Maximizing Your Program Page Content

Identifying, Understanding & Helping Your Audience

Marketing & Creative Services
As you build your site, remember it is important to:

- Identify Your Audience
- Understand Your Audience
- Help Your Audience
Identify Your Audience

Ask These Questions:

• Who is sitting behind the screen?
• When are they visiting my website?
• Why are they visiting my website?
• What tone/voice will be most appealing to them?
• How can I help them find what they are looking for?

If you don’t know the answers to the above questions for each of your audience types, seek them out. Conduct research.

In fact, M&CS has a report on our research key findings that may help you get started!
Understand Your Audience

Site visitors **scan** pages for information

Pick out **key words** and phrases

Read in **quick**, short bursts

Respond to **action** oriented info

Click and forage in **search** of info

They **multi-task**
What is search engine optimization?

Process of improving the volume and quality of traffic to a Web site from search engines via “natural” search results.

The higher a site appears in search engine results, the more traffic it will receive.

Search engine “spiders” crawl web sites indexing sites based on content and following links to other pages and sites.

Search engines then use complex algorithms to weigh other factors into the ultimate ranking.
Help Your Audience: Writing Tips

- Use simple language and words
- Use only one space after periods
- Use calls to action when appropriate
- Use descriptive links, not “click here”
- Create useful headlines that are visual cues
- Capitalize words in headlines except prepositions
- Avoid passive voice
- Use humor sparingly
- Avoid marketing fluff
- Be credible and factual
- Avoid excess punctuation
- Proofread & check spelling
Academic Program Page Review

by Content Types
Program Page Overview

Academic Program Pages use the same format for all academic departments. Some areas are required, some are optional, but recommended. Some standard areas are not editable.
Only editable by college and department content managers.

Undergraduate Majors/Minors/ and Graduate Programs group names are based on personal research.

Navigational order and naming is provost approved.
Program Specific Content Area

Standardized format facilitates visitor comparison

User-centric design

Focus on the visitor taking action

Specifically designed for viewing on mobile devices and assistive technology.
Above the Scroll Overview

Contains title, teaser, and primary program description.

The focus is on readability and search engine optimization.
Feedback form sends an email to the primary dept contact.

Setup “config” file with primary department email address.
Facilitates fast engagement opportunities

Requests are typically about web comments / issues or program-related questions.
Department Name & Navigation

Department name link will take the visitor to the dept homepage.

All program pages display standard academic dept name and navigation.
College Homepage Back Link

College name link will take the visitor back to the college homepage.
Both required.

Full program name in title.

1-2 sentence program description in callout using relevant keywords and phrases to enhance search.
Required.

Well written program description.

Use of image and caption recommended as a navigation landmark and visual interest.
Program Page Overview Review
Contains program details, requirements, related info and opportunities for the visitor to take action.
Optional.

Very important area for programs with specific requirements.
Related Pages / Links Content Area

Required.

List important links, awards, and accolades.

Image or graphic recommended to add visual interest and draw the visitor’s eye down the page.
Required.

Must have Program Contact and Apply Now columns with buttons.

Third column optional, Tour link is highly recommended.
Optional.

Alumni and Faculty spotlight info personifies the program.

Can link to detail page or profile.
Universal Footer

Not editable.

Shared footer used as a common element.

Common footer contains Google Analytics code.