

# EMU Standard Content Design

The following standards are derived from studies of best practices in higher ed web, changing usability trends within key audiences, onset of new media, and more. These standards are continuously reviewed and adjusted by marketing web staff.

Reference organizations include:

- **Pew Internet & American Life Project** (Pew Research Center)
- **Noel-Levitz**, higher ed enrollment consultants
- **STAMATS**, higher ed admissions consultants
- **Gravity Group**, brand and marketing consultants

## Program or department home pages



These are the key components of program or department home pages:

- Customized **header images**
- A **right column photo, slideshow or video**
- A **featurebox right column**
- **Streamlined text** that concisely outlines 1) the unique aspects of the program, 2) the ultimate value of studying in your program, and 3) the innovative in-the-field internships and practicums

that students can expect.

Additional text will flow into a program “About” page. Here is where we can use *some* prose to elaborate on key reasons study at EMU, and within your program, is unique.

All text will be carefully considered, bolstered with our [EMU vocabulary list](#) of brand messages, and tracked yearly with Search Engine Optimization (SEO).

## Home Page Specifications

- Home page slideshow or video thumbnail: 238 x 200px (72 dpi)
- Three right column features: 70x70 thumbnails and 6-10 words
- Text: limited to a handful of paragraphs punctuated with h3 subheaders with attention given to SEO, brand vocabulary, and call-out links. h2 tags are meaningful as well, and recognized as important to search rankings.

## Secondary Pages for Majors

Pages detailing **majors** will bear similar structure to program home pages, if appropriate content is available. These pages will always detail the unique aspects of individual majors. That content will be emphasized by testimonials by recent alumni or current students whenever possible.

Again, differentiation is key; prospective students, parents and guidance counselors want to know what is unique about your academic program and study at EMU in general.

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## Other Secondary Pages

Secondary pages for minors, certifications, internships and careers will be smaller in nature and primarily text offset by 1-2 recent photos and/or alumni or intern testimonials.

## Left Navigation

Structure of left navigation will be aligned with current best practices in the following basic structure:

Home / Business and Economics

Business & Economics
Faculty
About Our Program
Accounting
Business Administration
International Business
Economics
Minors and Concentrations
Internships
Careers
MBA Program
Contact Us

- Faculty
- Major 1
- Major 2
- Major 2
- Minors
- Internships and Careers
- Alumni In the Field
- News (if there are a substantial amount of articles)
- About Our Program
- Contact Us

Course catalog links, once a standard part of left navigation, are placed on pages detailing majors and minors.

Other links you may currently have within your department's navigation, like Core Courses or Curriculum, are better suited to related major or minor pages.

## Notes from the Marketing Web Team

- To do our job well, we'll revise or "boil down" copy you provide in order to meet standards on usability, SEO, university-wide messaging guidelines, etc.
- Social media should be incorporated into your program's web pages whenever appropriate, but we won't link in a Twitter or Facebook account that isn't very active.

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