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:

- **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 an external audience.
- **Homepage Content** – 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 web pages you would like to include on your website
- Photos and graphics unique to the unit

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:

- Events
- Facilities
- Forms
- Policies
- Procedures
- Rates
- Services
- What’s New
- Etc.

Guidelines for Preparing Content for Support Unit Websites

General Information:

- Use your website content to explain your services and to extol the unique features of your department.
- 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. Whenever possible, create lists, and then make phrases active links, so that your audience 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. Use something descriptive that includes keywords that your audience might be using as a search terms

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