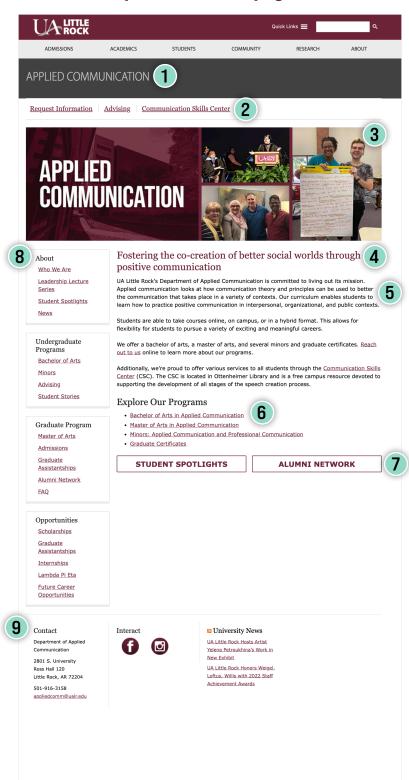
## **Academic Department Homepages**



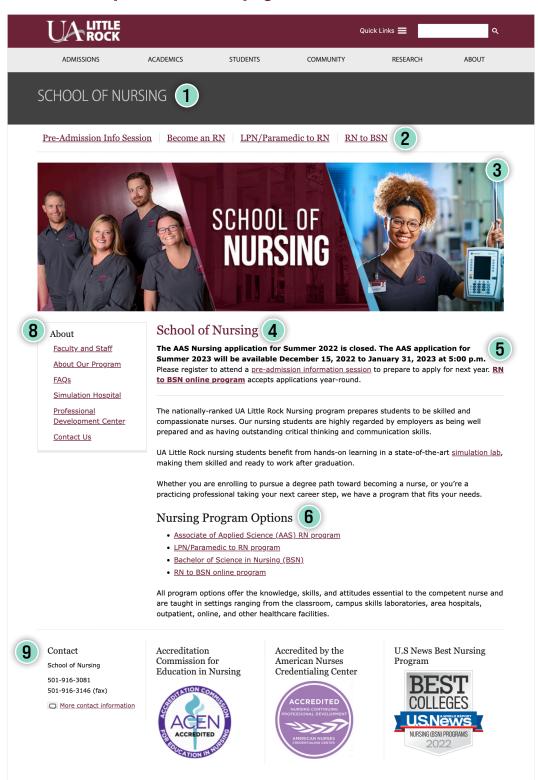
Ex: Department of Applied Communication Homepage ualr.edu/appliedcomm

- Site Title: This should be your program, school, or department name, but should not include "Department of."
- 2. Task Navigation: Utilize this space to include important links that are based on your site's analytics (most visited pages). The Task Nav could also include your programs, as seen on the Nursing homepage. The number of links is limited by space available. Using a Task Nav is not required.
- 3. Featured Image: This can include the program/ department name but is not required. The images seen in this document were created by the Web Team. Featured images should not include a wordmark or logo and all images should include real students/faculty/staff/alums. Only high-res images can be used and featured images must be sized correctly.
- **4. Homepage Title:** Automatically formatted as the Heading 1 (H1) of the page.
- 5. Opening Text: This should be written in a conversational style and should be focused on marketing the program(s). Think about what you would tell a future student about your exceptional program(s). Keep this text brief and use plain language.
- **6. List of Programs:** List/link your programs with their correct degree name. These can link to the program pages on your site.
- **7. Homepage Buttons:** If there is room on the homepage, consider including buttons to link to your student stories, a list of career opportunities, and/or research news.
- **8. Site Navigation Menus:** Similar menu items should be grouped together to best meet students' needs. Recommended menus for your homepage:
  - » About
  - » Undergraduate Programs
  - » Graduate Programs
  - » Opportunities

This will allow both future and current students to easily find the information that is most important to them. Creating a menu called *Opportunities* is a helpful way to group items like scholarships, future career opportunities, student research, and student success stories.

- **9. Site Footer:** The footer should always include accurate contact information. The footer can include up to four widgets, such as:
  - » An RSS feed of university news
  - » Current badges for rankings (as seen on the Nursing homepage)
  - » Social media links (if the accounts are maintained)

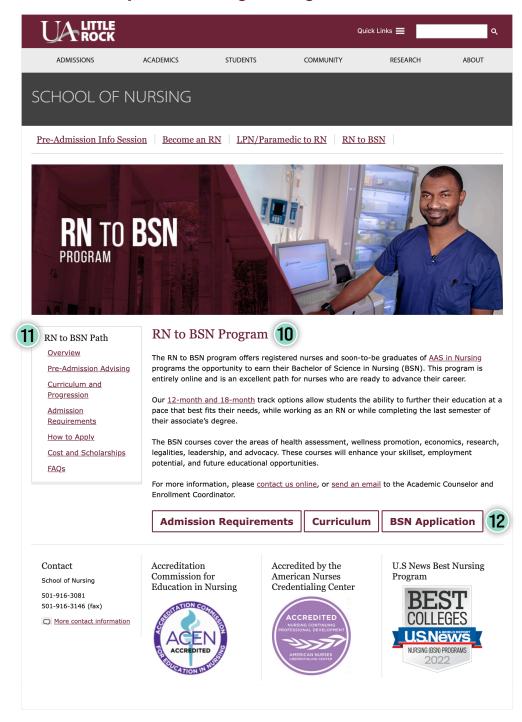
## **Academic Department Homepages** Continued



- 1. Site Title
- 2. Task Navigation
- 3. Featured Image
- 4. Homepage Title
- 5. Opening Text
- 6. List of Programs
- **7. Homepage Buttons** (Not used for this page)
- 8. Site Navigation Menus
- 9. Site Footer

Ex: School of Nursing Homepage ualr.edu/nursing

### **Academic Department Program Pages**



10. Program Page Title:

The page title on your program page should be the full name of the degree. It is best to write out "Bachelor of Arts," "Master of Arts," etc, on first or second reference. Many students and families may not be familiar with the acronyms for academic degrees.

#### 11. Page-Specific Menus:

It is strongly recommended that your program pages only display menus that are related to that program. For example, this RN to BSN page only includes a menu with links to information that is specifically related to that program. This is called a **Page-Specific**Menu. It does not make sense for an undergraduate program page to include a menu that links to information for doctoral students.

### 12. Program-Specific Buttons:

Be sure your program pages include ways for students to access important information, such as:

- » Admissions requirements
- » How to apply
- » Advising
- » Department scholarships
- » How to request more information

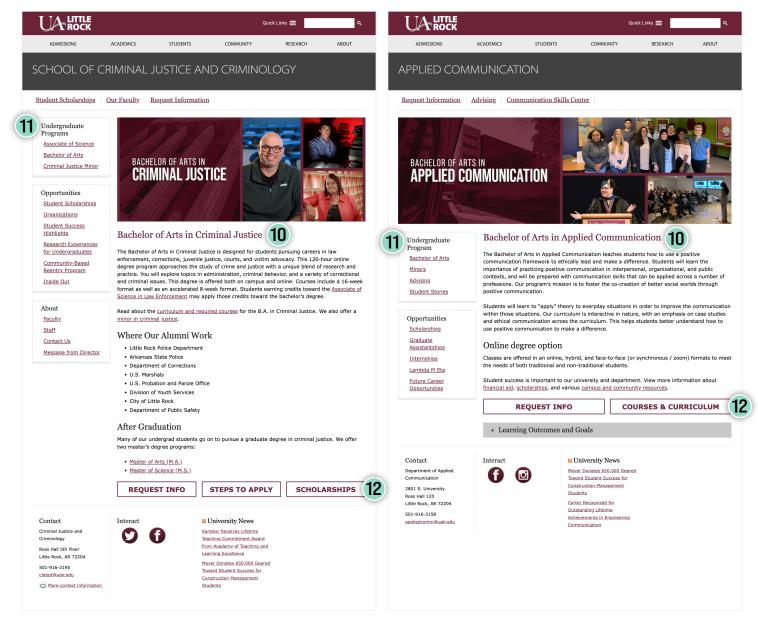
Instead of creating a page to list the courses or curriculum, it is best to link directly to the Academic Catalog, as this is the original source of that information. This also applies to general information about financial aid, campus maps, student resources, registering for classes, etc. Please link to the original source of information instead of copying and pasting that content to your site. There is no need to recreate the wheel.

Ex: School of Nursing: RN to BSN Program Page

ualr.edu/nursing/rn-to-bsn

## **Academic Department Program Pages** Continued

- 10. Program Page Title
- 11. Page-Specific Menus
- 12. Program-Specific Buttons



Ex: School of Criminal Justice & Criminology: BA Program Page ualr.edu/criminaljustice/ba

**Ex:** Department of Applied Communication: BA Program Page <u>ualr.edu/appliedcomm/ba</u>