

University website

The University of Wisconsin-Whitewater's website is our primary marketing and communications tool to engage and inform prospective students and their families, current students, alumni, faculty, staff, and the greater community. Every page should be correctly optimized and contain a call to action and/or contact information for people to find out more information. The website should prioritize the user experience.

Search engine optimized

Every page should be search engine optimized (SEO). This best practice allows search engines to better understand the content on our pages and allows the user to find our website (and individual pages) faster and more efficiently. Search engines rely on text and HTML elements to provide the necessary information needed in order to rank well in a web search. Our website is currently setup with ready-to-use components to help with this. At the bottom of every page is a Search Engine Optimization drop down. This contains a spot to include a browser title, description and keywords.

- Browser title is 50-60 characters
- Browser description is 160 characters

Search Engine Optimization

Browser Title

University of Wisconsin-Whitewater

Browser Description

The University of Wisconsin-Whitewater is a college devoted to teaching, community and higher education. Our camp

Meta Keywords

University of Wisconsin-Whitewater

In addition, our website needs to contain keyword-rich information on fewer pages. Additional pages should not be added without consulting University Marketing and Communications and the Web Team.

Naming conventions

A best practice for online naming conventions (files, documents and pages) is to omit spaces or use hyphens in lue of spaces. Some browsers have difficulty reading spaces and will replace it with characters such as %. Instead of uploading a file called *this is a file.jpg*, use *thisisafile.jpg* or *this-is-a-file.jpg*.

HTML tags

HTML heading tags (or H tags) are used to format headings on a web page in order of importance. They provide both visitors and search engines clues about the content's hierarchy and relevancy.

There are six levels of H tags, from the most important H1 heading to the least important H6 heading. The H1 tag comes first at the top of the page and tells search engines what content can be expected on the rest of the page. There should only be one H1 tag per page and it should include the primary or main keyword of the page's content. The H1 tag should be 20-70 characters.

Type and Fonts

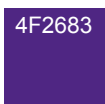
Montserrat, a sans serif typeface, is used for the headers.

Open sans, also a sans serif font, is used for the body copy.

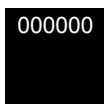
These fonts have a high level of readability, are web friendly and work well in a responsive layout. Left-alignment is a best practice for accessibility and user readability. Due to the responsiveness of the site, hard breaks should be avoided. Always use the built-in text styles. Do not add custom fonts.

Color

Use the standard color palette when adding color to your layout. The following hex numbers are to be used in the manner described below. Do not add custom colors. Proper use of color:



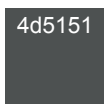
- H tags
- Hyperlinks
- Backgrounds
- Buttons



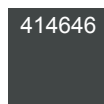
- Body copy

ffffff

- Copy on a dark background
- Backgrounds
- Buttons



- H3-H6
- Backgrounds



- Backgrounds

eee

- Backgrounds
- Buttons



- Backgrounds



- In-page slider titles

HTML
Sample
Tags

```
<h1> PROGRAM </h1>
font: Montserrat, extra bold, capital
size: 36pt/48px/3em
color: 4F2683

<h2> This is how we thrive </h2>
font: Montserrat,
size: 28pt/37px/2.35em
color: 4F2683

<h3> What our students do </h3>
font: Montserrat,
size: 24pt/32px/2em
color: 4d5151, 4F2683

<h4> CAN WE BRAG A LITTLE </h4>
font: Montserrat, medium
size: 22pt/29px/1.8em
color: 33cc33

<p> Our students </p>
font: Open Sans, regular
size: 13pt/17px/1.05em
color: 000000
line-height: 25px
```

Design elements

There are several components already created that are ready to use and compatible with our website. Do not add custom code. Arrange these components in Ingeniux in the order that they appear on the webpage.




Sliders or main images

- Sized to 2260x900 pixels
- No more than five sliders per page
- Do not rely on copy written into your slider or main header image — that information cannot be read by a search engine or screen reader.

Buttons or hyperlinks

Buttons and hyperlinks can be used to offer the user more information. If the button or hyperlink takes the user to a document or off of the UW-Whitewater site, it should open in a new window (target="_blank"). If the link takes the user to a page on the UW-Whitewater site, it should open in the same window.

Buttons:

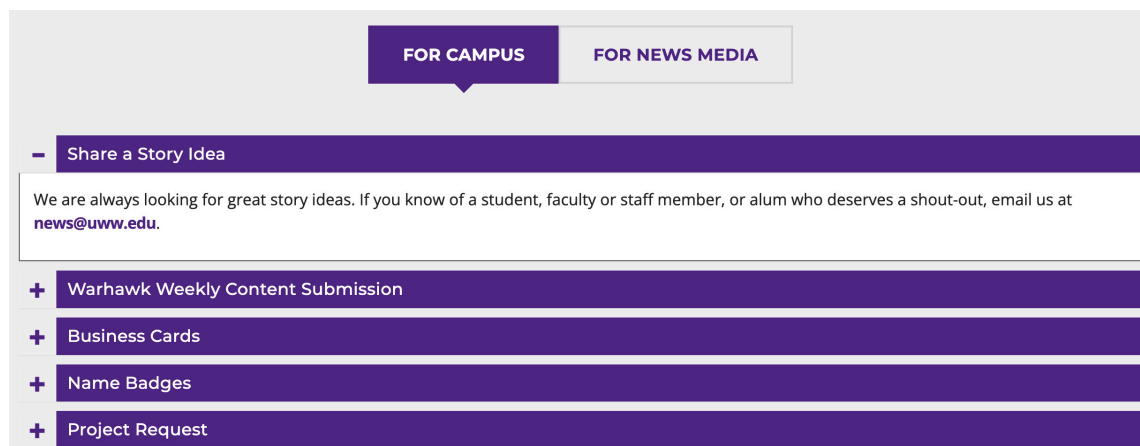
- Purple button with white text or white button with purple text 
- Button with arrow indicates the link stays on our site 
- Button with box indicates the link goes off of our site 

Hyperlinks:

- Hyperlinks written in bold and purple text with double right angle quote (») [COVID-19 cases dashboard »](#)

Accordion drop downs

Accordion drop downs are a great way to organize a lot of content.



Design elements, continued

Suggested option:

- Purple button with bold white text
- Do not put on a purple background

In-page sliders/slide shows

In-page sliders or slideshows are used to highlight successes, events or other bragging points.

Suggested options:

- Include all pieces to make a fuller experience: Component title, secondary title, body copy, link, photo and background image.
- Double check your work once it's published to make sure your copy does not extend the size of the box. This component is responsive.

Component title, centered

Slideshow titles

Keep text short and clear, left aligned

Include direction to find out more

Web optimized photo or graphic is 900x600 pixels

Use a subtle background image, web optimized, 2260x1000 pixels. Do not use a bright or bold background. Pictured is a 75% black overlay.

- Do not overuse this component. Moving elements can be difficult for some people to maneuver and negatively impact accessibility, especially for those with motor skill issues

Embedded content

All embedded content needs to be responsive. YouTube example:

```
<p>&nbsp;</p>
<div class="iframe-wrapper">
  <iframe width="800" height="600" src="https://www.youtube.com/embed/o2pbYsjsqaE" frameborder="0"
  allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture"
  allowfullscreen="allowfullscreen"></iframe>
</div>
<p>&nbsp;</p>
```

Image, icons, sizes and usage

Including imagery is a great way to engage the user and trigger emotion. It is recommended to use images from PhotoShleter: <https://www.photoshelter.com/index>. An icon library is available for use in Ingeniux under assets/images/icons.

All images need to be correctly optimized for web.

Recommendations:

- File formats should be JPG, PNG, GIF, SVG, or PDF
- Images are correctly sized with a resolution lower than 172
- Standard images to fit Ingeniux components
 - Sliders: 2260x900
 - Background images for in-page sliders: 2260x1000
 - Resource background images: 2260x1500
 - Standard images: 900x600
- Add alt text for all images
 - Short description of what's happening in the graphic or photo, maximum of 125 characters