Web Content Guidelines

Optimizing the impact of your web content
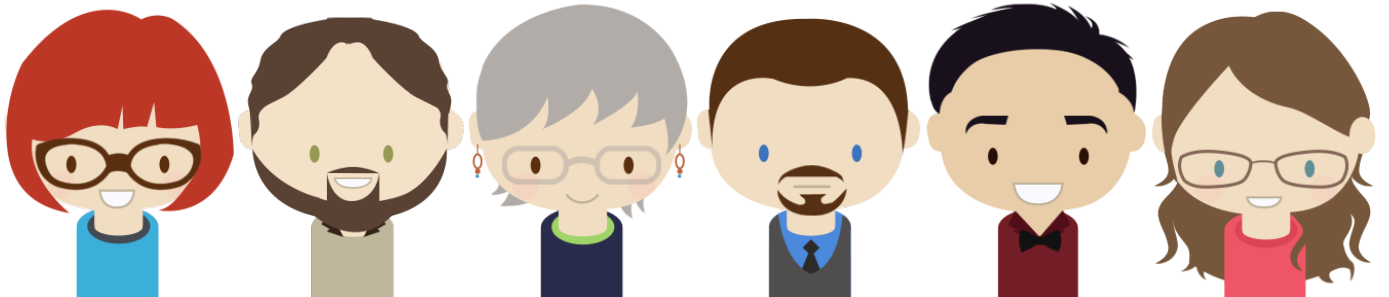
Table of Contents

WATCH OUT FOR THESE BOXES FOR QUICK TIPS & COMMON MISTAKES!

COMMON MISTAKES

QUICK TIPS

Who is the audience?
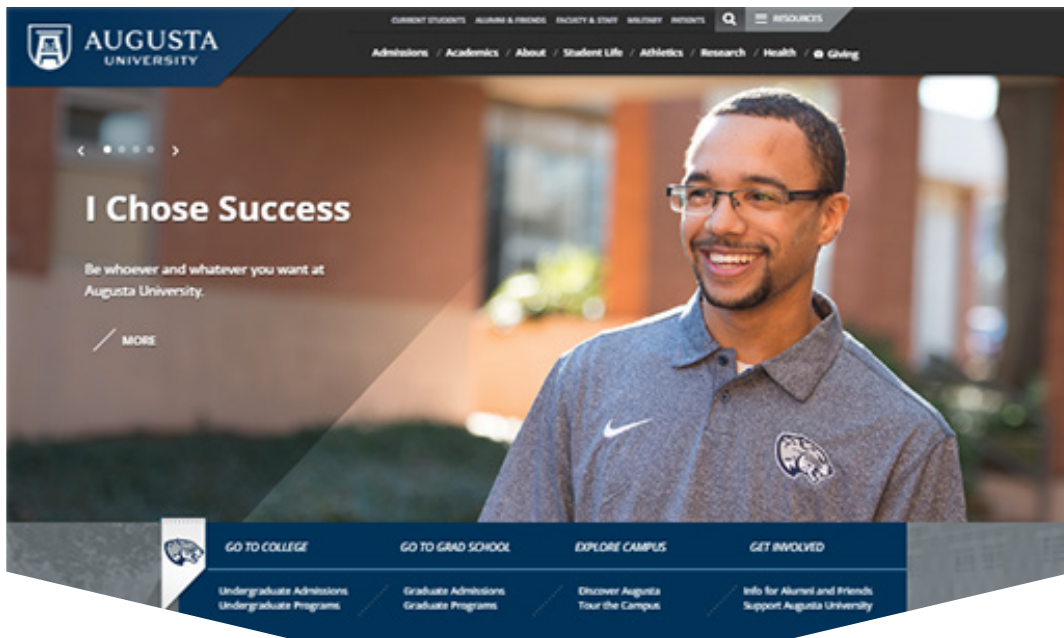
The Augusta University website is a university website geared toward an external, but local, audience. This audience includes:

- prospective students
- parents
- current students, faculty & staff
- alumni
- prospective employees
- patients
- press and general public

Augusta University has a very local audience.

Nearly 65 percent of new users are in Augusta.

Nearly 79 percent of new web users since 2013 are in Georgia, while 85 percent of users are from surrounding states (GA, SC, NC, FL, AL).

NOTHING IS PRIVATE!

Everything on the website is open to the public.

While a specific webpage may have a certain audience in mind, everyone can still see it.

1

Five questions users ask when they first visit a webpage:

1. What is this?
2. What can I do here?
3. What does this website have?
4. Why should I be here (and not somewhere else)?
5. Where do I start?

What do Users Want?

Prospective Students	• to quickly and easily gain access to basic factual information, such as offerings, benefits, locations, admissions information, etc. • a sense of place & culture • to be inspired
Parents	• to know about safety, cost, paying fees, financial aid, etc.
Current Students, Faculty & Staff	• to access internally focused infromation, such as resources, forms, current events and happenings, contractural info, etc.
Alumni	• to stay connected and informed and to know their involvement is valuable and valued
Prospective Employees	• to understand the culture, benefits, opportunities, etc.
Patients	• easy access to hospital and clinical information and a clear route to-and-from the educational site
Press & General Public	• to understand research, offerings and opportunities relevant to them

Users leave when:

- a website is difficult to use
- the homepage is unclear/confusing
- the user gets lost
- the information is hard to read and/or does not answer the user's question

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So What Can You Do?

When creating and managing webpages, web editors should understand what the user is expecting to find and follow the user's expectations.

Users should not need to work for their information; make the content clear and concise.

If the page does have a specific audience, make sure that audience is clearly stated, but remain aware that the content is accessible to everyone.

DO NOT WRITE FOR AN INTERNAL AUDIENCE OR POST PRIVATE INFORMATION

This includes department and/or division internal information such as meeting minutes, staff schedules and personal information.

TIPS TO REMEMBER:

- Users don't read - they scan.
- Users follow their intuition.
- Users want to have control.
- Users don't make optimal choices.
- Users appreciate quality & credibility.
- Users are impatient and demand instant gratification.
- Users are looking for clear and direct information; do not waste their time by thanking them for visiting your webpage.

3

Internet vs. Intranet

What is the point?

Consider who your audience is for the pages/documents before posting. If the audience is faculty, staff or students, put it on the **Intra**net. If it is of broad interest to the community, put it on the **Inter**net.

USE THE OFFICIAL CALENDAR FOR ALL UNIVERSITY-SPONSORED EVENTS OPEN TO THE PUBLIC

Do not use the calendar for staff meetings or private departmental events.

Intranet

The intranet is used for everyday work within the university, including official forms, departmental information, meeting minutes, etc. The intranet is typically much larger than the external internet site, since most departments keep internal documents that should not be posted on the internet on the university intranet.
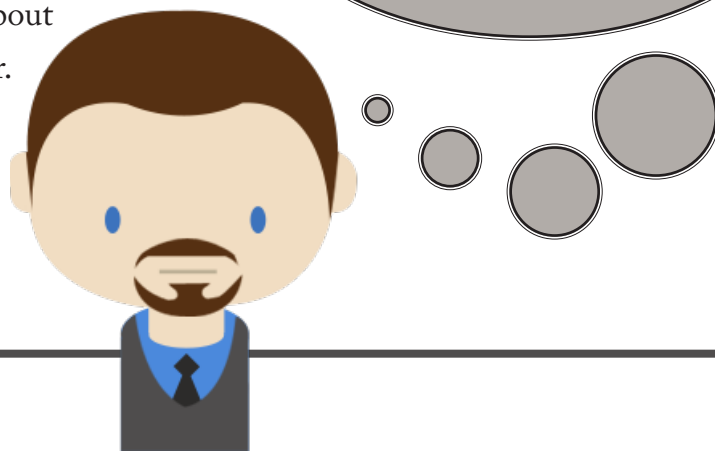
Intranet users are employees and/or students who know about the university's structure, terminology and circumstances. The intranet is much more task-oriented than the internet, focusing on efficiency rather than aesthetics.

Internet

The external website (augusta.edu) is used primarily to promote the university and inform prospective students, families, community members and public entities about what the university has to offer.

DO NOT USE THE WEBSITE TO ARCHIVE INFORMATION

All content on the external website should be no older than 6 months. Any information older than 2 years should be deleted.

4

Actual Pages that should be on the Intranet - NOT the Internet!

MEETING MINUTES

INTERNAL FORMS

Public Information on the Intranet

Just because a document/file is public information, doesn't mean that it goes on the external website. All meeting minutes and internal departmental information can still be requested by following the appropriate process set in place to comply with the Freedom of Information Act. Contact the University Legal Affairs Office for more information.

Basic Requirements by the Board of Regents

All the webpages on the university website represent not only you and your division, but the entire Board of Regents (BOR) and University System of Georgia (USG). As such, all pages should be professional and consistent with the rest of the University System.

> **EVERY PAGE SHOULD CONTAIN USEFUL INFORMATION BEFORE BEING LINKED**
>
> Unimplemented links & links to pages informing users that "this area is not yet developed" or are "under construction" should not be used.

Pages Should Not Include:

- Excessively large graphics that can be compressed for faster display or better resolution
- Links to commercial entities; avoid linking to commercial websites unless that company provides goods or services specifically of interest to the BOR and/or USG institutions
- Copyrighted material in any form unless permission from the original copyright owner is explicitly granted
- Any information pertaining to other individuals who object to their information being placed on the internet

Actual Page

Welcome!

Hello! Thank you for visiting the Department of   at the Medical College of Georgia at Georgia Regents University in Augusta, Georgia. Our medical school, the Medical College of Georgia, is one of the oldest in the United States, and our department has an illustrious history.

If you are thinking about receiving care or training in our department, please know that we welcome all inquiries and would love to tell you more about life in Augusta, Georgia and the wonderful opportunities in the Department of   at Georgia Regents University

> **DO NOT CONSISTENTLY REFER TO THE UNIVERSITY AND/OR ITS ENTITIES**
>
> That information is already in the header, and users do not need to be reminded that they are viewing the university website.

Basic Requirements by Augusta University

All the webpages on the university website must meet federal and state regulations, including copyright and trademark laws, and fall in line with the Augusta University Branding Guidelines.

DO NOT CREATE AN EXTERNAL WEBSITE LABELED AS A UNIVERSITY ENTITY

All university-related webpages should be published within the university's "edu" domain.

Use Approved Fonts

All of the default fonts in OU Campus are approved.

Sans-Serif Fonts	Serif Fonts
Open Sans	Cambria
Arial	Georgia
Gotham	Adobe Caslon Pro
Calibri	
Lato	

TIPS TO REMEMBER:

- Personal messages from department/division heads should not be on the department/division landing pages. These can be included on a separate page within the section.
- Only use the University Calendar for public university events, as directed in the Calendar Guidelines.

USE THE FACULTY DIRECTORY FOR FACULTY BIOS

Do not create separate pages for each faculty member; departments may list their faculty/staff, but should link directly to the directory.

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Questions to consider while creating/editing webpages:

1. How easy is it for users to navigate/use the site for the first time? *Very Easy*

2. How quickly can first-time users perform tasks? *Very Quickly*

3. How long does it take a user to feel comfortable using the site? *Not Long*

4. How many errors can the user make? *Very Few*

5. How pleasant is it to use the site? *Very*

USE THE **CONTENT** TO STAND OUT, NOT THE **PAGE LAYOUT**

Your webpages are part of the Augusta University website; use the default page layouts to avoid confusing users!

Help Users Navigate

Utilize the coherent and consistent layout created for your department/division. This will allow for better navigation and user experience.

The **URL** should be related to the **Page Title**

The **Page Title** should be descriptive of the page's overall subject matter

The **Header** should reflect the page's overall subject matter
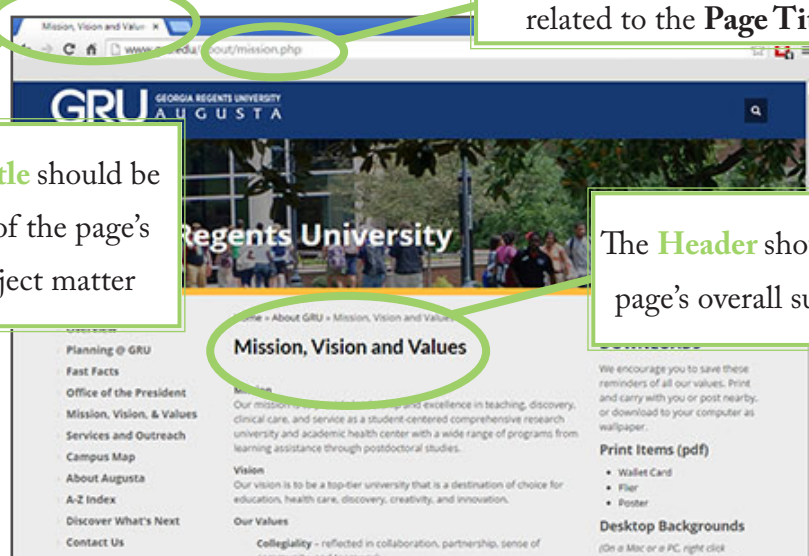
Section 508 of the Rehabilitation Act

Section 508 of the Rehabilitation Act requires that disabled employees and members of the public be given access to information that is comparable to access available to others.

Institutions under the Board of Regents are required to ensure that electronic and information technology is accessible to individuals with disabilities.

DO NOT USE VIDEOS AS PRIMARY SOURCES OF INFORMATION

Any time a video is used to present information, that same information should be also available to the user in text format.
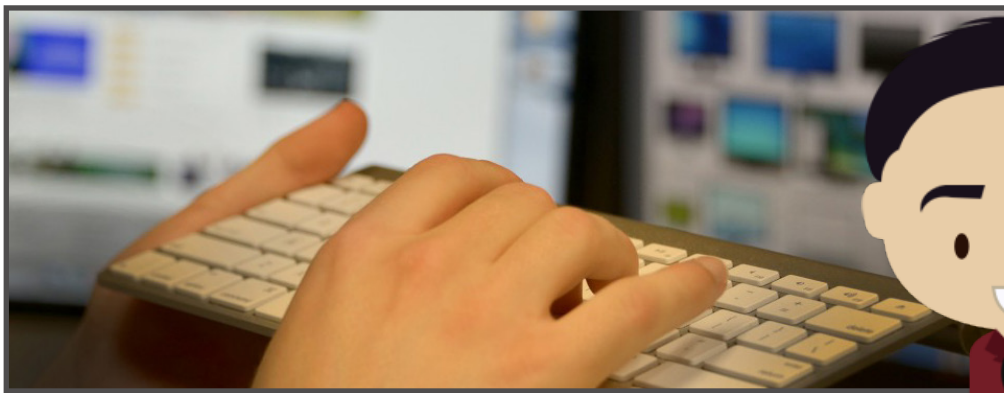
Section 508 Basic Standards:

- A text equivalent for every nontext equivalent shall be provided.
- Equivalent alternatives for any multimedia presentation shall be synchronized with the presentation.
- Webpages shall be designed so that all information conveyed with color is also available without color.
- Documents shall be organized so they are readable without requiring an associated style sheet.
- Row and column headers shall be identified for data tables.
- Pages shall be designed to avoid causing the screen to flicker with a frequency greater than 2Hz and lower than 55 Hz.

Metadata Promotes Accessibility

File names help to optimize content for users who are searching for information via search engines; as such, utilize accurate and descriptive file names for webpages, documents and images.

Use Alt-Text to accurately describe what is in an image. Alt-Text is used as an audio description for users to comprehend images while browsing online.

The Benefits of complete Metadata and clear File Names include:

- The webpages are more accessible to users with disabilities.
- Search engines can more easily find information and pages on the website.
- Finding and editing webpages are easier for web editors.
- Duplicate pages and information are less likely to be created.

DO NOT CREATE IMAGE OF WORDS

This includes Word Art and pictures of words. Words saved as images are not editable or accessible to people with disabilities.

Naming Conventions

Appropriately named files and webpages help users to easily navigate the website and make it easier for search engines to locate specific pages.

TIPS TO REMEMBER:

- Use a strong key word strategy for people & search engines.
- Make sure each page has a clear goal.
- Try to make the department landing/welcome page inviting, by using:
  - High-quality images
  - Brief summaries
  - Clear, concise information
  - Highlights for important information

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When should you ...

|	
Create a New Page:	• The content is short • The content has no graphics • The content changes frequently
Upload a PDF:	• The content is longer than about 10 printed pages • The original document contains complex graphics or layouts • The content rarely changes

Portable Document Format (PDF)

Unless absolutely necessary, upload files as PDFs, because:

- MS Office Products (such as Word, Excel and PowerPoint) can be unreliable online, since they depend upon the user's computer settings to access. Not everyone will be able to access these files.
- On the other hand, PDFs are friendly to most browsers and computers and cannot be altered or edited by the user.
- PDFs can be created as fillable forms, allowing users to complete forms without editing the content.

How to Upload

Select the "documents" folder and click "Upload" to upload a PDF file into the correct folder.

Use lowercase letters with no spaces when naming files.
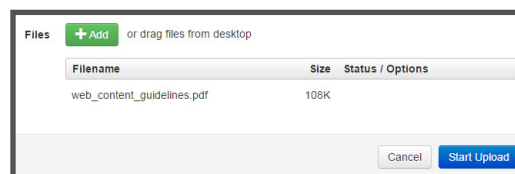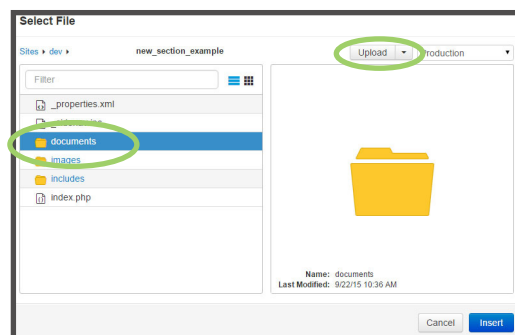
BE CAREFUL WHEN COPYING & PASTING FROM A WORD DOCUMENT

The content formatting between the word document and a webpage may not transfer correctly.

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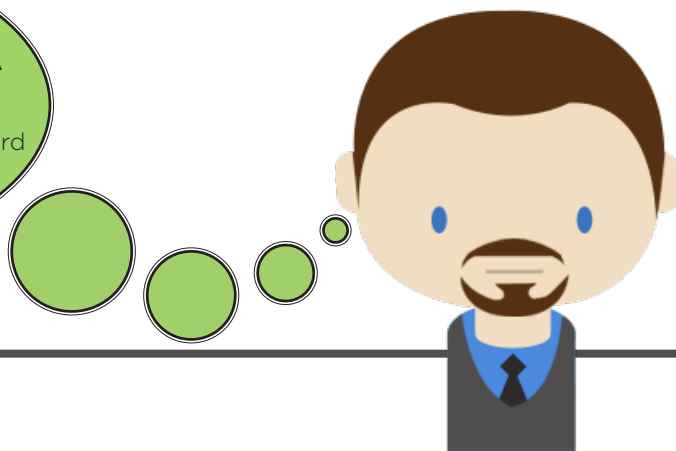
Page Content

When writing content, remember:

- Pages should be obvious and self-explanatory - don't make users think!
- All content should comply with HIPAA and FERPA regulations.
- Keep the information current and up-to-date (no older than 6 months).
- Use active voice! Be personable, but professional.
- Avoid catchphrases & unfamiliar technical terminology.
- Be direct! Keep it brief and get to the point.
- Tables should only be used for data, not for images or layouts.
- Do not use ALL CAPS or excessive punctuation.
- Do not create web pages promoting nonuniversity endeavors/activities.

DO NOT CREATE WEBPAGES THAT ARE "UNDER CONSTRUCTION" OR INCOMPLETE

All webpages should have content that is meaningful and purposeful.

Too Long!

Actual Pages

Home »   » Under Construction

Page Under Construction

Home » Research »   » collaborative research

Inter-Disciplinary Research Groups

CREATE CONTENT THAT CAN BE SCANNED QUICKLY

Use bite-size chunks of information and bulleted lists. Break content up into multiple pages to avoid one long scrolling page.

How to best use visual elements:

Use visual elements sparingly to effectively focus on certain information. Information should flow from Point A to Point B both logically and clearly. White space should be the dominating field of color to make reading easier.

Use images and media that are relevant to the overall subject matter on the page.

Videos and media should supplement the information already on the page, not distract from it.

All images should be resized appropriately for web use. Do not skew, stretch or warp images out of perspective.

Do not use Google Images.

USE PICTURES OF INDIVIDUALS INSTEAD OF GROUP PHOTOS
A single picture is easier to replace & update than a new group picture every time there are personnel changes.
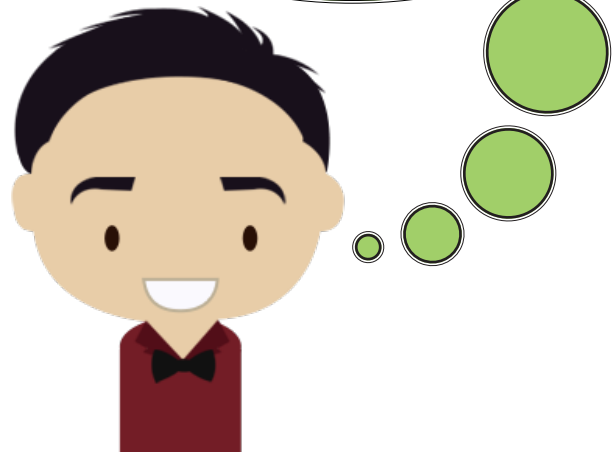
All images used should be professional quality and follow copyright laws. Either use images provided by the university or get written permission to use the image.

What does this picture have to do with the content on this page?

DO NOT USE VIDEOS AS PRIMARY SOURCES OF INFORMATION

Do not expect users to stay on the page long enough to watch a full video.

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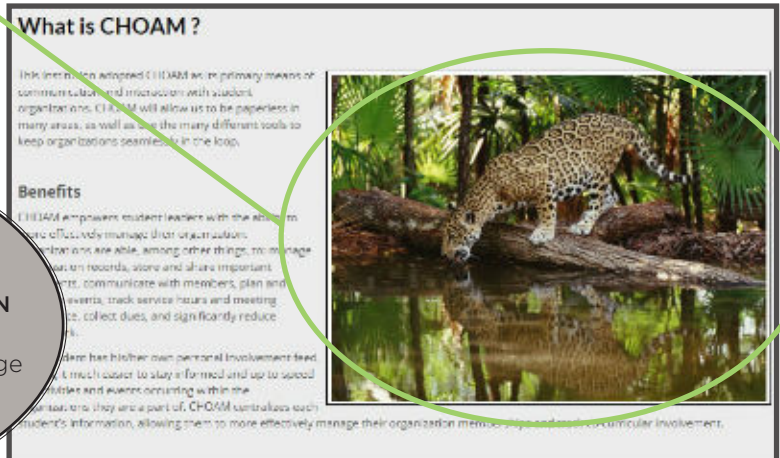
OU Campus Image Editor

The OU Campus Image Editor has basic tools that can resize, crop and rotate images directly within OU Campus. This helps ensure large images are properly resized before being published to the production server.
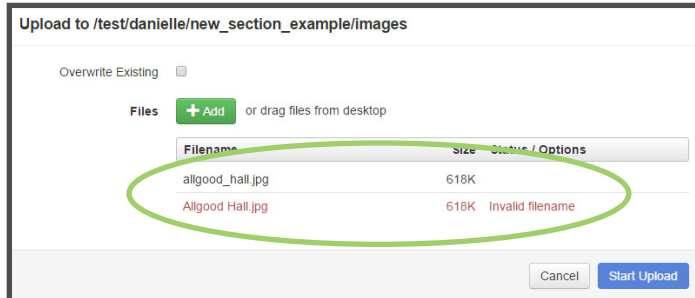
Use lowercase letters with no spaces when naming files.

These files are identical except for the name; the file with uppercase letters will not upload.

On the image selection screen, select the "Edit Image" option to open the OU Campus Image Editor.
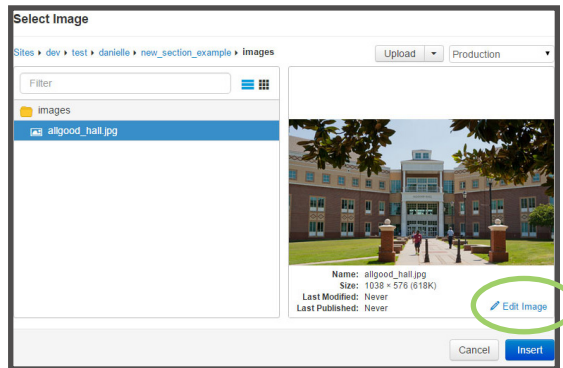
Use the options available to resize, crop, rotate and/or adjust the zoom on the image, then save. You will be given an option to save over the original image file or create a new image file when you save.

ReSize   *Crop*   *Rotate*   *Zoom*

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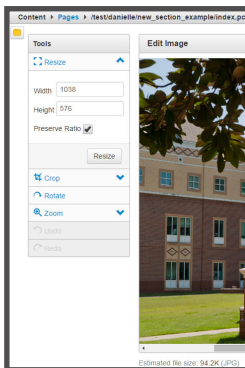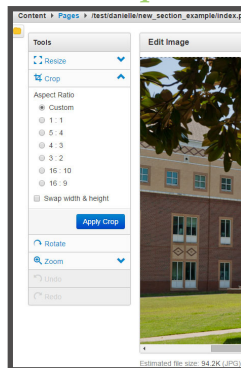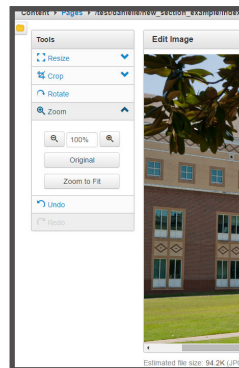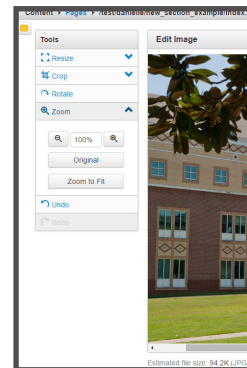
What do you want the user to do?

Keep your user requirements minimal - the less action required from users, the more likely a random visitor will try it.

Links

Links are a vital part of the internet. Linking to useful websites will not take users away from your pages; instead it will make your pages a trustworthy repository of helpful information.

Avoid using the phrase "click here" when creating a link. Integrate the link into the text and trust the user to know where to click.

Remember that your pages are only a **section** of the university website. Each department and section only needs the information relevant to it; link to the other sections of the website as needed to avoid duplication.

DO NOT DUPLICATE CONTENT

Do not duplicate content that exists elsewhere on the university website to ensure consistency of information.

Ex: tuition information, course descriptions and faculty profiles

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Home »   » financial » Financial Overview
Financial Overview

All tuition and fees are due and payable upon registration and subject to change without notice.

Financial Aid

The GRU Office of Student Financial Aid assists students in financing their education. Financial assistance includes loans, scholarships and part-time employment. Non-federal scholarships administered by Georgia Regents University for medical students are awarded by the Medical College of Georgia Scholarship Committee. The Scholarship Committee meets from January through August to select recipients from each of the four Medical College of Geo
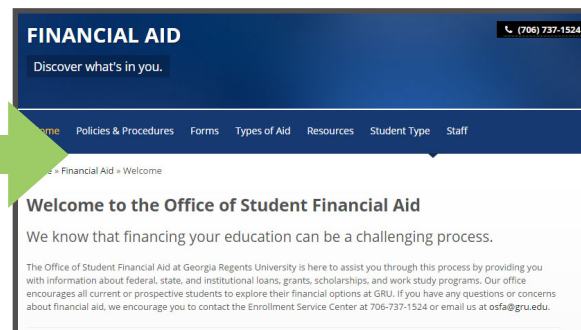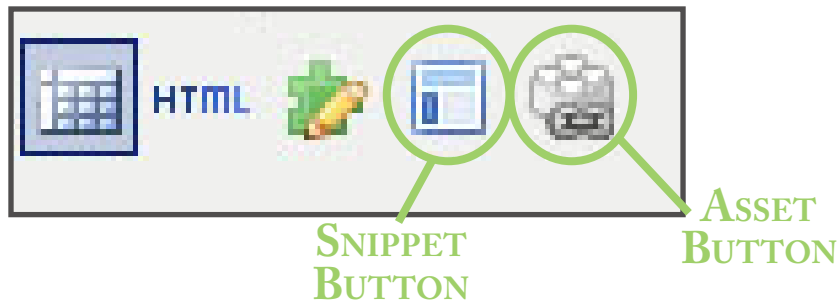
Financial aid application materials and additional related information are available at www.gru.edu/finaid. Students should apply for financial aid by completing a Free Application for Federal Student Aid application at www.fafsa.ed.gov as soon as possible after Jan. 1. The online GRU financial aid application and Direct Lending Entrance Counseling is accessible to accepted students and required for student aid. Applications will be processed when the student's file is complete and the student is registered for class.

For more information, contact the Financial Aid Office at:

Summerville Campus, 1st Floor Fanning Hall
E-mail: osfa@gru.edu
Phone: 706-737-1432
Fax: 706-737-1777

Georgia Regents University
Student Financial Aid
2500 Walton Way
Augusta, GA 30904

FINANCIAL AID   📞 (706) 737-1524
Discover what's in you.

Home   Policies & Procedures   Forms   Types of Aid   Resources   Student Type   Staff

e » Financial Aid » Welcome

Welcome to the Office of Student Financial Aid

We know that financing your education can be a challenging process.

The Office of Student Financial Aid at Georgia Regents University is here to assist you through this process by providing you with information about federal, state, and institutional loans, grants, scholarships, and work study programs. Our office encourages all current or prospective students to explore their financial options at GRU. If you have any questions or concerns about financial aid, we encourage you to contact the Enrollment Service Center at 706-737-1524 or email us at osfa@gru.edu.

The page on the left should not exist but should link directly to the page on top.

SNIPPET BUTTON

ASSET BUTTON

Assets

Assets are reusable content used on multiple pages. Assets make it easy to update that content on several pages by editing it only once.

Once the page is published, this ...

ASSET "web redesign presentation" CANNOT BE SHOWN IN WYSIWYG

becomes this.

Snippets

Snippets are created by the Web Team and provide a reusable structure or style. Once inserted on the page, the content becomes an editable part of the page.

Once the page is published, this ...

becomes this.

Web Request Form

For assistance in updating, creating or fixing content on the university website, users can request assistance from the Web Team. To request assistance, complete the online form at:

augusta.edu/dcm/request

Follow the instructions provided and include as many details as possible.

STEP 1

STEP 2

STEP 3

Create or Change Features
Do you need content updated or a new page created in your section?

Develop a new site
Do you need a whole new section of the website created?

Web Support
Has something stopped working? Do you need help with visual elements or coding?

STEP 4

STEP 5

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Website Governance Plan

This diagram illustrates the governance plan for the university as approved by the Provost's Cabinet.

WAC
Website Advisory Commitee

WMT
Web Management Team

Special Work Groups

Web Services Team

DCM Team

- Establishes & executes university marketing & communication strategies
- Creates & manages university marketing content

Unit Leader

ITS Team

- Manages the .edu domain, database integration & services
- Provides troubleshooting & help desk support for units

Content Contributor

- Creates content related to their expertise
- Posts content to the website

Content Owner

Content Editor

- Reviews & edits content for grammar, tone & voice
- Approves & posts content to the website

Web Governance

Website Advisory Commitee (WAC)
- Establishes University-wide policies, arbitrating disputes and enforcing compliance at the highest level of escalation
- Defines the website's strategic role in achieving university goals
- Ensures the website's development & maintenance are adequately resourced
- Approves the WMT's recomendations regarding the assignment and designation of units & unit leaders

Work Management Team (WMT)
- Establishes and enforces university-wide web-related rules, policies & standards
- Oversees the development & execution of university-wide website content strategy
- Is the primary decision-maker regarding University-wide web issues, website governance & major developmental projects
- Arbitrates disputes and makes strategic decisions related to ideas and issues escalated by special work groups

Special Work Groups
- Serve as the first central level for arbitrating disputes and issues that are escalated beyond the unit level
- Address unit-specific concerns as needed

Web Services Team
- Trains & supports the university's web user community
- Manages & maintains the website and the CMS
- Publishes, communicates & enforces all web-related rules, policies and guidelines
- Offers creative web support for the various units and web users across the university

Unit Leader
- Drives unit-specific content strategy
- Designates content owners
- Collaborates with the unit's designated DCM web & content specialists
- Maintains the accuracy & quality of unit content
- Enforces unit's adherence to any university-wide and unit-specific rules

Content Owner
- Supports the unit leader
- Determines what type of content gets published, how frequently it gets published and who publishes it
- Creates, approves and posts content
- Maintains the accuracy and quality of content within their sphere of ownership
- Enforces content contributors' & content cditors' adherence to any university-wide and unit-specific rules

Contact Us

Website: augusta.edu/dcm/web

- Sign up for Web Training
- Submit a Work Request
- Review Training Videos/Material
- Review Policies & Guidelines
- Keep up-to-date with the Web Publisher's Forum

Address: Communications & Marketing
Health Sciences Campus
Professional Building 1104
1120 15th Street
Augusta, GA 30912

Email: webcontent@augusta.edu

Phone: 706-721-7406