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.

Website Content and Standard Navigation Set for Academic Websites

There are six primary links, including a Site Map that are standard for every academic program website. They appear in the navigation to the left of each website:

List of Items to Prepare:

- **Homepage Cover Photo** – A photo for the cover photo area at the top of the homepage
- **Homepage Intro Text** – 25 words or less to be used at the top of the homepage. This should tell your audience what your website is about and appeal to prospective students.
- **Homepage Content** – Content highlighting important stories or content on your website for the body of the homepage
- **About** – General information about the program or department to be used on the About page. The About section includes some subpages and their content as well. The bolded subpages are required and appear on all academic websites. They are used by Marketing and Recruitment. The others are optional:
  - Department and UIS Links – Page of links unique to the department or UIS
  - **Points of Pride**
  - Resources – List of external links (outside of the UIS website) that are useful to students
  - **What You Can Do With This Degree**
  - What’s New – Page of timely information/news
- **Curriculum** – Content on the Curriculum section is pulled directly from the UIS Catalog and may not be edited.
- **Faculty** – Content related to program or department faculty, their contact info, images, etc.
- **Students** – Student stories, information, events, etc.
- **Contact** – Name, Address, Phone, Fax and Email of program or department office and primary contact person(s) or staff if needed
- Content for other web pages you would like to include on your website
- An organized *Academic Website Structure* of how you would like the hierarchy of your website to be arranged
- Photos and graphics unique to the department
Guidelines for Preparing Content for Academic Websites

General Information:

- Use your website content to explain your services and to extol the unique features and personality of your department. Give your audience a chance to see why your program or department is a better choice than another school. Include photos and descriptions of department events, testimonials from current and previous students, interesting information about faculty, etc.

- Research shows that web users scan the contents of web pages rather than read large blocks of text. Bulleted and numbered lists, and more paragraphs work much better than long passages of text on the. 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 (within a paragraph) you wish to stand out on a web page can break web accessibility. 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 web page. See Writing Standards on the Creative Services website.

- Email links can be linked email addresses on the web page, 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 web page and link it to the email address (mailto:johndoe@uis.edu).

- Plan for the title for each of your web pages. 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 Academic Website Structure document and list the names of your content files and other requested information. We will need the Academic Website Structure to construct your new website.