Website Management at CUA

The **WHO**, **WHAT** and **HOW** of Successful Web pages

RESOURCES & REFERENCES

Resources

2010 Noel-Levitz E-Expectations Report
Focusing Your E-Recruitment Efforts to Meet the Expectations of College-Bound Students — This survey of more than 1000 high school seniors examines their attitudes and behaviors toward Web site content, social networking, recruitment videos, and e-mail. (**www.noellevitz.com**)

Disability Support Services at CUA (http://dss.cua.edu)
The **Website Accessibility page** on the DSS website defines the characteristics of accessible websites at CUA, and includes links to resources to help Web content contributors create Web pages that are compliant with Section 508 of the Americans with Disabilities Act.

Web Accessibility / Section 508 Compliance
An excellent resource for people wanting to understand Web accessibility and basic steps to make your content accessible can be found at the W3C **Introduction to Web Accessibility page**.
The DO-IT (Disabilities, Opportunities, Internetworking, and Technology) **AccessWeb page** offers great information about increasing Web participation of individuals with disabilities in challenging academic programs and careers.

FERPA at CUA (http://counsel.cua.edu/ferpa)
The **FERPA section of the Office of General Counsel website** includes extensive information about the Family Education Rights ad Privacy Act of 1974, including an extensive Q&A.
Also, look for an announcement coming soon about campus-wide FERPA training. For more information about this training, please call Ivonne Ambrozkiewicz at extension 4177 or check the **Human Resources Training Web page** in the coming weeks.
The CUA Student Record Policy (http://policies.cua.edu/studentlife/studentrecordsfull.cfm) is an essential resource for website managers.
Call Laura Anderson (ext. 5830) or Peg O'Donnell (ext. 51420) with questions.

Compliance for CUA Webmasters (http://compliance.cua.edu/general/webmaster.cfm)
There is a new page on our university website that offers one-stop shopping for all of the legal issues that Web content contributors and website managers need to know about. The **Webmasters at the University page** on the Compliance site includes information and links to answer any of the legal questions you might face concerning FERPA, copyright, ADA and more.

F-shaped Web Viewing Pattern

For more information on research by website usability expert Jakob Nielsen of the Nielsen Norman Group on eye tracking research, go to **http://www.useit.com/eyetracking/**.

SEO

Here's a link (**http://doteduguru.com/id2683-understanding-seo-on-page.html**) to a blog post on the **.eduGuru** website that clearly explains SEO basics for college Web pages. It's well written and full of useful information that is directly relevant to our needs.

To go deeper into understanding SEO, start here: **http://www.seomoz.org/article/bg1**.

Web Design

9 Essential Principles for Good Web Design, a blog post by designer Collis Ta'eed, is an excellent starting point for website managers looking for ideas about effectively arranging content on your Web pages. The principles are solid, and include lots of links to other informative design resources.

To delve deeper into design principles, see the series of articles on the now defunct (but still available) Digital Web Magazine by Joshua David McClurg-Genevese titled **Design in Theory and Practice**.

And for a wonderful article on why simple is better when it comes to design, see the post on the Web Designing from Scratch website titled **Web 2.0 How-to Design Style Guide**.

Google Analytics

Send your gmail address or other Google login to Edward Trudeau (trudeaue@cua.edu), and he will enroll you as a user on the CUA Google Analytics account with access to the pages for which you are responsible. After your login is activated, you can begin to mine the analytics for useful information.

In the example below, you can see a graphic representation of traffic to the www.cua.edu homepage over the course of a month, measured in visits, pageviews, pages per visit, etc. The options listed in the left menu offer various different ways to drill down into detailed information about visitors, traffic sources, specific content, etc.

We are developing training for this tool, and will send out an announcement about that when we are ready to offer it. However, there's no reason in the meantime not to dive into it on your own. The interface is intuitive, and users will be able to obtain helpful insights about your traffic even without knowing how to delve deeply into more detailed analytics.

For step-by-step instructions, see http://guides.cua.edu/res/docs/GA-LoggingIn-100319lh.pdf.
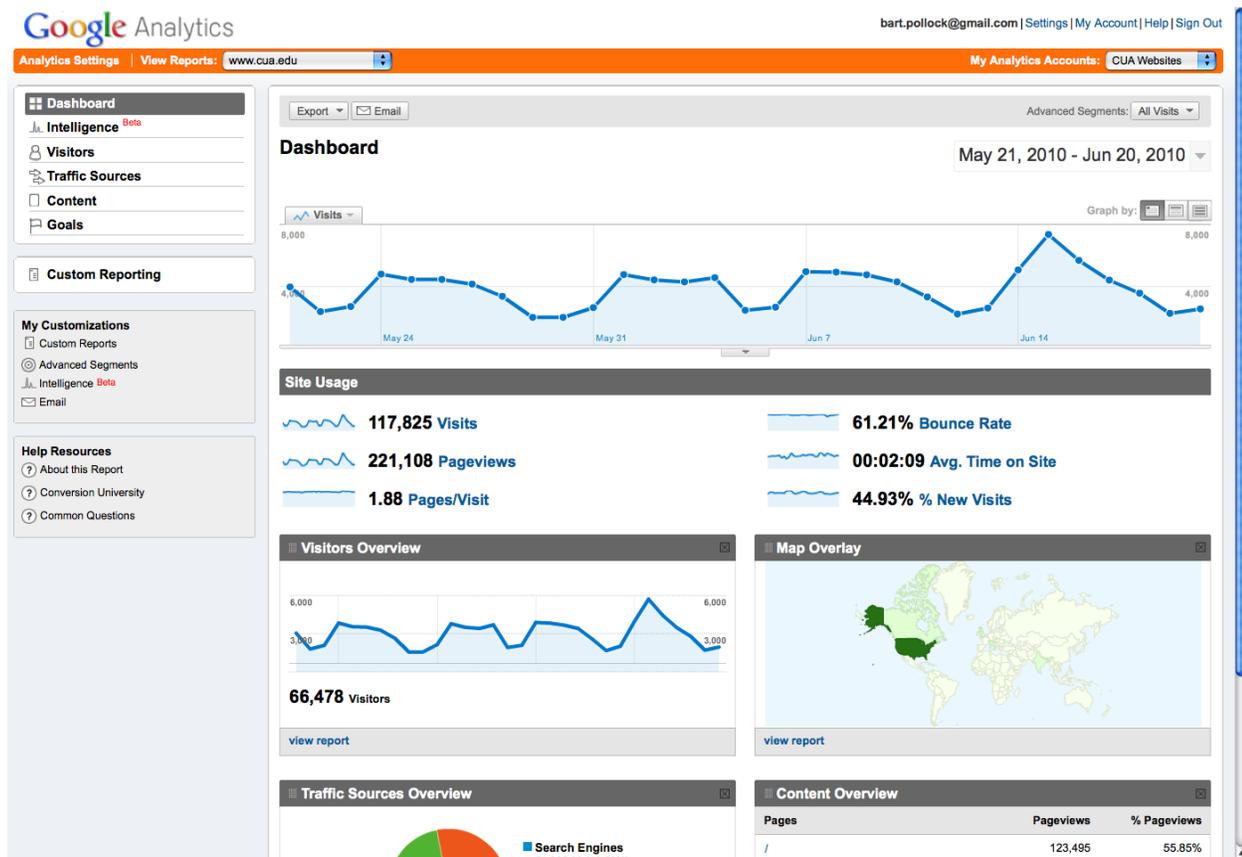
Topaz Tips

Technical training

The following Topaz training classes will be available in September. Watch for announcements about scheduled times and dates in This Week @ CUA.

- Introduction to Topaz
- Topaz basic skills refresher
- Advanced Topaz

If you have questions about technical Topaz training, please contact Saiid Ganjalizadeh (ganjalizadeh@cua.edu) at ext. 6411.

PDF instructions

A series of illustrated PDF instructions for Topaz users can be found in the Topaz Documentation section of the system: http://topaz.cua.edu/docs.cfm.

Topics in this series include:

- Introduction to Topaz
- How to Log In to Topaz
- How to Add Folders and Pages to your Site
- How to Upload Documents and Link Them to your Site
- How to Add Photos and Images to Your Site
- How to Create Links and Anchors in Your Pages
- Adding Content
- Formatting and Editing Content
- How to Create Lists
- How to Create Menus
- Using Column Layouts
- Copy a Page

Dealing with Photos in Topaz

Photo cropping and sizing

The photos on your website will look better and display faster if you save them at the size you plan to use them before they are uploaded to Topaz. If you don't have access to Photoshop or other photo editing software, you can use a free online photo editing application at www.picnik.com.

Photo size guidelines for standard school/department/office page in Topaz

Full-width banner image:	750 X 175 pixels
Less-than-full-width banner image:	Variable X 175 pixels (to align with color bar)
One-column width (1/2 page)	357 pixels
Two-column width (2/3 page)	478 pixels
One-column width (1/3 page)	234 pixels
Head shot small	75 X 100 pixels
Head shot medium	95 X 127 pixels
Head shot large	175 X 234 pixels
Thumbnail	95 X 80 pixels
Flourish image	52 X 52 pixels

Following these guidelines will help to create a consistent look, not only within individual websites, but across the entire cua.edu domain.

Respect photo copyright and privacy

Technically, we can use photos on our website if they fall into one of the following three categories:

- We own the copyright – meaning the photos were shot by a university employee or agent specifically for our use.

- The copyright owner has given us permission to use his or her photos – ideally in writing, but a verbal agreement will do.

- The photos are not protected by copyright – meaning (if you really want to know) they were shot by the U.S. government, or they were published before 1989 without a copyright notice (such notice is no longer required), or the copyright has expired (generally 70 years after the photographer's death, or 95 years after the photo's publication), or the photos are expressly intended to be part of the public domain (such as those on any of a number of websites offering copyright-free photos).

A person shown in a photograph has no special rights under copyright law. However, someone pictured in a photo who does not want that photo published could make a claim under privacy law. If it can be argued that the photographer invaded someone's "right to privacy" by taking a photo without the subject's permission in a place where the subject had a "reasonable expectation of privacy," then an invasion of privacy claim could arise.

A specific area of privacy law that we need to observe carefully is defined in the Family Educational Rights and Privacy Act (FERPA). This law defines what information about students, including photos, can and cannot be shared publically. For more information, see http://counsel.cua.edu/ferpa/fedlaw/. For more information on photo law, see: http://libraries.cua.edu/access/copymain.html and http://www.photosecrets.com/photography-links-law.html.

Page Titles

The title you give your page is important for four reasons:
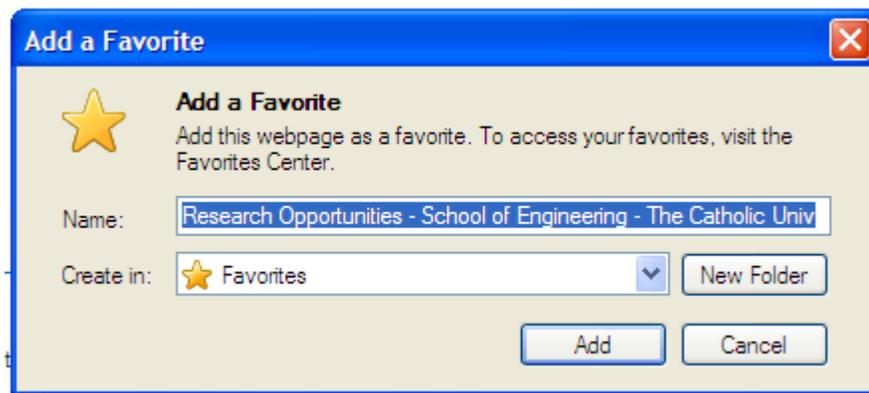
1. The page title displays in the title bar at the top of the browser window.

2. The page title displays in the tabs in the task bar at the bottom of the screen on a PC, and in active window menu on a Mac.

3. The page title is the default title for bookmarks or favorites.

4. Search engines like Google give a lot of weight to page titles in ranking results, and the page title is what will show up on search engine results pages.

Guidelines for Writing Page Titles

Place the most important and distinctive keywords at the beginning.

For homepages, follow this formula:
School or Department Name - The Catholic University of America
EXAMPLE: **School of Engineering - The Catholic University of America**

For inside pages, follow this formula:
Specific Topic - School or Department Name - The Catholic University of America
EXAMPLE: **Research Opportunities - School of Engineering - The Catholic University of America**

(Note – If your specific topic and/or school name is long, shorten university name to CUA.)
EXAMPLE: **Master's in Management - Metropolitan School of Professional Studies - CUA**

Don't Confuse Page Title and Page Name

Please note that we are talking about the **Page Title**, not the **Page Name**!!! Do not change any page names. If you do, you will break all the links leading to the content on that page. Page names become part of the URL, which is automatically generated based on the website, folder structure and name. DO NOT CHANGE PAGE NAMES.
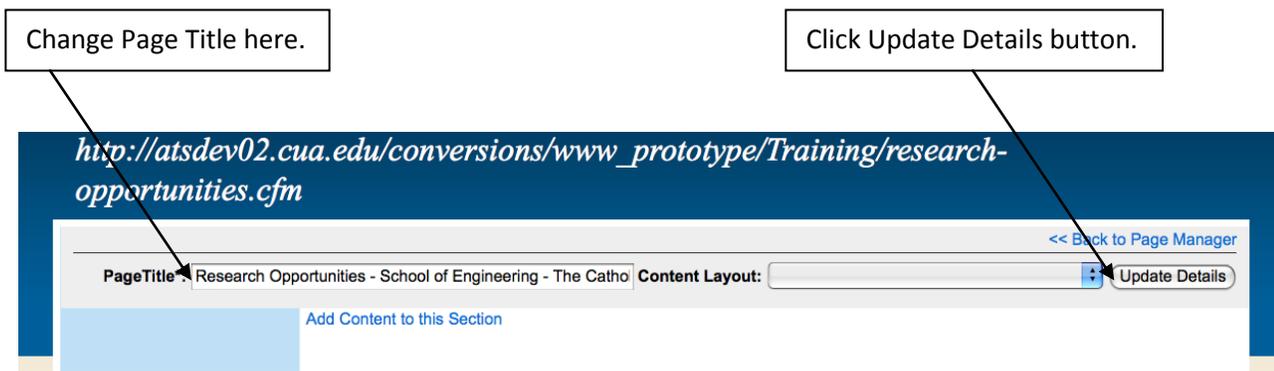
How to Create or Change Page Titles in Topaz

Please do change **Page Titles**. Below is an image of the page in Topaz where you can give a title to a new page you are creating.

You can easily change the **Page Title** of pages that have already been created. Just open the page for edit in Topaz, change the title in the area labeled **Page Title**, then click on the Update Details button.

Content hierarchy and layering

Placement on the page, heading size and the use of photos should instantly communicate to website users what content on the page is most important.

On a homepage, it's a good practice to present succinct summaries of the most important content categories with links that enable users to choose to go deeper into the content categories that interest them.

Linking

A reminder about the value of contextual linking: Embed links in content elements on your pages to guide users to related content. You can do this by creating a list of related links at the end of a content element or inside a table indented into a text block on your page.

It also is effective to create a link within a website entry by highlighting text that describes the content to which the link points.
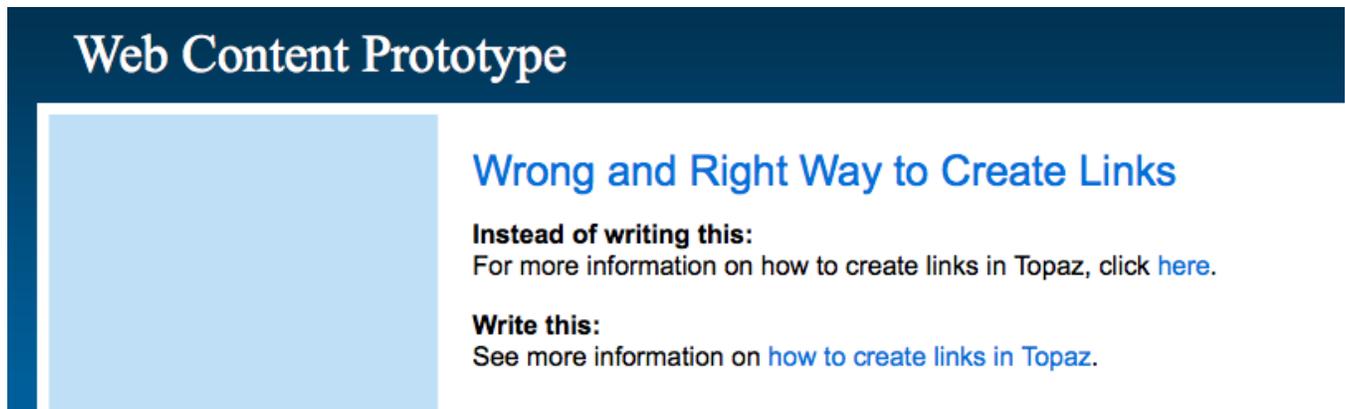
Web Content Prototype

Wrong and Right Way to Create Links

Instead of writing this:
For more information on how to create links in Topaz, click here.

Write this:
See more information on how to create links in Topaz.

Information Architecture

"It seems that perfection is reached not when there is nothing left to add,
but when there is nothing left to take away."

– Antoine de Saint-Exupéry

The concept of information architecture encompasses many of the other principles that have been discussed in this Website Management Training seminar and in the pages of this resource packet. Think of information architecture as the master plan that ties together the goals, content, design and usability of your website. These elements working in harmony define the user experience on your site.

From your homepage, through the most important content to every inside page, there is a path. Is it a clearly marked route on which users feel assured that they are making steady progress toward their desired destination? Or is it a trek through dense forests of information, dead ends and retraced steps? Creating that clearly marked path is the art of information architecture.

A three-step process
You have already taken the first step – defining your audience, goals and key content categories. Applying those principles to your homepage will lay a solid foundation for the rest of your site. Like any good architect, you will want to first create a draft outlining the overall structure before your start pouring concrete and hammering nails.

Content category landing pages

The second step builds upon your content categories: defining and creating landing pages for each category. These pages should be designed to open the door for users to go as deep as they want into a particular category of information. If you organize your website this way, you don't need to worry about making every conceivable thing available from the homepage. As long as users can easily find the content category they want, you can avoid overloading the homepage by building category landing pages that include links to the content elements within that category. In some cases, you may want to guide users from category landing pages to subcategory landing pages. In this way, you can keep each layer of information as simple and focused as possible.

Topic-based navigation

Creating user-friendly site navigation will flow naturally from this layered approach to content. If you have organized the content of your site into logical categories, the navigation menu on the left side of your pages will practically build itself. In addition to staple menu items – which would include things like Home, About us and Contact Us – you will want to add links to the landing pages for you main content categories. This creates a topic-based navigation guide that will help users easily find the content they want.

A side door: Audience-based navigation

The third and last step in drafting your information architecture is to add a side door. Remember, the topic-based navigation structure of your site is focused on achieving your goals for communicating with your primary target audience. The side door is a way to make the navigation of the site usable for other audiences.

In many cases, this audience-based navigation will focus on internal groups, such as current students, faculty, friends and alumni. Think of the content that is of particular interest to each audience category, and create a simple landing page for each one that includes links tailored to their interests. After you have created these landing pages, you can add audience-based links in the top navigation menu.

One step at a time

Information architecture is an evolving process. You don't need to do it all at once. Starting with a well designed homepage is critical. The master plan – from focused goals and content categories to clear navigation and usability – will flow naturally from the organization of the content on your homepage.

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