visiting the page
- Wayfinding and navigational elements
- Links to the content within a category, department or domain
- Department-specific news or announcements
- FAQs
- Someone to contact for help

Some examples of topic pages

- Brand site landing page
- Department landing page
- Region landing page





KEY PAGES ON YOUR INTRANET: TOPIC PAGES

TEMPLATE 1

Topic page with highlighted content

Web parts used

- [Breadcrumb \(GO\)](#)
- [Text](#)
- [Button](#)
- [Quick links](#)
- [Section background](#)

Banner

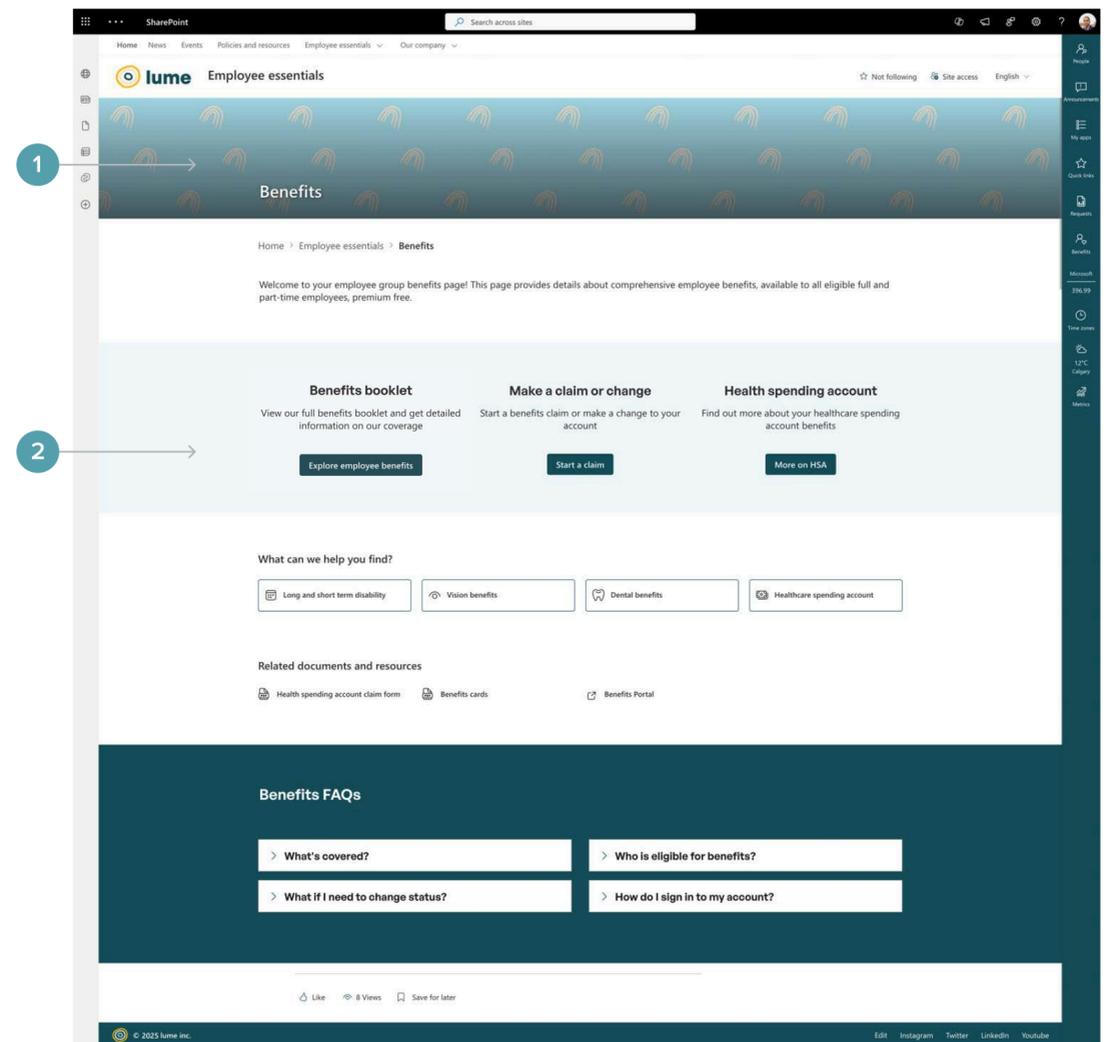
1 Header image

If choosing photography for your header image, look for images that are abstract and textural in nature to add depth; don't use people photos because they tend to get cut off in awkward places due to the responsive nature of modern SharePoint. No headless humans here!

Content

2 Highlighted content

You can give visual priority to the links your employees look for or use most often by putting them in a coloured background section. To help employees get where they need to go, use text web parts with titles and descriptions and add a button as a call-to-action.





KEY PAGES ON YOUR INTRANET: TOPIC PAGES

TEMPLATE 2

Topic page with link buckets related to a topic

Web parts used

- [Breadcrumb \(GO\)](#)
- [Text](#)
- [Table of contents \(GO\)](#)
- [Quick links](#)
- [Section background](#)
- [Divider \(GO\)](#)

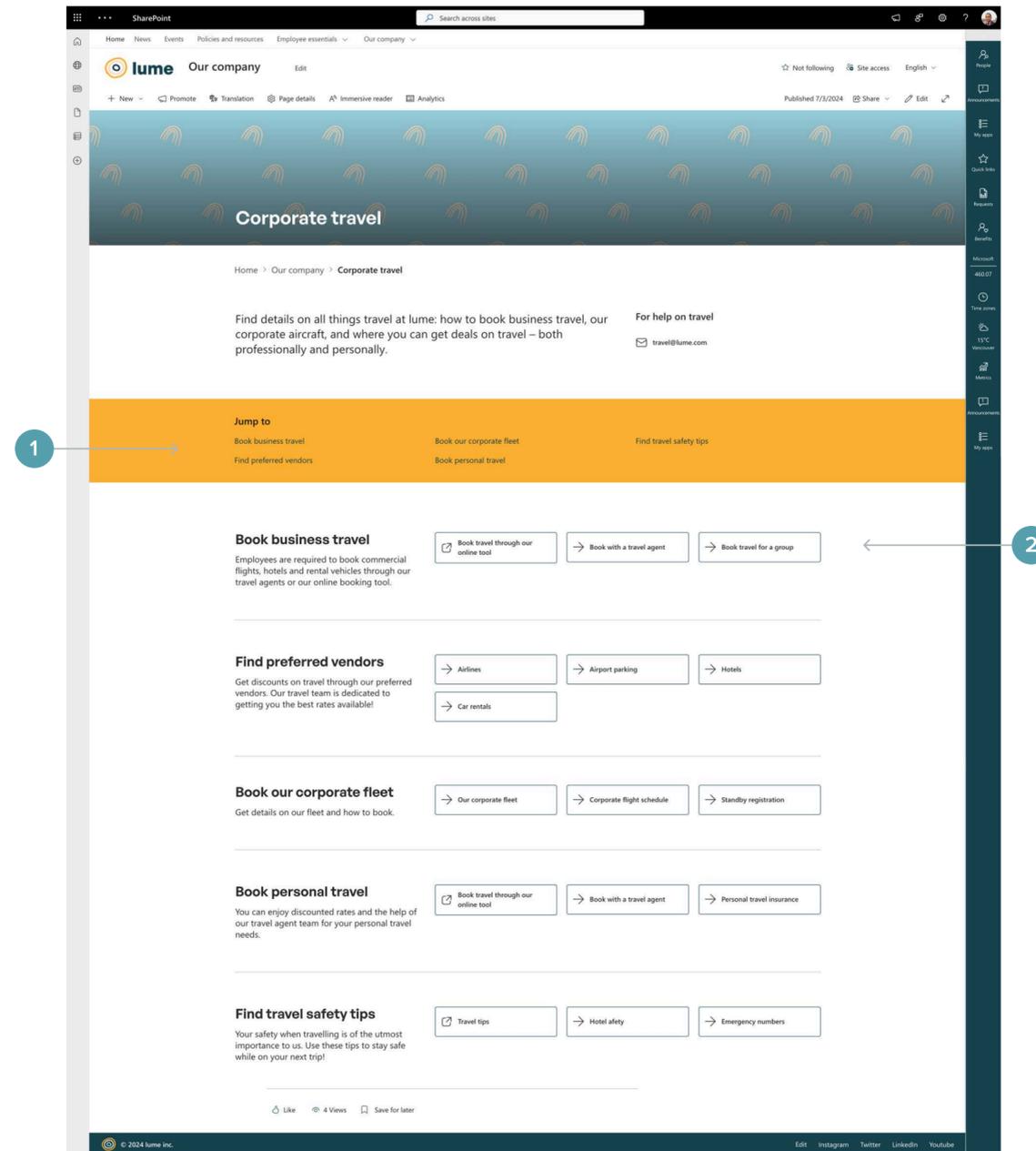
Content

1 Table of contents

This web part automatically displays Heading 2's on the page and allows employees to quickly jump to a section.

2 Quick links

Quick links can be used to link off to related content under a topic. Use icons to help employees understand what type of content they'll get when they click a link. For example, you can use an external icon if the link takes the user off the intranet.





KEY PAGES ON YOUR INTRANET: TOPIC PAGES

TEMPLATE 3

Topic page with featured documents

Web parts used

- [Breadcrumb \(GO\)](#)
- [Text](#)
- [Button](#)
- [Section background](#)
- [People](#)

Content

1 Hero

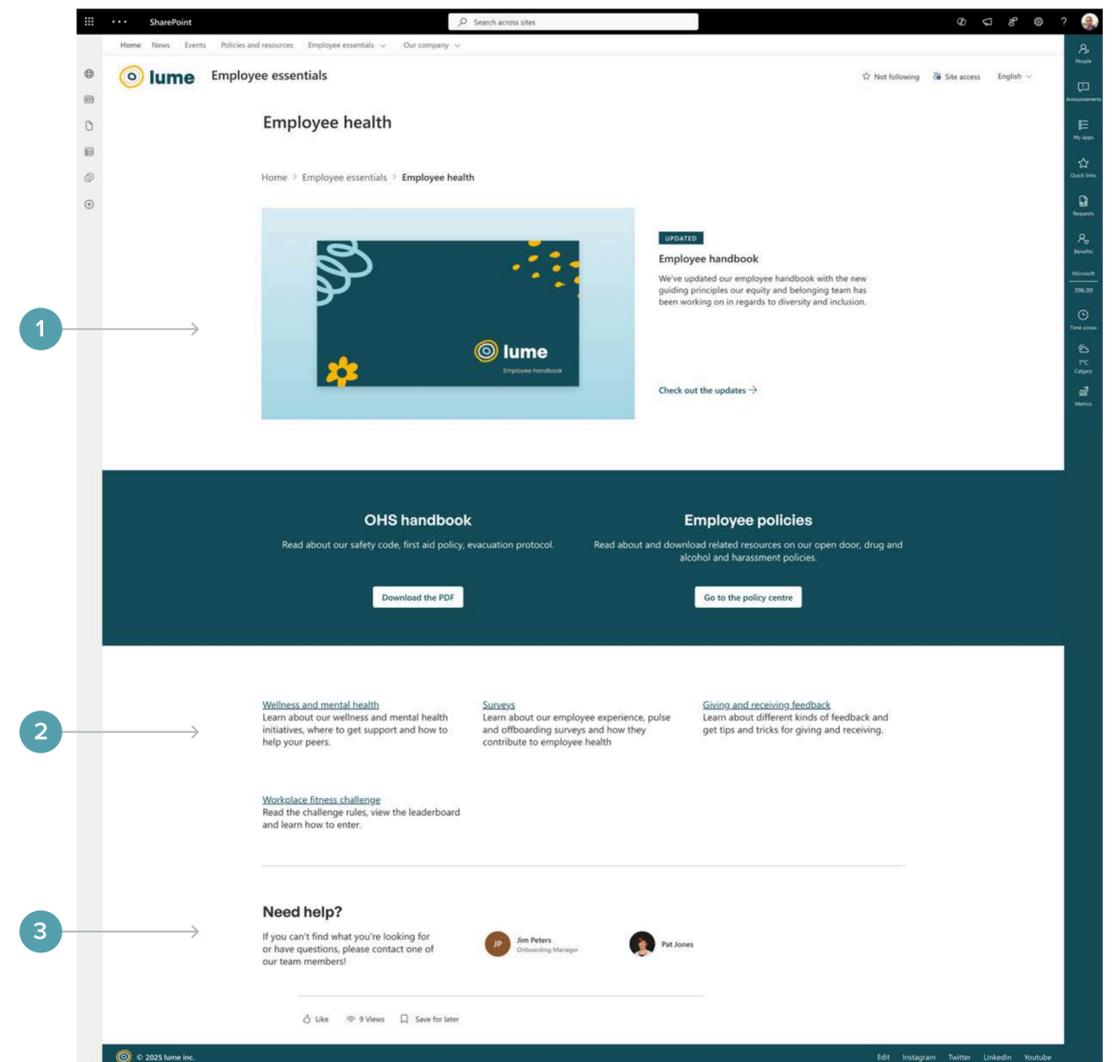
If your category, department or domain has a featured document or resource, you can highlight it for users with the hero web part. Keep this content fresh. Employees will start to ignore it if it gets stale.

2 Text

Add navigational links with lengthy descriptions where photography or iconography wouldn't add value

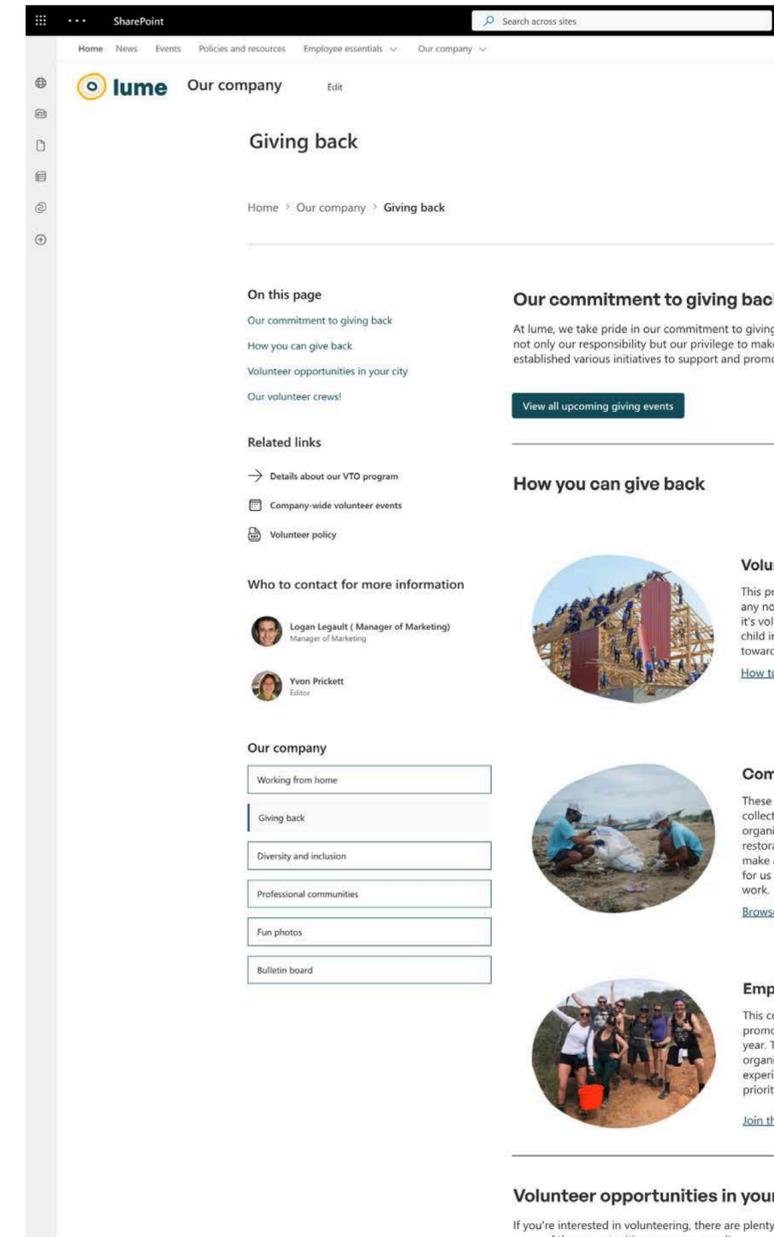
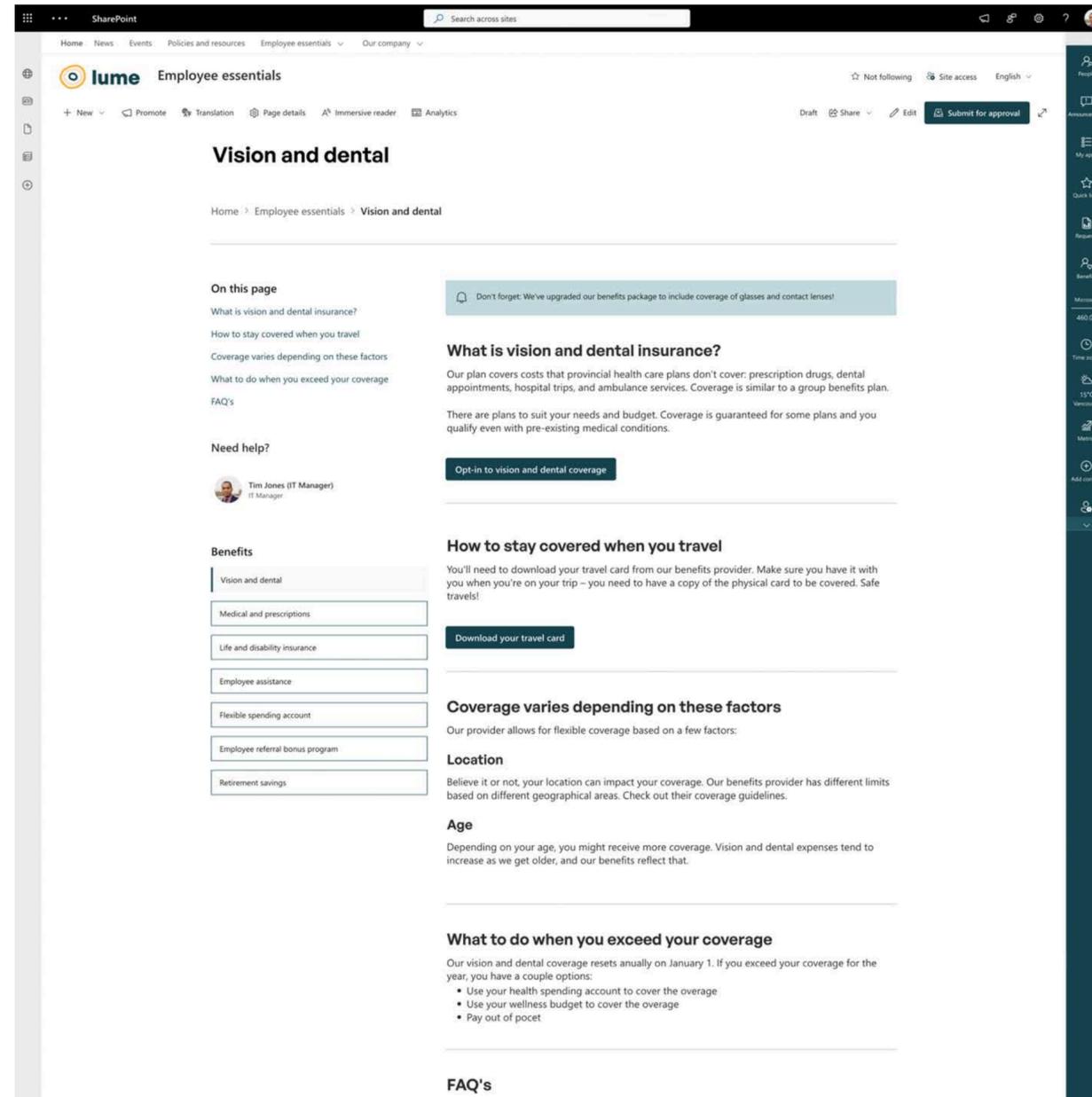
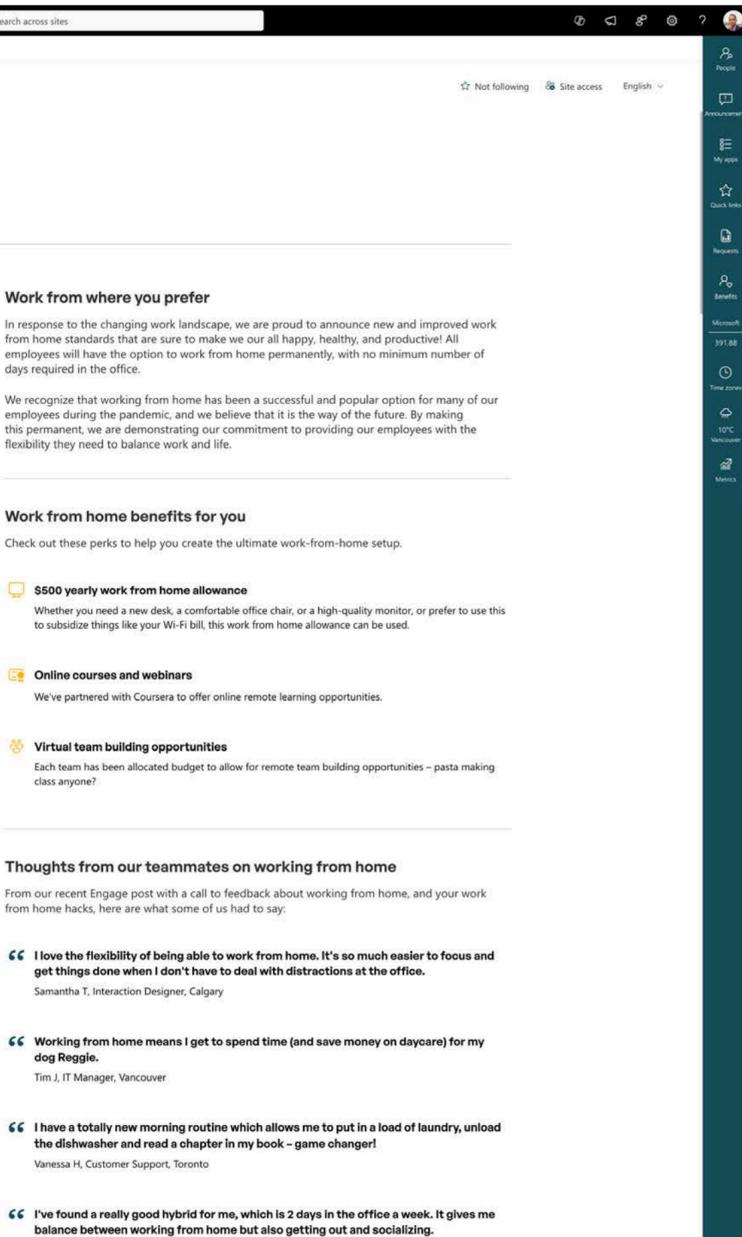
3 People

You can use the people web part to link directly to a person within your organization, so employees can reach out to someone if they get stuck or can't find what they're looking for. If your content is owned by a team rather than an individual, you can use text links to link to group emails, such as it@yourcompany.com.



KEY PAGES ON YOUR INTRANET

Content pages





Content pages

Content pages help employees understand a subject or do a job. They usually house lots of information, so we'll share our design tips on how to make them awesome instead of overwhelming!

SharePoint and GO have many web parts that are well suited for content pages, depending on your needs. To figure out which web parts to use, consider the job of your page and the types of content you want to display.

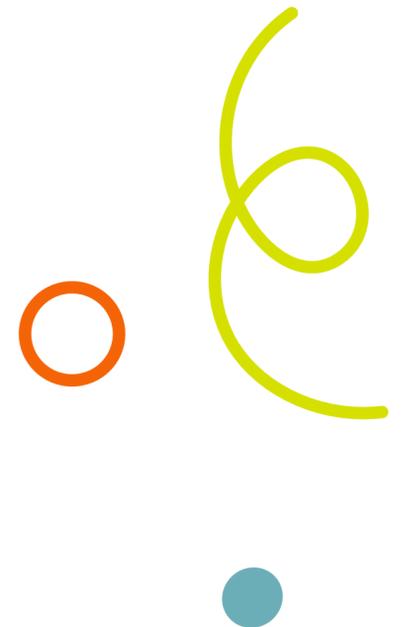
The job of a content page

Content page jobs vary based on, well, their content. For example, the job of a content page called "Vacation and time off" might be to describe your organization's vacation policy and explain how to book days off.

What might go on a content page?

- Wayfinding and navigational elements
- The meat and potatoes of our content, which could include things like text, related documents and videos, photos or other media
- Supplementary information on the content, such as who to contact for help and links to related content employees might be looking for

Your content page layout can be saved as a template on your site to make authors' lives easier and help with consistency. Not all content pages will look the same, but the overall layout of each one should be consistent with its sibling content pages. This helps employees understand what type of page they're on within the intranet and how to navigate between them, which is especially important with modern SharePoint's flat site structure.





KEY PAGES ON YOUR INTRANET: CONTENT PAGES

TEMPLATE 1

Content page with FAQs

Web parts used

- [Text](#)
- [Breadcrumbs \(GO\)](#)
- [People](#)
- [Navigation rollup \(GO\)](#)
- [Callout \(GO\)](#)
- [Divider \(GO\)](#)
- [Accordion \(GO\)](#)
- [Feedback \(GO\)](#)
- [Button](#)
- [Section background](#)

Content

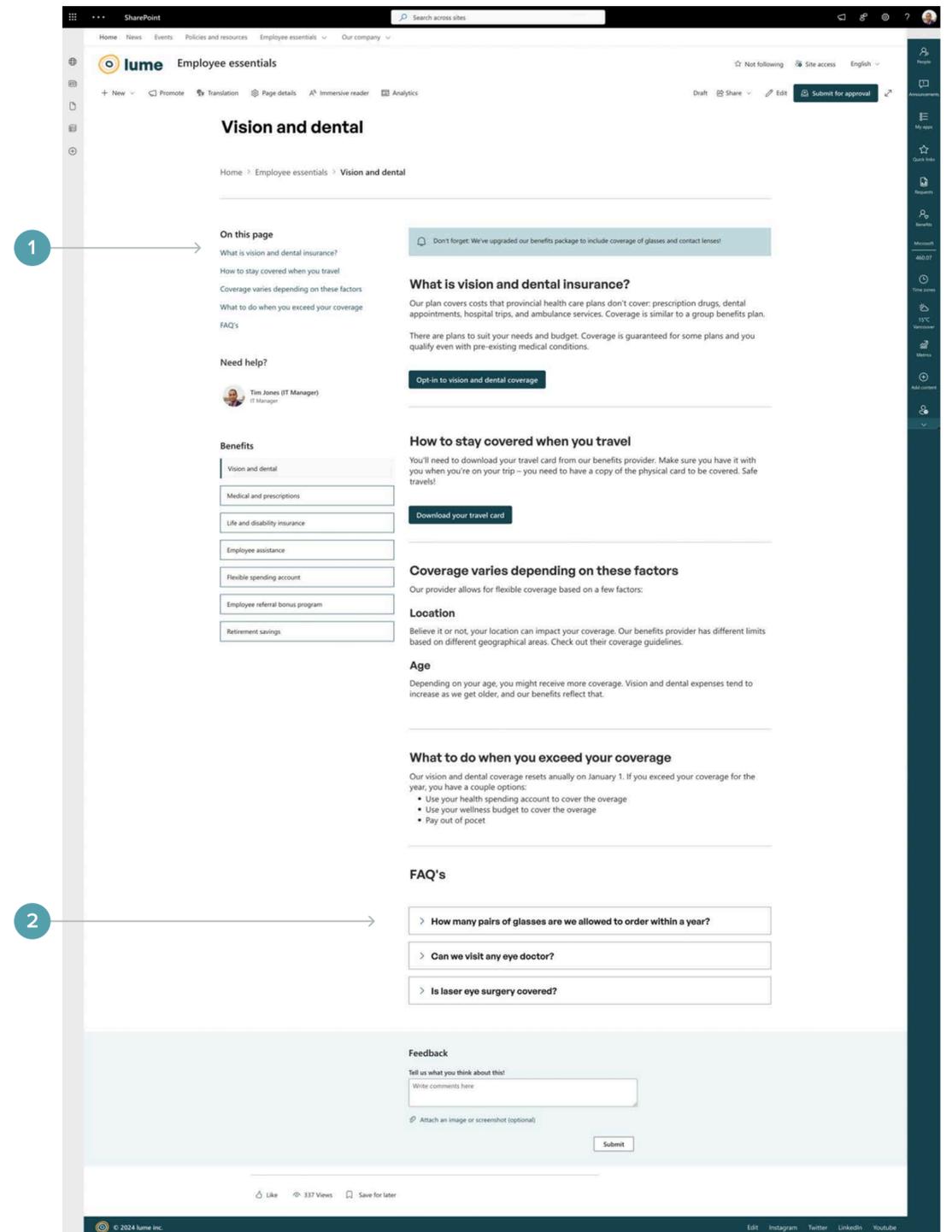
1 One-third layout

We recommend using the one-third left layout for things like a table of contents or other navigational elements as it will stack above your content in mobile breakpoints.

2 Accordions

You can use accordions to anticipate and answer questions that people might have related to the topic of your content page. Employees can scan the list of questions and click to expand the one that is relevant to them to read the answer.

We recommend displaying FAQs near the bottom of the page and keeping the number of accordions to a minimum. Remember the job of the page – we don't want this turning into an exhaustive list!





KEY PAGES ON YOUR INTRANET: CONTENT PAGES

TEMPLATE 2

Content page with icons

Web parts used

- [Text](#)
- [Breadcrumbs \(GO\)](#)
- [Table of contents \(GO\)](#)
- [Quicklinks](#)
- [People](#)
- [Navigation rollup \(GO\)](#)
- [Icon picker \(GO\)](#)
- [Divider \(GO\)](#)
- [Accordion \(GO\)](#)
- [Button](#)

Banner

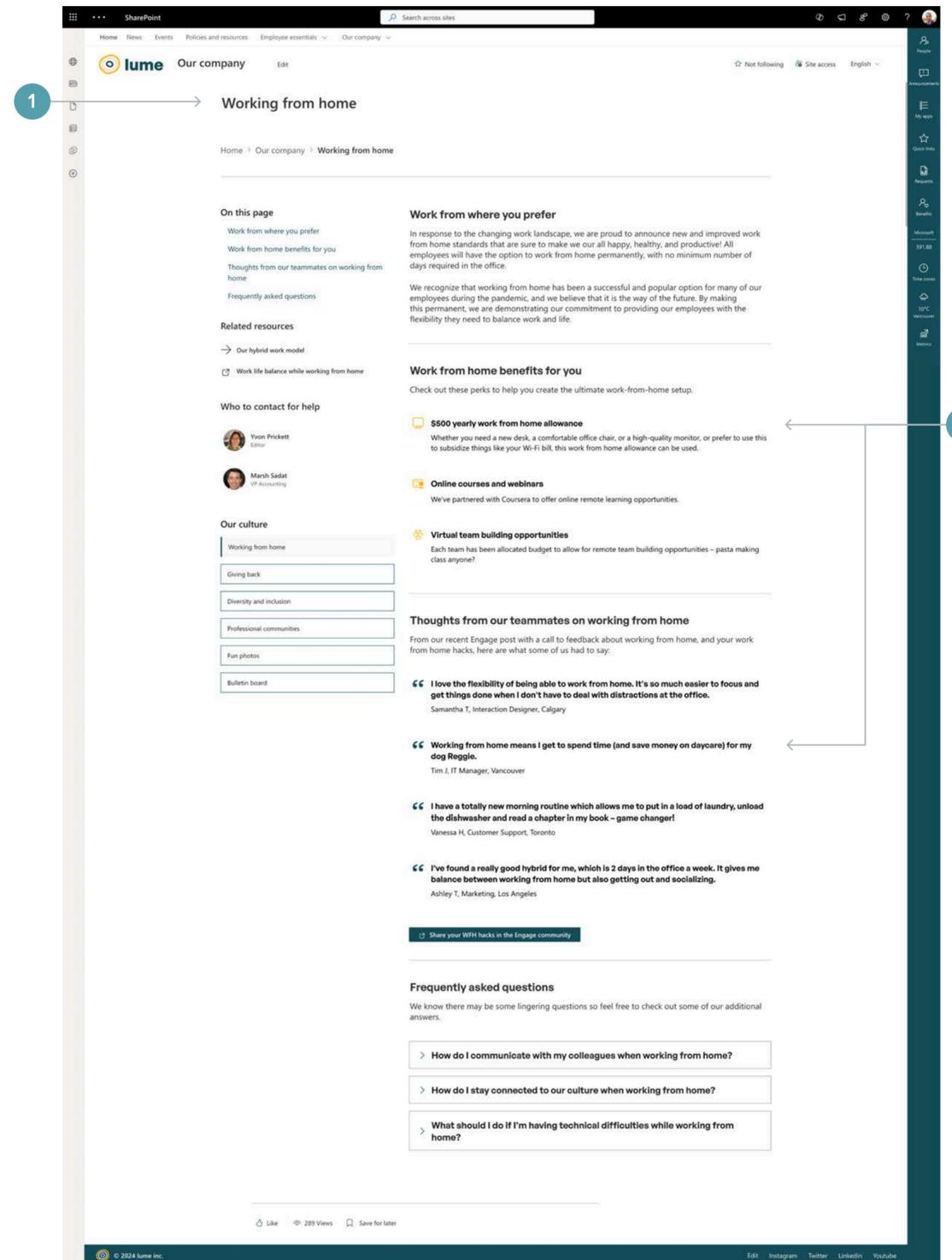
1 No banner

Content pages should use the plain header style to help employees get to the information they're looking for quickly.

Content

2 Icon picker

A wall of text can be overwhelming to read. The GO icon picker web part helps break up content, making it more scannable. If your brand has secondary colours, you can customize the icons to add a subtle brand touch. You can even use them to highlight quotes!





KEY PAGES ON YOUR INTRANET: CONTENT PAGES

TEMPLATE 3

Content page with images

Web parts used

- [Text](#)
- [Breadcrumbs \(GO\)](#)
- [People](#)
- [Navigation rollup \(GO\)](#)
- [Callout \(GO\)](#)
- [Divider \(GO\)](#)
- [Accordion \(GO\)](#)
- [Feedback \(GO\)](#)
- [Images, video and other media](#)
- [Button](#)

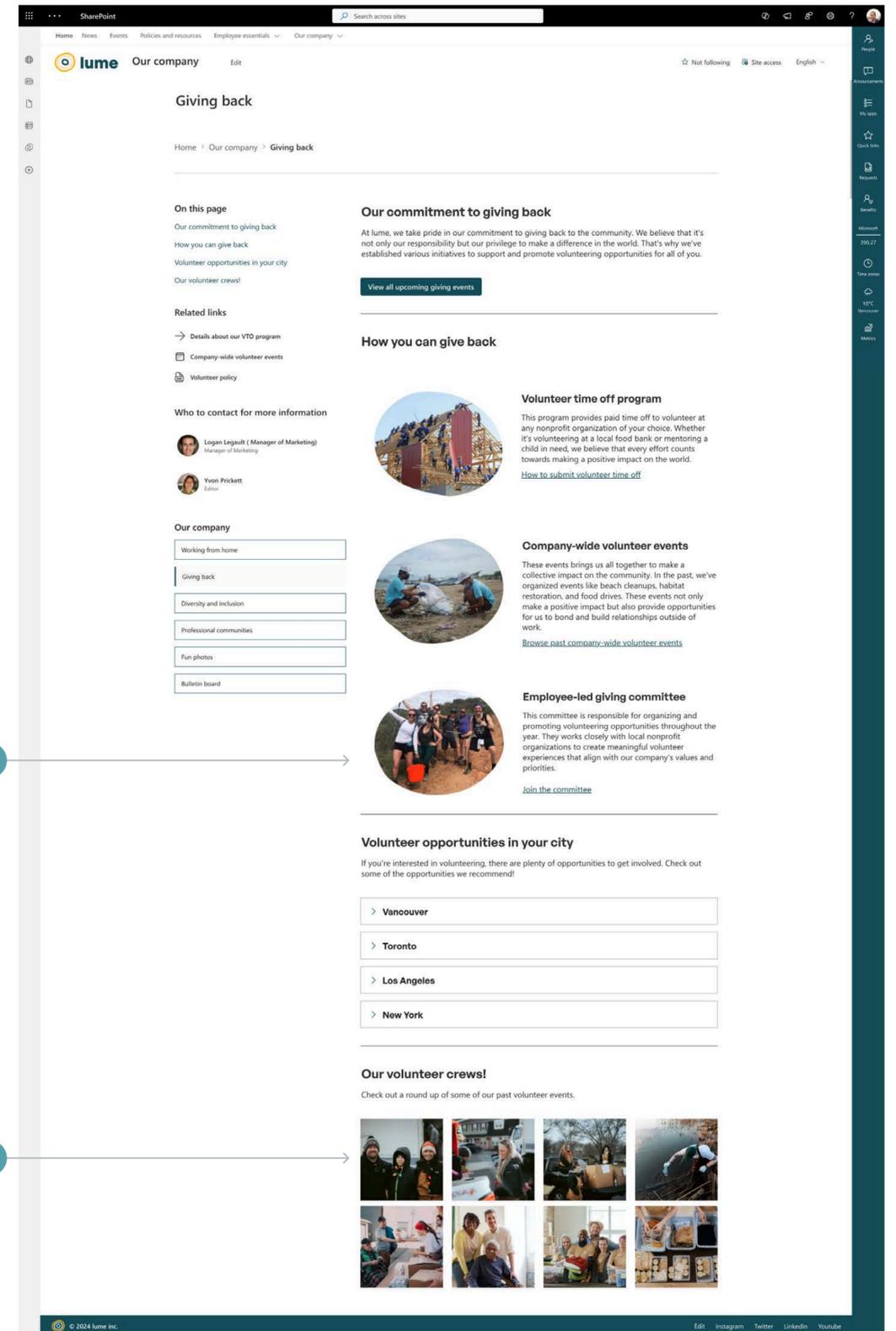
Content

1 Side-by-side image and text

Using relevant images makes content easier to scan and more visually engaging. However, balance is key – people often structure pages by stacking images above text, which can make the page feel longer. To create a more compact layout while still incorporating images, try using the text web part to place an image beside your content.

2 Image gallery

If you have lots of photos, try using the image gallery web part. It takes care of how the photos are displayed, so you don't need to worry about cropping the photos.



KEY PAGES ON YOUR INTRANET

Policy pages

This screenshot shows a SharePoint page for a 'culture code' document. The page features a search bar at the top, navigation links for 'Home', 'News', 'Events', 'Policies and resources', 'Employee essentials', and 'Our company'. The main content area includes an 'Introduction' section with a welcome message, 'Our core values' section listing 'Customer first', 'Passion', 'Collaboration', and 'Innovation', and a 'Who to reach out to for help' section at the bottom. A right-hand sidebar contains various utility icons like 'People', 'My apps', and 'Quick links'.

This screenshot displays a SharePoint page for a 'Corporate vehicle policy'. The page has a breadcrumb trail: 'Home > Policies and resources > Corporate vehicle policy'. It includes a metadata sidebar on the left with fields for 'Type' (POLICY), 'Topic' (OPERATIONS, TECHNOLOGY, PRIVACY AND LEGAL), 'Created on' (Jan 17, 2024), and 'Latest update' (Feb 28, 2025). The main content area is divided into sections: 'About this document', 'Driver policy overview', 'Qualifying for a company vehicle', 'Company driver rules', and an 'Acknowledgement' section with an 'Acknowledge' button. A 'Feedback' section at the bottom allows users to provide comments.

This screenshot shows a SharePoint page for a 'Company travel policy'. The breadcrumb trail is 'Home > Policies and resources > Company travel policy'. The page features a metadata sidebar on the left with fields for 'Type' (POLICY), 'Topic' (FINANCE, OPERATIONS), 'Created on' (Jan 17, 2024), and 'Latest update' (Feb 28, 2025). The main content area includes sections for 'Content lifecycle', 'On this page', 'About this policy', 'Related links', and 'Acknowledgement settings'. A large image of an airport terminal is visible on the right side of the page.



Policy pages

The job of a policy page

A policy page includes all of the content that you might find in a Word or PDF version of the policy, such as an introduction and policy details.

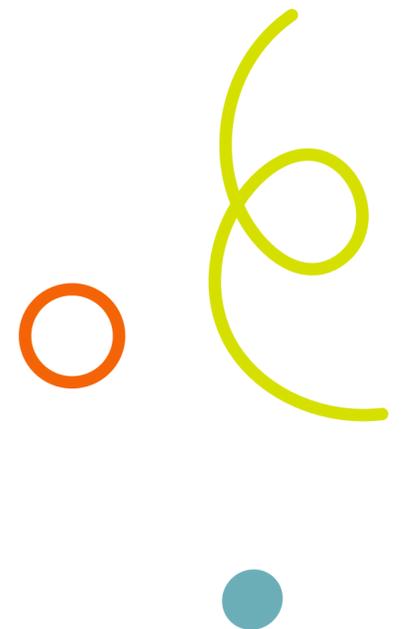
Policies are highly functional pages. We don't want to add fluff that gets in the way of someone's understanding.

What might go on a policy page?

- Main policy content
- Details about the policy:
 - When was it created and last updated
 - Who is the author
 - What is the topic
- Someone to contact if employees have questions

With GO, policy pages can also include features that support content authors and compliance, such as:

- The ability for employees to acknowledge or consent to a policy. This helps you confirm employees are reading policies regularly and within your guidelines.
- Content lifecycle features, such as review dates for each policy.





KEY PAGES ON YOUR INTRANET: POLICY PAGES

TEMPLATE 1

Policy page with icons

Web parts used

- [Text](#)
- [Breadcrumbs \(GO\)](#)
- [Table of contents \(GO\)](#)
- [Page metadata \(GO\)](#)
- [Navigation rollup \(GO\)](#)
- [Divider \(GO\)](#)
- [Icon picker \(GO\)](#)
- [People](#)

Banner

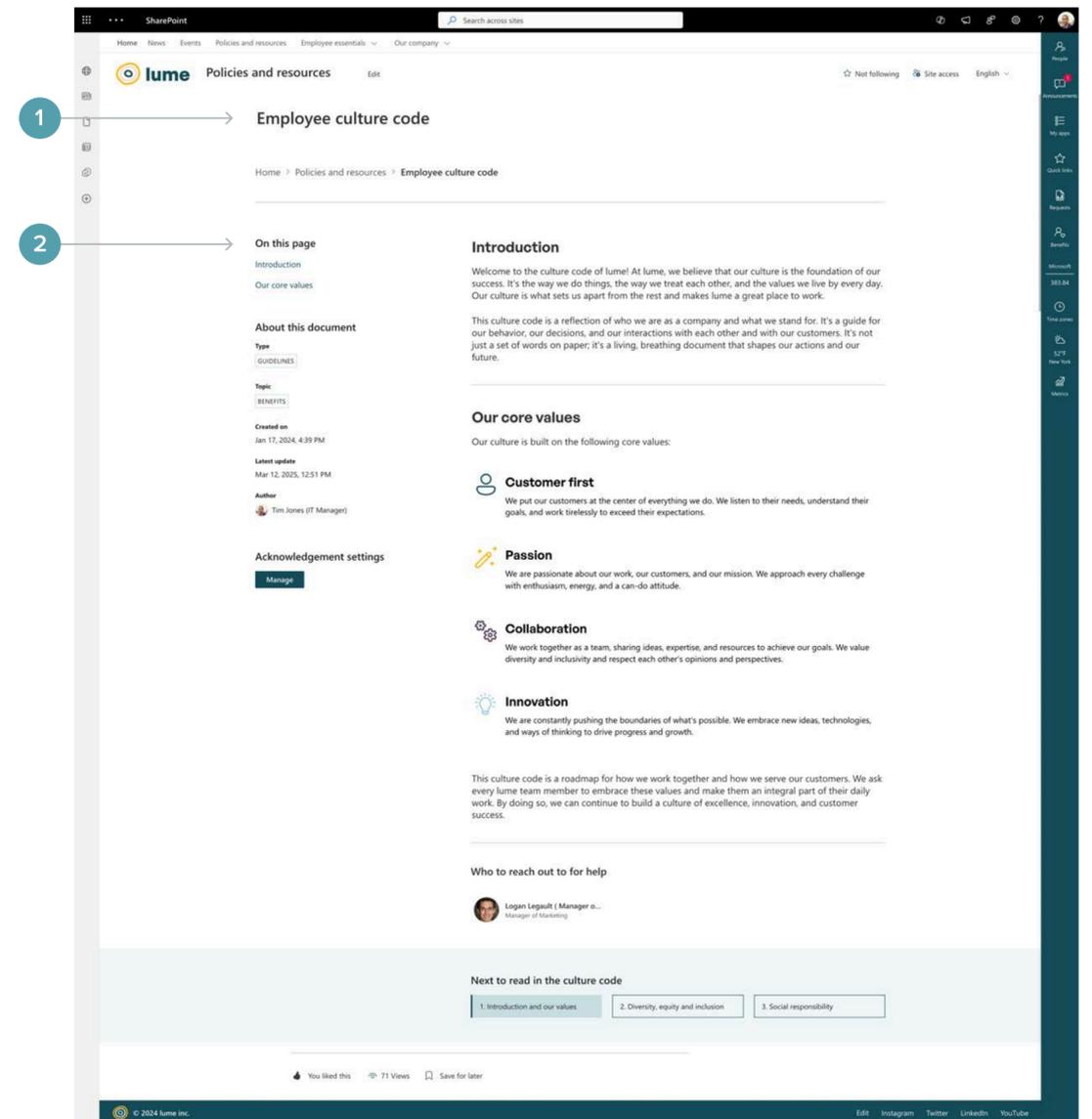
1 No banner

We recommend using a plain title for policies pages. These pages are highly functional. Only use visuals if they help employees understand the content

Content

2 One-third left layout

This layout keeps the main content's line length readable while showcasing key details on the left.





KEY PAGES ON YOUR INTRANET: POLICY PAGES

TEMPLATE 2

Policy page with acknowledgement

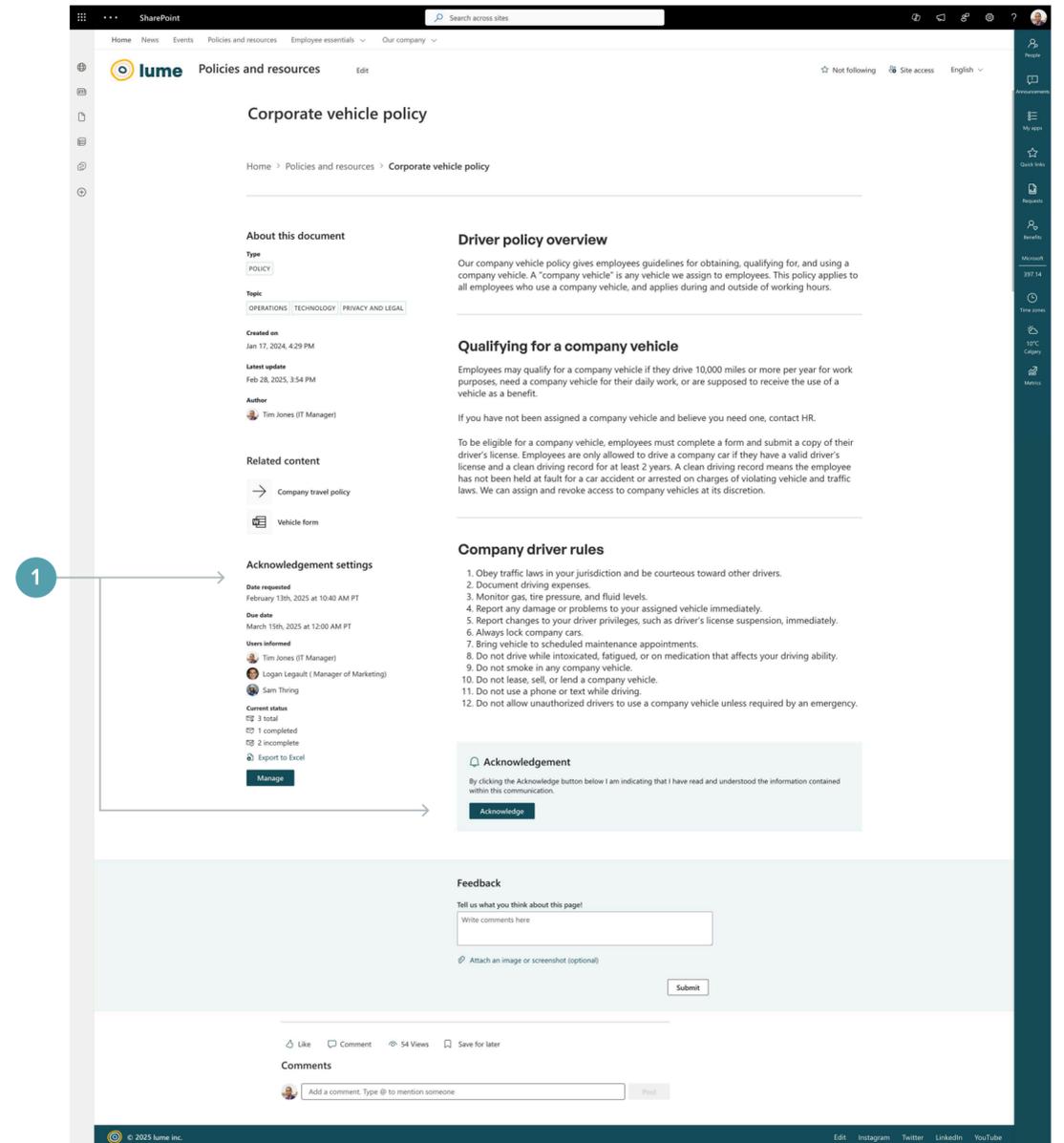
Web parts used

- [Breadcrumb \(GO\)](#)
- [Divider \(GO\)](#)
- [Page metadata \(GO\)](#)
- [Quick links](#)
- [Acknowledgement \(GO\)](#)
- [Text](#)
- [Feedback \(GO\)](#)
- [Section background](#)

Content

1 Acknowledgement

GO's acknowledgement feature allows you to set up notifications, prompting employees to review, acknowledge or consent to a policy. This is a great digital solution for organizations that are currently manually tracking this type of compliance.





KEY PAGES ON YOUR INTRANET: POLICY PAGES

TEMPLATE 3

Policy page with content lifecycle

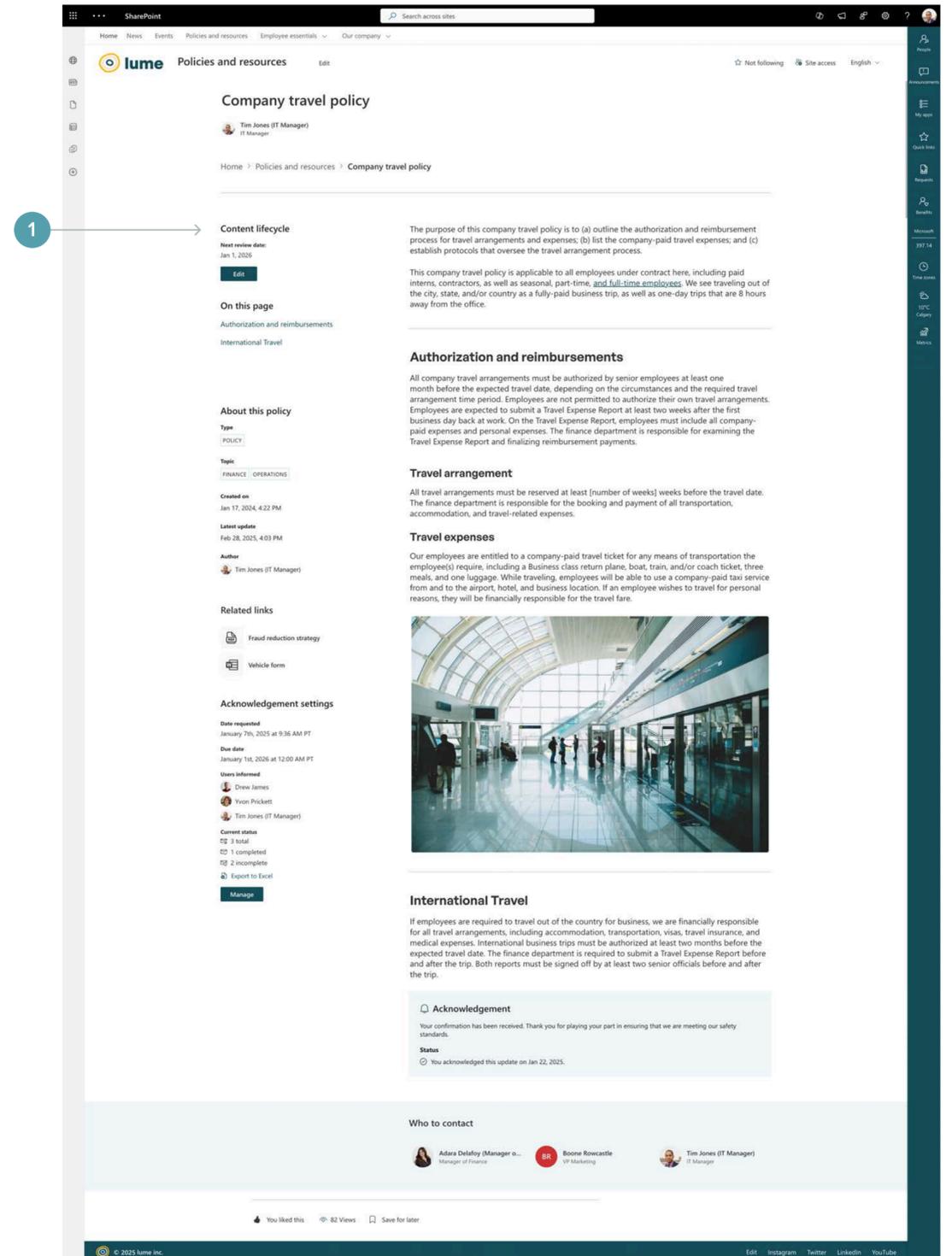
Web parts used

- [Breadcrumb \(GO\)](#)
- [Divider \(GO\)](#)
- [Content lifecycle \(GO\)](#)
- [Table of contents \(GO\)](#)
- [Page metadata \(GO\)](#)
- [Quicklinks](#)
- [Acknowledgement \(GO\)](#)
- [Text](#)
- [Images, videos and other media](#)
- [People](#)
- [Section background](#)

Content

1 Content lifecycle

This author-only GO feature allows you to set review dates so that content doesn't get stale or outdated.



KEY PAGES ON YOUR INTRANET

Event pages

This screenshot shows an event page for a pottery-making workshop. The main heading is "your own bowl or mug". Below the heading is a photograph of several colorful ceramic bowls and mugs. The page includes a sidebar with navigation options like "People", "My apps", and "Quick links". At the bottom, there is a section for "Event organizers" with the email address "socialcommittee@lume.com".

This screenshot shows an event page for a "Strategic planning offsite". The main heading is "Strategic planning offsite" with a large graphic featuring the Lume logo and the text "Strategic planning offsite". The page includes a sidebar with navigation options like "People", "My apps", and "Quick links". Below the heading, there is a section for "When" with the dates "Tuesday, September 10th, 2024 at 6:00 AM PT" and "Tuesday, September 10th, 2024 at 2:00 PM PT". There is also a section for "Where" with a "Download calendar info" button and a "See all upcoming events" button. The "Event organizers" section lists "Tim Jones (IT Manager)".

This screenshot shows an event page for an "Annual donation drive". The main heading is "Annual donation drive" with a decorative banner featuring yellow stars. Below the heading, there is a section for "When" with the dates "Thursday, April 3rd, 2025 at 8:00 AM PT" and "Friday, April 4th, 2025 at 3:00 PM PT". There is also a section for "Where" with the address "8568 W Pico Blvd, Los Angeles, CA 90035, United States". The "Annual Donation Drive" section includes a paragraph about celebrating the 1-year birthday and a "What makes this clothing donation drive particularly fun" section. The "Last year's drive" section features a grid of photos showing people participating in the drive. At the bottom, there is a "Comments" section with a "Post" button.



Event pages

The job of an event page

Event pages communicate to your employees about upcoming events, their key details and need-to-knows, such as times, room numbers or registration details.

What might go on an event page?

- A description of the event
- When and where it's taking place
- Registration details, including a link
- Names of event organizers or someone to reach out to if an employee has questions

Out-of-the-box SharePoint vs. GO events

Before diving in to what might go on an events page, it's important to make a distinction between out-of-the-box SharePoint events and GO events:

- Events in out-of-the-box SharePoint are quite limiting; they're a content type that only allows for plain text and images. There's no flexibility to use different headers or page layouts or to add web parts.
- GO events leverage news content types, so they are a true SharePoint page, which means you can add web parts and use different layouts.

For the purpose of this lookbook, we'll be talking about GO event pages. If you're using out-of-the-box events, stick to the basics:

- Use headings, text hierarchy, line breaks and spacers to make it easier for employees to scan and consume your information.
- Use banner images with intention – identify your image strategy and stick to it.

PRO TIP

Out-of-the-box events are very simple and structured, so you can't make them into templates like you can with other SharePoint pages. To keep things consistent, we recommend communicating your guidelines for out-of-the-box events with authors.



KEY PAGES ON YOUR INTRANET: EVENT PAGES

TEMPLATE 1

Event page with registration

Web parts used

- [Section background](#)
- [Event registration \(GO\)](#)
- [Events metadata \(GO\)](#)
- [Text](#)
- [Page metadata \(GO\)](#)
- [Quicklinks](#)

Banner

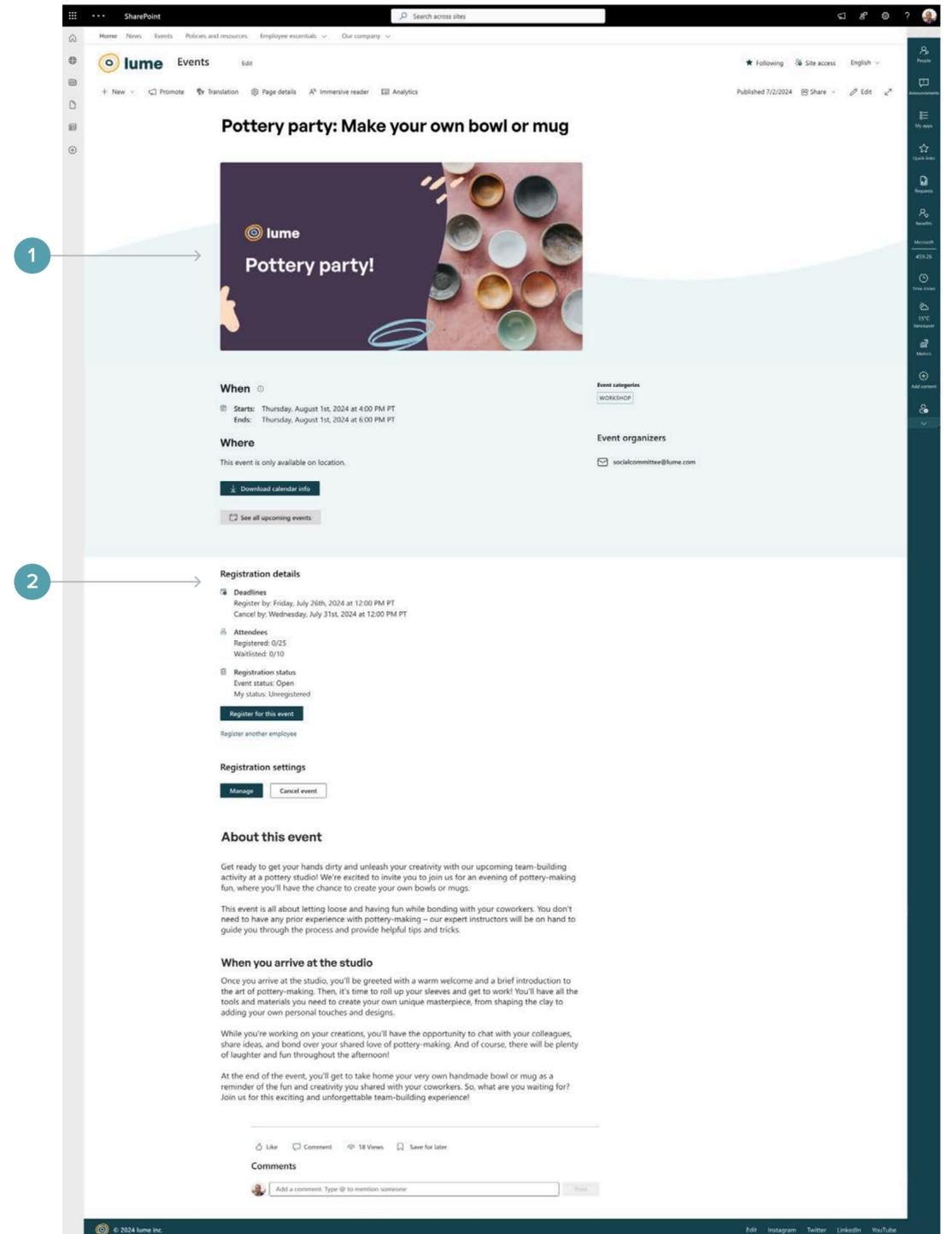
1 Title area

For event pages, we recommend using the plain title area. SharePoint's headers are narrow, which doesn't allow event promo images to be showcased in their full glory. Instead, use a photography web part first thing on the page (much like our recommendations for news).

Content

2 Registration details

GO's registration feature allows you to collect registration without a third-party tool. Employees can register for an event and see other registration details, like how many spots are left or their position on the waitlist.





KEY PAGES ON YOUR INTRANET: EVENT PAGES

TEMPLATE 2

Event page without registration

Web parts used

- [Section background](#)
- [Events metadata \(GO\)](#)
- [Page metadata \(GO\)](#)
- [Icon picker \(GO\)](#)
- [Text](#)
- [Quicklinks](#)

Content

1 Events metadata

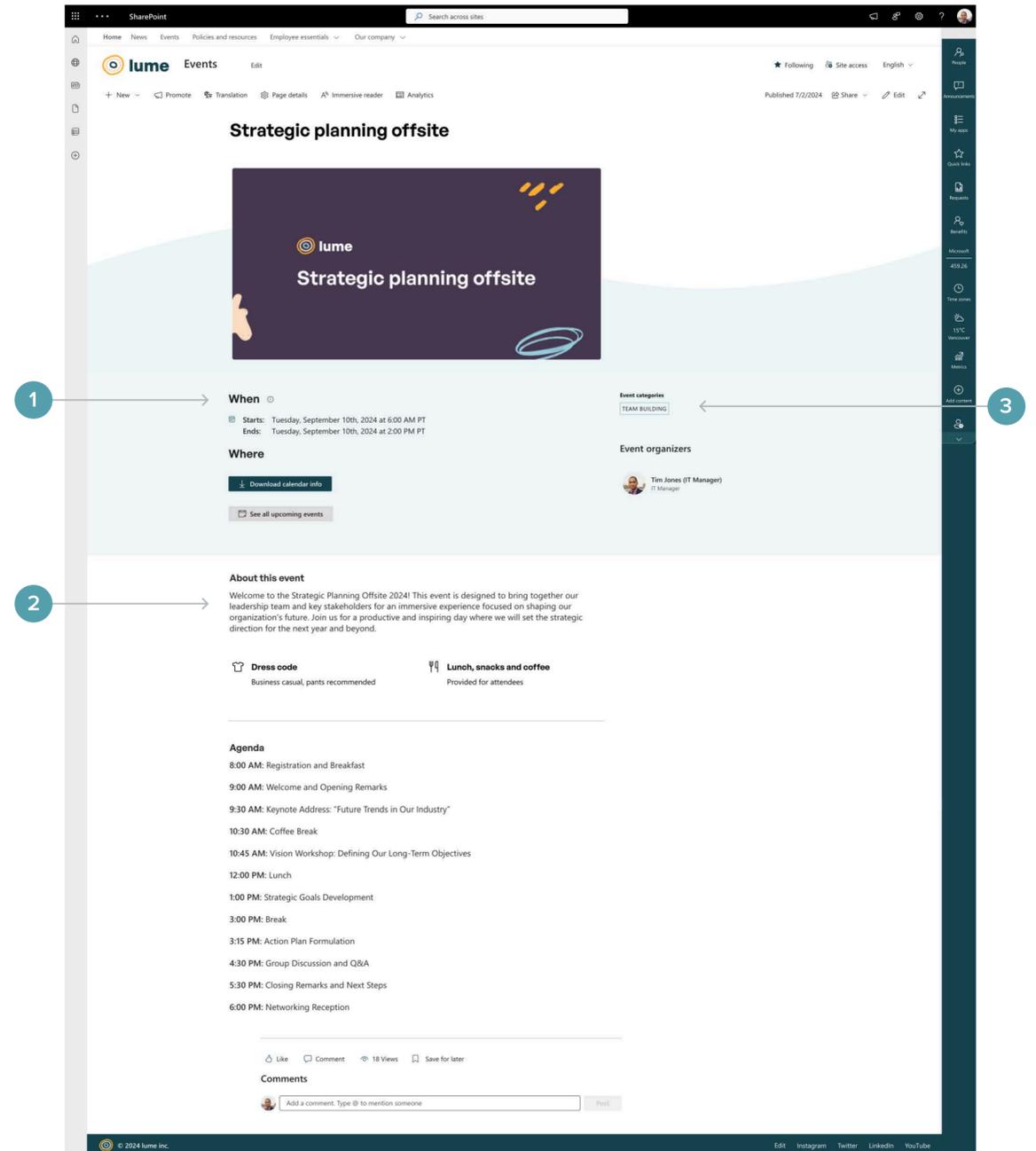
You need to let employees know where and when the event is taking place. With GO's events metadata web part, these details roll-up automatically along with other event information you add from page details.

2 About the event content

It's time to add the rest of your event details, like a description about the event, what employees might expect, things to bring or timelines.

3 Page metadata

If you're using event categories, we also recommend you display them on the page so employees can anticipate what kind of event this is.





KEY PAGES ON YOUR INTRANET: EVENT PAGES

TEMPLATE 3

Event page with photo gallery

Web parts used

- [Section background](#)
- [Events metadata \(GO\)](#)
- [Page metadata \(GO\)](#)
- [Event registration \(GO\)](#)
- [Images, videos and other media](#)
- [Text](#)
- [Quicklinks](#)

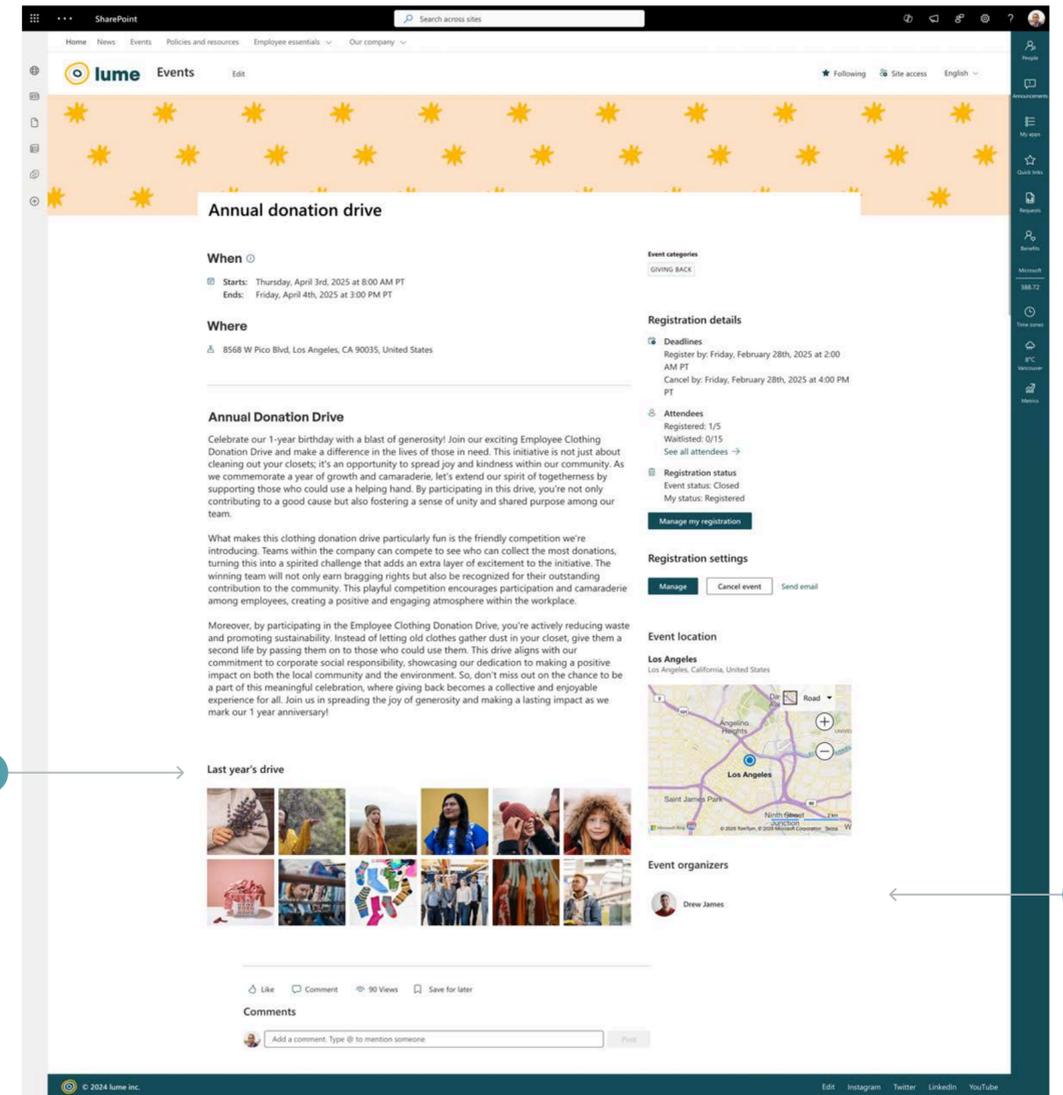
Content

1 Photo gallery

If you have photos from past events, or there are photos to promote the event, add them to the page!

2 People

It can be helpful to highlight someone employees can reach out to for questions, such as an event organizer. If a group email is more suitable for your organization, you can leverage a mailto link using the quick links web part.





Other content types

Your intranet might have other page types that are unique to your organization and content needs that aren't listed in these categories – which is totally normal!

You can use the foundations we've outlined in combination with the inspiration throughout this lookbook to help you create the perfect page.



Write a job for your page to guide your decisions.



Don't forget about our guiding principles.



Use our web part tips and pro tips as inspiration. Many of the web parts we've outlined can be used on different types of pages!



A note about mobile design

Based on our experience with many SharePoint intranets, here are our recommendations for crafting pages with mobile in mind. We always recommend resizing your desktop browser or having a peek on a mobile device to make sure pages are achieving their jobs for mobile users.

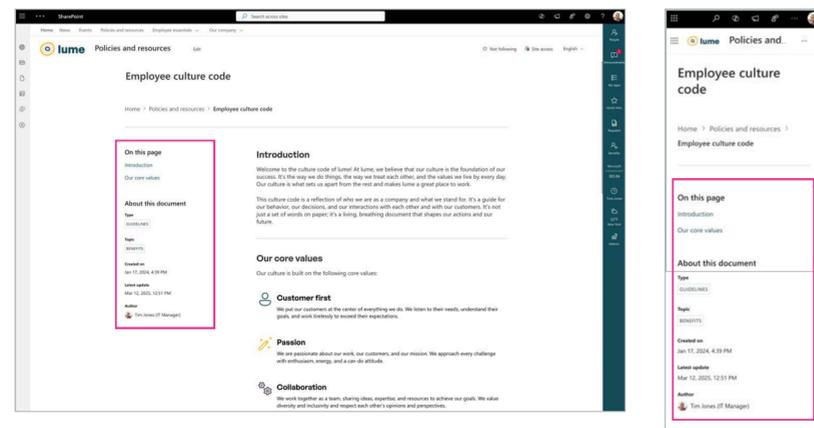
One-third layouts

Choosing between the one-third right or one-third left page layout depends on the context of your content. On mobile, one-third right content will display below the content in the larger column, whereas one-third left content will display above the larger column's content.

For example, on policy pages, we often use web parts like the [table of contents](#) and [page details](#) to help employees quickly understand what the page covers and to highlight important information about the policy.

When viewed on mobile, the content in this column should appear first.

This means we need to use the one-third left layout, because having this information display below the page's content isn't helpful or useful.



Using headers for text hierarchy

Creating content that's easy to scan with clear, descriptive headings is even more important on mobile. Whatever you use on desktop will be automatically scaled to mobile – so be sure apply headers properly!

Background colours and images

SharePoint out-of-the-box lets you add a background colour or image to your sections. However, it doesn't give you control over how that background image appears on mobile. GO's background feature does allow flexibility for how your image or pattern shows up. In both cases, it's important to double check how your images are appearing on mobile. Have a peek to make sure things aren't getting cut off or misconstrued on smaller breakpoints!

Spacers

By default, spacers are hidden on mobile, so feel free to use them to enhance your desktop layout without worrying about their impact on mobile. While you can choose to display them on mobile if needed, we generally recommend leaving them off so pages aren't too lengthy to scroll.



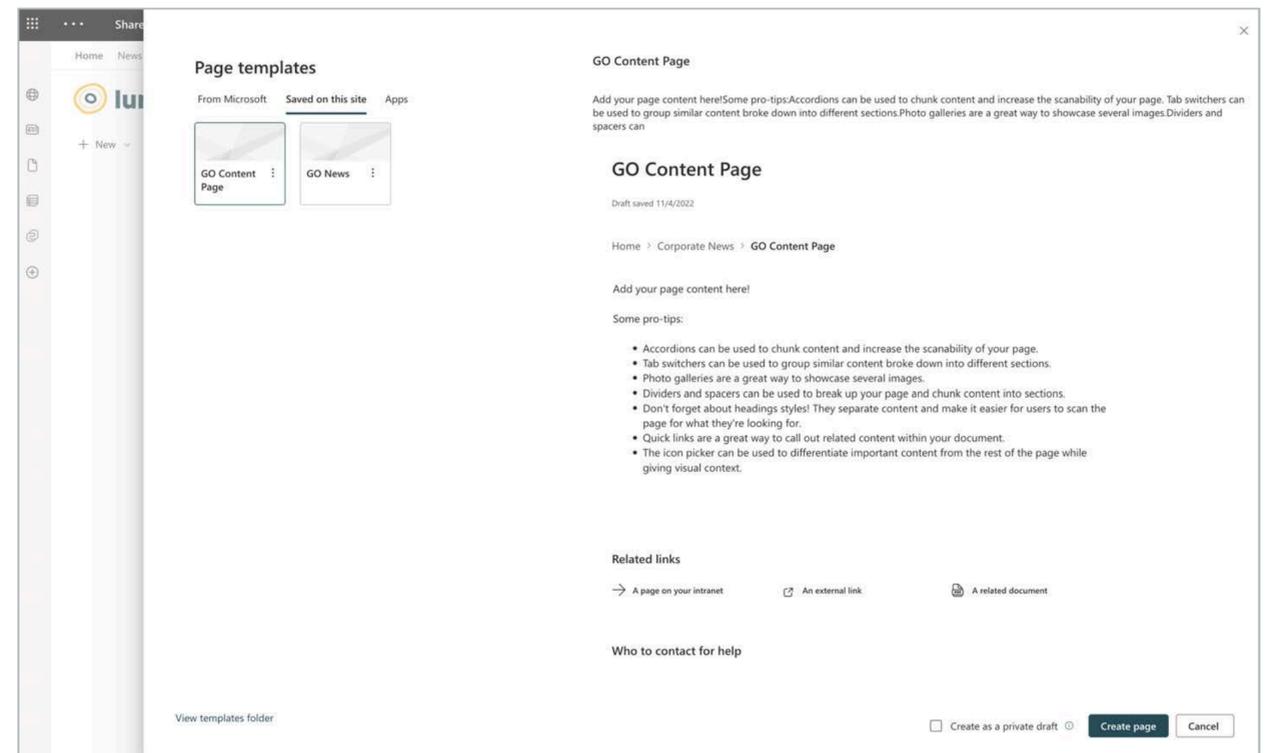
Saving pages as templates

We recommend that you use a consistent layout for each type of page on your intranet. For example, you can create a layout strategy for all news pages by defining a header style or column layout. Then, save it as a page template that content authors can use as a starting point when they create news pages.

Consistent page layouts help employees understand what type of page they're on within the intranet and how to navigate between them, which is especially helpful in modern SharePoint's flat site structure.

PRO TIP

When creating your page templates, include only the mandatory items. This way, content authors will know that whatever a page template starts with should stay, and they can add other web parts and elements to support their content and page job.

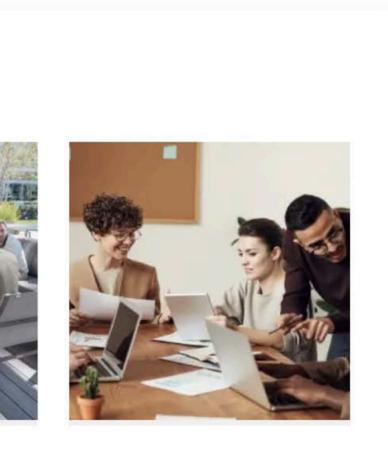


Once you save your page as a template, it will appear under the “saved on this site” tab whenever you start to create a new page. This functionality ensures your content authors can create consistent pages.

OUT-OF-THE-BOX AND GO

Web part overview

There are many more out-of-the-box SharePoint web parts than we'll review in this section. The web parts we show here are the ones we use most and that appear in the page template examples.



When ⓘ

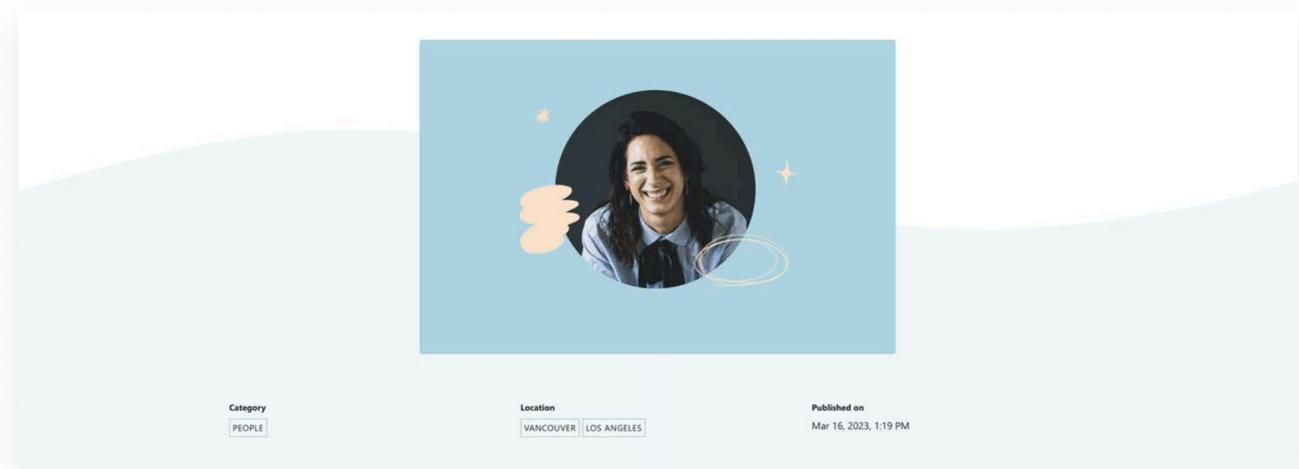
Starts: Monday, March 3rd, 2025 at 9:00 AM PT
Ends: Monday, March 3rd, 2025 at 4:00 PM PT

Where

167-169 Great Portland St, London W1W 5PF, United Kingdom
Located on the 5th floor.

Download calendar info

Register for this event



Feedback

Tell us what you think

Write comments here

Attach an image

Make a claim or change

Start a benefits claim or make a change to your account

Start a claim

On this page

- What is vision and dental insurance?
- How to stay covered when you travel
- Coverage varies depending on these factors
- What to do when you exceed your coverage
- FAQ's



Customer first

We put our customers at the center of everything we do. We listen to their needs, understand their goals, and work tirelessly to exceed their expectations.



Passion

We are passionate about our work, our customers, and our mission. We approach every challenge with enthusiasm, energy, and a can-do attitude.



Out-of-the-box web parts

Button

You can use a button to make an important call-to-action stand out. Buttons use your primary theme colour, which makes them more visually prominent. We recommend using them sparingly on a page; too many buttons can feel overwhelming and make it harder for employees to know which action to take next.



PRO TIP

Use clear, specific button labels. Avoid vague text like “learn more.” Instead, say exactly what users will get – like ‘Explore employee benefits’.

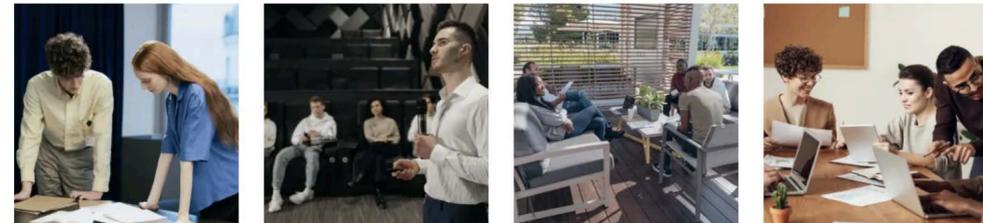
Images, videos and other media

Including images and other media in your pages helps break up your content into more easily digestible sections. However, you should only include them if they help tell your story. Don’t add images just to make it “more visual.”

There are multiple ways to showcase images on pages:

- If you have a few photos, try using them to break up the page content.
- If you have lots of photos, try using the image gallery web part. It takes care of how the photos are displayed, so you don’t need to worry about cropping the photos.

Photos from the event



PRO TIP

Make sure to write alt text for all your images, so your content is accessible to all employees. Alt text is used by screen-reading tools to describe images to visually impaired readers.



OUT-OF-THE-BOX WEB PARTS

People

You can use the people web part to link directly to a person within your organization, so employees can reach out to someone if they get stuck or can't find what they're looking for. If your content is owned by a team rather than an individual, you can use text links to link to group emails, such as `it@yourcompany.com`.

We recommend adding this below all of your content instead of at the top of the page. This encourages employees to try to find what they're looking for first rather than just reaching out to a person because it's easier.

Need help?



Tim Jones (IT Manager)
IT Manager

PRO TIP

Don't fall victim to old intranet trends! Use conversational language for the web part heading – try “who to ask for help” or “need help?” instead of “key contacts.”

Quick links

We use quick links to connect employees to documentation, forms or pages on the intranet related to the task or information at hand. We love the versatility of this web part – it has many layouts that you can use depending on the type of page you're creating.

To help employees anticipate what they're going to get from clicking these links, we like to use icons. For example:

- For pages that live on the intranet, use a forward arrow (to communicate you're moving to another page on the site).
- For related resources, use icons to indicate document type (PDF, Word, Excel) or location (like an external icon if the link takes the employee off the intranet).

Related links

→ A page on your intranet

🔗 An external link

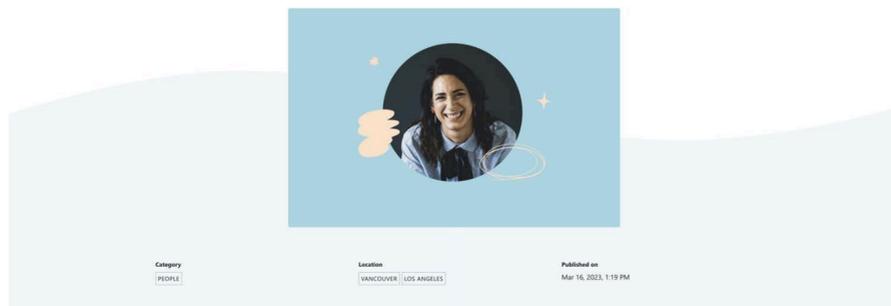
📄 A related document



OUT-OF-THE-BOX WEB PARTS

Section background

Using different section backgrounds combines pieces of content into chunks. This makes it easier for users to jump between areas on pages with a lot of content. Use lighter colours to break up content and bolder colours to call attention.



Spacer

We love spacers! They help break up your content and add some white space. Remember, white space is your friend! Adding space between different chunks of content helps employees know how the information is grouped. The great thing about the spacer web part is that you can choose how big you want the space to be. Even something as small as 16px can make a huge difference!

PRO TIP

Spacers look different when you're in edit mode vs. when you publish a page. Sometimes what looks like enough space in edit mode can actually be too much for a live page or vice-versa. Try saving your page as a draft to see what it looks like (don't hit the "publish" button until you're ready for everyone to see it!).

Text

Text will be your most-used web part on your intranet pages! The key to creating pages that are consumable and scannable is to use headings and line breaks to convey text hierarchy.

Get to know Sylvie

We asked Sylvie some questions to get to know her better. Check out the answers below!

What is your favourite part of the work you do?

I love being part of the strategy and creative process that comes with marketing!

Do you have any current hobbies or interests?

Lately I have become quite the plant mom! I went from zero plants to 5 within a month's time. I am really enjoying learning about what each plant individually needs and here's hoping none of them die!

What's something people should know about you?

I really enjoy working with others! Collaboration is so important to me and very necessary to produce my best work.



GO web parts

Accordion

The accordion web part allows you to group content. Users can scan the topics and click to read more about the information that’s relevant to their task. Keep the number of accordions to a minimum and remember the job of the page. We don’t want this turning into an exhaustive list!

FAQ on safety

✓ **What should I do if I notice a potential safety hazard on the worksite?**
 Notify your supervisor or safety manager immediately. Do not attempt to address the hazard yourself.

> **What should I do if I am injured on the job?**

Acknowledgement

GO’s acknowledgement feature allows you to set up notifications, prompting employees to review, acknowledge or consent to policy. This is a great digital solution for organizations that are currently manually tracking this type of compliance.

How the web part shows up for employees:

Acknowledgement

By clicking the Acknowledge button below I am indicating that I have read and understood the information contained within this communication.

Acknowledge

How the web part shows up for your content author:

Acknowledgement settings

Date requested
January 7th, 2025 at 9:36 AM PT

Due date
January 1st, 2026 at 12:00 AM PT

Users informed

- Drew James
- Yvon Prickett
- Tim Jones (IT Manager)

Current status

- 3 total
- 1 completed
- 2 incomplete
- Export to Excel

Manage



GO WEB PARTS

Breadcrumb

Wayfinding in modern SharePoint can be tricky. One of the ways we've tried to improve this experience is by creating a breadcrumb web part. We like to include this on our pages to help users make sense of where they are in a site.

Home > Corporate News > **Staying safe at work**

Callout

You can choose from different styles of this web part that allow you to change the background colour and icon according to the type of callout you'd like to publish.

 Don't forget: We've upgraded our benefits package to include coverage of glasses and contact lenses!

Content lifecycle

This author-only GO feature allows you to set review dates so that content doesn't get stale or outdated.

Content lifecycle

Next review date:
May 18, 2024

[Edit](#)

Divider

Like spacers, dividers are a great way to break up your content. With the out-of-the-box divider web part, you can only control the length of the line and its weight. GO's webpart provides more flexibility, allowing you to customize both the size and colour of the divider. We love a pop of colour! And it allows you to enhance the presentation of your brand.

Meet Sylvie!

Please welcome Sylvie, our newest Sales & Marketing Coordinator who is joining us in the Vancouver office! Her first day is today and we can't be more excited to have her as part of our team.

Here's some more details about Sylvie:

Events metadata

Let employees know where and when the event is taking place. With GO's events metadata web part, this information will roll-up automatically along with other event details you add in page details.

When ⓘ

 **Starts:** Monday, March 3rd, 2025 at 9:00 AM PT
Ends: Monday, March 3rd, 2025 at 4:00 PM PT

Where

 167-169 Great Portland St, London W1W 5PF, United Kingdom
Located on the 5th floor.

[Download calendar info](#) [Register for this event](#)



GO WEB PARTS

Event registration

GO's registration feature allows you to provide registration capabilities without a third-party tool. Employees can sign up for an event and see other registration details, like how many spots are left. Authors can also include questionnaires for registrants to fill out during the registration process.

Registration details

- Deadlines**
Register by: Wednesday, Jul 12, 2023 at 3:00 PM
Cancel by: Wednesday, Jul 12, 2023 at 3:00 PM
- Attendees**
Registered: 0/2
Waitlisted: 0/2
- Registration status**
Event status: Open
My status: Unregistered

Register for this event

Register another employee

Feedback

With this web part, employees can easily provide feedback on a specific page by sending a message and uploading an image or screenshot.

Feedback

Tell us what you think about this page!

Attach an image or screenshot (optional)

Submit

Navigation rollup

GO's navigation rollup allows sections of your hub navigation to be automatically displayed on your page. This allows employees to navigate between pages under a topic (like all things under "our culture"), simulating a local navigation that modern SharePoint is missing.

Our culture

Working from home

Giving back

Diversity and inclusion

Professional communities

Icon picker

Icon pickers can be used to break up content and make things scannable. They're also a great way to bring in any of your additional brand colours outside of your primary SharePoint theme palette.

Tips for staying safe

We know that the work we do can be a dangerous job, but there are steps you can take to stay safe while on the worksite. Here are some tips to keep in mind 123:

Wear appropriate safety gear
Hard hats, safety glasses, and steel-toed boots are essential for protecting your head, eyes, and feet.

Follow proper lifting techniques
Use your legs, not your back, when lifting heavy objects. Always ask for help if you need it.

Be aware of your surroundings
Look out for potential hazards, such as uneven ground, loose debris, or exposed wires.



GO WEB PARTS

Page metadata

Out of the box, there's no way to display the metadata tags for your pages (womp, womp). To combat that, we created the page metadata web part that can be configured to surface any of the relevant metadata for the content type you're using.

For example, common metadata for news includes author, published date, news category and news location. Common policy metadata includes type and topic.

These tags give employees helpful context when they arrive at your page, so they can quickly understand what your page is about.

Category

EMPLOYEE EXPERIENCE

Location

VANCOUVER

Created on

Mar 16, 2023, 1:54 PM

Latest update

Feb 27, 2025, 9:22 AM

Author



Tim Jones (IT Manager)

Table of contents

Content pages can get lengthy! This web part makes it easy for employees to find what they're looking for by automatically pulling all Heading 2s from your page and making them clickable links. We recommend breaking up your sections with task-based titles and placing the navigation rollup near the top of your page. This will help employees jump to what they are looking for.

On this page

Authorization and reimbursements

International Travel

Tab switcher

The tab switcher allows you to hide and reveal content by toggling between horizontal tabs. It's useful for grouping a large amount of similar content together.

It can also be helpful if you want to deliver targeted content to different groups based on criteria like geographical region or tenure. If the information isn't sensitive (meaning it's okay for people outside the group to read it), you can break the content up using tabs. This allows employees to select the content that is most relevant to them.

Giving feedback Receiving feedback

Know your own biases

Are you more interested in being liked than you are in giving honest feedback? "Good advice grates on the ear," the saying goes. Do you have the courage and compassion to serve their interests before yours?



GO WEB PARTS

Viva Engage thread comments

Instead of using out-of-the-box comments in SharePoint, GO's Viva Engage comments feature allows you to link your news article to a Viva Engage thread that people can react to or comment on. If your organization uses Viva Engage, this web part is awesome because it keeps conversations about the article in one place, rather than have them happening both in SharePoint and Viva Engage.

3 comments

 Comment on Viva Engage

 Adara Delafoy (Manager of Finance)
over 4 years

Great article! Providing constructive feedback can be difficult, but it's essential for personal growth. I enjoyed the online course on this topic.

 Like

You've got this!

You now know our best tricks and tips for designing in modern SharePoint. Now it's your turn – go and make awesome pages on your intranet!



Get in touch

If you have questions about modern SharePoint or want to see GO Intranet in action, please reach out. We'd love to show you what you can achieve with GO.

1-866-841-6201

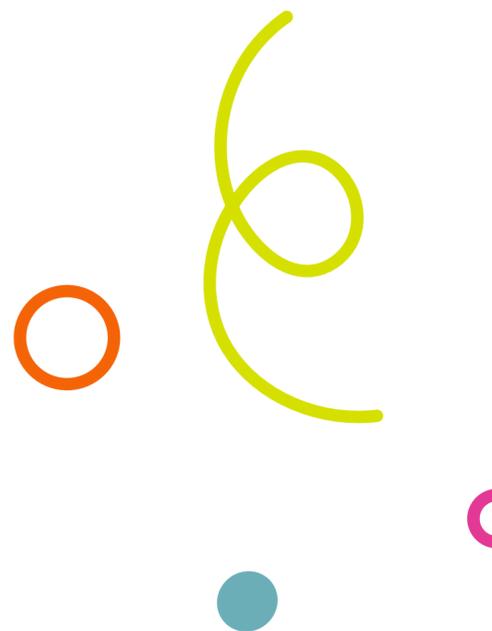
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