



Website Page Types / Templates

Common Terms / Acronyms

- **MUPT** = Multi Use Page Template (*pronounced muppet* 😊)
- **SHMUPT** = Section Handling Multi Use Page Template (*pronounced shmuppet* 😊)
- **LCP** = Lead Capture Page

Descriptions & Examples

- **MUPT & SHMUPT Overview**
 - Essentially these are our flexible page templates that give the user a high level of flexibility in terms of creating a page and it's layout
 - These are distinct from our custom designed templates (home page, often a few others) that are much more locked down and only allow the user to edit the content of each element.
- **MUPT (Multi Use Page Template)**

- A MUPT is the simplest form of a page template, which consists of a single “content tube / content column” on the left, and a sidebar area on the right (may or may not include the sidebar area, depending on the site)
- Examples:
 - [Aperian - Blog Article](#) (no sidebar)
 - [Evaluate Energy - Blog Article](#) (sidebar)
 - [Strike - Basic Content Page](#) (sidebar)
 - [Surge Energy - Basic Content Page](#) (sidebar)
 - [Surge Energy - Basic Content Page](#) (no sidebar)
- Historical context
 - Up until very recently, most of True Market websites used the basic MUPT for every page outside of a custom designed and built template
 - As of around the beginning of 2024, we’ve shifted to using the SHMUPT to handle most generic content pages, and have relegated the simple MUPT to being used primarily for blog articles
- **SHMUPT (Section Handling Multi Use Page Template)**
 - For a client, we call this our “Flexible Page Template”
 - A SHMUPT is a more full-featured, flexible template to handle generic content pages (for example, any page that doesn’t use a custom designed and built template)
 - The primary difference is that you can add horizontal sections (with different background colours) that have differing amounts of columns within.
 - We’ve only launched one site so far that features this: [Aperian.com](#)
 - Examples:
 - [Aperian - About Us](#)
 - [Aperian - Why Aperian](#)
 - [Design - POP AART](#)
- **Custom Designed Template**
 - This refers to any page that:
 - Is not a MUPT or SHMUPT
 - Is a highly custom design, with a completely custom build (not based on anything that already exists in our boilerplate)
 - Has a locked-down layout for the most part, and only allows the user to edit the existing elements
 - Examples:
 - [Aperian - Our Solutions](#)

- [Aperian - Solution Detail Page](#)
- [Surge Energy - Sustainability](#)
- **LCP (Lead Capture Page)**
 - These are fully custom designed and built templates
 - These are typically referring to a page that is intended to function like a landing page - it is a page geared towards a specific marketing purpose and at the same time, gives the user everything they need to know about the business as a whole
 - I believe we are moving away from this type of page and this term
 - If you see this in ClickUp tasks these days, it's most relevant meaning is likely that it's a fully custom designed and built template