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1. **Why is brand consistency important?**

If we define brand as the recognition and personal connection that forms in the hearts and minds of our customers and other key audiences through their experiences with our brand at every point of contact, then the consistency (and frequency) helps with recognition and connection. It comes down to building a relationship. When people know you, they feel more comfortable with you.

In other words, consistency is key when communicating what is best about Marquette and what we keep in mind when disseminating information about the university.

2. **Website reviews**

   a. Scheduling monthly reviews will help you keep on top of content. Monthly reviews consist of assessing the landing page and news sections, at a minimum.


   c. Please visit the Office of Marketing and Communication’s website for managing your website content management: [http://www.marquette.edu/omc/styleguides-web-content.php](http://www.marquette.edu/omc/styleguides-web-content.php)

3. **Quality assurance**

Broken links and misspellings can damage the creditability of a website, which is why quality assurance is very important on Marquette.edu. OMC uses an online service called Siteimprove to assist in quality assurance on Marquette.edu. Siteimprove helps track broken links and spelling errors; provides an easy-to-use report detailing where these issues occur; and includes an inventory of all pages, media and documents on websites. As a content owner, Siteimprove will identify issues to help content owners maintain their website.

With Siteimprove, content owners will be sent an automatic report every week, detailing which page has broken links and/or spelling errors. The report links to the identified webpage, showing where the broken links and/or spelling errors are.

*Note: If you haven’t received any reports or have any questions, please contact Jan Harwig at jan.harwig@marquette.edu*
4. University brand and style copy

b. Writing for the web [http://www.marquette.edu/omc/styleguides-web-writing.php]

5. Content tips

a. Break up your copy into smaller chunks of text to scan for Web users.
   i. If a page has a lot of content and is broken up by headlines, consider creating separate pages for each headline.
   ii. Alternatively, this may be a case where content needs anchor links to better guide the user. Adding anchor tags tutorial: [http://www.marquette.edu/omc/documents/adding_anchors.pdf]

b. Try to use bulleted lists whenever possible.
   i. Bulleted lists should be between five to seven items.
   ii. Each item's length should be limited to one line.
   iii. Creating a bulleted list tutorial: [http://www.marquette.edu/omc/documents/bulleted_list.pdf]

c. Linking
   i. Avoid using “click here” or “here” as the linked text. Rather, use descriptive content such as, “Contact the Office of Marketing and Communication.” By using descriptive content, you provide accessibility to your audience and enhance search engine optimization.

d. Use descriptive page headlines and sub-headlines.
   i. Using content keywords in subheads can enhance search engine visibility.

e. PDFs
   i. When updating an existing PDF document, make sure the file is named the same as the current file before uploading to the server. This allows you to overwrite your existing file.
   ii. NOTE: If you have an audience that needs accessibility, have Word and PDF formats.
   iii. Don’t use PowerPoint as multimedia content. If it’s part of a handout from an event, you should change into a PDF.
iv. Use PDF icon or (PDF) to indicate a PDF.

f. Page keywords and descriptions
   i. To improve search engine optimization, you want to make sure descriptions and keywords are correct.

(To get this dialog box: In edit mode, Format > Keywords and Descriptions.)

g. Always use the page headline in the document title of the Web page. Use the following format for document titles on all Web pages: “Page headline | Department/office name | Marquette University”

(To get this dialog box: In edit mode, Format >Page Properties)
6. **Search Engine Optimization**

Sites should be built to be search engine friendly.

Minimum standards:

a. All pages should have:
   i. Page titles
   ii. A logical hierarchy of headings and subheadings
   iii. Meta info and description that is unique to each page
   iv. Images should all have alt text

b. Don’t use “click here” to label your links.

c. Use hyphens to separate words in URLs (http://www.marquette.edu/omc/styleguides-web-seo.php)

d. Navigation and menus must be built so they write the HTML to each page. In other words, there should be no dynamic navigation — search engine spiders can’t follow it.

e. More SEO tips http://www.marquette.edu/omc/styleguides-web-seo.php

7. **Best practices for landing pages**

*The objective of the department or office landing page content should focus on the academic department’s or office’s strategies and goals. Too many messages on your home page make it harder to focus on the important ones.*

**FEATUREBOXES**

Most landing page templates include featureboxes. Featureboxes are for content that has a longer timeframe than the news area (i.e., content that may change monthly or quarterly compared with biweekly or daily). Typically, this content comprises editorial features, upcoming events, class schedules, etc. Featureboxes should be changed out frequently but less often than the news items and feature story. Also, use strong, supporting visual elements to enhance the headline. Learn how to change your featurebox http://www.marquette.edu/omc/documents/change_featureboxes.pdf
MIDDLE SECTION

- Limit the lead story to one current item (far left column)
- Replace feature story or news item every couple of weeks. (To ensure variety, you may wish to schedule content reviews of news and event items on your home page.) Suggestion: Schedule weekly content reviews in Outlook.
- Your landing page may have a column for secondary news, announcements or upcoming events. Please ensure that these items are not out of date and give your audience enough lead-time for upcoming events.
- Try to minimize news and content on a landing page. Note: A good rule of thumb is keep your content length level with the main news item.

7. Content ideas

- Research and scholarship website (Discover)
  http://www.marquette.edu/research/discover.php

- Books by Marquette faculty and staff (research website)
  http://www.marquette.edu/research/books.php

- Discover magazine
  http://www.marquette.edu/research/discover.php

- Marquette Magazine
  http://magazine.marquette.edu/

- News Center website
  http://news.marquette.edu/
• Compendium
  http://www.marquette.edu/research/compendium.php

• Marquette Matters
  http://news.marquette.edu/magazine/magazinetag/marquette-matters/

• E-publications
  http://epublications.marquette.edu/

• Marquette in the News
  http://www.marquette.edu/in-the-news/

• Social media
  http://www.marquette.edu/social/