**WKU** COMMUNICATIONS & MARKETING

Website Content Checklist

This Website Content Checklist provides a helpful guide to use when planning your website or reviewing your website for updates. The second page to this checklist provides examples of website layouts to show ideas for balancing your website with different components. If you would like to schedule an appointment for a website audit and consultation, visit www.wku.edu/marketingandcommunications to complete the request form or email webservices@wku.edu.

AUDIENCE
Most WKU websites will target prospective and current students. With this in mind, strive to make your content and design appealing and focused on your audience.

LAYOUT
Determine a layout that works best for your content (see examples on the next page). Determine whether you need a side navigation, cards, columns, accordions, or other features to give life to your page. Longer pages with visuals may work better than multiple shorter pages.

KEYWORDS
Identify important information that needs to be included in your page content. Ensure key information is pulled out in larger text or visuals. For example, "No GRE required" or "Online Only."

READABILITY
Ensure the content is clear and concise for your audience. Avoid lengthy content areas on landing pages and check spelling and grammar. View on a mobile device or with reduced screen size to confirm readability.

CALL TO ACTION
Ensure clear calls to action on the page. Examples include: Visit WKU, Apply Today, or Subscribe. Consider using the Button options in Links Styles in OUCampus.

NAVIGATION
The top navigation flow should make sense to your audience. Prioritize content from left to right. Reflect page titles with file or folder names. Review titles and page content to confirm the best words to use. Decide whether some pages can be deleted or if multiple pages can be combined.

IMAGE QUALITY AND SIZE
Website photos should be good quality and the correct dimensions. This includes clear images (not pixelated or blurry) that are not stretched tall or short.

CONTACT INFO
Ensure your contact information is available on a Contact page in the top navigation. Include mailing and physical address and social media.

STAFF PAGE
Staff pages are visited regularly. Utilize the Staff Add-On feature for your page. You may add content above the staff photos such as a group photo or general information.

PLAN TO CHECK REGULARLY
Before publishing, check the site for broken links and date-sensitive pages that need to be updated. Plan to check this information regularly.
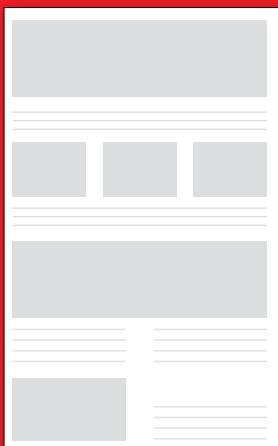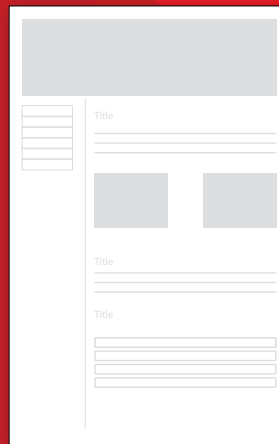
TOP NAVIGATION

WKU's OU Campus content management system provides a wide array of cards, accordions, lists, tables, modals, carousels, and news and calendar feeds to draw prospective students and make information easier to find for current students.
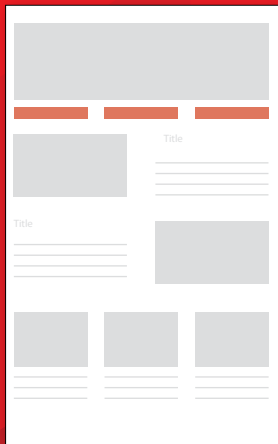
Identify the most important information that you want people to know just by landing on your page (without moving to another page). That is the content (with supportive visuals) to include on your landing page.

TOP & SIDE NAVIGATION

Including a side navigation gives you an opportunity to make pages easier to find for those visiting from a desktop. Viewing on a mobile device, the side navigation appears under the main navigation and its content is below the main content.
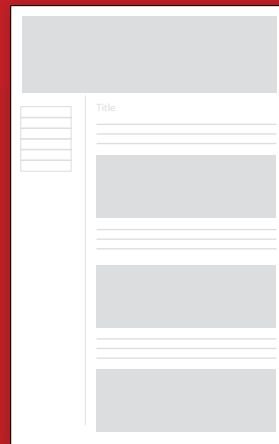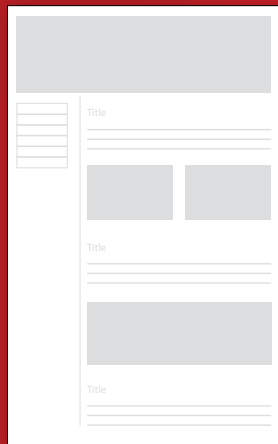
For details on the different components available in OU Campus, visit wku.edu/ou-campus. You can also contact webservices@wku.edu to get assistance with planning your website.