College of Arts & Sciences

Web Editor Tips and Tricks

Target audiences: **prospective students** and **donors**

HOMEPAGE CONTENT

* **WHY \_\_\_\_ ?** – very briefly introduce the discipline, make statement of importance, inform about career outlook (with link to more). Content can be pulled from the program of study sheets.
* **DEGREES** – list of undergrad and grad degrees with links to more info (helps for SEO)
* **GIVING** – brief statement of need or how funds are used with link to giving form
* **SPOTLIGHT** – promote at least one accomplishment (research, student success, academic opportunities)
* **NEWS** (see below: “Leverage news and features developed by the College”)
* **EVENTS** – post your events, seminars and lectures to UofL Events Calendar and use the feed widget to import them to your site

SAMPLE HOMEPAGE LAYOUT (for current Plone marketing template)

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| --- |
|  **ROTATING BANNERS****First slide:** **RECENT ITEM OF NOTE**Should spotlight an accomplishment, event, or anything of prominence that has recently happened. Should be no older than 4 months. If it has expiring relevance (like an event), make sure to replace it on time!**Slides 2-4:** Could be additional spotlights (will be much less prominent, so older spotlights moved from the first position could go here), or could be evergreen content, e.g. unique department features, specific programs, degrees, featured alum, about careers, past research projects, etc. |
| **GIVING CALL TO ACTION*****Invest in Us*** *– (*followed by your specific message, or use this boilerplate text): GIVE NOW*Gifts to the Department of \_\_\_\_\_\_ will help us continue our exceptional research and will support the development of outstanding graduates and professionals.* |
| **NEWS**A list of headlines for what’s happening in the department. This could be populated by both short announcements and permanent features harvested from UofL News or our [A&S collections](http://louisville.edu/artsandsciences/news/collections/). | **EVENTS**UofL Events calendar feed of events tagged by your department. | **MAJORS AND MINORS**List of all majors and minors with links to page of more information. |
| **WHY (or WHAT IS) \_\_\_\_\_ ?** | **OPTIONAL** VideosInternal calendars |  |
| **DEPARTMENT OR PROGRAM**Physical address | **OFFICE HOURS**M-F 8:00am to 5:00pm | **PHONE** | **EMAIL** | **SOCIAL MEDIA** |

SUGGESTED NAVIGATION / CONTENT ORGANIZATION

**EXPLORE (ABOUT US, etc.)**

* About The Department
* Why (or what is) \_\_?
* Careers in \_\_\_\_
* Contact Us

**FACULTY & STAFF**

* Faculty
	+ Index page with photo, name, title, short overview and link to full profile
	+ use the faculty template for profile page – easier for each person to update their own profile
* Staff

**UNDERGRADUATE STUDIES**

* Undergraduate Programs
* Minors
* Advising
* Scholarships
* Internships
* Student Organizations

**GRADUATE STUDIES**

* Graduate Programs
* Certifications

**RESEARCH**

**NEWS & EVENTS**

* News
* Events
* Seminars

**GIVING**

(Direct link to giving form or a page with your department’s giving needs and call to action)

REVIEW SITE CONTENT

**Make sure content is accurate and up-to-date**

For example, removeor modify event content on your site for events that have passed – the content may still be relevant as a as a retrospective piece, but should be edited to be past tense.

**Fix broken links**
Links to external websites can change. Check your site at least once a year for broken links.

**Comply with ADA standards**

* All images MUST have a descriptive **alt tag** for the visually impaired.
* Plone makes this easy – add a description in the corresponding field when uploading an image.
* Better to avoid images with text on them. If it can’t be avoided (e.g. book covers), place any text from the image into the description field that will render an alt tag.
* PDF file images must also have alt tags. Run file through accessibility check using Acrobat DC.
* For more, see: <https://louisville.edu/web/accessibility>

**Organize content and navigation well**

* Most website content could be organized in fewer than 8 main categories (top navigation bar).
* Most users are finding the content with a search anyway, so let’s keep the nav uncluttered.
* Make sure your sub-navigation is displaying properly.
* *Common offenders:* image or file names appearing in nav.
* Optimizing Plone’s navigation settings can fix that. Ask for help!

**Look at your website on a phone**

* Is anything hard to see at mobile resolutions? Fix it or ask for help!
* The web template is designed to be mobile friendly, but the body content should be too. *Common offender* – wide tables with lots of columns don’t scale well to mobile resolution and can become useless on phones. Ask for help how to rebuild the tables to be mobile-friendly.

**Leverage the University events calendar**

* Publicizing your events, seminars and lectures beyond just your website helps increase attendance and promotes your department’s activity.
* See: <https://events.louisville.edu/> and click “Submit an Event” (right column) to get started.

**Leverage news and features developed by the College and UofL News**

* Browse A&S stories by department at <http://louisville.edu/artsandsciences/news/collections/>
* Use these feature stories to populate your homepage banner and elsewhere where relevant.
* If you want to develop your own news content on your website, ask for help how to setup a news section on your site.

**Leverage social media**

* Have at least a Facebook account and invite website viewers to follow or like
* Try to post at least weekly about your department (news, faculty research, awards, etc.) or even repost relevant topics found in other media.
* Have an opinion - acting as an authority in your subject matter benefits your department.