Maintaining Quality Content: Strategies, Tips, and Tricks
Quality Web Content is…

- Accessible
- Concise
- Skimmable
- Well-organized
- Responsive and fast (AKA “mobile-friendly”)
- Relevant to your users
- Accurate
- Up-to-date
- Original or used with permission by creator
- Consistent with brand guidelines

https://www.seattleu.edu/web/content/
Web Accessibility

• Legal requirement for our websites to meet accessibility standards
• Web Forum last quarter on accessibility – see website!

• Use plain language
• Use proper heading structure
• Use ‘alt’ descriptions for images
• Provide transcripts or captions for video/audio

• Post accessible files
• Use links appropriately
• Use tables appropriately
• Mindful use of color and contrast

https://www.seattleu.edu/web/content/accessibility
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Text
Writing for the Web

• Write simply and concisely

• Minimize slang, jargon, acronyms, abbreviations
  – If they’re necessary, provide definitions

• Make your content skimmable
  – Headings, subheadings that are descriptive of the content
  – Short paragraphs and/or lists

https://www.seattleu.edu/web/blog/posts/using-lists-to-make-your-content-more-skimmable.html
https://www.seattleu.edu/web/content/accessibility/#language
https://www.seattleu.edu/web/content/writing/
Page Titles & Headings

• Page titles should concisely describe the page content
  – Page titles are also used in the navigation menu, breadcrumbs, and become part of the page’s URL
• Each block of content on the page should be preceded by a descriptive heading
• Headings give the content structure, help navigation, increase reader comprehension
• Page titles and headings should be in Title Case (not all-caps)

https://www.seattleu.edu/web/content/writing/
https://www.seattleu.edu/web/content/accessibility/#headings
Spelling & Grammar

• Check for errors before you publish
  – T4’s built in spell-checker
  – Browser extension like Grammarly

• Catch and fix published errors quickly
  – Siteimprove

• ‘Add to dictionary’ special terms

https://www.seattleu.edu/web/blog/posts/monthly-website-improvement-topic-misspellings.html
Use the “Paste as Text” Option

• Keep text formatted consistently by switching on the “paste as text” option before pasting

https://www.seattleu.edu/web/training/how-tos/use-the-text-editor.html#paste-as-text
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Links
Links

• Link text should be concise and descriptive
  – Avoid “click here” or “read more”
  – Avoid using a URL unless it’s human-readable

• Fix broken links ASAP
  – If you can’t update it, remove it
  – If you find a broken link on a Seattle U page, report it!
    • Include where you found the broken link!

• Links should be the only thing underlined

https://www.seattleu.edu/web/blog/posts/monthly-website-improvement-topic-broken-links-1.html
https://www.seattleu.edu/web/content/accessibility/#links
Links to Other Seattle U Websites

• Use T4 “section links” or “content links” *whenever possible*

• Section link = link to a specific page
• Content link = link to a specific piece of content on a page

https://www.seattleu.edu/web/training/how-tos/add-a-link.html
Example Section Link

www.seattleu.edu/redhawk-service-center/academic-policies/

https://www.seattleu.edu/web/training/how-tos/add-a-link.html
Why Use a Section/Content Link?

• When other content editors make edits that change the URL of a page, TerminalFour will update those links for you, and you spend less time fixing broken links
  – Changes that impact a URL:
    • Moving a section from one level to another
    • Renaming a section
    • Changing the output URI
Linking to Someone Else’s Media Item

www.seattleu.edu/media/redhawk-service-center/registrar/registrar-policies/Academic-Integrity-2011-3.pdf

https://www.seattleu.edu/web/training/how-tos/link-to-a-media-library-item-in-someone-elses-folder.html
Updating a PDF

• If you want to update a PDF, edit the old media item

• If you give the updated version a new file name, it will change the URL to the PDF
  – Use the same file name to avoid 404 errors

Linking to External Pages, Email

• Linking to an external site?
  Use a “new window” target

• Want to link to an email address?
  URL: mailto:otism@seattleu.edu

https://www.seattleu.edu/web/training/how-tos/add-a-link-to-an-email.html
Finding Broken Links

• Add a broken link checker to your browser
  – Chrome
  – Firefox

https://www.seattleu.edu/web/blog/posts/monthly-website-improvement-topic-broken-links.html
Finding Broken Links

• Example of a broken link checker in Chrome

https://www.seattleu.edu/web/blog/posts/monthly-website-improvement-topic-broken-links.html
Finding Broken Links

- Siteimprove

<table>
<thead>
<tr>
<th>Title</th>
<th>URL</th>
<th>Broken Links</th>
<th>Clicks on broken links</th>
<th>Page views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels - Visit Seattle University - Seattle University</td>
<td><a href="https://www.seattleu.edu/visit/hotels/">https://www.seattleu.edu/visit/hotels/</a></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Testing Accommodations - Requesting Academic Adjustments &amp; Auxiliary</td>
<td>Academic Accommodations - Disability Services - Seattle University</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HR Policy for Staff Leave Benefit - Staff Resources - Faculty and</td>
<td>Staff Resources - Center for Community Engagement - Seattle University</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Past Events - SU Gala - Giving - Seattle University</td>
<td><a href="https://www.seattleu.edu/giving/gala-event-details/past-events/">https://www.seattleu.edu/giving/gala-event-details/past-events/</a></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Write Measurable Postsecondary Goals - Flowchart - Transition Services</td>
<td>Center for Change in Transition Services - Seattle University</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

https://www.seattleu.edu/web/blog/posts/monthly-website-improvement-topic-broken-links.html
Preventing Broken Links

• If you try to delete an item that someone else is linking to using a section/content link, you will see a pop-up – don’t ignore it!

https://www.seattleu.edu/web/blog/posts/monthly-website-improvement-topic-broken-links.html
Preventing 404 Errors

• Before you delete or rename a section, ask yourself:

  *Is this link published anywhere?*
  - Printed materials
  - Emails
  - Digital Ads
  - Other websites
  - Search engine results

• Web Team may be able to create a redirect to minimize 404 errors

https://www.seattleu.edu/web/blog/posts/preventing-404-errors.html
Preventing 404s in Search Results

• Google custom search engine on our site
• Search results do not update as quickly as our website does
  – If you change a page’s name or URL, or if you delete a page, the now obsolete URL show in search results for 2-3 weeks
  – The web team can submit a removal request to Google (need 24 hours to process)

https://www.seattleu.edu/web/blog/posts/preventing-404-errors.html
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Image and Video
Selecting an Appropriate Image

• Is it **high-quality**?
  – Natural color, in focus
  – Image size and shape (aspect ratio) appropriate for the content type
  – **File size less than 1MB**
  – Best file type for the image subject (.JPG for photography, .PNG for line drawings, graphics)

• Is it **relevant** and **up-to-date**?
  – Related to the page content
  – Adds visual interest or additional context
  – “Fresh”/not old and out-of-date

https://www.seattleu.edu/web/content/images/
Finding Usable Images

• Photoshelter

• Images licensed for use through Creative Commons

• Stock photos are strongly discouraged and are not consistent with our brand

https://seattleuniversity.photoshelter.com
Optimize Images for the Web

• Images need to be optimized for the web before you add them to T4
  – Images must be less than 1MB! (kBs = good, MBs = bad)
  – Especially important if you’re using large, high-quality images from Photoshelter

• See our website for
  – Instructions on how to optimize images using Photoshop
  – Links to free online image optimizers

https://www.seattleu.edu/web/content/images/#optimize
Images & Accessibility

• Does the image have an ‘alt’ description for accessibility?
  – Read aloud to screen reader users and should convey the meaning of the image to someone who cannot see it/see it well

• Does the image have little to no text in it?
  – If there is text in the image, the text needs to be included in the alt description or elsewhere on the page to meet legal web accessibility requirements

https://www.seattleu.edu/web/content/accessibility/#alt-desc
Video

• Uploaded to YouTube or Vimeo, embedded into Seattle U website using video content type
• High quality, in focus, clear audio
• High-definition
• Captions or subtitles for accessibility

https://www.seattleu.edu/web/training/content-types/video/
https://www.seattleu.edu/web/content/accessibility/#captions
Copyright Compliance

• All web content must comply with Seattle U Copyright Policy
  • Images, videos (and other content) must be
    – original,
    – free of copyright,
    – or been granted permission for use

• If you are using copyrighted material with permission, permission must be obtained in writing and available for verification

https://www.seattleu.edu/web/content/
https://www.seattleu.edu/repro/copyright-compliance/
Style and Appearance
Seattle U Brand Guidelines

• Following brand guidelines helps to present a consistent, unified message and visual style
  – Reinforces our name recognition and institutional identity

• Read our brand guidelines online and make every effort to stay true to our brand
  • Brand Marks
  • Colors
  • Font
  • Messaging
  • Editorial Style
  • Photography

https://www.seattleu.edu/marcom/brand/
Mobile-Friendly Pages

• 30-40% of our website users are on mobile devices and tablets

• We must pay special attention to how our pages look and function on mobile devices
Mobile-Friendly Pages

- Ordering content items in section from top to bottom to best meet mobile users’ needs

https://www.seattleu.edu/web/training/how-tos/move-content-up-or-down-a-page.html
Mobile-Friendly Pages

• Videos
  – Use video content types whenever possible
  
  – If you must use text editor to embed a video, know that embed codes often have a fixed width too wide for a mobile device, so you need to set width to 100%

https://www.seattleu.edu/web/training/content-types/video/
https://www.seattleu.edu/web/training/how-tos-insert-a-video.html
Mobile-Friendly Pages

• Tables
  – Do not copy and paste tables into T4
    • They will have a fixed width that’s often too wide for a mobile device
  – Create tables in T4
    • Helps to ensure tables are responsive and accessible

https://www.seattleu.edu/web/training/how-tos/create-an-accessible-table.html
Mobile-Friendly Pages

• Test your pages on a phone or in the developer tools in your browser
Mobile-Friendly Pages

- Testing pages in the developer tools in your browser
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Managing Content Over Time
Managing Content Over Time

• Options for content that’s time-specific:
  – Create a review notification
  – Set a future publish or expiration date

https://www.seattleu.edu/web/training/how-tos/add-a-review-notification.html
https://www.seattleu.edu/web/training/how-tos/specify-a-publish-or-expiration-date-for-content.html
Managing Content Over Time

• Another option for time specific content: the “curated events” content type
  – Restricted to those in the “curators” permissions group (request access by email)
  – “Featured curated events” in Zone A

“Curated Events Box” in Zone B or C

https://www.seattleu.edu/web/training/content-types/curated-events/
Managing Content Over Time

• Try to avoid duplication of content

• Eliminate content if you don’t need it

• Don’t put content on your page if you do not “own” or manage it
  – Instead link to the unit that does manage it
  – e.g. Campus Map, Policies, Academic Calendar, etc.
Mirroring Content

• If you use the same content on multiple pages, mirror that content
  – That way you can update it once and the change will push to all the mirrored versions
  – Helps to easily maintain accurate, consistent info
  – e.g. Contact Info, Faculty/Staff Bios

https://www.seattleu.edu/web/training/how-tos/mirror-or-duplicate-content.html
Mirroring Content

• But don’t mirror content to EVERY section
  – Add content to “Section Customizations” instead
  – But use this option sparingly and judiciously
    • Not every content type is enabled to work
    • Overuse can increase page load, make pages look cluttered, might start blending into the background

• Don’t mirror an entire section
  – Mirror all of the content within the section instead
    • Use check boxes and “bulk mirror”

https://www.seattleu.edu/web/training/how-tos/mirror-or-duplicate-content.html
https://www.seattleu.edu/web/training/how-tos/edit-section-customizations.html
Deleting Content/Sections

• When you “delete” in T4, it becomes “inactive” or “unpublished” but it isn’t removed
  – Safety feature – you can always republish if you accidentally delete something

• If you want deleted items to be gone forever, let the Web Team know and we can purge it for you
  – Especially helpful if you can create a “Trash” folder and move all your deleted items into it

https://www.seattleu.edu/web/training/how-tos/delete-sections-and-content.html
Tools to Help

• MarCom Web Team
  – [www.seattleu.edu/web](http://www.seattleu.edu/web)

• Siteimprove
  – Free training videos and interactive modules
  – Easy way to find and fix quality, accessibility and SEO issues on your Seattle U website
  – Email [Web Team](mailto:Web.Team@seattleu.edu) to get started with Siteimprove
Questions or suggestions on topics for future web forums?

MarCom Web Team – web@seattleu.edu – www.seattleu.edu/web