

# Web Content Standards

## Summary

Columbus State University has basic web content standards to help guide colleges, departments, and other University offices with a web presence.

## Purpose

The purpose of this document is to describe the basic web content standards to help guide colleges, departments, and other University offices with a web presence.

## Policy

Columbus State's branding intends to show "... a creative, deeply personal and relevant college experience for students interested in realizing their full potential." When talking about your college, department or office, highlight activities that show/describe students interacting with faculty, staff and other students.

## Writing for the Web

Internet users today spend very little time reading the content of Web pages. To convey information on your site it is best to present text that is:

- Short
- Active/Engaging
- In list format when applicable.

### Before:

The Department of Better Understanding offers a comprehensive, uniquely tailored and nationally recognized curriculum to dozens of students at Columbus State University who are able to meet the rigid requirements that are standards for our department. We can prepare students to enter a wide variety of careers in the professional world including high-ranking corporate executives, Chief Executive Officers and many other careers for which our curriculum is explicitly suited. A minimum of 35 credits hours at the undergraduate level are required before an application for admission can be submitted to the department for consideration by the faculty. Courses in the department include DBU 3001, DBU 3002, DBU 3200, DBU 3300, DBU 3433, DBU 3436, DBU 3500 (DBU 3436 is a prerequisite)....

### After:

The Department of Better Understanding can help you reach the business world. Graduates go on to become CEOs, business leaders and department heads. Our curriculum is:

- Comprehensive
- Nationally recognized
- Tailored for each student
- Augmented by real-world experiences, including
- Mentoring opportunities
- Study Abroad classes
- Lessons in local corporate boardrooms.

Students need 35 credits at the undergraduate level for admission. See the university catalog online for a complete listing of classes in this department.

### Linking

Avoid links that say, "click here." Tell users where they are going.

**Before:** [Click here](#) for more info!

**After:** For more information, please see [our catalog](#).

Links to commercial sites must be approved by the CSU Webmaster.

Do not create links that open in a new browser window unless linking to an outside site. Small pop-up windows are acceptable when displaying relative information, such as glossary terms or instructions.

## **Related USG Policy**

10.2.2 Institutional Publications

## **Last Update**

9/2/2014

## **Responsible Authority**

University Relations