

Website Content Guidelines

Office of Campus Communications will monitor all content of the website. Authorized users must adhere to the following guidelines, as well as to the Style Guide (in progress). The intent of these guidelines is to provide a uniform user experience for visitors to the CypressCollege.edu domain.

Formatting

Landing and Profile pages must adhere to the format addressed in the Website Guidelines. To ensure consistency across the site, the formatting cannot be altered.

Division Landing Page

- Image
- Dean information, phone number, location, programs (with links and coordinators), counselor information, link to additional information

Department Landing Page

- Image
- Opening paragraphs of program description, general information, or introduction.
- Faculty, with links to profile pages
- Department location and contact information

Special Program/Office Landing Page

- Image
- Opening paragraph(s) of program description, general information, or introduction.
- Location
- Hours
- Contact information
- Staff (names, title, email/phone number)
- Social media links (if applicable)
- Slideshow (if applicable)

Faculty/Adjunct Profile Page

- Cypress College logo or employee photograph
- Links to division(s)/department(s)/office
- Contact information: email, phone
- Office hours
- Location
- Brief biographical statement or introduction
- Recommended courses
- Resources

Staff Profile Page

- Cypress College logo or employee photograph
- Links to division(s)/department(s)/office
- Title
- Contact information: email, phone
- Location
- Brief biographical statement or introduction

Child pages have open formatting.

Images

Every page must have an image/video/graphic at the top of the page. This is called a Featured Image.

Images, including videos and graphics, within the body of the page may also be used.

All images must be approved by Office of Campus Communications. Images may be taken by Office of Campus Communications staff. To do so, please call us at (714) 484-7006 or email news@cypresscollege.edu to set up an appointment with our photographer.

No copyrighted images will be used. Images not approved by Office of Campus Communications will be removed from the website.

Headlines

Top-level headlines within the body of the pages should be selected from the dropdown menu of the editor (see WordPress How-To) at no larger than H3. Subsequent headlines should be H4, H5, etc., connoting level of importance.

Bulleted and Numbered Lists

Bulleted and numbered lists are encouraged. Use bulleted lists when the order is not of importance. Use numbered lists when the order matters. Do not mix the lists on a page.

Bold, Italics, and Underlines

Use bold sparingly for emphasis only. Do not use underlines, since underlines represent links. Generally, avoid using italics in online text since italics can decrease readability.

Font

The font, font size, and font color are preset in the WordPress platform. These may not be changed.

Uppercase (All Caps)

Generally, avoid using all uppercase letters. Use all capital letters for acronyms only.

Block Quotes

The block quote function is only used for faculty pages for the standing division/department information.

Links

Links embedded within the body of a page are called “deep links.” These links are not exposed within the text. For example, if the desire is to link to our schedule and catalog, the words “schedule and catalog” would be linked to our schedule and catalog page, rather than having the link written out, such as: Check out our [schedule and catalog](#).

To see an example, please visit: <http://xwww.cypresscollege.edu/index.php/schedule-of-classes-and-college-catalog/>

A minimum of two deep links should be included in every page for search engine optimization.

Links (Internal and External)

Internal links are those leading to a Cypress College webpage. If the link is directing someone within the department or section, the link does not need to open in a new window. If the link is directing the user out of a specific department or section, the link should open in a new window for the sake of user experience.

External links must always open in a new window. External links must only lead to reputable and relevant sites, such as FAFSA, universities, and myGateway, among others. External links that do not adhere to these standards are subject to removal.

Broken links will be removed.

Language

All language used on the website must adhere to the college standards (see Identity Guide; Style Guide to be published Fall 2018). Any inappropriate language will be removed. The use of inappropriate language may result in the loss of access to the site. Please see [Board Policy 3900](#).

Content

The content of the webpage(s) must be Cypress College-related. On profile pages, biographical information is encouraged. Content of a personal nature outside of profile pages will be removed and may result in the loss of access to the site.