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# UNIVERSITY *of* WEST FLORIDA

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UNIVERSITY MARKETING AND COMMUNICATIONS

## Maximizing Your Website Content

Writing for the Web, People, and Search Engines

Web Services

University Marketing and Communications

# Agenda

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**Understanding Your Website's Audience**

**Anatomy of a Good Web Page:  
Content Types and CMS Tips**

**SEO and Web Writing Tips**

**Resources**

# Identify Your Audience

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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?

Adopt a user-centered perspective

UMC can help

# Understand Your Audience

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They...

Scan pages

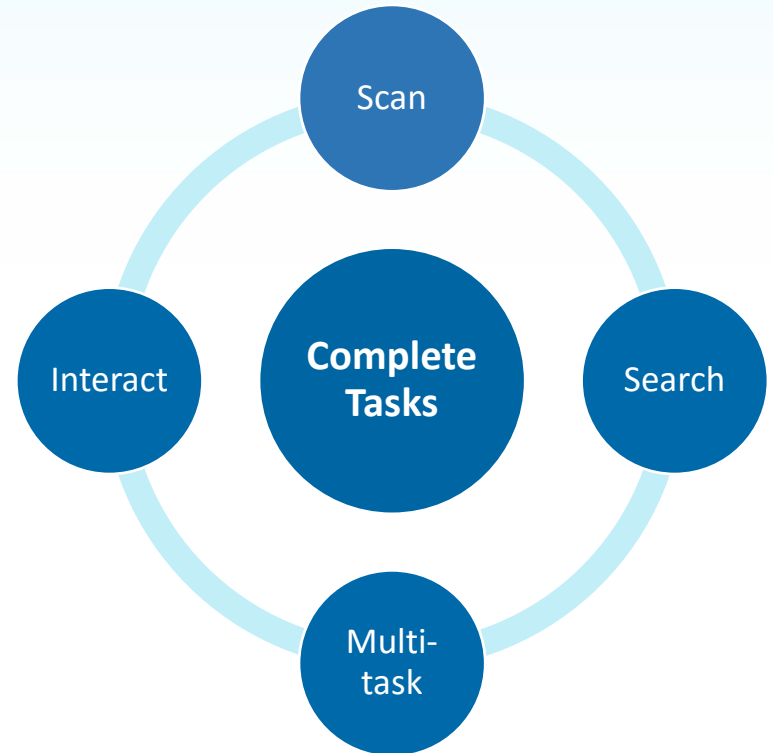
Pick out key words and phrases

Read in quick, short bursts

Respond to action-oriented content

Click and forage in search of information

Multi-task



# Help Your Audience: Content

Focus is on:

Usability

Readability

Accessibility

Mobility

Searchability (SEO)

More on SEO later

The screenshot displays the University of West Florida website for Counseling & Psychological Services. The page features a blue header with the university logo and navigation links. A sidebar on the left contains a table of contents with sections like 'General Information', 'Therapy Services', and 'Additional Services'. The main content area includes a large heading, a 'Page Title - Header Style 1' section with a description, a 'Main Paragraph Content - Header Style 2' section with a paragraph and a 'Blue Button', and a 'Sub-paragraph - Header Style 3' section with a list of bullet points. At the bottom, there are two 'Featured Item' sections and a table titled 'Tables - Use Sparingly Due To Mobile' with three columns and three rows of data. The footer contains contact information and social media icons.

# Above the Scroll Overview

Contains:

Navigation

Left column

Featured Links

Contact Info

Title

Banner image(s)

Callout text

Paragraph content

The screenshot displays a web page for the University of West Florida's Counseling & Psychological Services. The page features a blue header with the university logo and navigation links. A left sidebar contains a menu with categories like 'General Information', 'Therapy Services', and 'Outreach Services'. The main content area has a large banner image with the dimensions '880 x 495'. Below the banner is a 'Page Title - Header Style 1' section with a callout text area. The 'Main Paragraph Content - Header Style 2' section includes a paragraph of text and a callout text area with dimensions '315 x 176'. A 'Sub-paragraph - Header Style 3' section follows. A callout text area with dimensions '269 x 150' is also present. The page footer includes the University of West Florida logo and the acronym 'UMC'.

# Department Feedback Button

The screenshot shows the University of West Florida website header with navigation links: Admissions, Academics, Campus Life, Athletics, and About UWF. The main content area is for Counseling & Psychological Services, featuring a sidebar with a table of contents, a main content area with a large image placeholder (880 x 495), and a feedback button on the right. The feedback button is a vertical yellow bar with the word 'FEEDBACK' written vertically in black. The page title is 'COUNSELING & PSYCHOLOGICAL SERVICES'. Below the main content area, there is a section for 'Page Title - Header Style 1' with a description of its purpose. Below that is a section for 'Main Paragraph Content - Header Style 2' with a large image placeholder (315 x 176) and a description of its purpose. The footer of the page contains the University of West Florida logo and the text 'UNIVERSITY of WEST FLORIDA' and 'UMC'.

University of West Florida

Quicklinks | Alumni | Online Support | MyUWF

ADMISSIONS | ACADEMICS | CAMPUS LIFE | ATHLETICS | ABOUT UWF

Search

## COUNSELING & PSYCHOLOGICAL SERVICES

880 x 495

**FEEDBACK**

**General Information**

- Scheduling an Appointment
- Confidentiality
- Consultation

**Therapy Services**

**Outreach Services**

**Additional Services**

**Online Assessments**

**About Us**

**Related Links**

- Wellness Services
- Student Health Services
- Psychiatric Services
- Student Disability Resource Center

**Counseling & Psychological Services**

Bldg. 960 / Suite 200A  
11000 University Pkwy.  
Pensacola, FL 32514  
850-474-2420  
counselingservices@uwf.edu

Last Updated: 04/06/2014

**Page Title - Header Style 1**

This Callout Text area is used to describe the purpose of this page to the visitor. This area is also use for your search engine Meta Description. This content is required except in special cases reviewed by Web Services.

**Main Paragraph Content - Header Style 2**

315 x 176

Image caption is optional. Image description is required for Media Library.

Paragraph, TeX Gyre Adventor Regular, 14pt, 20pt leading, 30 kerning. This is a link. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque libero metus.

# Simple Feedback Form

The screenshot displays the University of West Florida website. The top navigation bar includes the university logo, "University of West Florida", and links for "Quicklinks", "Alumni", "Online Support", and "MyUWF". Below this is a secondary navigation bar with "ADMISSIONS", "ACADEMICS", "CAMPUS LIFE", "ATHLETICS", and "ABOUT UWF", along with a search box. The main content area is titled "COUNSELING & PSYCHOLOGICAL SERVICES". On the left, there is a sidebar menu with categories: "General Information" (Scheduling an Appointment, Confidentiality, Consultation), "Therapy Services", "Outreach Services", "Additional Services", "Online Assessments", and "About Us". Below the menu are "Related Links" (Wellness Services, Student Health Services, Psychiatric Services, Student Disability Resource Center) and contact information for "Counseling & Psychological Services" (Bldg. 960 / Suite 200A, 11000 University Pkwy., Pensacola, FL 32514, 850-474-2420, counselingsservices@uwf.edu). A "Last Updated: 04/06/2014" note is at the bottom left. The main content area features a large "880 x 495" placeholder, a "Page Title - Header Style 1" section with a description of the callout text area, a "Main Paragraph Content - Header Style 2" section with a large "315 x 176" placeholder, and a paragraph of text. A "Feedback" form overlay is positioned on the right, containing fields for "Name", "Email", and "Comment", and an "Ok" button.

University of West Florida

Quicklinks | Alumni | Online Support | MyUWF

ADMISSIONS | ACADEMICS | CAMPUS LIFE | ATHLETICS | ABOUT UWF | Search

## COUNSELING & PSYCHOLOGICAL SERVICES

880 x 495

- General Information
  - Scheduling an Appointment
  - Confidentiality
  - Consultation
- Therapy Services
- Outreach Services
- Additional Services
- Online Assessments
- About Us

Related Links

- Wellness Services
- Student Health Services
- Psychiatric Services
- Student Disability Resource Center

Counseling & Psychological Services

Bldg. 960 / Suite 200A  
11000 University Pkwy.  
Pensacola, FL 32514  
850-474-2420  
counselingservices@uwf.edu

Last Updated: 04/06/2014

### Page Title - Header Style 1

This Callout Text area is used to describe the purpose of this page to the visitor. This area is also used for your search engine Meta Description. This content is required except in special cases reviewed by Web Services.

### Main Paragraph Content - Header Style 2

315 x 176

Paragraph, TeX Gyre Adventor Regular, 14pt, 20pt leading, 30 kerning. This is a link. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque libero metus.

Image caption is optional. Image description is required for Media Library.

#### Feedback



# Navigation

The screenshot shows the top navigation bar of the University of West Florida website. The header includes the university logo, navigation links for Admissions, Academics, Campus Life, Athletics, and About UWF, a search bar, and utility links for Quicklinks, Alumni, Online Support, and MyUWF. The main content area is titled "COUNSELING & PSYCHOLOGICAL SERVICES" and features a sidebar with a table of contents, a main content area with a large image placeholder, and a footer with contact information and a date stamp.

**University of West Florida**

Quicklinks | Alumni | Online Support | MyUWF

ADMISSIONS | ACADEMICS | CAMPUS LIFE | ATHLETICS | ABOUT UWF

Search

## COUNSELING & PSYCHOLOGICAL SERVICES

880 x 495

FEEDBACK

- General Information
  - Scheduling an Appointment
  - Confidentiality
  - Consultation
- Therapy Services
- Outreach Services
- Additional Services
- About Us

**Related Links**

- Wellness Services
- Student Health Services
- Psychiatric Services
- Student Disability Resource Center

**Counseling & Psychological Services**

Bldg. 960 / Suite 200A  
11000 University Pkwy.  
Pensacola, FL 32514  
850-474-2420  
counselingservices@uwf.edu

269 x 150

Last Updated: 04/06/2014

### Page Title - Header Style 1

This Callout Text area is used to describe the purpose of this page to the visitor. This area is also use for your search engine Meta Description. This content is required except in special cases reviewed by Web Services.

### Main Paragraph Content - Header Style 2

315 x 176

Image caption is optional. Image description is required for Media Library.

Paragraph, TeX Gyre Adventor Regular, 14pt, 20pt leading, 30 kerning. This is a link. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque libero metus.

# Left Column

The screenshot shows a website layout for the University of West Florida. The top navigation bar includes the university logo, "University of West Florida", and links for "Quicklinks", "Alumni", "Online Support", and "MyUWF". Below this is a secondary navigation bar with "ADMISSIONS", "ACADEMICS", "CAMPUS LIFE", "ATHLETICS", and "ABOUT UWF", along with a search box. The main content area is titled "COUNSELING & PSYCHOLOGICAL SERVICES" and features a large placeholder image of 880 x 495 pixels. A left sidebar contains a table of contents with sections: "General Information" (Scheduling an Appointment, Confidentiality, Consultation), "Therapy Services", "Outreach Services", "Additional Services", and "About Us". Below this is a "Related Links" section with links to "Wellness Services", "Student Health Services", "Psychiatric Services", and "Student Disability Resource Center". A "Counseling & Psychological Services" section provides contact information: "Bldg. 960 / Suite 200A, 11000 University Pkwy., Pensacola, FL 32514, 850-474-2420, counseling@uwf.edu". A 269 x 150 pixel placeholder image is shown with the text "269 x 150" and "Last Updated: 04/05/2014". The main content area includes a "Page Title - Header Style 1" section with a callout text area and a "Main Paragraph Content - Header Style 2" section with a 315 x 176 pixel placeholder image. A vertical "FEEDBACK" button is on the right side.

University of West Florida

Quicklinks | Alumni | Online Support | MyUWF

ADMISSIONS | ACADEMICS | CAMPUS LIFE | ATHLETICS | ABOUT UWF

Search

## COUNSELING & PSYCHOLOGICAL SERVICES

880 x 495

FEEDBACK

- General Information
  - Scheduling an Appointment
  - Confidentiality
  - Consultation
- Therapy Services
- Outreach Services
- Additional Services
- About Us

**Related Links**

- Wellness Services
- Student Health Services
- Psychiatric Services
- Student Disability Resource Center

**Counseling & Psychological Services**  
Bldg. 960 / Suite 200A  
11000 University Pkwy.  
Pensacola, FL 32514  
850-474-2420  
counselingservices@uwf.edu

269 x 150

Last Updated: 04/05/2014

### Page Title - Header Style 1

This Callout Text area is used to describe the purpose of this page to the visitor. This area is also use for your search engine Meta Description. This content is required except in special cases reviewed by Web Services.

### Main Paragraph Content - Header Style 2

Lorem ipsum dolor sit amet, eu per stet molestie liberavisse, pri scripta vituperatoribus ad. Vel ea dicta munere offendit, duiis ullum aliquip mea et. Nam quaestio conceptam efficiendi et, ubique utroque comprehensam vis an. Vim inermis dolores ex, vix te facete euismod patrioque.

315 x 176

Image caption is optional. Image description is required for Media Library.

Paragraph, TeX Gyre Adventor Regular, 14pt, 20pt leading, 30 kerning. This is a link. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque libero metus.

# Department Name & URL

University of West Florida

Quicklinks | Alumni | Online Support | MyUWF

ADMISSIONS | ACADEMICS | CAMPUS LIFE | ATHLETICS | ABOUT UWF

Search

## COUNSELING & PSYCHOLOGICAL SERVICES

880 x 495

FEEDBACK

**General Information**

- Scheduling an Appointment
- Confidentiality
- Consultation

**Therapy Services**

**Outreach Services**

**Additional Services**

**About Us**

**Related Links**

- Wellness Services
- Student Health Services
- Psychiatric Services
- Student Disability Resource Center

**Counseling & Psychological Services**

Bldg. 960 / Suite 200A  
11000 University Pkwy.  
Pensacola, FL 32514  
850-474-2420  
counselingservices@uwf.edu

269 x 150

Last Updated: 04/06/2014

**Page Title - Header Style 1**

This Callout Text area is used to describe the purpose of this page to the visitor. This area is also use for your search engine Meta Description. This content is required except in special cases reviewed by Web Services.

**Main Paragraph Content - Header Style 2**

Lorem ipsum dolor sit amet, eu per stet molestie liberavisse, pri scripta vituperatoribus ad. Vel ea dicta munere offendit, duis ullum aliquip mea et. Nam quaestio conceptam efficiendi et, ubique utroque comprehensam vis an. Vim inermis dolores ex, vix te facete euismod patrioque.

315 x 176

Image caption is optional. Image description is required for Media Library.

Paragraph, TeX Gyre Adventor Regular, 14pt, 20pt leading, 30 kerning. This is a link. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque libero metus.

# Banner Image(s)

The screenshot displays the University of West Florida website header and a page for Counseling & Psychological Services. The header includes the university logo, navigation links (ADMISSIONS, ACADEMICS, CAMPUS LIFE, ATHLETICS, ABOUT UWF), a search bar, and utility links (Quicklinks, Alumni, Online Support, MyUWF). The main content area features a large banner image placeholder with dimensions 880 x 495. Below the banner is a page title 'COUNSELING & PSYCHOLOGICAL SERVICES' and a callout text area. The left sidebar contains a navigation menu with categories like General Information, Therapy Services, Outreach Services, Additional Services, Online Assessments, and About Us. Below the menu are related links and contact information for Counseling & Psychological Services. A feedback button is visible on the right side of the page.

University of West Florida

ADMISSIONS | ACADEMICS | CAMPUS LIFE | ATHLETICS | ABOUT UWF

Quicklinks | Alumni | Online Support | MyUWF

Search

## COUNSELING & PSYCHOLOGICAL SERVICES

880 x 495

FEEDBACK

### Page Title - Header Style 1

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### Main Paragraph Content - Header Style 2

315 x 176

Image caption is optional. Image description is required for Media Library.

Wellness Services  
Student Health Services  
Psychiatric Services  
Student Disability Resource Center

**Counseling & Psychological Services**  
Bldg. 960 / Suite 200A  
11000 University Pkwy.  
Pensacola, FL 32514  
850-474-2420  
counselingservices@uwf.edu

Last Updated: 04/06/2014

Paragraph, TeX Gyre Adventor Regular, 14pt, 20pt leading, 30 kerning. This is a link. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque libero metus.

# Page Title & Callout Text

University of West Florida

Quicklinks | Alumni | Online Support | MyUWF

ADMISSIONS | ACADEMICS | CAMPUS LIFE | ATHLETICS | ABOUT UWF

Search

## COUNSELING & PSYCHOLOGICAL SERVICES

880 x 495

FEEDBACK

- General Information
  - Scheduling an Appointment
  - Confidentiality
  - Consultation
- Therapy Services
- Outreach Services
- Additional Services
- About Us

**Related Links**

- Wellness Services
- Student Health Services
- Psychiatric Services
- Student Disability Resource Center

**Counseling & Psychological Services**

Bldg. 960 / Suite 200A  
11000 University Pkwy.  
Pensacola, FL 32514  
850-474-2420  
counselingservices@uwf.edu

269 x 150

Last Updated: 04/06/2014

### Page Title - Header Style 1

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### Main Paragraph Content - Header Style 2

Lorem ipsum dolor sit amet, eu per stet molestie liberavisse, pri scripta vituperatoribus ad. Vel ea dicta munere offendit, duis ullum aliquip mea et. Nam quaestio conceptam efficiendi et, ubique utroque comprehensam vis an. Vim inermis dolores ex, vix te facete euismod patrioque.

315 x 176

Paragraph, TeX Gyre Adventor Regular, 14pt, 20pt leading, 30 kerning. This is a link. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque libero metus.

Image caption is optional. Image description is required for Media Library.

# General Content & Image Area

University of West Florida

Quicklinks | Alumni | Online Support | MyUWF

ADMISSIONS | ACADEMICS | CAMPUS LIFE | ATHLETICS | ABOUT UWF

Search

## COUNSELING & PSYCHOLOGICAL SERVICES

880 x 495

FEEDBACK

- General Information
  - Scheduling an Appointment
  - Confidentiality
  - Consultation
- Therapy Services
- Outreach Services
- Additional Services
- About Us

**Related Links**

- Wellness Services
- Student Health Services
- Psychiatric Services
- Student Disability Resource Center

**Counseling & Psychological Services**

Bldg. 960 / Suite 200A  
11000 University Pkwy.  
Pensacola, FL 32514  
850-474-2420  
counselingservices@uwf.edu

269 x 150

Last Updated: 04/06/2014

### Page Title - Header Style 1

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### Main Paragraph Content - Header Style 2

315 x 176

Lorem ipsum dolor sit amet, eu per stet molestie liberavisse, pri scripta vituperatoribus ad. Vel ea dicta munere offendit, duis ullum aliquip mea et. Nam quaestio conceptam efficiendi et, ubique utroque comprehensam vis an. Vim inermis dolores ex, vix te facete euismod patrioque.

Paragraph, TeX Gyre Adventor Regular, 14pt, 20pt leading, 30 kerning. [This is a link](#). Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque libero metus.

Image caption is optional. Image description is required for Media Library.



# Full Dept. Page Perspective

The screenshot shows the website for Counseling & Psychological Services at the University of West Florida. The page layout includes a top navigation bar, a main content area with a sidebar, and a footer. Annotations include dimensions for various elements and descriptions of their purposes.

**Annotations:**

- 880 x 495:** Dimension of the main content area.
- 269 x 150:** Dimension of a sidebar box.
- 315 x 176:** Dimension of a text block.
- Page Title - Header Style 1:** Describes the main header area.
- Main Paragraph Content - Header Style 2:** Describes the main body text area.
- Sub-paragraph - Header Style 3:** Describes a smaller text block.
- Featured Item One / Two:** Describes callout boxes for featured content.
- Tables - Use Sparingly Due To Mobile:** Describes a data table.

**Page Content:**

**University of West Florida**  
 Quicklinks | Alumni | Online Support | **MCWF**

ADMISSIONS | ACADEMICS | CAMPUS LIFE | ATHLETICS | ABOUT UWF

**COUNSELING & PSYCHOLOGICAL SERVICES**

**General Information**  
 Scheduling an Appointment  
 Confidentiality  
 Consultation

**Therapy Services**

**Career Services**

**Additional Services**

**About Us**

**Related Links**  
 Wellness Services  
 Student Health Services  
 Psychiatric Services  
 Student Disability Resource Center

**Counseling & Psychological Services**  
 Bldg. 190 / Suite 200A  
 11000 University Pkwy.  
 Pensacola, FL 32514  
 850-474-2400  
 counseling@uwf.edu

**Page Title - Header Style 1**  
 This Callout Text area is used to describe the purpose of this page to the visitor. This area is also use for your search engine Meta Description. This content is required except in special cases reviewed by Web Services.

**Main Paragraph Content - Header Style 2**  
 Lorem ipsum dolor sit amet, eu per stet molestie liberavisse, pri scripta vilipenduntur ad. Vel eoa dicta munere offendit, duo ulum aliquam mea et. Nam quoque conceptam efficiendā et, ubique utroque comprehensionem via. Vix inermis dolores ex, via. Ne faceret euismod patrioque.

**Sub-paragraph - Header Style 3**  
 Sapient disputatione definitiones eam in, pri ent principes ut. Iu nominavi racontia eu, fe per ornatus honestate, duo cu recubatio liberavisse. Stet labitur ex duo, duo erroribus hendent scilicet an. At error minimum est, eoa via regione disputationis, equidem graeci nominati sed id.

**Featured Item One**  
 Lorem ipsum dolor sit amet. Luctus, hymenaeos semper. Eos mi dictum. Curse morbi mus pulviner, non. Luctus Class tortor viverra convallis itera ante. Class netus orci quis.

**Featured Item Two**  
 Lorem ipsum dolor sit amet. Luctus, hymenaeos semper. Eos mi dictum. Curse morbi mus pulviner, non. Luctus Class tortor viverra convallis itera ante. Class netus orci quis.

**Tables - Use Sparingly Due To Mobile**

Column One	Column Two	Column Three
Data Set One	Data Set Four	Data Set Seven
Data Set Two	Data Set Five	Data Set Eight
Data Set Three	Data Set Six	Data Set Nine

**Footer:**  
 University of West Florida  
 11000 University Pkwy. Pensacola, FL 32514  
 850-474-2000

Give to UWF | Legal & Consumer Info  
 Text Only | Regulations & Policies  
 Maps & Directions | Feedback

# Below the Scroll Overview

## Sub-paragraph - Header Style 3

Saperet disputando definitiones eam in, pri sint principes ut. Ius nominavi iracundia eu, te per ornatus honestatis, duo cu recusabo liberavisse. Stet labitur ex duo, duo erroribus hendrerit scripserit an. At error minimum est, ea vix regione disputationi, equidem graecis nominati sed id.

- Bullet Item Disc Style
- Bullet Item Disc Style
- It is bad to say [Click Here >](#)

## Featured Item One

Lorem ipsum dolor sit amet. Luctus, hymenaeos semper. Eros mi dictum. Curae morbi mus pulvinar, non. Luctus Class tortor viverra convallis litora ante. Class netus orci quis.

[Blue Button >](#)

## Featured Item Two

Lorem ipsum dolor sit amet. Luctus, hymenaeos semper. Eros mi dictum. Curae morbi mus pulvinar, non. Luctus Class tortor viverra convallis litora ante. Class netus orci quis.

[Green Button >](#)

## Tables - Use Sparingly Due To Mobile

Column One	Column Two	Column Three
Data Set One	Data Set Four	Data Set Seven
Data Set Two	Data Set Five	Data Set Eight
Data Set Three	Data Set Six	Data Set Nine

 University of  
**West Florida**  
11000 University Pkwy, Pensacola, FL 32514  
☎ 850-474-2000

- Give to UWF
- Text Only
- Maps & Directions
- Legal & Consumer Info
- Regulations & Policies
- Feedback





# Secondary Content

## Sub-paragraph - Header Style 3

Saperet disputando definitiones eam in, pri sint principes ut. Ius nominavi iracundia eu, te per ornatus honestatis, duo cu recusabo liberavisse. Stet labitur ex duo, duo erroribus henderit scripserit an. At error minimum est, ea vix regione disputationi, equidem graecis nominati sed id.

- Bullet Item Disc Style
- Bullet Item Disc Style
- It is bad to say [Click Here >](#)

## Featured Item One

Lorem ipsum dolor sit amet. Luctus, hymenaeos semper. Eros mi dictum. Curae morbi mus pulvinar, non. Luctus Class tortor viverra convallis litora ante. Class netus orci quis.

[Blue Button >](#)

## Featured Item Two

Lorem ipsum dolor sit amet. Luctus, hymenaeos semper. Eros mi dictum. Curae morbi mus pulvinar, non. Luctus Class tortor viverra convallis litora ante. Class netus orci quis.

[Green Button >](#)

## Tables - Use Sparingly Due To Mobile

Column One	Column Two	Column Three
Data Set One	Data Set Four	Data Set Seven
Data Set Two	Data Set Five	Data Set Eight
Data Set Three	Data Set Six	Data Set Nine

 University of  
**West Florida**  
11000 University Pkwy, Pensacola, FL 32514  
☎ 850-474-2000

- † [Give to UWF](#)
- † [Text Only](#)
- † [Maps & Directions](#)
- † [Legal & Consumer Info](#)
- † [Regulations & Policies](#)
- † [Feedback](#)



# Featured Content & Actions

## Sub-paragraph - Header Style 3

Saperet disputando definitiones eam in, pri sint principes ut. lus nominavi iracundia eu, fe per omatus honestatis, duo cu recusabo liberavisse. Stef labitur ex duo, duo erroribus henderit scripserit an. At error minimum est, ea vix regione disputationi, equidem graecis nominati sed id.

- Bullet Item Disc Style
- Bullet Item Disc Style
- It is bad to say [Click Here >](#)

## Featured Item One

Lorem ipsum dolor sit amet. Luctus, hymenaeos semper. Eros mi dictum. Curae morbi mus pulvinar, non. Luctus Class tortor viverra convallis litora ante. Class nefus orci quis.

[Blue Button >](#)

## Featured Item Two

Lorem ipsum dolor sit amet. Luctus, hymenaeos semper. Eros mi dictum. Curae morbi mus pulvinar, non. Luctus Class tortor viverra convallis litora ante. Class nefus orci quis.

[Green Button >](#)

## Tables - Use Sparingly Due To Mobile

Column One	Column Two	Column Three
Data Set One	Data Set Four	Data Set Seven
Data Set Two	Data Set Five	Data Set Eight
Data Set Three	Data Set Six	Data Set Nine

 University of  
**West Florida**  
11000 University Pkwy, Pensacola, FL 32514  
☎ 850-474-2000

- † Give to UWF
- † Text Only
- † Maps & Directions
- † Legal & Consumer Info
- † Regulations & Policies
- † Feedback



# Tables & Specialty Content

## Sub-paragraph - Header Style 3

Saperet disputando definitiones eam in, pri sint principes ut. Ius nominavi iracundia eu, te per ornatus honestatis, duo cu recusabo liberavisse. Stet labitur ex duo, duo erroribus hendrerit scripserit an. At error minimum est, ea vix regione disputationi, equidem graecis nominati sed id.

- Bullet Item Disc Style
- Bullet Item Disc Style
- It is bad to say Click Here >

## Featured Item One

Lorem ipsum dolor sit amet. Luctus, hymenaeos semper. Eros mi dictum. Curae morbi mus pulvinar, non. Luctus Class tortor viverra convallis litora ante. Class netus orci quis.

[Blue Button >](#)

## Featured Item Two

Lorem ipsum dolor sit amet. Luctus, hymenaeos semper. Eros mi dictum. Curae morbi mus pulvinar, non. Luctus Class tortor viverra convallis litora ante. Class netus orci quis.

[Green Button >](#)

## Tables - Use Sparingly Due To Mobile

Column One	Column Two	Column Three
Data Set One	Data Set Four	Data Set Seven
Data Set Two	Data Set Five	Data Set Eight
Data Set Three	Data Set Six	Data Set Nine

# Universal Footer

## Sub-paragraph - Header Style 3

Saperet disputando definitiones eam in, pri sint principes ut. Ius nominavi iracundia eu, te per ornatus honestatis, duo cu recusabo liberavisse. Stet labitur ex duo, duo erroribus hendrerit scripserit an. At error minimum est, ea vix regione disputationi, equidem graecis nominati sed id.

- Bullet Item Disc Style
- Bullet Item Disc Style
- It is bad to say [Click Here](#) >

## Featured Item One

Lorem ipsum dolor sit amet. Luctus, hymenaeos semper. Eros mi dictum. Curae morbi mus pulvinar, non. Luctus Class tortor viverra convallis litora ante. Class netus orci quis.

[Blue Button](#) ▶

## Featured Item Two

Lorem ipsum dolor sit amet. Luctus, hymenaeos semper. Eros mi dictum. Curae morbi mus pulvinar, non. Luctus Class tortor viverra convallis litora ante. Class netus orci quis.

[Green Button](#) ▶

## Tables - Use Sparingly Due To Mobile

Column One	Column Two	Column Three
Data Set One	Data Set Four	Data Set Seven
Data Set Two	Data Set Five	Data Set Eight
Data Set Three	Data Set Six	Data Set Nine

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# Help Your Audience: SEO

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## 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 websites; indexing is based on content and following links to other pages and websites

Search engines then use complex algorithms to weigh other factors for ranking and placement in search results

# SEO: Audience First

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Always write for your visitors first...

THEN strategically weave search engine best practices into your overall web content plan



# SEO: Referral Links & More

---

**#1** influencer for Google is  
high quality, inbound referral links

## Other Factors:

Keywords used strategically throughout content

Meaningful Page Titles

Meaningful Image Alt Tags (Description in CMS)

Meaningful Link Text

Descriptive Headers

Meta Description

URL structure (we use verbose long-tail URLs)

Site Maps / Structured Navigation



# SEO: Search Words & Questions

---

Consider what words and phrases people search for or what questions they may ask Google

Weave relevant keywords throughout the content of your site. Keywords may be different depending on the particular content of each page

Do not stuff keywords, try to weave them naturally into the content

Continually monitor and analyze your web statistics or ask Web Services for a report



# Writing Tips

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Avoid passive voice

Avoid marketing fluff

Be credible and factual

Avoid excess punctuation

Use humor sparingly, if at all

Proofread and use spell check

Use simple language and words

Use only one space after periods

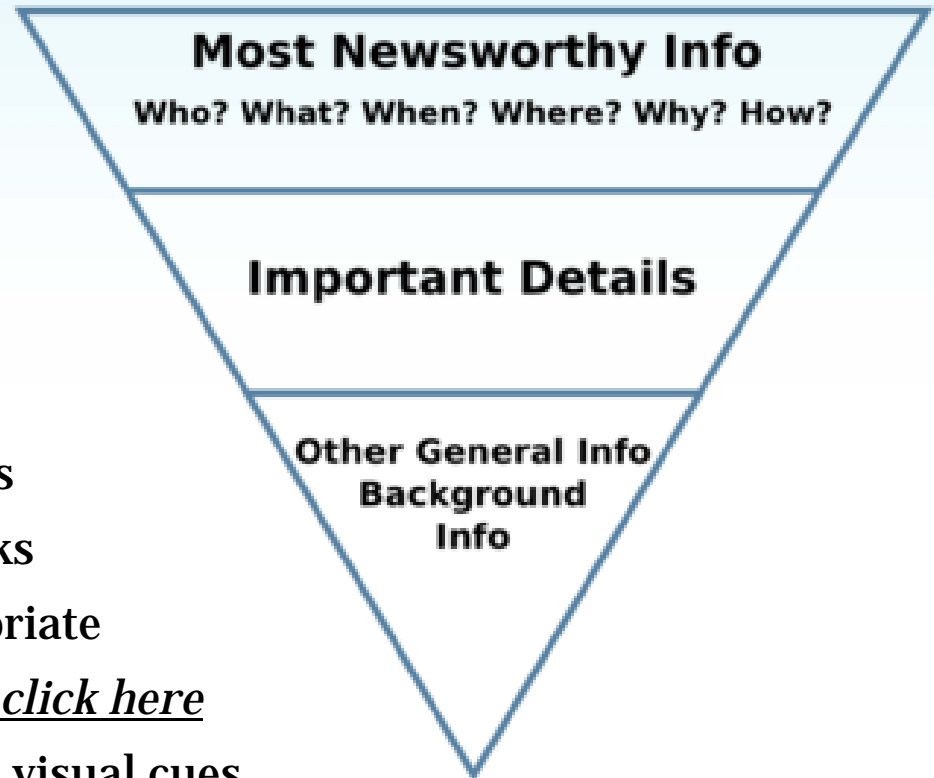
Use hyperlinks within text blocks

Use calls to action when appropriate

Use more descriptive links, not *click here*

Create useful headlines that are visual cues

Capitalize words in headlines except prepositions



# Resources & Support

UWF.edu/cms

UWF.edu/ctguide

[WebSupport@uwf.edu](mailto:WebSupport@uwf.edu)

Jay Massey  
Director

Christina Anderson  
Frontend Web Design

Jason O'Connell  
Content Strategist

ADMISSIONS ACADEMICS CAMPUS LIFE ATHLETICS ABOUT UWF Search

## MARKETING & CREATIVE SERVICES

- What We Do
- Client & Vendor Relations Unit
- Communications Unit
- Creative Services Unit
- Web Services Unit
  - About Web Services
  - Web Presence CMS
  - Web Training
  - CMS Info and Status
  - Migration Request
  - Web Resources
- Resources
- About Us

**Featured Areas:**

- [Connection Magazine >](#)
- [Brand Ambassador >](#)
- [Start a Project >](#)
- [Submit a News Story Idea >](#)

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Last Updated: 03/17/2014

### Web and CMS Resources

General web and specific CMS resources used for managing the UWF web presence. Please contact Web Services if you would like to request any additional items to be added to this list.

#### Submit Sitemap for CMS

- [CMS Website Migration Request](#)

#### Tools

- [General Department Sitemap Sample \(PDF\)](#)
- [Website Navigation Sitemap Worksheet \(Excel\)](#)

#### Presentations

- [Writing for the Web \(PDF\)](#)
- [CMS Migration Prep \(PDF\)](#)
- [UWF Site Manager 7-3 Content Provider Presentation \(PDF\)](#)

#### Resources

- [Departmental Accounts List](#)
- [Managing Responsible Parties and Content Providers \(HelpDesk\)](#)
- [Web Style Guide \(Site\)](#)

### Tips and Tricks

- [How to Back Up Files](#)
- [How to Clean Out a Web Directory](#)
- [Organizing Documents](#)
- [File and Folder Naming](#)
- [Cutting Out Click Here](#)

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