

Web Style Guide & Policy Handbook

WEBSITE CONTENT MANAGEMENT

Dos & Don'ts..... page 1

GETTING STARTED

What's Editable?..... page 2

FORMATTING page 3

ADDING IMAGES & PDFs..... page 4

FILE NAMING / REPLACING PDFs..... page 5

METADATA & FORMS..... page 6

EVENTS & POSTING TO WEB CALENDAR..... page 7

RIGHT-COLUMN CONTENT & BLOCKS..... page 8

POST NEWS IN 10 EASY STEPS..... page 9

Prepared by the Communications Office

WEBSITE CONTENT MANAGEMENT

The [web team](#)'s goal is to develop a new CCA website presence that's visually dynamic and offers an effective user interface. To this effect, program and administrative content managers can now edit content to their respective web pages.

This document is a collection of general policies and procedures, though it is by no means exhaustive. Please contact the web team to set up an appointment to discuss your goals and expectations for how the website can best represent your program or administrative office.

General Dos & Don'ts

- **Never** share your CCA login information with colleagues, interns, work-study students, or anyone else. Only college staff/faculty can edit assigned pages.
- Because each content manager accepts **full responsibility** for the content, be certain you have permission *prior* to publishing any content.
- Do let the web editor know if you've **significantly changed** the content of a page (added sentences, new paragraphs, complete page-content swaps, etc.).

Content should be **unique**. Avoid duplicate content by linking to the original page (as appropriate). *Duplicate content may result in Google penalizing the college website.*

Spell-check *prior* to posting. Spell-checkers do not catch all errors, but they do a pretty good job at identifying less-obvious misspellings.

Double-check all links in your text to assure each is working properly.

Download the [CCA style guide](#), which provides a basic overview of content guidelines the college supports. CCA-supported resources include the latest editions of *Merriam Webster's Collegiate Dictionary* and *Chicago Manual of Style*, also available online. (See also [Editorial Support](#).)

Program content managers might benefit from a special version of the CCA style guide that highlights the most common content pitfalls. [Download now](#).

- Refrain from "speaking" for other programs or departments. You are the content manager for your area alone; get permission when describing another program or element of that program.
- For minor edits (typos, date changes, added names, slight wordsmithing, or formatting changes) you do **not** need to alert the [web editor](#). However, all content continues to be reviewed for style consistency, accuracy, and general tone and overall readability, and if something needs attention, someone from the web team will contact you directly.

Note: The [web editor](#) will continue to work with you to help ensure accuracy, readability, style-guide adherence, and, most important of all, sound search engine optimization (SEO).

Note: CCA's website is automatically creates a revision of a page, so if content is lost or modified incorrectly, the [web editor](#) can restore the last version of the page—minus your recent changes.

GETTING STARTED

Content managers must first **log in** to the system at <http://www.cca.edu/user> using their CCA user name and password—the same ones used for CCA Webmail or WebAdvisor.

Tip: Bookmark the login page and add it to your browser's menu bar.

Review which pages you need access to and **send a list of those URLs**—*in order of priority*—to the [web editor](#). While more than one content manager may exist within a program, only one owner per page is permitted. Most pages must be converted from HTML to markdown format, so it's best to allow up to a week to complete the transfer process.

Once ownership is assigned, an **Edit** tab will be visible at the top of your assigned pages. If you do not see an Edit tab on a page you requested to own, a few possible explanations exist, all of which require you contact the [web editor](#):

- a. the page remains in a format other than markdown
- b. you have yet to login to activate your account
- c. request for ownership was not received
- d. you have not completed the training

WHAT'S EDITABLE?

Think of the webpage as an instrument panel: the left column tells us where we're going; the middle column is the meat and potatoes of the page—our current destination; and the right-hand column is somewhat like a side-view mirror that provides valuable *supplemental* information that applies to multiple pages within that section—or perhaps throughout the website—like a slideshow or a list of most commonly requested PDFs. (See **BLOCKS** below.)

Note: Several types of block content can be applied to the right-column content.

Program managers can edit the **center column** only, though this is the most prominent area of the page. All left-hand menu changes (new menus, name changes, and menu order) require assistance from the [web team](#). Similarly, the right-hand content contains content that only the web team can modify. (See also **RIGHT-HAND COLUMN CONTENT** below.)

Boxed

application info,
student gallery,
events, news blogs

If the center content contains complex tables, embedded video, or some other type of content that requires full HTML, editing access is **not** possible.

Image links

static image linked to
in-line video + link to
embedded videos

In such cases, continue working with the [web editor](#) as you have been doing.

Image download

static image + PDF
download (also pop-up
images)

CONTENT STRATEGIES OVERVIEW

- Keep your paragraphs concise
- Use precise **keywords** (terms to search the Internet for this actual page)
- Use keyword-enriched headers to break up pages visually
- Link to existing text on other pages, as opposed to repeating content
- Upload an image (or add multiple images to create a slideshow—but be select)
- Emphasize the college's ongoing [marketing themes](#)
- Refer to specific exemplars of the program (e.g., alumni, past and present faculty)
- Call out prestigious awards

FORMATTING & STYLING TEXT

Use **markdown** formatting when styling your content. In Edit mode look for examples of common markdown code listed beneath the main content box.

Markdown formatting allows you to add bold, italics, and hypertext links to your content without having to rely on HTML coding.

Headers

Two principal header types should be used in the center column: **levels 2 and 5**. In markdown you can specify a particular header by using a corresponding number of pound/hatch symbols (#), followed by a single space:

Introduction = level 2 **Introduction** or **INTRODUCTION**
About websites = level 5 **About websites** or **ABOUT WEBSITES**

Text styling

****bold**** = bold or strong [no spaces]

italic = italic [no spaces]

Lists (two kinds): *numbered (1.)* and *bulleted (*)*: [single space precedes the item]

1. milk	* milk [use an actual asterisk, not a bullet]
2. eggs	* eggs
3. butter	* butter

Hyperlinks

To make text *link* to a webpage or open an email, place the linking text in brackets [], followed by the URL (for a webpage) or email address in parentheses. (Be sure to precede the email address with “**mailto:**” without a space between the colon and the address.)

[[Wattis](http://wattis.org)] (http://wattis.org)

[[web team](mailto:web@cca.edu)] (mailto:web@cca.edu)

Two types of URLs exist: *absolute* and *relative*.

Use absolute URLs when linking to sites *outside* the CCA domain (i.e., any page that does not begin with “http://www.cca.edu”). This includes CCA satellite sites.

Example: “http://www.sfmoma.org”

Use a relative URL when linking *within* the CCA domain.

Example: “/**about/administration/communications**” (Notice the preceding “http://www.cca.edu” is omitted; it is unnecessary to include when linking within the domain.)

To make the email address the actual link, leave the text as is—it will automatically become a link (URLs work the same way, too!):

web@cca.edu = <mailto:web@cca.edu>

www.cca.edu = <http://www.cca.edu>

Tip: Use text styling such as bold and italics sparingly; the less you use them, the more effective they are.

Note: About formatting

DOs

- keep headers in a **hierarchical** order
- use “**visit**” when linking away from CCA domain and “**see**” when linking within the site
- **link** to other programs, faculty, press or web features whenever possible (at first mention only)

DON'Ts

- **Do not** bold links (they're already emphasized)
- **Do not** use “click here.” Revise text.
- **Do not** bold or link header text
- **Do not** include trailing punctuation in links (unless the link is a complete sentence)

Tip: Remember to always include the first “/” when creating a relative URL.

ADDING IMAGES

Content managers now have the ability to assign an image to the center column. The image is automatically placed between the first and second paragraphs. The image can be a static *thumbnail* or a *pop-up image* (opens in an expanding window—see [example](#)).

If more than one pop-up image is selected, using the **Add Another** feature, it automatically becomes a *slideshow*—see [example](#).

In **Edit** mode, use **Browse** to select a desired image. (For uploading images to a page, the system will size the image appropriately so you do not have to worry about minimum width or height requirements.)

Upload the image. Once uploaded, a **description** box appears.

Provide a *brief* description of up to 160 characters, including any or all of the following:

- artist(s)
- *title*
- year produced
- description/medium
- photo credit and/or ID

When adding a slideshow to a page, keep in mind readers tire easily. More than a dozen slides may be asking too much of your audience. Use your best judgment when curating a slideshow. Here's an example of a feature.

Also know that you can use the **grabber tool** to the left of each image to determine its order in the lineup. Just drag an image up or down until it's ideally placed.

ADDING PDFs

If you need to submit a new PDF or revise an existing one, contact the [web editor](#) to upload the document. When submitting a request, be sure to identify the URL of the page(s) on which the new or revised PDF lives.

Follow the recommended **file-naming conventions**.

Attach your file(s) to an email and submit.

When submitting multiple PDFs, consolidate in a compressed folder and submit as a single attachment.

File specifications for submitting student or faculty images of work:

- 500-pixel minimum (height or width, or both)
- RGB color type
- JPG, GIF, PSD, and TIF formats preferred
- high resolution or 300 dpi/ppi (pixels/dots per inch) recommended
- submit via email (up to 5 MB per file; if larger, use the secure [CCA Dropbox](#))
- an **image index** for each image: artist, title, year, medium, dimensions, brief description (optional)

See also [Digital Image Guidelines](#).

Tip: Images work best when positioned among paragraphs of text (as opposed to a bulleted or numbered list or even a header that divides the paragraphs).

Note: For pop-up images, be sure the image doesn't enlarge to the point it goes off the screen. You may need to reduce the size of the image and try again. If so, just Remove the image and repeat the process. (Your description should remain intact.)

FILE NAMING

Before uploading or submitting to the web team, name all image files and PDFs following these conventions:

- short file names and use keywords whenever possible (e.g., illustration-curriculum.pdf)
- all-lowercase treatment
- hyphens between keywords (no periods, underscores, or special characters—only the file extension, such as .pdf or .jpg, should have a dot)

Good file name: **image-guidelines.pdf**

Bad file name: **Image_Guidelines.PDF**

REPLACING PDFs

When submitting a revision of a currently published PDF, name the file *exactly* as appears on the website. To view how a PDF is named, place your cursor over the link and look at the bottom left-hand corner of your browser window where you'll see the full URL. The PDF name is *what follows the last slash (/)*, including the extension:

<http://www.cca.edu/sites/default/files/pdf/baccalaureate-exhibition.pdf>

In the example above, when submitting a revised baccalaureate exhibition PDF, use **Save As** to rename the file, like this: "baccalaureate-exhibition.pdf"

Send the renamed file to the [web editor](#). For your own purposes, save the revised file any name you like that's clear to you (i.e., "Revised_2010_Baccalaureate_Exhibition_final.pdf").

When submitting multiple files, compress the images as a single file (or compress the folder of images as a single file) and send through email (up to 5 MB) or via the [CCA Dropbox](#) (up to 100 MB). If over 100 MB, burn to DVD, or use FTP (file transfer protocol).

Tip: Mac users can right-click on the link and select Copy Link Location from the pop-up menu. Paste the link in a text document or email. Now copy the file name and rename your

METADATA

In **Edit** mode two fields for entering metadata exist: *Keywords* and *Description*. These are **required** fields for every page.

Keywords: unlimited single words or phrases, separated by a comma (*5 keywords minimum*)

Description: 160-character limit (including spaces). Add a descriptive sentence that tells your audience what the page contains. Try to include as many keywords as possible in the description, but avoid sacrificing readability.

For additional information, see [About Metadata](#).

To learn more about search engine optimization, download [Google's Search Engine Optimization Starter Guide](#).

Note: The content manager is responsible for populating the metadata fields—and the page content itself—with search engine-savvy keywords.

Tip: Always spell-check the description field, as this text appears first and foremost in search results.

FORMS

Think of a web form as a repository for the information you wish to receive from your visitors. The web team can set up a page with specified data fields that will capture data your audience members provide. A designated person can then receive a report.

No additional software is required to read, use, submit, or receive data. The form is built into a webpage. Announce the link via an email, newsletter, listserv, CCA website, etc., and collect user information.

Contact the [web editor](#) to set up a web form.

Note: See [Register for Coaching](#) in the Learning Resources Section of Student Life for an example of a web form.

EVENTS

Some content managers are challenged with adding events not only to designated news blogs and calendar categories, such as Admissions events or the Academic Calendar, but also to the CCA event calendar.

This is a unique challenge, particularly because numerous persons are entering different types of events. First decide where your event should live by asking if it's a **news blog** or an **event calendar** listing.

(Read more about [CCA news](#))

HOW TO POST EVENTS TO THE WEB CALENDAR

Always follow the [CCA style guide](#) for treatment of numbers, dates, title treatments, as well as other content styling.

Before creating an event, *first check that it doesn't already exist* on the calendar.

Log in to access your User Profile

Under **Create Content** select **Event** and fill in the following fields:

Title
Subtitle (if provided)
Description (remember, just the essentials; less is more online)

Use **on-campus location**, but do not repeat the location in the **Additional Information** field. Instead, use this latter location to provide *supplemental* details (e.g., room, floor, bldg., reception info), and *always provide contact information* (name, phone, email).

Complete: year, month, day, hour, and minute, and a.m./p.m.

Upload an inviting image. Images should be at least 500 pixels wide. (Size up your image to meet the requirement, then allow the system to place it automatically.)

Tag all relevant Event Groups and Programs.

Select **Public Calendar** if the event is related to the CCA community (though it does not have to take place at the college).

For lecture series events, select **Lecture Series**, then identify the lecture series below.

Select all relevant **Programs** associated with the event. This ensures the event will appear in the Events box on each program's landing page.

Before **Saving**, decide if it should appear on the **homepage**. If so, under **Publishing Options** select "Promoted to front page." For an event to appear on the homepage, it should be a collegewide on-campus event that is free and open to the public.

Style: Use an **en dash**, not a hyphen, between number ranges: **1–3 p.m.** or **April 1–May 15** (no space precedes or follows the en dash). To make an en dash on a Mac: option + hyphen.

Checklist for Adding Events to the CCA Event Calendar. Did you . . .

- include all necessary information?
- provide only *confirmed* event info?
- make all URLs and email addresses linkable? (See [FORMATTING](#) above.)
- upload an image to make the listing more inviting?
- categorize the event to appear in all relevant locations?
- confirm okay to post on the CCA homepage

Tip: If you're uncertain how to properly tag an event, check with the content manager of the area you wish to tag. You may also contact the [web editor](#) for guidance. Please do not blindly select tags.

RIGHT-COLUMN CONTENT

Content in the right-column of a webpage has traditionally been a place for page-specific free-floating images and other callouts. Yet we now require more sustainable content management for this area.

The right column is reserved for “**block**” elements. A block is a specific content type that appears simultaneously on multiple pages and offers a more strategic marketing purpose.

For example, a list of the five most requested PDFs under the header “Helpful Forms” is a great way to populate multiple pages with this relevant information. An event series, too, often warrants being called out on more than one page. Even a list of important deadlines is well suited as block content.

Note: Program managers are challenged with upholding student enrollment as the principal goal for their web content. Blocks can play an instrumental role in reaching this goal.

BLOCKS

A block can be any of the following (or even a combination thereof):

- linkable image
- list of bulleted links (aka “link farm”)
- video
- slideshow
- text description

The options are plentiful, and by assigning blocks to the right-hand column, successful content migration is assured down the road.

Blocks also increase efficiency. Block elements need only be edited in one location, which results in a global change on each page its assigned—instantly.

Because content managers cannot edit the right-hand column, the [web editor](#) will work with you to devise effective blocks for your pages. Typically a block should have a **minimum of 5 pages** assigned to it, yet not all programs or departments have that many pages, so this is a recommendation, not a hard and fast rule.

Program landing pages—the first page of your program—typically have the following blocks already assigned:

- How to Apply*
- Student Gallery
- Events
- News/Blog
- Facebook*

* Blocks can also appear on a selection of pages, making for effective marketing.

If you have additional questions regarding the right-column content, contact the [web editor](#).

POST NEWS IN 10 EASY STEPS

Note: You must be authenticated before you can post a news item. Contact the [web team](#) to authenticate your user profile, as well as set up a unique news category, if your program doesn't already have one.

1. **Log in** to your **CCA User Account** at www.cca.edu/user.
2. Enter your **CCA username** and **password** (use the same ones you use to access [CCA Webmail](#)).
3. Select **Enter** to access the **User Profile** page.
4. Under the main file menu, select **Content management** and choose **Create content** from the drop-down menu.
5. Now select **Blog entry** (think of “Blog” as “News”), which will open a template.
6. Add a **title** (use [keywords](#) and fill in the **body**, adhering to the guidelines and recommended style procedures listed below.)
7. Include *either* an **image** or a **video**. This is highly recommended for all published news items. A visual cue is the most effective way to attract readers. Copy the URL where the video lives (YouTube or Flickr only) and paste it into the **Embedded Media** field. (*Note:* Do not use the video's “embed code”—just use the URL of the page where the video lives on the web.)
8. Select *at least one* news category **tag** (see also [News Tagging](#)) to make the news item appear in a particular news feed. All news entries publish automatically by default. Be certain your content is **final** before you **Save**.
9. Need to make a change? Use the **Edit** feature to correct as needed. Be sure to download the [CCA Web Style & Policy Handbook](#) for online-related editorial guidance (formatting, linking, common CCA terminology, etc.).
Tip: Don't hesitate to contact the [web editor](#) for any assistance.
10. *Have fun!* Use a tone that speaks directly to your targeted audience and reflects the subject matter of your news item. Remember, not every news post has to sound the same—nor should it; readers want diversity in program news, so feel free to provide it . . . yet always be professional.

Tip: Contact CCA's [web editor](#) for help setting up your news. In fact, consider having the web editor review your post *before* it goes live.

Additional Resources

1. [About Metadata](#)
2. [Getting Started: Plan Before You Post](#)
3. [New Tagging: Policy & Procedure](#)