

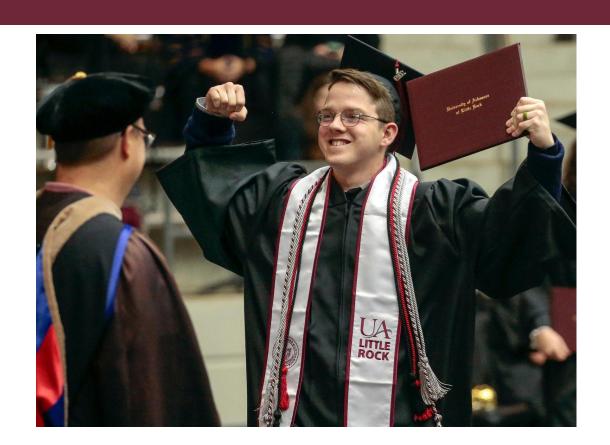
Bobbie Handcock, Web Content Specialist





Great Website Content

Worth a thousand words





Great Website Content

Photos

- can help people feel welcome
- add interest to a page
- need to be high quality
- should reinforce the text



Great Website Content

Blog Post: I Love Hanging Around UA Little Rock







Our **university photo archive** can provide some great photos for your pages.

Let our office know if you need access to PhotoShelter and we can help get you set up.



1. Keep it short.



Jakob Nielsen (web usability expert):

Users have time to read 20-28% of the words on a webpage during an average visit.





About

Hours and Location

Make an Appointment

Meet the Staff

Services

Forms

Our Services

Make an Appointment

Eligibility & General Information

Clinic Charges

Women's Health Care

Sexually Transmitted Infection Testing & Treatment

Sexual Health

Providing Quality Health Care and Wellness Promotion

Current Visit Options:

- Telemedicine visits for symptoms of COVID-19 (such as coughing, fever, shortness of breath)
- In-person or telemedicine visits for all other health concerns

Please note that certain appointment reasons do require patients to visit the clinic in person. When you call to schedule an appointment (501-916-3188), a healthcare provider will help determine the type of visit you need.

Face masks are still required for all in-clinic visits.

Health Services aims to improve the health and wellness of the university community by providing inclusive evidenced-based, quality health care and wellness promotion.







Writing for the web is not like writing a report, a letter, or an essay.

Web content must be concise and scannable.



Instead of:

UA Little Rock is proud to have the unique opportunity to offer students the chance to work toward earning the only doctoral degree in criminal justice available in the state of Arkansas.



Say:

UA Little Rock is proud to offer the only Ph.D. in criminal justice in Arkansas.



2. Use descriptive headings.



Break up text with descriptive headings so readers can easily find information they need.







(Campus Living) What to Bring With You to College page

The Essentials

Suggested Items

What NOT to Bring



3. Use bulleted lists.

Nursing Program Options

- Associate of Applied Science (AAS) RN program
- Associate of Applied Science (AAS) LPN/Paramedic to RN program
- Bachelor of Science in Nursing (BSN)
- RN to BSN online program

All program options offer the knowledge, skills, and attitudes essential to the competent nurse and are taught in settings ranging from the classroom, campus skills laboratories, area hospitals, outpatient, online, and other healthcare facilities.



4. Add keywords.



Include words commonly used to describe your topic – words that people are likely to search for or "Google."



Campus Life

Greek Life – fraternities and sororities

Student Government

Student Organizations

Campus Recreation



Always keep in mind - quality content that helps people:

- find answers
- get information
- solve problems



5. Use active voice.



Use active rather than passive voice.

Instead of:

In-person or online learning is available to students.

Say:

Students can learn in-person or online.



Even better – adopt a more reader-friendly tone and address your audience:

- You can learn in-person or online.
- We offer you flexible learning options.
- Get to know us. Schedule your campus visit today.



- 1. Keep it short.
- 2. Use descriptive headings.
- 3. Use bulleted lists.
- 4. Add keywords.
 - 5. Use active voice.



Create quality content that helps people:

- find answers
- get information
- solve problems



Resources

 Checklist for Plain Language on the Web: <u>www.plainlanguage.gov/resources/checklists/web-checklist/</u>

 Writing for Web Accessibility: www.w3.org/WAI/tips/writing/



Bonus Tip:

Read aloud

UA Little Rock is proud to have the unique opportunity to offer students the chance to work toward earning the only doctoral degree in criminal justice available in the state of Arkansas.



Reading your writing aloud helps you:

- determine if content is too long
- see repetition
- find errors in sentences

Questions?

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Contact:

