Website Content for Support Unit Websites

At the point in time when we are ready for your site, the Office of Web Services will construct your website, and teach you how to easily maintain the site.

List of Items to Prepare:

- Photos and Graphics unique to the unit
- **Homepage** – A photo for the cover photo area at the top of the homepage, 25 words to be used for the Intro Text at the top of the homepage, and simple content highlighting important stories or content on your website for the body of the homepage
- **About** – General information to be used on the About page
- **Staff** – Content related to unit staff for the Staff page, located in the About section of the website
- **Contact** - Name, Address, Phone, Fax and Email of office and primary contact person(s), Main and Hours of Operation to be used on the Contact page
- Content for other webpages you would like to include on your website
- An organized Website Structure of how you would like the hierarchy of your website to be arranged.

You should group your additional menu items into **Three (3) Link Categories**. Give each category a short explanatory name. Within each category, develop a complete list of links to pages of information in that category. Here are some suggestions for Link Categories:

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Links</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calendar</td>
<td>Policy Manual</td>
<td>Survey</td>
</tr>
<tr>
<td>Eligibility</td>
<td>Procedures</td>
<td>What’s New</td>
</tr>
<tr>
<td>Forms</td>
<td>Resources</td>
<td>Etc.</td>
</tr>
</tbody>
</table>

Guidelines for Preparing Content for Support Unit Websites

General Information:

- Use your website content to explain your services and to extol the unique features and personality of your department.
Research shows that web users scan the contents of webpages rather than read large blocks of text. Bulleted and numbered lists, and more paragraphs work much better than long passages of text on the web due specifically to mobile device users. Whenever possible, create lists, and then make phrases active links, so users can click to go to another page to get the details.

Applying heading styles to words and phrases you wish to stand out on a webpage will cause web accessibility issues. Use boldface, and spacing to make words and phrases stand out. Use heading styles only for headings and subheadings, and use them in order on the webpage. For more Writing Style Guidelines, see the Creative Services website at http://www.uis.edu/creativeservices/standards/writing/.

Email links can be linked email addresses on the webpage, or can be written out in text. Type the text “Email John Doe” on the page or type the email address johndoe@uis.edu onto the webpage and link it to the email address (mailto:johndoe@uis.edu).

Plan for the title for each of your webpages. The title appears at the very top of some browser windows. The title is extremely important because it is one of the places that Search Engines (like Google and Bing) look first when compiling results. Use something descriptive that includes keywords that your audience might be using as a search terms.

Fill in the Support Unit Website Structure and list the names of your content files and other requested information. We will need the Website Structure to construct your new website.