

10:04:01

Website Procedures

Content Guidelines

Improve Google Search Engine Rankings

Include Words your readers would use when searching for the information

Avoid Using

- Underlining, because it is a common hyperlink indicator
- Excessive character stylings like bold, italics, etc.
- Tables, which should be used for tabular data only and appropriately structured.

Headings

Use meaningful content driven headlines with a hierarchical content structure. Headings establish the structure of the page and give an effective overview of its content. The website style sheet automatically sets the Font size, style and color for web page content.

- H1 tag is reserved for the web page title
- H2 tag is used for major section headings
- H3 tag is used as sub section of the H2
- Do not skip heading levels

Be Concise

Reduce information overload for cognitive user challenges.

- Eliminate unnecessary content
- Use shorter paragraphs and sections
- Clearly explain things so each page can stand on its own. Write for the average reader. Avoid jargon.
- Use an active voice
- Use bulleted lists
- If necessary, hyperlink to other information

Content Placement from Word

Content from existing Microsoft Word documents may be used for web pages. There are three methods for placing content on the college website listed below.

- Type content directly on to the webpage
- Use content from an existing Word document by:
 - Copy text from Word
 - Locate “Paste from Word” icon in the Drupal toolbar (this step is essential)
 - Paste text into dialog box and click ok
 - Delete excessive spacing between paragraphs

- Confirm original formatting has been preserved
- Copy text from an existing Word document or web page
 - Paste into notepad
 - Copy from notepad
 - Paste into new web page
 - Delete excessive spacing between paragraphs
 - Confirm original formatting has been preserved

Create New Basic Webpage

- Log on at <https://www.chattanoogaastate.edu/user>
- Click “Content” and choose “Add Content,” “Basic Page”
- Type in the title of the page. The title should reflect the content for the web page. When possible, keep the title short as it will become the url.
- Choose “Workbench Access,” if department is not listed choose “Department.” A specified department will allow user access to that area of the website.
- Click Publishing options located on bottom left
- Under “moderation state” choose “published”
- Click save
- Confirm that the link to the page works
- Check accessibility of page and conform it passes

PDF Documents

Create Accessible PDF

- Follow InDesign directions for designing and structuring a PDF following accessibility guidelines.
- Export as a PDF
- For SEO confirm document title, author (Chattanooga State) and key words used to search are completed
- Run accessibility checker in Acrobat and fix any issues

Upload New PDF

- Log on at <https://www.chattanoogaastate.edu/user>
- Click “Content” and choose “Files”
- Click “Add Files”
- Click on “Choose File” and locate file on your computer
- Click “Next” twice
- Type in the name of the file
- Add tags relevant in hierarchy of your file
 - Examples - academics, NAH, nursing
- Click “Save”
- Link to PDF from designated web page

Replace Existing PDF

- Log on at <https://www.chattanoogaastate.edu/user>
- Confirm the name of the PDF on the website and the name of the new PDF are the same. If the file is not named correctly it will create an additional node and any hyperlink linked to the PDF will be broken.

- Click “Content” and choose “Files”
- Search for file using the filter
- Under “Type” choose “PDF”
- Type file name
- Click “Apply”
- Under “Uploaded,” locate file and click on “Edit”
- Under “Replace File,” click “Choose File” on your computer
- Click Save

Proper File Naming Conventions

- All file names are lower case letters with hyphens separating words
 - Example - admissions-file.pdf
- Do not use special characters such as &, *, (, #