

# SEATTLEU

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

# 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

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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)

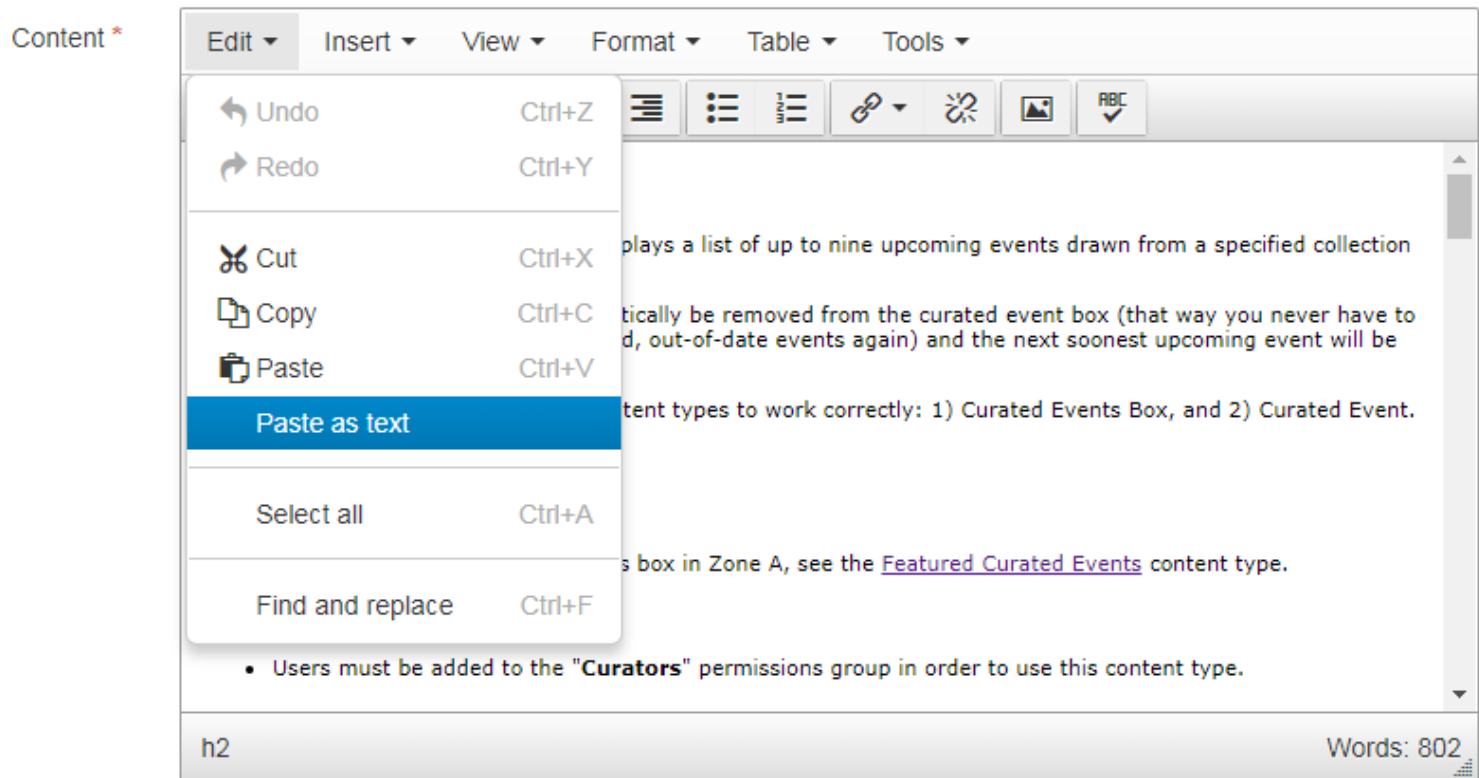
# Spelling & Grammar



- 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

# Use the “Paste as Text” Option

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





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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!

This page doesn't exist.

This may be due to a mistyped address, an outdated bookmark or a publication with an incorrect URL.

GO BACK

How did you get to this page?

Let us know

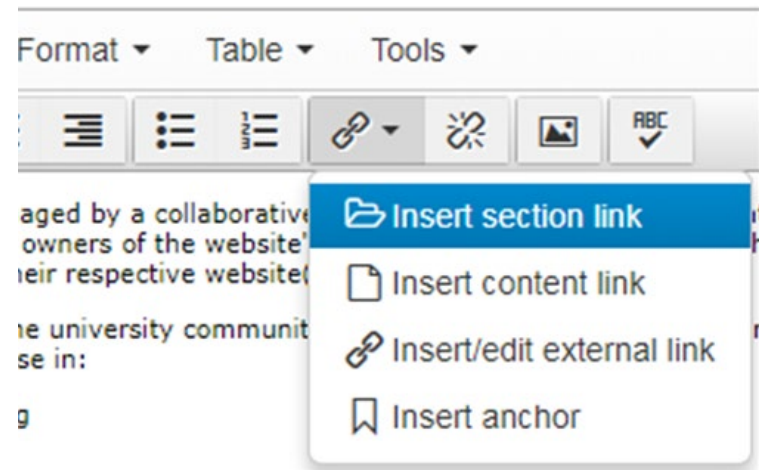
- Links should be the only thing underlined

<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

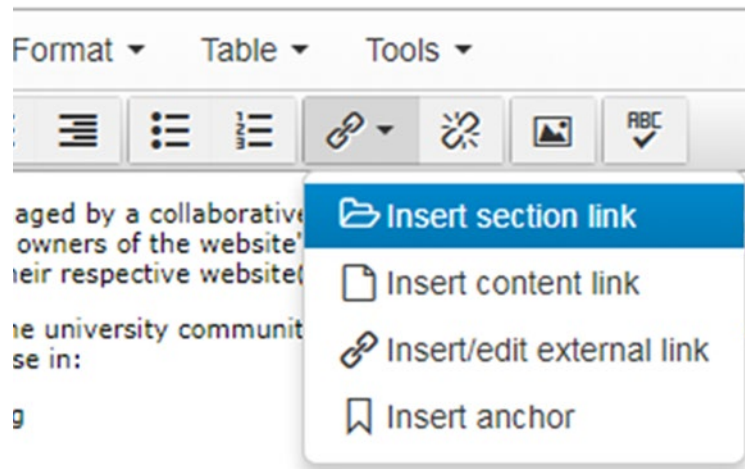
- Use T4 “section links” or “content links” *whenever possible*



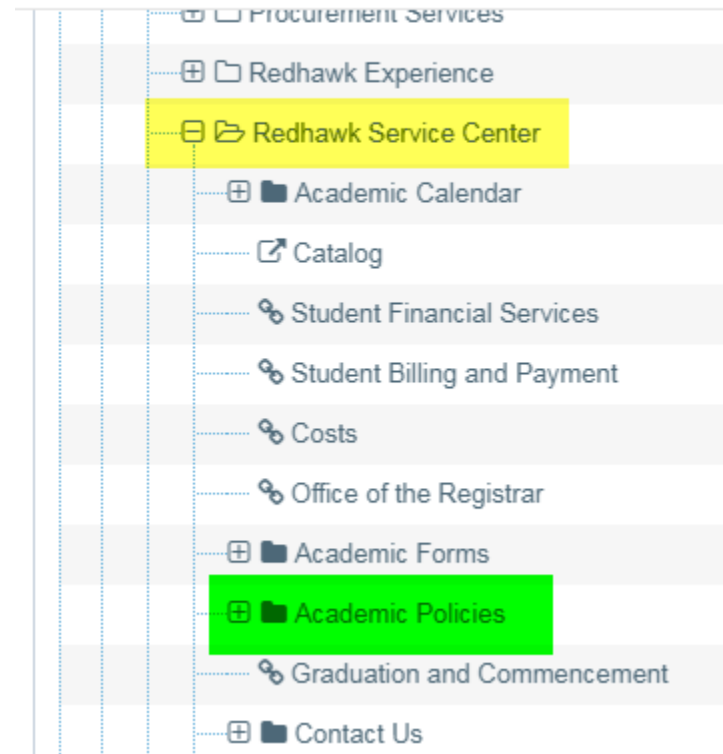
- Section link = link to a specific page
- Content link = link to a specific piece of content on a page

# Example Section Link

[www.seattleu.edu/redhawk-service-center/academic-policies/](http://www.seattleu.edu/redhawk-service-center/academic-policies/)



Select section

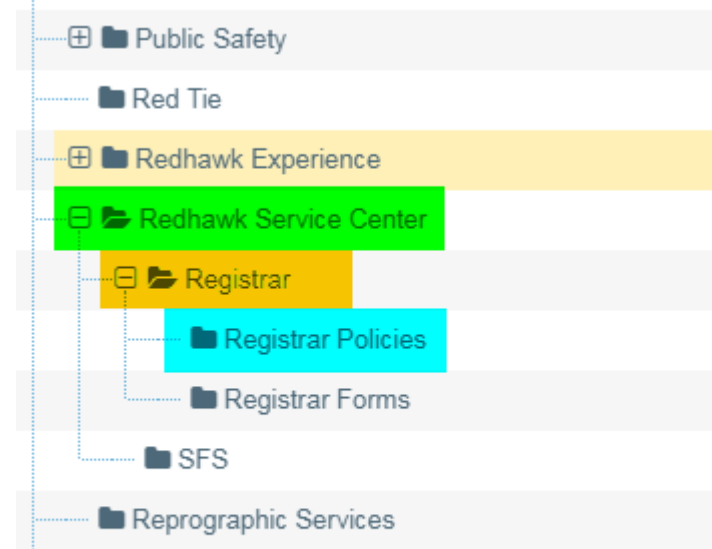
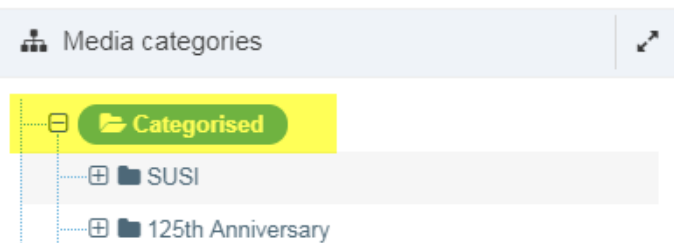
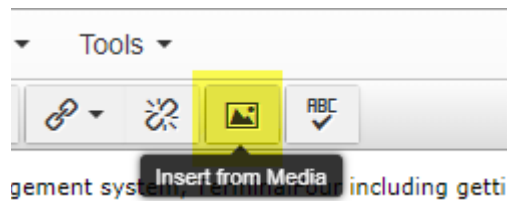


# Why Use a Section/Content Link?

- 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](http://www.seattleu.edu/media/redhawk-service-center/registrar/registrar-policies/Academic-Integrity-2011-3.pdf)



Categorised > Redhawk Service Center > Registrar > Registrar Policies

Media categories

- Categorised
  - SUSI
  - 125th Anniversary
  - About
  - Academic Affairs
  - Academic Assembly
  - Academic Integrity

Display 10 records

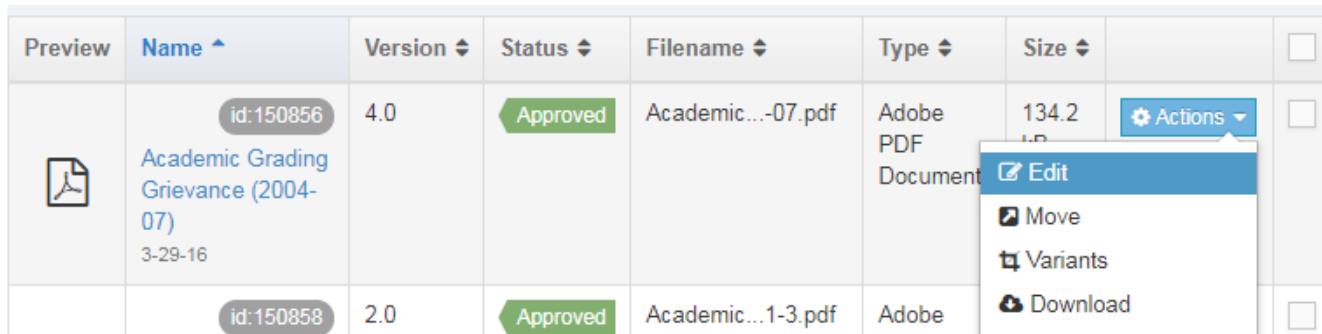
Filter: integrity|


Preview	Name	Version	Status	Filename	Type	Size	Actions
	Academic Integrity (2011-03) 3-29-16	2.0	Approved	Academic...1-3.pdf	Adobe PDF Document	333.6 kB	Actions

Showing 1 to 1 of 1 entries (filtered from 82 total entries)

# Updating a PDF

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



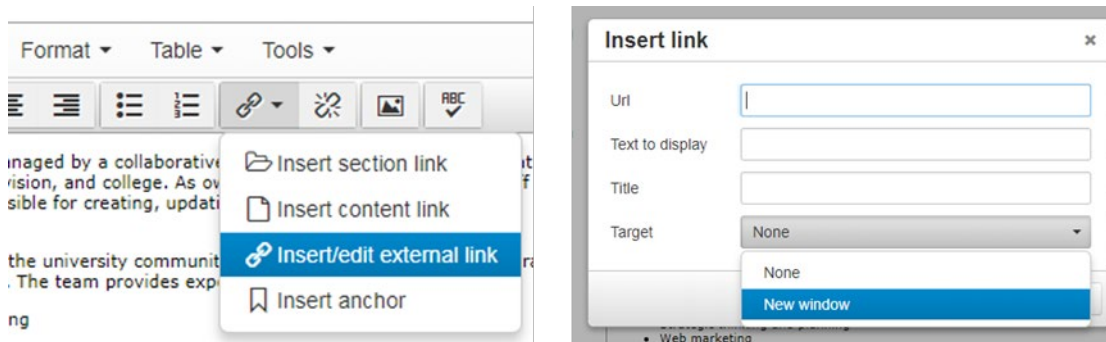
Preview	Name ▲	Version ⇅	Status ⇅	Filename ⇅	Type ⇅	Size ⇅		
	<span>id:150856</span> Academic Grading Grievance (2004-07) 3-29-16	4.0	Approved	Academic...-07.pdf	Adobe PDF Document	134.2 KB	Actions ▼	<input type="checkbox"/>
	<span>id:150858</span>	2.0	Approved	Academic...1-3.pdf	Adobe			<input type="checkbox"/>

- 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



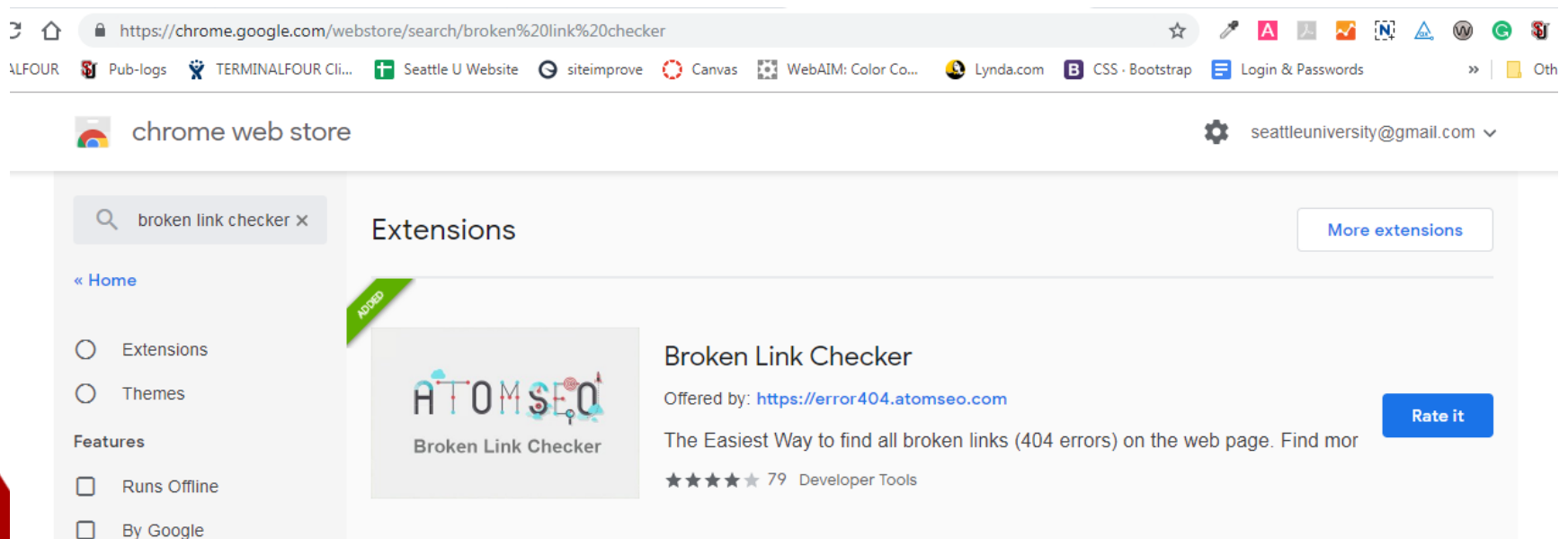
- Want to link to an email address?

URL: **mailto:**otism@seattleu.edu



# Finding Broken Links

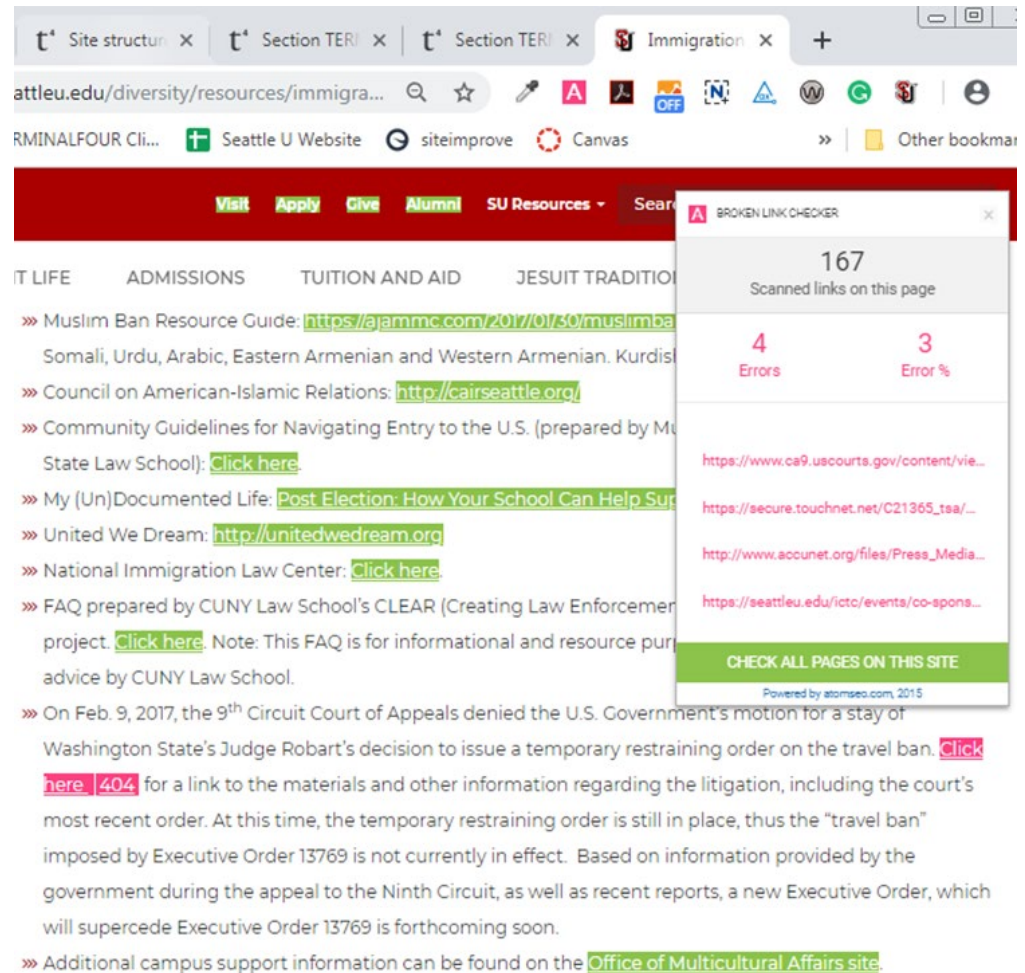
- Add a broken link checker to your browser
  - [Chrome](#)
  - [Firefox](#)



The screenshot shows a Chrome browser window with the address bar displaying <https://chrome.google.com/webstore/search/broken%20link%20checker>. The page title is "chrome web store" and the user is logged in as "seattleuniversity@gmail.com". The search results show a single extension, "Broken Link Checker", by "https://error404.atomseo.com". The extension is marked as "ADDED" and has a rating of 79 stars. The description reads: "The Easiest Way to find all broken links (404 errors) on the web page. Find mor". There is a "Rate it" button next to the extension.

# Finding Broken Links

- Example of a broken link checker in Chrome



The screenshot shows a Chrome browser window with a broken link checker overlay. The browser's address bar shows the URL [seattleu.edu/diversity/resources/immigra...](http://seattleu.edu/diversity/resources/immigra...). The overlay, titled "BROKEN LINK CHECKER", displays the following information:

- 167 Scanned links on this page
- 4 Errors
- 3 Error %

The overlay also lists several broken links, including:

- <https://www.ca9.uscourts.gov/content/vie...>
- [https://secure.touchnet.net/C21365\\_tsa/...](https://secure.touchnet.net/C21365_tsa/...)
- [http://www.accunet.org/files/Press\\_Media...](http://www.accunet.org/files/Press_Media...)
- <https://seattleu.edu/ictc/events/co-spons...>

The main page content includes a navigation menu with links like "Visit", "Apply", "Give", "Alumni", and "SU Resources". Below the menu, there are several links with "Click here" text, such as "Muslim Ban Resource Guide" and "Council on American-Islamic Relations". One link is highlighted in red with a "404" error message: [here](#) 404. The page also contains text about a court decision and a link to the "Office of Multicultural Affairs site".

# Finding Broken Links

- Siteimprove



















## Pages with Broken Links

1,176 Pages with Broken Links

See all the pages where broken links have been found. If a link seems to work fine in your browser but is flagged here, you can learn about the [different scenarios where false positive broken links might occur](#).

help Export

Page level URL Search

<input type="checkbox"/>	Title	URL			Broken links	Clicks on broken links	Page views		
<input type="checkbox"/>	 Hotels - Visit Seattle University - Seattle University	<a href="https://www.seattleu.edu/visit/hotels/">https://www.seattleu.edu/visit/hotels/</a>			CMS	2	98	273	2
<input type="checkbox"/>	 More information on SU Trees - Campus Trees - Grounds and Landscaping - Seattle University	<a href="https://www.seattleu.edu/grounds/campus-trees/more-information-on-su-trees/">https://www.seattleu.edu/grounds/campus-trees/more-information-on-su-trees/</a>			CMS	4	45	9	2
<input type="checkbox"/>	 Testing Accommodations - Requesting Academic Adjustments & Auxiliary Aids - Academic Accommodations - Disability Services - Seattle University	<a href="https://www.seattleu.edu/disability-services/academic-accommodations/requesting-academic-adjustments-auxiliary-aids/testing-accommodations/">https://www.seattleu.edu/disability-services/academic-accommodations/requesting-academic-adjustments-auxiliary-aids/testing-accommodations/</a>			CMS	2	28	107	2
<input type="checkbox"/>	 HR Policy for Staff Leave Benefit - Staff Resources - Faculty and Staff Resources - Center for Community Engagement - Seattle University	<a href="https://www.seattleu.edu/cce/faculty-and-staff/staff-resources/hr-policy-for-staff-leave-benefit/">https://www.seattleu.edu/cce/faculty-and-staff/staff-resources/hr-policy-for-staff-leave-benefit/</a>			CMS	1	26	25	2
<input type="checkbox"/>	 Past Events - SU Gala - Giving - Seattle University	<a href="https://www.seattleu.edu/giving/gala-event-details/past-events/">https://www.seattleu.edu/giving/gala-event-details/past-events/</a>			CMS	3	26	20	2
<input type="checkbox"/>	 Write Measurable Postsecondary Goals - Flowchart - Transition Services - Center for Change in Transition Services - Seattle University	<a href="https://www.seattleu.edu/ccts/transition-services/flowchart/write-measurable-postsecondary-goals/">https://www.seattleu.edu/ccts/transition-services/flowchart/write-measurable-postsecondary-goals/</a>			CMS	3	23	187	2

# 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!

Section is a link target ✕

**⚠ WARNING:** The content listed here contains links to the section that you are about to delete. If you delete this section it will have an impact on the listed content. Press "DELETE SECTION" to delete the section anyway. ✕

Display  records Filter:

Content <span>▲</span>	Language <span>⬇</span>	
<a href="#">Residences</a> Home &raquo; Seattle University &raquo; Housing and Residence Life &raquo; Residences	en	<span>id: 87431</span> <span>⚙ Actions ▼</span>

Showing 1 to 1 of 1 entries

↶ Cancel ↻ Refresh 🗑 Delete

# 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

# 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)

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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



# Finding Usable Images

- Photoshelter
- Images licensed for use through Creative Commons
- Stock photos are strongly discouraged and are not consistent with our brand

## SEATTLEU

Seattle U - Visual Identity  
Galleries

otism

### Galleries

Campaign/Mag Creative

Board of Trustees - Seattle Univer...

> Seattle U - Athletics

> Seattle U - Visual Identity

We Are Seattle U

> People of SU

> Our Favorites!

> Enrollment

> Pacific Northwest Living

> Happenings/Events

> Seasons

> SU Magazine

> Career Impact/Outcomes



We Are Seattle U  
Gallery



People of SU  
Collection



# 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! (kB = good, MB = 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

# 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

# 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

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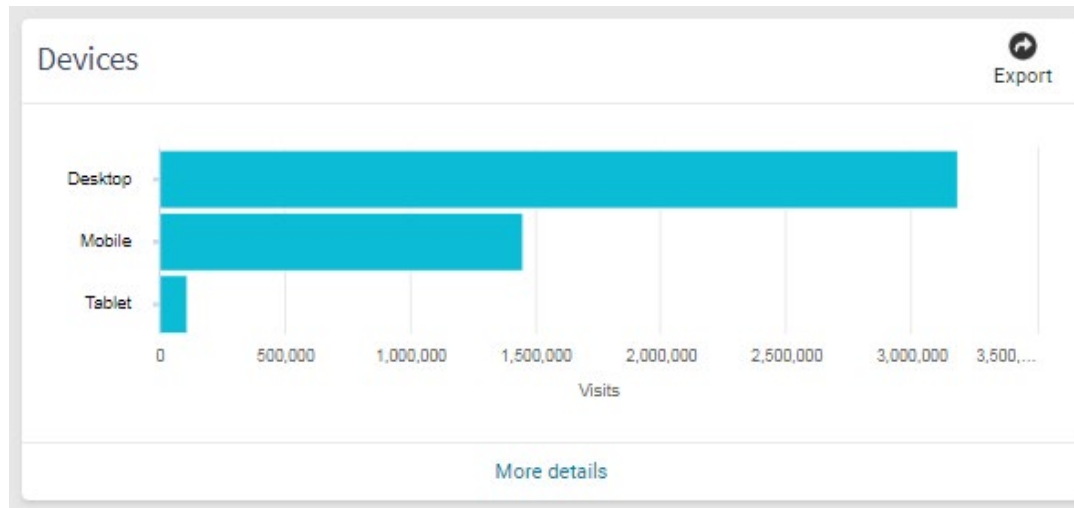
Style and Appearance

# 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

# 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

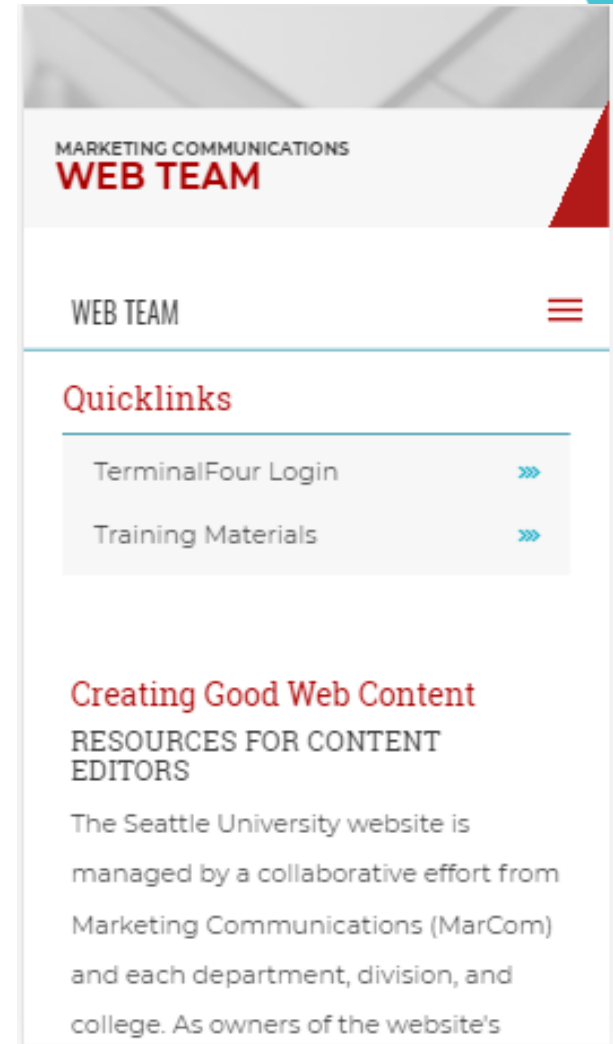


# Mobile-Friendly Pages

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



Order	Name
+	Web Title Banner Title Banner
+	Training Quicklinks Quicklinks
+	Jumbotron - Content Resources Jumbotron
+	Jumbotron - TerminalFour Training Jumbotron
+	Focus Box - Questions Focus Box
+	Blog Organizer Zone B: Latest Entries List Organizer - Zone B or C



MARKETING COMMUNICATIONS  
**WEB TEAM**

WEB TEAM

**Quicklinks**

- TerminalFour Login
- Training Materials

**Creating Good Web Content**  
RESOURCES FOR CONTENT EDITORS

The Seattle University website is managed by a collaborative effort from Marketing Communications (MarCom) and each department, division, and college. As owners of the website's

# 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%

# Mobile-Friendly Pages

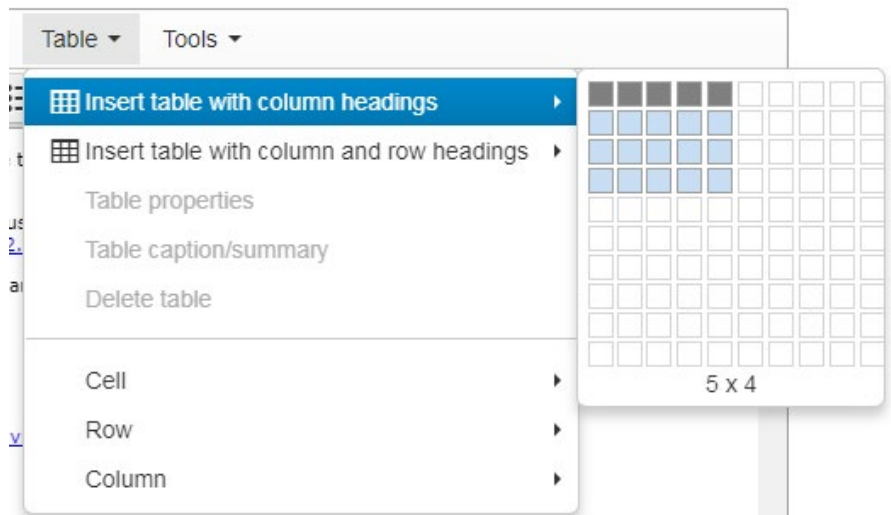
- Tables

- Do not copy and paste tables into T4

- They will have a fixed width that's often too wide for a mobile device

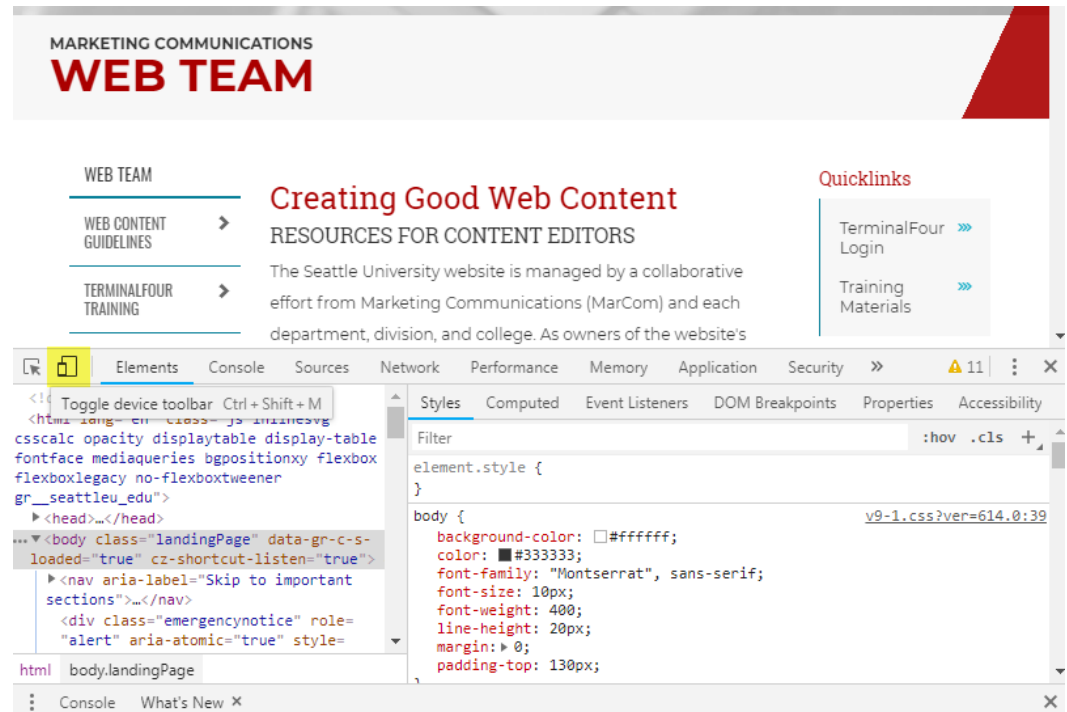
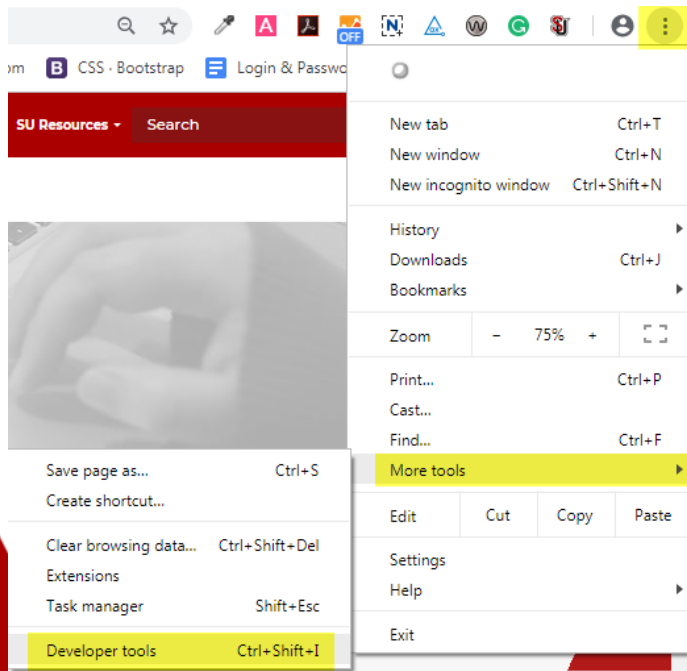
- Create tables in T4

- Helps to ensure tables are responsive and accessible



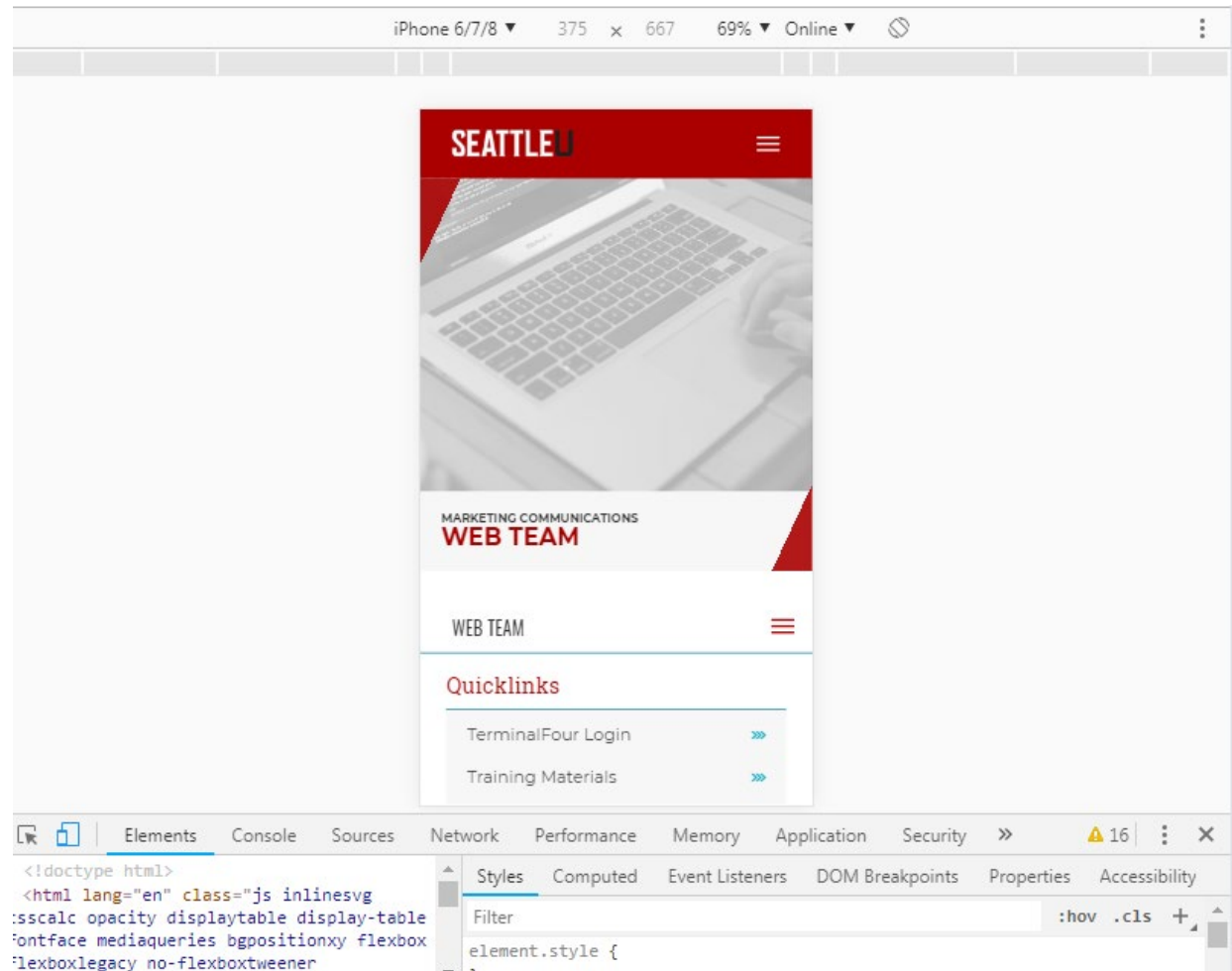
# Mobile-Friendly Pages

- 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

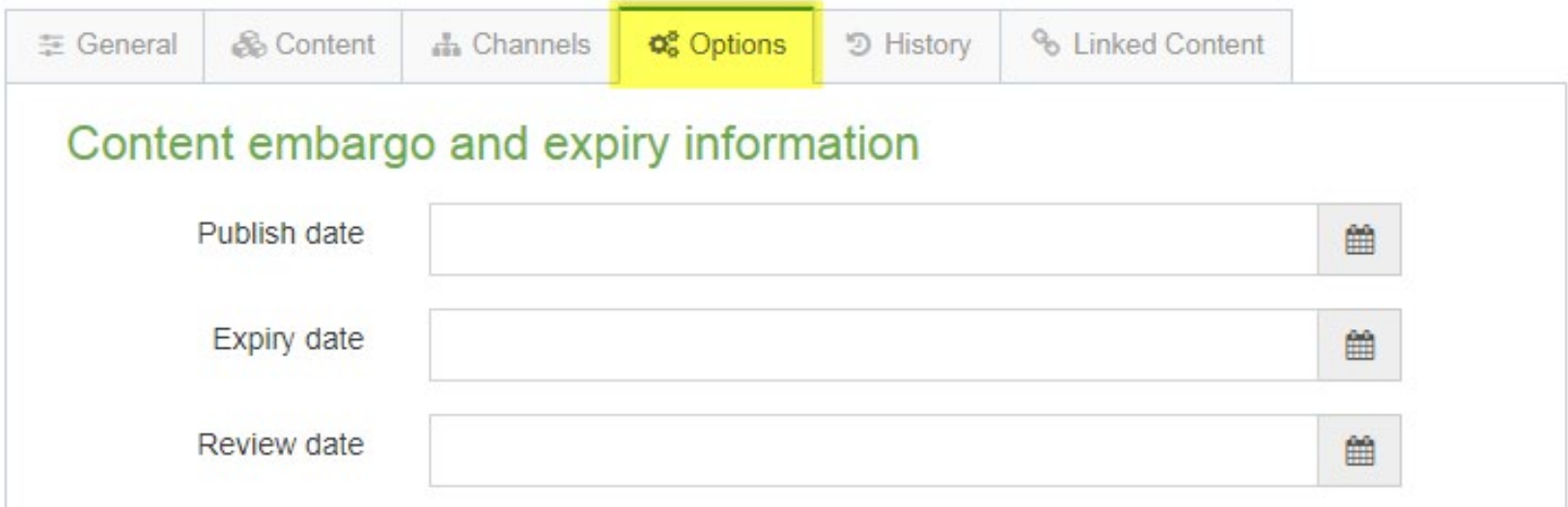


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Managing Content Over Time

# Managing Content Over Time

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



The screenshot displays a content management system interface with a navigation bar at the top. The 'Options' tab is highlighted in yellow. Below the navigation bar, the section is titled 'Content embargo and expiry information' in green. There are three input fields for dates, each with a calendar icon on the right:

Field	Input	Calendar Icon
Publish date	<input type="text"/>	
Expiry date	<input type="text"/>	
Review date	<input type="text"/>	

# 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 Example

Curated event example 1

Wednesday, January 1 at 2:00 PM

Curated event example 2 - all day event

Sunday, February 9

Curated event example 3 - multi-day event

Wednesday, March 25 - Wednesday, April 1

- “Curated Events Box” in Zone B or C



# 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

# 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”

# 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

# 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:webteam@seattleu.edu) to get started with Siteimprove

# SEATTLEU

Questions or suggestions on topics for future web forums?

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