College of Arts & Sciences  
Web Content Standard

**Why have web standards?**

* Defines a structure that helps us create more effective and consistent content
* Helps us achieve the new University-wide focus on recruitment/enrollment and fundraising

**The scope**

Tight budgets = need for an approach that is practical to sustain with limited staff and resources.

**Web standards in two areas:**

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|  | **CONTENT INTEGRITY** |  | **SELF-PROMOTION** |
|  |  |  |  |
|  | Do periodic checks for accessibility, broken links and outdated information. |  | Demonstrate the value of your discipline(s) and highlight accomplishments. |
|  |  |  |  |
|  | Increases content **quality** and **consistency** across websites. |  | Guides **prospective students** in their decisions and encourages **donor** activity. |
|  |  |  |  |
|  | **Improve & sustain our image** |  | **Increase enrollment & giving** |
|  |  |  |  |
|  | For all webpages: |  | On homepage: |
|  |  |  |  |
|  | 1. **Accessibility** 2. **Content accuracy** 3. **Broken links** 4. **Mobile responsiveness** 5. **Site navigation** |  | 1. **What is \_\_\_\_ and/or why is it important?** 2. **Giving** 3. **Spotlight** 4. **Degrees** 5. **Events** |

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