Consistency and Essential Web Elements

All official pages, sites, social presences, and other digital displays representing the university must conform to the approved brand, design, and logo standards to ensure consistency.

In addition to design/brand standards, certain elements are required in order to maintain the high-quality site UNO has created for its audience.

The following recommendations pertain to the Cascade Server templates.

Additional Resources
This sidebar section should contain links that add value to the user experience. Links should be relevant to the content on the page, and include anchor text that is simple and descriptive.

Use no more than five links—any more and the usefulness of the links will be lost. Place links within the content on the page if more than five are needed.

ALT Tag
When placing an image, include an ALT tag or ALT text. Doing so will provide a clear text alternative of the image for screen reader users, as well as identify images in a search engine. The text should be no more than three to four descriptive words.

Call to Action (CTA)
Each page should include a Call to Action button or link in order to get the user involved in an easy way—one click on a page versus clicking through many pages. Examples include:
- Apply Now
- Contact Us
- Email address (hyperlink)
- Admissions
- Learn more about xxxxxxxx
- Request Information

Help lead the user to the next step—contact an advisor, apply for admissions, get more information. The CTA can be within the content as a hyperlink or a phone number. Try not to have the Contact Block be the only CTA.

Click Here
Avoid using this phrase. Use other directional words instead, followed by anchor text:
- Learn more about the annual science fair
- View the department's quarterly report

- Sign up to [volunteer for the event](#)

Users know to click on a hyperlink; selecting the right text as an anchor helps with Search Engine Optimization (SEO).

Contact Block Information
Only one contact should be used in a contact block—avoid listing all departments/offices, etc. in one contact block because the information is hard to see.

General department or office contact information should be used on the home page, and then specific contact information can then be used on individual pages. Contact blocks can be created in Cascade for specific pages.

Contact information should be listed as follows:
Office or department name
Contact name (if necessary)
Address
Phone number 1
Phone number 2
Fax number
Email

Contact Block Information, people
If putting more than one name in a contact block, make sure there is at least one full space between names (optional: use a separator line between each individual's information).

External Links
Anchor text should be the entire name of the external entity. Use external links if mentioning a respected and trusted entity, e.g.: US News and World Report. Remember to link to the specific article, not the home page of the external site to ensure that the user doesn't have to search that site for that information.

Heading Tags
Heading Tags are an influential ranking factor and important signal to search engines as to what a page of content is about. It also alerts users that they have found the page that has the information for which they were searching.

Heading 1 (h1): This is the "Display Name" in Cascade; there should be only one per page, so this option in the Format list should not be used. The h1 tag is an influential ranking factor and important signal to search engines as to what a page of content is about.

Having multiple h1 tags with different keywords on a page makes it difficult for search engines to contextualize the page.

Heading 2 (h2): This is a subheading in Cascade. It is also directly related to search engine results. Should have at least one to two on each page. No more than 70 characters (maximum 100), place keywords at front of heading.

Use title case (About the Department of Physics). Should have at least one to two on each page.

- h2 tags should not contain a link

Heading 3 (h3): Use directly (if needed) after an h2– this content should directly relate back to that h2. No more than 70 characters (maximum 100), place keywords at front of heading.

Title case (Research Projects for Physics). Use directly after (if needed) an h2– this content should directly relate back to that h2.

Heading 4, 5 and 6 (h4, h5, h6): Typically used only if h2 and h3 tags have been used on page.

Use title case (Research Projects for Physics).

Images
Use UNO-specific images, found in Photoshelter. Use public domain images if you can't find a UNO image. All images need to have a caption. You can contact UComm via Start Your Project to request photography. A few things to remember:

- Do not put text over images
- Be sure size is correct for template—too big and it loads slowly on the page
- Remember the site will be accessed on mobile devices—images need to be relevant to the content and not too big for mobile devices to download
- Images should enhance a page, not overtake it
- Not every page needs an image

Images must be kept at 200 kb file size or less. Refer to the Cascade Training packet for image dimensions, which vary by template.

Images, filenames
Rename images when downloading into Cascade—use two to three descriptive words, separated by a hyphen, (not an underscore). Make sure the file extension is included (.jpg, .gif,

etc.) This helps with search engine optimization—people search for images more than you might imagine.

- **Correct**: uno-pep-bowl.jpg
- **Incorrect**: 1444857658_image.jpg

Internal links
Always link to UNO pages when mentioned in content.
Example: If "Admissions" is mentioned on an undergraduate page, use "Admissions" as anchor text and link to the "Admissions" page.

Keywords
Important for SEO, but also when the Find function on a computer (Ctrl + F or Command + F) is used. Do not load a page with keywords, but rather let them flow naturally.

If art history is the subject of the page, make sure those words are used. Try to think like the user, how would I search for art history? Would I be looking for a bachelor's degree? Would I be looking for coursework related to art history? Am I looking for an advisor?

Meta Description
This short summary should specifically describe an individual page—this is the descriptive content that appears under results on a web page (see yellow highlighted text below). Should be 140-150 characters (including spaces).

University of Nebraska Omaha - Wikipedia, the free ...
en.wikipedia.org/wiki/**University_of_Nebraska_Omaha**
Wikipedia
The *University of Nebraska Omaha* (UNO) is a four-year state university located in Omaha, Nebraska. Founded in 1908 as Omaha University, the institution ...

Page Name
A page should be named using all lowercase letters, with the words separated by hyphens. Page names should be kept short, yet descriptive.

Search Engine Optimization (SEO)
Creating content that incorporates web style best practices that will ensure search engines rank individual pages higher in search results. This includes, but is not limited to:
- Using h tags properly (heading tags, h1-h6)
- Adding internal/external links
- Using keywords in content
- Including meta description

- Using images that are tagged properly

Scanability

Write/format content so a user can easily scan a page for information:

- Paragraphs should be no longer than three sentences
- Use bullet lists
- Subheadings that describe exactly what content follows
- Write compelling content and users will stay to browse around your site

Sidebar Content

Limit to one or two paragraph(s), no more than three sentences in length. Sidebar content should focus on a highlight or important information.

Web Addresses

Do not place a full web address in a sentence. All URLs/links should be placed within anchor text.

- Correct: Learn more about John Smith.
- Incorrect: Learn more about John Smith at: http://www.johnsmith.com
- Incorrect: Click here to learn more about John Smith