Web Policies & Tips: for all content administrators

Remember: Our web presence is the way that we present ourselves to the world outside of Johns Hopkins.

Content is king! The most important part of your website is, of course, your content. Valuable content will bring people to your site and back again. But the way you present that content is equally important. Below you will find some tips and suggestions for making the best of your content.

Before you begin creating written and visual content for a website, ask yourself these questions:

- Who is your audience? Who are you trying to reach with your message?
- What is your message? What are you trying to get across?
- What should happen after this message is delivered? What are your goals?
- What content is important for my visitors to see? How will I keep this content up to date?

Tips:

1. **Usability:**
   - Most readers scan your website for relevant content rather than read it. Think of your site as a billboard, not a newspaper!!
   - Remember: the visitor has come to your site for a reason! Think about your site from the user’s perspective.
   - Less is More: keep your writing tight. Paragraphs should not exceed 70 words.
   - Show, Don’t Tell: use visuals and images to tell a story; display large amounts of data in a graph. Videos are always a great option!
   - Contact information should be clearly displayed in the same place on every page

2. **Appearance:**
   - Consistent text styles across the site (all titles formatted one way, all paragraph body text another way, etc.)
   - Leave white space to allow your reader to scan and read easily
   - Use a clean and modern theme.
   - All links to external sites (any site outside of your own, even Pathology sites) should open in new tabs.

3. **Content effectiveness:**
   - Place important content first and allow users to ‘drill-down’ to learn more
   - Check for and fix dead links
   - Keep your content updated: do not put content on the web without assigning long-term responsibility for that content to be maintained
4. **Professionalism**
   - Johns Hopkins branding and logos should be current
   - Proper decorum in photos: “when in doubt, do without”
   - Check your grammar, spelling, and punctuation!!!

And of course, proofread, proofread, proofread! Ask a buddy to read through your site for an objective view and a grammar/spelling/punctuation check.

Additional Resources:
- “Don’t Make Me Think” by Steve Krug: [http://www.amazon.com/Dont-Make-Think-Revisited-Usability/dp/0321965515/ref=sr_1_1?s=books&ie=UTF8&qid=1446839420&sr=1-1&keywords=don%27t+make+me+think+revisited](http://www.amazon.com/Dont-Make-Think-Revisited-Usability/dp/0321965515/ref=sr_1_1?s=books&ie=UTF8&qid=1446839420&sr=1-1&keywords=don%27t+make+me+think+revisited)

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Please contact us with any questions or if we can help.

For a quick response, contact us via the web requests form found at: [http://pathology.jhu.edu/campus/requests.cfm](http://pathology.jhu.edu/campus/requests.cfm)

Good luck with your site!

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