

## Text-Media / CTA

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User experience:

As a user I would like to be guided to the relevant information by a prominent button.

Editor experience:

As an editor I would like to provide a prominent button within the content to guide the user to the targeted page.

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There could be several Call-To-Actions (CTA) on a content page that offer interaction points for the user. Within the C10\_Text-Media module we have

- a. links within a text
- b. a linklist
- c. CTA button

Links within the flowing text are used for cross links in the context of the content (multiple links):

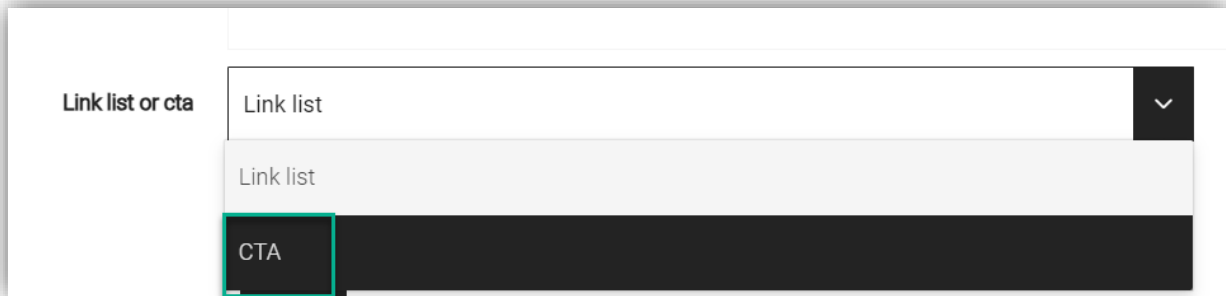
We are systematically developing our [operating businesses](#) and strengthening them in a targeted way. The focus here is on the competitiveness of the individual business and the balance within our portfolio.

A link list gives the possibility to offer a list of links (multiple links):

- ↓ Policy Statement
- ↓ UK Slavery Act Statement
- ↓ [CAATSA Statement](#)
- > Supplier Code of Conduct
- > Conflict minerals

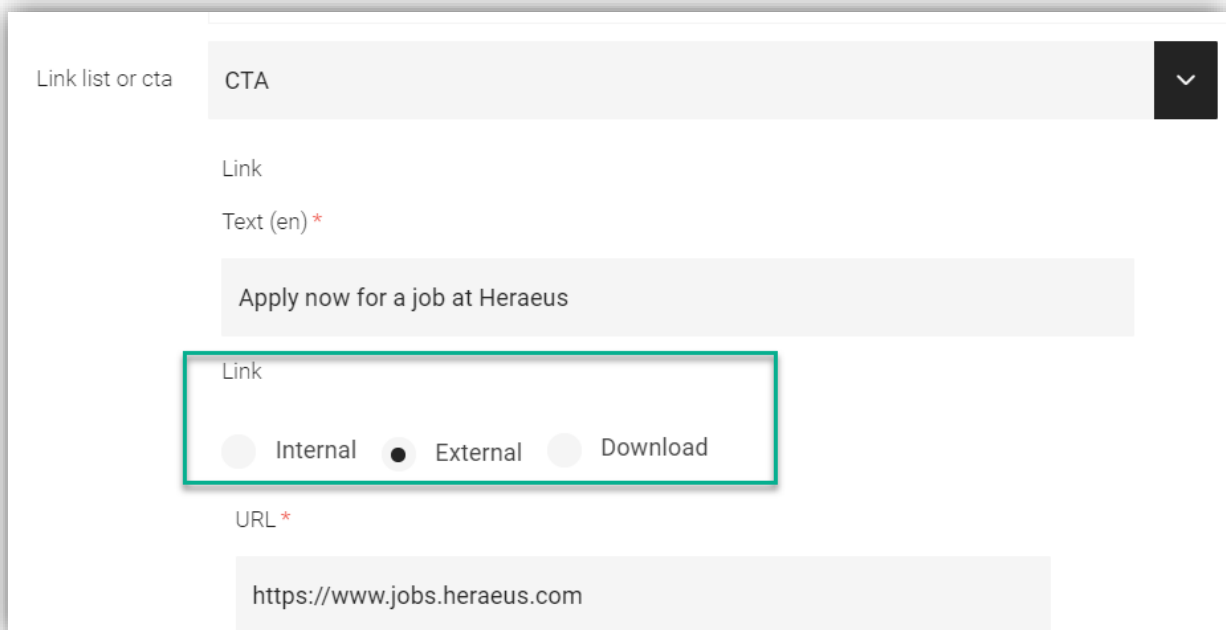
In the use case, that the editor likes to provide a prominent call-to-action in the format of a button it is possible to change the layout of the link list, but just ONE link is possible then:

- Open the dropdown to select the CTA button instead of a linklist



The screenshot shows a dropdown menu titled "Link list or cta". The menu is open, showing two options: "Link list" and "CTA". The "CTA" option is highlighted with a red border, indicating it is the selected option.

- Choose the link type behind the CTA button: internal, external or a download



The screenshot shows the configuration form for the CTA button. The dropdown menu is set to "CTA". Below the dropdown, there are several fields: "Link", "Text (en) \*", "Link", "URL \*", and "Internal", "External", "Download" radio buttons. The "Internal" radio button is selected, and the "URL" field contains the text "https://www.jobs.heraeus.com".

Independent from the link type, the design will be a button:


## Your **Career** at Heraeus

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We look for motivated, open-minded people who are creative, embrace innovation and bring imagination to their work. Our employees see opportunities instead of obstacles, have a passion for solving problems and constantly look for new and better ways to serve our customers.

Looking for a new job?

[Apply now for a job at Heraeus](#)



This could be helpful if you like to invite the user to a specific interaction to generate a kind of lead, for example to “Apply for a job” or “Register to this event”.