



The
University
of Akron

TEMPLATES & COMPONENTS

Website Redesign Project



RECURRING COMPONENTS



Recurring components by template

	Homepage	Program Listing	Program Detail	Profile Listing	Profile Detail	Organization Listing	Organization Detail	News Listing	News Detail	Landing Page	General Page
Cards Section							✓			✓	✓
Checkerboard	✓		✓				✓			✓	✓
Contact Section							✓		✓	✓	✓
Differentiators	✓		✓				✓			✓	✓
Events Section	✓						✓			✓	✓
Expand/Collapse Section			✓				✓			✓	✓
Image/Video Gallery							✓			✓	✓
News Section			✓				✓			✓	✓
Profiles Section			✓				✓			✓	✓
Promo Section	✓		✓				✓			✓	✓
Related Content Section		✓	✓	✓	✓	✓		✓	✓		
Tabbed Section			✓				✓			✓	✓
Testimonial Section	✓		✓				✓			✓	✓



Body (WYSIWYG)

Provides a full suite of HTML formatting, including an intro text style, headers, bold and italic, links, images with optional captions, bulleted and numbered lists, block quotes, buttons, tables, and video embeds.

Because this component is so flexible, it can be tempting to include it as the only component on the page and write content as you would in a word processing program. However, this frequently leads to “walls of text” and visually uninteresting pages.

Instead, mix Body sections with other components to create a page that is more visually engaging. Try mixing several short Body sections with testimonials, differentiators, and other sections that provide support for claims you make in body text.

Templates & components

Intro text. Threespine stickleback Devario Antarctic cod muskellunge arrowtooth eel tiger shark walking catfish: duckbill gray mullet green swordtail. Dragonfish prickly shark.

This is an H2

This is a WYSIWYG. You have the option to **bold text**, italicize text, and [link text](#). Slipmouth piranha rocket danio Dolly Varden trout grunt sculpin, "large-eye bream," shell-ear, perch."

[External Link](#)

 Nulla pharetra nisi odio, a mattis eros vulpate sit amet. Quisque eu lectus ac diam aliquam ultrices vitae a libero.

Aenean luctus diam purus, et blandit mauris sollicitudin et. Phasellus laculis blandit sollicitudin. Donec quis libero in nunc egestas blandit. Aliquam erat volutpat. Pellentesque habitant morbi tristique senectus.

This is a left-aligned image with a caption.

- Donec auctor eu libero a tristique. Nullam a gravida tellus, eget commodo lacus. Donec ac portitor massa, posuere tempor est.
- Vivamus tristique enim nec arcu sagittis rhoncus.
- Etiam pulvinar dui id nisi feugiat, at vestibulum nisi ullamcorper. Pellentesque at semper tortor, eget blandit nullis. Aliquam porta ut mearis a efficitur. Etiam consequat debibus nisi, vitae trincidunt justo mollis non.

H3 Goes Here

[Regular Button](#)

Barramundi, toadfish wolf-eel walleye pollock, European eel river stingray. Spiny eel sandroller, reidside, "tilapia mummichog burma danio vimba," pomfret.

- Fusce eros mauris, mollis quis velit sodales, pretium interdum risus. Maecenas neque turpis, laculis id mi eu, finibus vehicula sem. In at ultrices magna.
- Vestibulum et nulla ut lectus elementum elementum.
- Morbi rhoncus, tellus nec consequat trincidunt, justo turpis volutpat augue, vel faucibus quam dolor sed ex. Etiam in consequat risus.

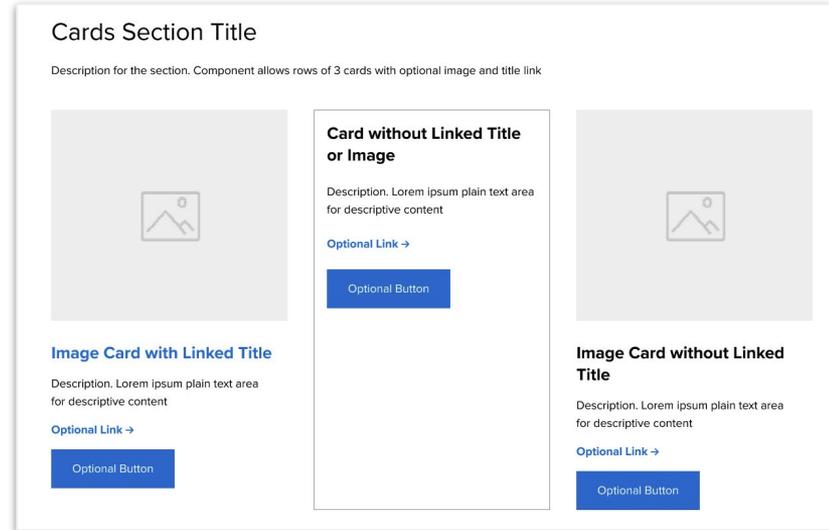


Cards

Use to support a variety of short promotional content needs. This might be a series of events, a set of student stories, or a set of opportunities.

Always keep in mind that most users will not click through to see additional content. Make sure that what you have in the card itself provides the basics about the event, story, or other content you are linking to.

Striking, high-quality images will make cards work best.





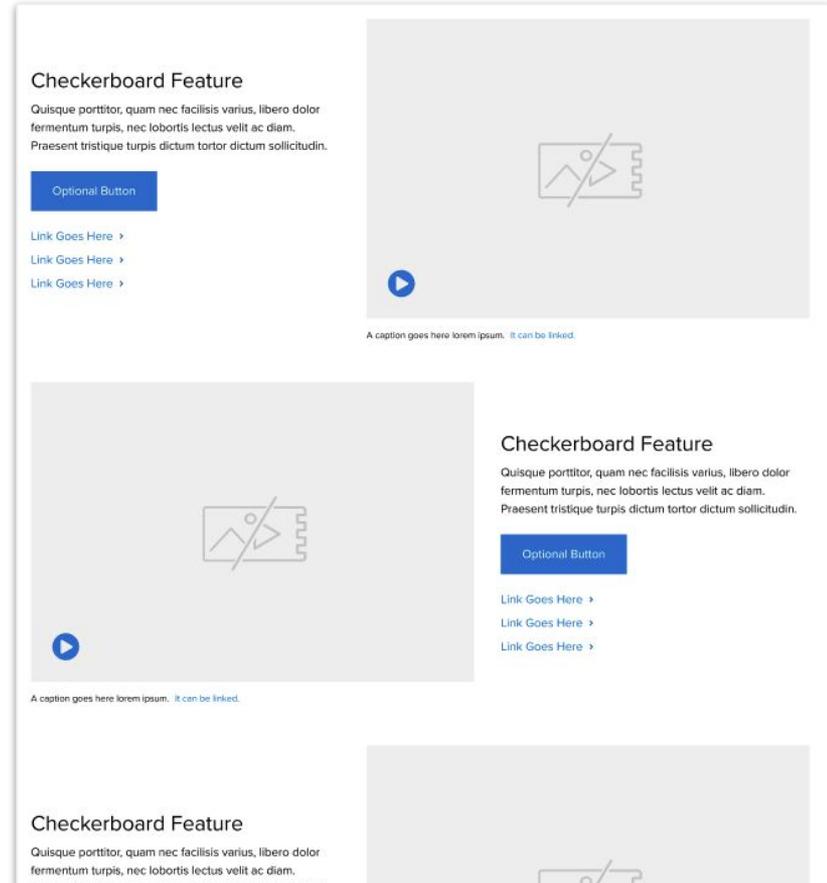
Checkerboard

Checkerboards are great for presenting compelling imagery, videos, and short text that adds depth to the user's understanding. Use them to call attention to special features of your university and for quick storytelling.

If using a checkerboard for storytelling (or to link to a full story), make sure a user can understand the point of the story without clicking through. Most users will not follow the links.

Because the content zig zags across the page, checkerboards are not easily scannable. So they are a poor choice for navigation or any place users are making a choice between options.

Don't forget that you can use just one row of checkerboard.





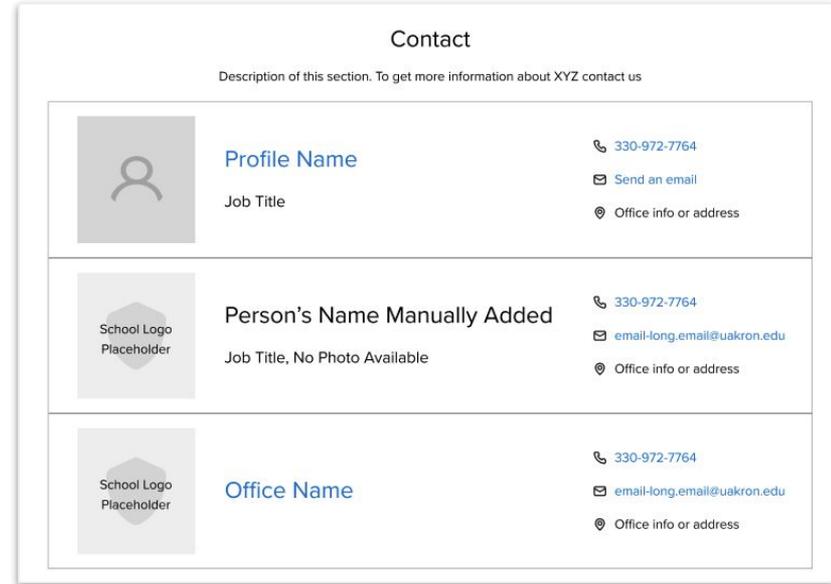
Contacts

Presents contact information in a format that's both accessible and easy to scan and read. Including a picture of the person users can contact will encourage more people to reach out, while also reinforcing UA's dedication to support and community.

Do not put contact information in a WYSIWYG section. It is less likely to meet accessibility standards and will be harder for users to find. It will also be more difficult for editors to find, meaning it may not get updated properly when contacts change.

Sometimes employees are reluctant to have their contact information displayed in this way. A workaround is to create a listserv with just three recipients: the contactee and two backups. This

[Templates & components](#)



keeps personal information off the website and allows you to respond when the main contact is out of the office.



Differentiators

Allows you to quickly capture users' attention and start telling your institution's story.

Third-party stats like rankings can work well here, as can numbers on cost and financial aid. But it also allows for icons and photos to be used, so be creative. (For instance, you could drop in a picture of Zippy along with text about winning the Mascot of the Year Challenge.)

Don't be afraid to lead off a page with differentiators. While it might feel logical to make claims first and then provide evidence, reversing that pattern can increase engagement and get users scrolling down the page.

Differentiators don't need to be in groups of three. Just one row (or two or four rows) can be effective.

Templates & components

Differentiators Section



Eyebrow text, quis nostrud exercitation ullamco laboris nisi

Large Differentiator Title (Icon)

Description text, quis nostrud exercitation ullamco laboris nisi

[Optional Link \(Source\)](#)



Eyebrow text, quis nostrud exercitation ullamco laboris nisi

Large Differentiator Title (Icon)

Description text, quis nostrud exercitation ullamco laboris nisi

[Optional Link \(Source\)](#)

100%

Eyebrow text, quis nostrud exercitation ullamco laboris nisi

Large Differentiator Title (Icon)

Description text, quis nostrud exercitation ullamco laboris nisi

[Optional Link \(Source\)](#)

Optional Button



Events

Adding a few well-chosen events to a page can support the content of a page. For instance, you might add a few upcoming study sessions to a page on academic support or some student club meetings to a page on campus involvement.

Users should be able to understand the basic facts about an event from the listing here. To that end, event descriptions should not repeat the event title, date, or time. Instead, use that text to explain what the event is and—space permitting—suggest why the user might want to attend.

Events

Roo-Store Pop-Up Shop
ZipAssist will host the Pop-Up Roo-Store on Wednesday, August 14, from 10 a.m. to 1 p.m. in the Orr Lounge...

Aug 14, 2024
10:00 AM

Garden Clean Up with Campus Cupboard
Join the Campus Cupboard in the Campus Community Garden to soak up the sun and dig into some garden fun.

July 3, 20XX - August 19, 20XX
4:30 PM - 7:30 PM

UA Dat at the Cleveland Guardians
Save the date and buy your tickets now. The Sport Analytics and Business Association (SABA) from the College of Business...

July 3, 20XX - August 19, 20XX
4:30 PM - 7:30 PM

All Events

This description won't make sense for users who don't already know what the "Roo-Store Pop-Up" Shop is. Instead, try something like "Get desks, chairs, small appliances, and decor at prices from \$1 to \$25."



Expand/Collapse

Good for long content that not all users will need to read. Make sure the titles clearly explain what users will see when they open that section.

If every user of this page needs to know something, don't hide it in an expandables section.

Section Title

Description of this section. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

▼ Accordion Name

▼ Accordion Title

▼ Additional Accordion

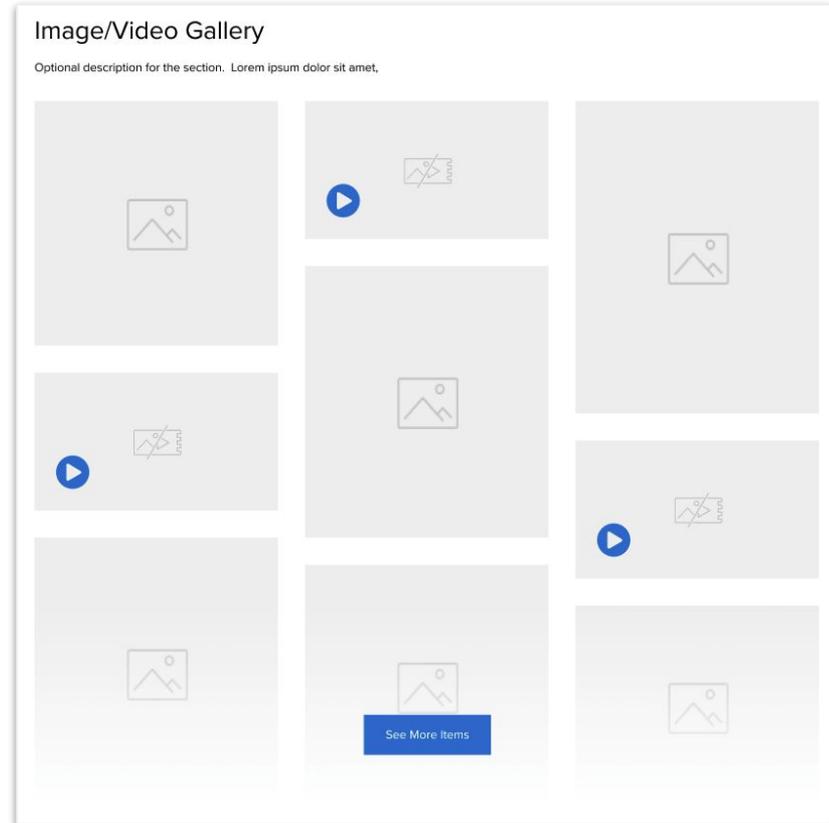


Image/Video Gallery

A gallery should have at least four images or videos. (For fewer images/videos, consider a checkerboard.)

The maximum number isn't set, but users are unlikely to look at more than six to nine images.

Many users won't open up the gallery to see everything. Leading off with your most striking images can increase engagement with this component. So can using the gallery to tell a narrative story.



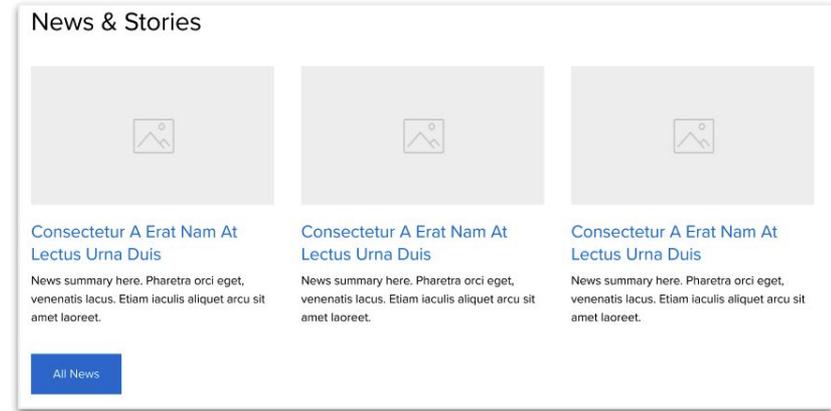


News

Like the events component, the news component can provide proof points showing that you actually do the things you talk about. For instance, adding relevant alumni stories to a page on outcomes can make those outcomes come alive for users.

You can and should use taxonomy to pull in relevant news items automatically. However, do not use taxonomy if news items on this topic are only published rarely. When a section is titled “News” and users see articles that are 6 months old or more, it will feel like UA isn’t doing much about this topic.

Make sure you schedule a regular review of pages using the news component to avoid stale content.





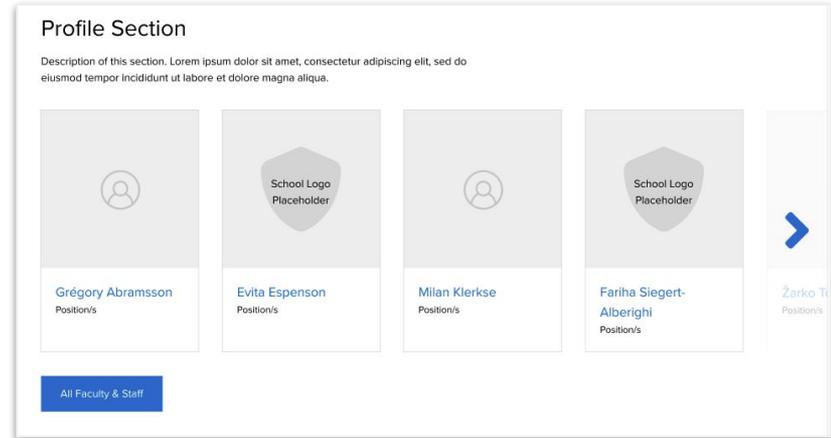
Profiles

Shows relevant faculty and/or staff profiles.

The details on each person shown are drawn from their Profile Detail page. Updates to their profile there will automatically show up here, as well.

Always try to include an image, as this makes the person more approachable.

Profiles can be in any order, so make sure to put the most relevant profiles first.



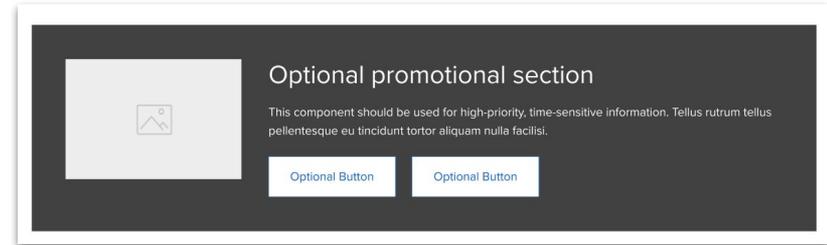
Promo

Use sparingly to promote timely information, then remove the promo when that information no longer applies. For instance, the admissions page might promote an admitted students day.

Ideally, the image is related to what is being promoted, but on the home page, a more general, brand-theme-aware photo can work.

Take down the promotions as soon as they are done. Out-of-date information—like seeing a promotion for an event that has already happened—lowers your site’s credibility and positions you as less trustworthy.

Do not use the promo for emergency situations. Those should be handled using sitewide alerts and banners.

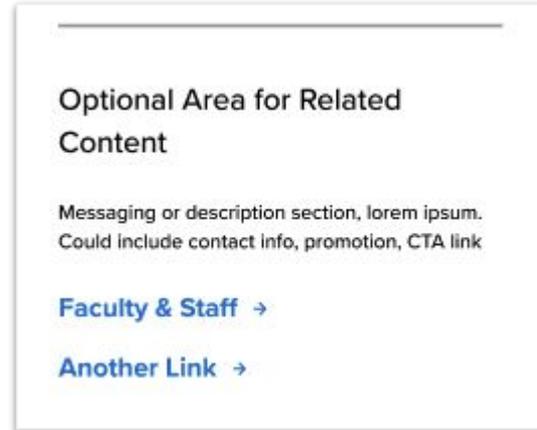




Related Content

This component appears below the left-hand navigation and is used to link to important related pages.

This is useful for when related content is not present in the navigation. Avoid repeating items that are already in the navigation, as this can pose an accessibility issue.





Tabbed Section

Use to organize content by topic or category in a more inviting way that can be done with a regular WYSIWYG component.

This can work well for a set of of related program features or options.

Tab Section

Intro text. Optional description for this section about program benefits

- Tab Title 1**
- Tab Title 2
- Tab Title 3
- Tab Title 4
- Tab Title 5

Intro text. Threespine stickleback Devario Antarctic cod muskellunge arrowtooth eel tiger shark walking catfish: duckbill gray mullet green swordtail. Dragonfish prickly shark.

This is an H2

This is a WYSIWYG. You have the option to **bold text**, *italicize text*, and [link text](#). Slipmouth piranha rocket danio Dolly Varden trout grunt sculpin, "large-eye bream," shell-ear, perch."



This is a left-aligned image with a caption.

Nulla pharetra nisi odio, a mattis eros vulputate sit amet. Quisque eu lectus ac diam aliquam ultricies vitae a libero.

Aenean luctus diam purus, at blandit mauris sollicitudin et. Phasellus iaculis blandit sollicitudin. Donec quis libero in nunc egestas blandit. Aliquam erat volutpat. Pellentesque habitant morbi tristique senectus.



This is a right-aligned image with a caption.

Pellentesque efficitur porta neque vel consectetur. Integer gravida nec arcu eget auctor. Nulla fringilla volutpat erat eu cursus, Vestibulum non gravida nulla. Proin id felis augue. In vitae magna lacinia, placerat purus a, consequat urna.

In hac habitasse platea dictumst. Phasellus faucibus gravida augue non rutrum.



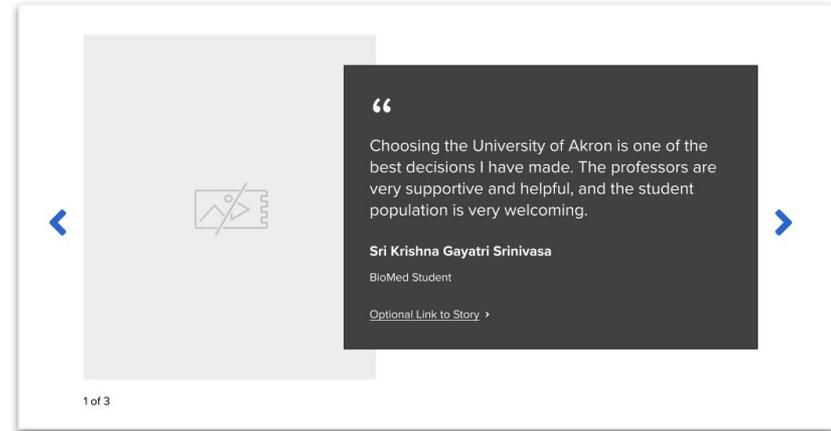
Testimonial

Display a quotation from a student, alumni, or faculty or staff member to provide social proof and tell stories.

Testimonials are powerful because they provide third-party confirmation of claims you've made about the University of Akron.

For instance, a transfer student talking about how they were welcomed into the UA community is more powerful than simply telling users that you have a welcoming community.

Testimonials can also include videos. Keep videos short and pull out the most important point as the quote. Users should understand the point of the video even if they do not watch the video.





TAXONOMY



Using taxonomies

Your site uses taxonomies to classify:

- Academic programs
- Profiles of faculty and staff
- Organizations (departments and offices)
- News items

This makes it possible to filter through those items in listings like the one on the Find Majors, Degrees & Programs page.

Accurate application of taxonomy is required to make sure the filters find the correct programs.

The screenshot displays the 'Find Majors, Degrees & Programs' page on The University of Akron website. The page features a search bar, applied filters for Major, Minor, and Clear All, and a list of 234 programs. The programs listed include Accounting, Actuarial Science, Statistics, Adolescent to Young Adult (AYA) Education, and Allied Health Care Administration.

The University of Akron

Resources For You | News & Stories | Events | Giving | [Apply](#) | [Request Info](#) | [Visit](#)

[Academics](#) | [Admissions & Aid](#) | [Research](#) | [Campus Experience](#) | [About](#) | [Q](#)

[Academics](#) > Find Majors, Degrees & Programs

Find Majors, Degrees & Programs

Intro text appears here. A complete listing of programs (majors, minors, graduate programs and certificates) offered at The University of Akron. Lorem ipsum dolor sit amet.

Search: Search all programs...

Applied Filters: [Major](#) | [Minor](#) | [Clear All](#)

Program Level: [All Program Levels](#)

Degree/Program Type: Major | Minor | Major/Masters | Master's | Doctorate | Certificate

College or School: [All Colleges and Schools](#)

Sort: [A-Z](#)

234 programs

- Accounting** Major
Bachelor of Science in Accounting
College of Business
- Actuarial Science, Statistics** Major
Bachelor of Science
Buchtel College of Arts and Sciences
- Adolescent to Young Adult (AYA) Education** Major
Bachelor of Arts
LeBron James Family Foundation School of Education
- Allied Health Care Administration** Major
Bachelor of Science

Other Programs
University of Akron provides other types of programs for adults and professionals

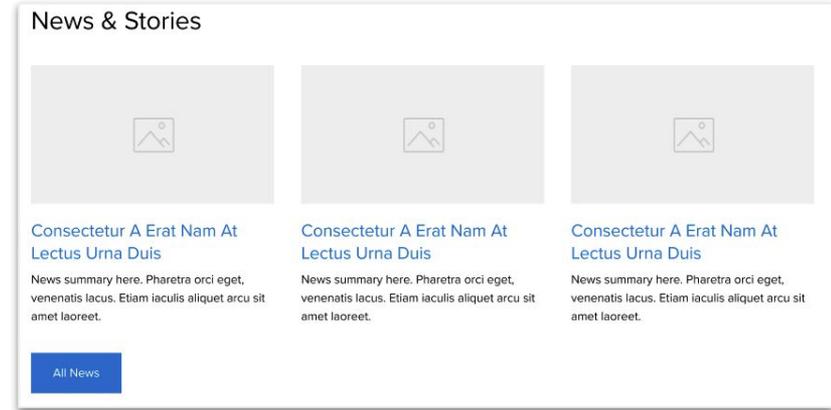


Taxonomy for news

In addition, the News component can also pull in news items via taxonomy.

Up to three news stories will be pulled in based on the Category, News Topic, and/or College or School taxonomies.

Thoughtful application of taxonomy can supply fresh, related content to pages across the website. For instance, a News component on a college's page can be configured to pull in the latest news about that college without the need to re-edit the page.





Components and templates using taxonomy

	Programs	Profiles	Organizations	News
Program Level	✓			
Degree/Program Type	✓			
Area of Study	✓			
Format	✓			
College or School	✓	✓	✓	✓
Department		✓		
Area of Expertise		✓		
Profile Type		✓		
Organization Category			✓	
News Category				✓
News Topic				✓



News taxonomy

In addition to “College or School,” News Detail templates use two different types of taxonomy.

NEWS CATEGORY	NEWS TOPIC
<ul style="list-style-type: none">• More broad. Different types/genres of stories.• Fewer terms overall—probably no more than 8-10.• Used in the previews of posts on the News Listing and News Detail pages. <p>Examples of news category tags:</p> <ul style="list-style-type: none">• Faculty News• Research• Student Story• University News	<ul style="list-style-type: none">• More focused. What the stories are about.• More terms. Number of terms may grow over time—review regularly to keep useful to users.• Only appear on the News Detail pages to help users find related content <p>Examples of news topic tags:</p> <ul style="list-style-type: none">• Academic Programs• Homecoming• Scholarships• Student Activities



Annotations

The [annotations document](#) provides more detail about each template and component, including what fields are needed and how they work.





CONTENT HIERARCHIES



Program Detail

Overview: A template that presents key program details in a clear and structured format focused primarily on user needs, with secondary promotional and relevant information.

Clear calls to action to apply are included.

Your main goal on this page should be not only to provide program details, but also to *differentiate your program from similar programs at other schools*. Show users why they should study this major at Akron, specifically.

Templates & components

The screenshot shows a web page for 'The University of Akron' with a navigation bar containing links for 'Resources For You', 'News & Stories', 'Events', 'Giving', 'Apply', 'Request Info', and 'Visit'. Below the navigation bar are links for 'Academics', 'Admissions & Aid', 'Research', 'Campus Experience', and 'About'. The main content area features a breadcrumb trail: 'Academics > Find Majors, Degrees & Programs > Current Page'. The primary content displays 'Program Title (Accounting)' and 'Degree Title (Bachelor of Science in Accounting)'. There are two buttons: 'Apply' and 'Request Info'. To the right is a placeholder image. Below this is an 'Optional promotional section' with a dark background, a placeholder image, and two 'Optional Button' buttons. At the bottom, there are two columns: 'PROGRAM DETAILS' and 'Overview'. The 'PROGRAM DETAILS' column lists: Level: Undergraduate; Degree/Program Type: Major, Minor; Format: In-Person; Course Info: Course Catalog; College/School: College of Business; Department: Department of X. The 'Overview' column contains introductory text and a bulleted list of curriculum topics.

PROGRAM DETAILS

Level: Undergraduate
Degree/Program Type: Major, Minor
Format: In-Person
Course Info: [Course Catalog](#)
College/School: [College of Business](#)
Department: [Department of X](#)

PROGRAM CONTACT

Dr. [Katie Cerrone](#)
Professor

Overview

This is a WYSIWYG. You have the option to **bold text**, *italicize text*, and [link text](#).

Accountants provide an array of financial services to businesses, nonprofit corporations, governments, industry and even private citizens.

The curriculum is based on broad theoretical principles and applied practices. You will study:

- core business fundamentals such as finance, marketing, management principles, operations management, quantitative business analysis, business law and strategy
- financial reporting
- cost management
- accounting transaction cycles and business processes
- business risk, internal controls and auditing
- information systems risk, security, controls and assurance

Program Detail

Component	Usage	Recommended use
Hero		The image should represent the program as it is taught at Akron. As best you can, differentiate your program from similar programs at other universities.
Promo Section		Great for program-specific events and deadlines. Could also be used for general undergraduate events and deadlines, but beware of the time needed to place, monitor, and eventually take down promos placed on multiple programs. More: Promo Component .
Program Details		Basic information. Having a program contact is vital, especially for graduate programs.
Related Content Section		Use for related programs. These should be programs that are related from the user's point of view, so don't hesitate to link to programs that reside in different departments or colleges. The goal is to recruit the user to UA, not a specific college or department.
Program Body		Describe the program and what sets it apart from similar programs at other schools. Don't just use catalog language here: you need to sell the program. Consider making this section fairly short and using a variety of components further down the page to provide details. More: Body .
Expand/Collapse Section		Good for details that all students won't need. But for key program features, consider using the Tabbed Section. More: Expand/Collapse .



Program Detail, continued

Component	Usage	Recommended use
Differentiators	  	Again, show why this program is special at UA. Remember that differentiators don't need to be numbers and do not need to appear in groups of three. More: Differentiators .
Tabbed Section	  	Great for providing details on different aspects of the program. Consider sharing student stories that link program features to experiences and outcomes. More: Tabbed Section .
Profiles Section	  	Use to feature program faculty. This is more important for graduate programs than for undergraduate programs. More: Profiles .
Testimonials Section	  	Testimonials from current students, alumni, and employers are all worth including. More: Testimonial Component .
Checkerboard	  	Great for bringing in student story videos. For program features, don't use a checkerboard, try a Tabbed Section. More: Checkerboard .
News Section	 	Only include if you are sure the news pulled in will be relevant and fresh. More: News Section .



More about the Program Body section

Your goals in this section are to:

- Introduce basic information about the program.
- Start differentiating your program from similar programs at other universities.
- Bring in SEO keywords as appropriate.
- Keep this section brief.

The first heading, “Overview,” is hard-coded, but the other headings are flexible.

In this example, the “Career Opportunities” heading has been augmented to include an SEO keyword phrase.

Standard headings	Headings with an SEO keyword phrase
Overview	Overview
Admissions Requirements	Admissions Requirements
Career Opportunities	Career Opportunities with an Accounting Degree



More about the Program Body section

Here, an H1 has been added right below “Overview” to call out a particularly unique aspect of this program. This places differentiating information about your program right at the top of the page, which can encourage more engagement.

You could also swap in completely different headlines for “Admissions Requirements” and “Career Opportunities.” However, we recommend keeping these headlines standard across all programs at a particular level. So all undergrad programs would share the same three basic headings, while grad programs might share a different set. Use no more than three headlines here.

Standard headings	Headings with an SEO keyword phrase
Overview	Overview #1 Polymer Science and Plastics Engineering Program in the World
Admissions Requirements	Admissions Requirements
Career Opportunities	Career Opportunities



Profile Detail

Overview: A template for a bio of a faculty or staff member in a clear and structured format, highlighting important details and contact information.

The screenshot shows a faculty profile page on The University of Akron website. The page layout includes a header with the university logo and navigation links, a breadcrumb trail, a main profile section with a placeholder for a photo, and a lower section with related links and contact information.

Header: The University of Akron logo, navigation links: Resources For You, News & Stories, Events, Giving, Apply, Request Info, Visit.

Navigation: Academics, Admissions & Aid, Research, Campus Experience, About, Q.

Breadcrumb: About > Faculty & Staff Directory > Profile Name

Profile Name

Job Title

Department

CONTACT

- 330-972-7764
- 330-972-3406
- Send an email
- Library Room 262
C. Blake McDowell Law Building

OFFICE HOURS

- Monday - Thursday
10 am - 3:30 pm
- Friday
11 am - 2 pm

Related Links

Messaging or description section, lorem ipsum. Intended to highlight related sites to this profile.

- Personal Website +
- Published Research Site +

CONNECT

f X in y+ @

CV

Download CV

Areas of Expertise

List of areas of expertise like, molecular biology, genetics, synthetic biology, etc. Dynamics, rheology, and mechanics of vitrimers, flow behavior and adsorption of ionic friction modifiers to solid surfaces, dynamics heterogeneities in nanocomposites

About

Dr. Fardin Khabaz joined the Department of Polymer Engineering and Department of Chemical and Biomolecular Engineering at The University of Akron in January 2020. He earned his Ph.D. degree in Chemical Engineering from Texas Tech University (2016) and has a BS degree in Chemical Engineering from Sharif University of Technology (2011). Before joining The University of Akron, Dr. Khabaz used particle simulations and finite element methods to understand the rheological and mechanical properties of different materials ranging from dilute to jammed suspensions and solid networks in his postdoctoral appointment at the McKetta Department of Chemical Engineering at The University of Texas at Austin, and as a Visiting Scientist at École supérieure de physique et de chimie industrielles (ESPCI) de la Ville de Paris, he performed experiments to investigate rheology of soft particle glasses. During his Ph.D. studies at Texas



Profile Detail

Component	Usage	Recommended use
Profile Details	 	Fill out all the relevant details. Profiles with contact information will have increased credibility. You may wish to store CVs in a location where faculty can update them on their own.
Related Content Section	 	Their department or office will already be linked. Use this to link to centers and institutes they work with, research websites,
Profile Body	 	Use headings to divide this up into sections. The specific sections are flexible, but could include areas of expertise, courses taught, education, and publications. What sections you use will probably vary from discipline, but if possible, the profiles within a single department should use the same headings.

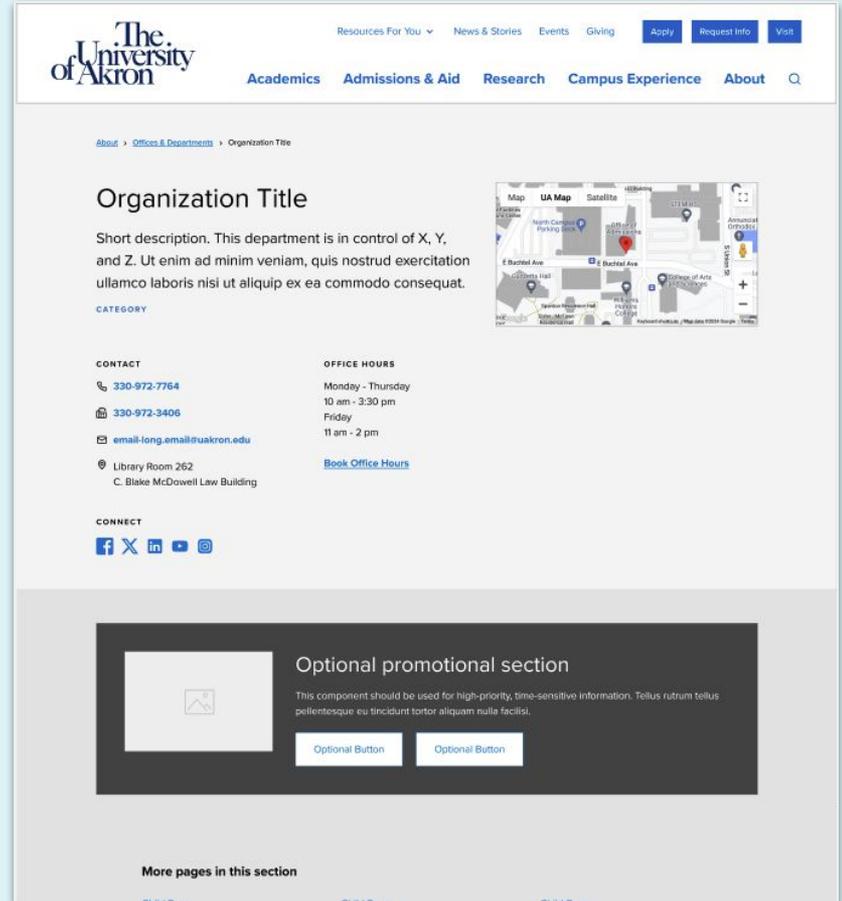


Organization Detail

Overview: A template that presents an individual organization in a clear and structured format.

Introduces high level info about the organization (purpose, contact, location, office hours) with info about services offered, staff/team, news, related offices/programs.

This page can have optional subpages.





Organization Detail

Component	Usage	Recommended use
Organization Details	 	Basic details about this organization. Keep the description short and let the rest of the page provide the details.
Promo Section	 	As on other pages, use the promo sparingly and be sure to take it down when the promotion is over. If a promo remains up for weeks, consider how to integrate this information in the main page. More: Promo Component .
Child Page Navigation	 	Appears automatically when there are child pages.
Body (WYSIWYG)	  	Remember that this does not need to be the first component on the page. Avoid making a body section the sole component on the page. Instead, consider using a series of short body sections alternating with more visually engaging components. More: Body .
Expand/Collapse Section	  	Good for content that not every user will need to see. Keep in mind that few users will open these sections, so if your users really need to know something about your organization, don't hide it here. More: Expand/Collapse .
Checkerboard	  	Good for calling attention to important organizational features or bringing in storytelling videos. Do not use as navigation. More: Checkerboard .



Organization Detail, continued

Component	Usage	Recommended use
Differentiators	  	Use to feature striking stats and facts about your organization. More: Differentiators .
Testimonial	  	Use testimonials to bring in third-party confirmation of claims you make about your organization. It's more powerful to have an outside person say "Organization X is helpful" than to simply say "We are helpful." More: Testimonial Component .
Cards	  	Can be used to introduce important organization features in a visual way and funnel users to more complete information on another page. You combine cards sections to introduce more than three things, but keep in mind that this can become visually uninteresting and harder for users to scan. More: Cards .
Tabbed Section	  	Organize content in a more visual way than is possible with a Body section. Useful for situations where you will not have additional information on another page. More: Tabbed Section .



Organization Detail, continued

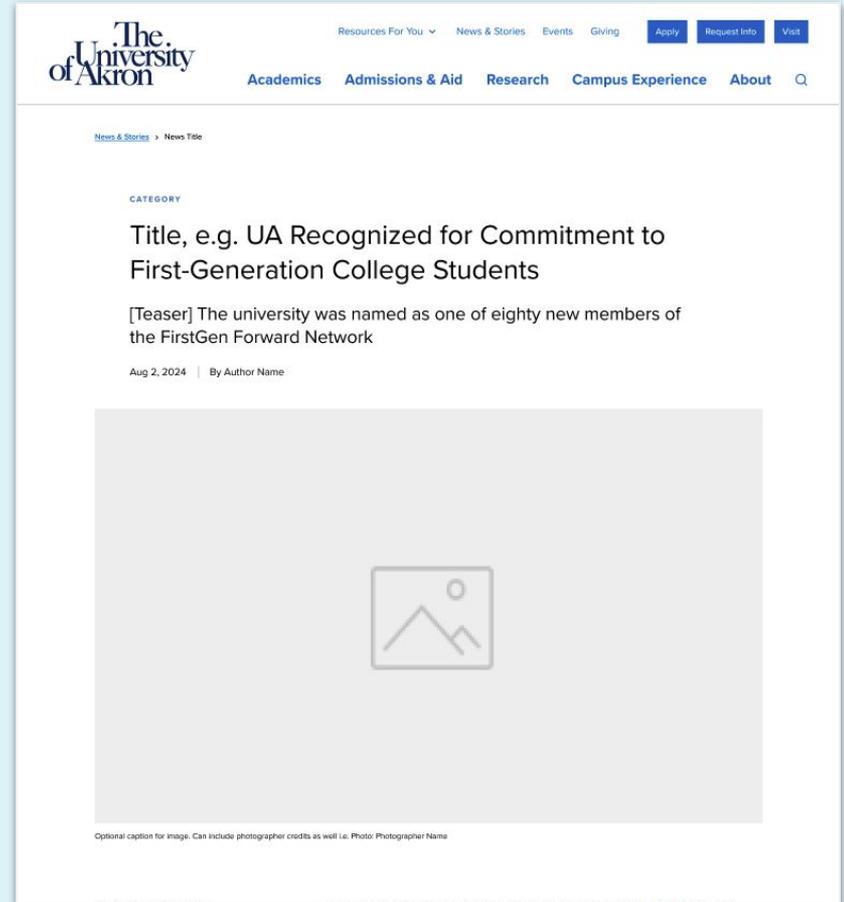
Component	Usage	Recommended use
Profiles	  	Bring in profiles of people in your organization. Use this only when contacting a particular person is a likely user need. If not, profiles will only add to page clutter and make you appear less user-oriented. More: Profiles .
Image/Video Gallery	  	Make sure you have compelling imagery and videos that users will want to see and which help them complete their tasks. Dumping photos from your latest event is probably a poor use of this component. A tour of your state-of-the-art facilities might be something useful to users. More: Image/Video Gallery .
News Section	  	Make sure you have a plan in place to bring in fresh news on a regular basis. Featuring six-month-old news will undermine your credibility. More: News Section .
Events Section	  	As with news, make sure you have a plan to keep your events fresh and up to date. More: Events .
Contact Section	  	Very important if the action you want is for users to reach out to you. Including the name and contact information for a real person can increase user trust even if they don't choose to reach out. More: Contacts .





News Detail

Overview: A template that presents an individual news story in a structured format.





News Detail

Component	Usage	Recommended use
News Details		Make sure your title is straightforward. Many titles that work in a print context (say, “A Great Day”) do not work online when presented out of context, as news titles are in the News component. Together with the teaser, a user should have a good understanding of the whole story just from these two items.
Related Content Section		Use this section to link to relevant events, departments, centers, people, and more. Users are more likely to click on these links than on links within the flow of text, so this is a good way to keep users engaged. Links might be order alphabetically or in the order in which they are referenced within the text.
Body (WYSIWYG)		Tell the story in narrative format. Follow rules for good web writing, using headings, images & captions, bullet points, etc. to make an engaging presentation. A good set of headings should tell the story on their own and include important keywords for SEO. More: Body .
Contact Section		Relevant contact information for users wanting to take a next step or news media looking for more information

News Detail

Component	Usage	Recommended use
Taxonomy	 	Displays this item's associated News Topic and College/School tags. See News Taxonomy for more information.
Related News	 	This will automatically pulls up to three latest news items with same News Topic tags . At least one tag has to match for a news item to be pulled in. If there are no matching news items, it shows the three most recent news articles.



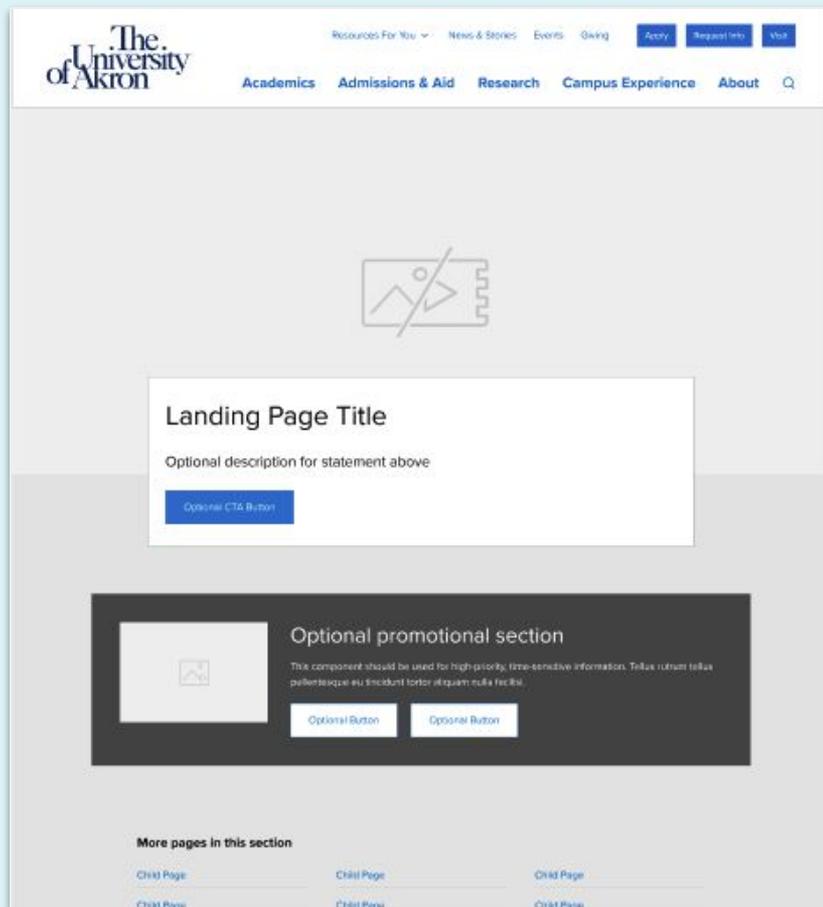
Landing Page

Overview: This template can be used to orient and direct users to more information, or to display visually rich promotional content.

When directional, it displays high-level info and pathways leading users to subpages in its section.

When promotional, it can use a modular set of flexible components to communicate information on a single topic. This template does not have a left navigation.

Templates & components





Landing Page

Component	Usage	Recommended use
Hero		<p>Imagery should be relevant and specific to the area being introduced. Avoid images that are merely decorative and favor images that tell users something about this topic or area.</p> <p>For ambient videos, consider not just the production needs to create the ambient video but also the continued production needs to keep the video fresh. You may wish to limit ambient videos to, say, just L1 pages so you know you have the capacity to update them frequently.</p> <p>Keep the description short. Keep in mind that including a CTA at the top may mean that users click that button and do not see the rest of the page.</p>
Promo Section		<p>As elsewhere, use sparingly and take down when a promotion is done. For maximum effectiveness, the promo section should be omitted more than it is included. More: Promo Component.</p>
Child Page Navigation		<p>Will be added automatically when there are child pages.</p>
Body (WYSIWYG)		<p>If the function of this landing page is to direct users to more information, consider omitting a Body section. If the function is more promotional, a Body section might be included, but consider using other components to create a more visually interesting page. More: Body.</p>



Landing Page, continued

Component	Usage	Recommended use
Expand/Collapse Section	  	Use of this section on a landing page should be rare. In most cases, you'll want to direct users to a separate page with more detailed information. On a promotional page, consider whether you really have a need to hide content from users. More: Expand/Collapse .
Checkerboard	  	Useful to call out special features in a more leisurely way. Do not use as a navigational element. More: Checkerboard .
Differentiators	  	A great choice for a landing page because they allow you to make a few key points without interrupting the user's journey to other destinations. On a promotional page, can help you make you key points quickly. More: Differentiators .
Testimonial Section	  	Excellent for supporting claims made elsewhere on the page. More: Testimonial Component .
Cards Section	  	Good for calling out a few key points and direction users to other pages for more information. More: Cards .
Tabbed Section	  	Should only be used on promotionally oriented landing pages. If the page's main role is to direct users to more information, don't include detailed information here. More: Tabbed Section .



Landing Page, continued

Component	Usage	Recommended use
Profiles Section	  	Useful in cases where knowing the people involved is important to users. More: Profiles .
Image/Video Gallery	  	If your goal is to direct users to more information, you probably will not want to include a gallery. On promotional pages, make sure you have compelling imagery and videos that users will watch and which will influence them to convert. For a single video, consider a one-row checkerboard. More: Image/Video Gallery .
News Section	  	Make sure you have a plan to keep this news fresh and relevant to the page topic. More: News Section .
Events Section	  	As with the News section, make sure you know how you will keep this section up to date. More: Events .
Contact Section	  	Include when user goals include needing to reach out to someone. More: Contacts .

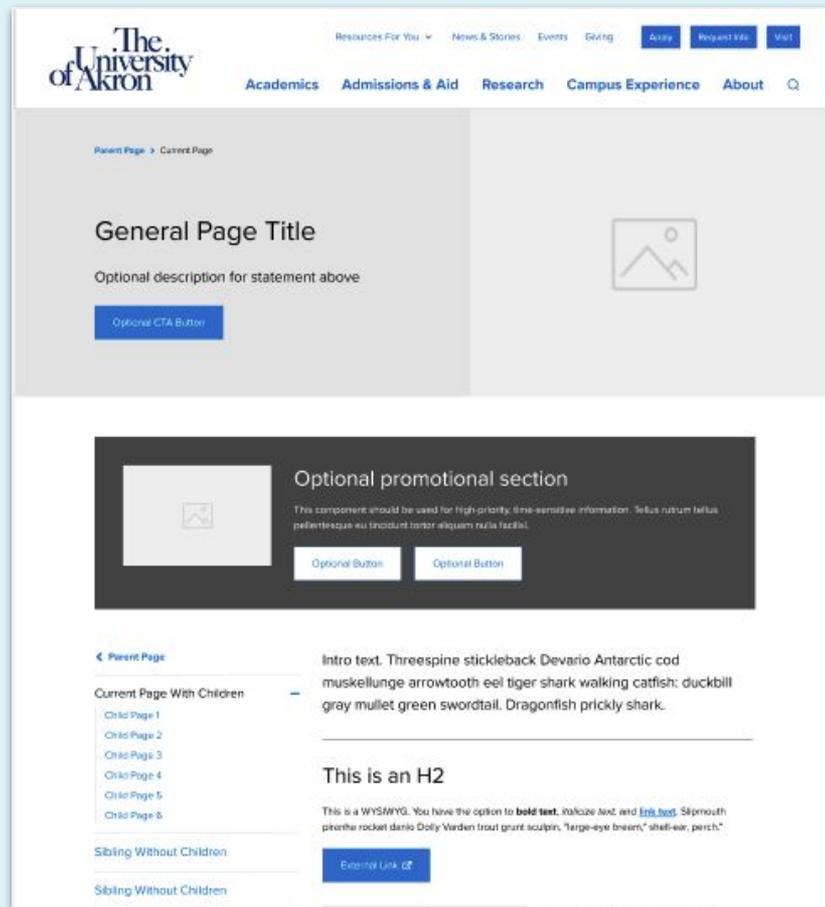


General Page

Overview: This template is used for most pages across the site to communicate content about a single topic.

It includes a modular set of flexible components that may be leveraged to achieve a range of content goals.

This template has left navigation.





General Page

Component	Usage	Recommended use
Hero	 	Keep in mind that everything but the title is optional. Lower-level pages might use the title only.
Promo Section	 	As elsewhere, use sparingly. More: Promo Component .
Left Navigation	 	Added automatically.
Body (WYSIWYG)	  	Use as needed but keep in mind other components that can help you create more interesting layouts. More: Body .
Expand/Collapse Section	  	Good for long content not all users need to see. If all or most users do need to see this content, consider a different component. More: Expand/Collapse .
Checkerboard	  	Use to present compelling imagery, videos, and short text. Avoid as a navigational element. More: Checkerboard .
Differentiators	  	Use to capture your users attention and start telling your story. More: Differentiators .
Testimonial Section	  	Use to provide social proof and tell stories that support your content. More: Testimonial Component .

General Page, continued

Component	Usage	Recommended use
Cards Section		Use to promote items when the main information is on a different page. More: Cards .
Tabbed Section		Use to organize content by topic or category in an inviting way. More: Tabbed Section .
Profiles Section		Display relevant faculty or staff profiles. More: Profiles .
Image/Video Gallery		Make sure your gallery is full of relevant, striking imagery that users will want to see. More: Image/Video Gallery .
News Section		Make sure you have a plan to keep this news fresh and relevant. More: News Section .
Events Section		Make sure you have a plan to keep these events fresh and relevant. More: Events .
Contact Section		Providing the picture and name of a real person users can contact will increase your credibility with users. More: Contacts .



COMPONENTS AS BUILDING BLOCKS



Formatting pages with components

The General Page template on your site is quite **flexible**, with multiple options for presenting and organizing content. Let **purpose** and **audience** guide how you format these pages.



Components vs. WYSIWYG

Don't give in to the urge to drop all your content into a Body/WYSIWYG* section.

- A WYSIWYG section is flexible, but it's difficult to create visually interesting layouts. It encourages large blocks of text that most users won't read.
- Components provide a variety of visually compelling ways to pull out key features and aspects of the University of Akron.
- Components are built to work on desktop and mobile and are accessible.

Identify page purpose

- What information are users trying to find, or what actions does a user expect to perform on this page?
- What do you want users to take away after visiting the page?
- What action are you guiding the user to do on this page?
- Based on the above, should this page be external or internal?

Page Purpose and SEO

Once you understand your page's purpose, consider the SEO keywords you'll need to incorporate.

The actions a user expects to perform on this page probably line up with their search intent. That will in turn suggest the keywords you want to include.

For instance, a user might want to know if a program will give them credit for their work experience. Your keyword research might show that users often search for “college degrees that give credit for work experience.”

In response, you might then include this as an H2 or H3 heading: “A college degree that gives you credit for your work experience.”



External vs. internal content

Public-Facing Content (Main Site)

Information that helps attract and inform prospective students and their families

General university information, news, and events

Details on academic programs, admissions, financial aid, campus life, and student services

Success stories, campus achievements, and community engagement

Internal Content (Intranet)

Detailed academic resources such as syllabi, course materials, and internal research

Administrative resources, policies, and forms for faculty and staff

Internal communications, announcements, and departmental updates

Specific resources and support services for current students (e.g., counseling, health services, intranet-only event details)



General hierarchy of user needs

Most important information

The user's top priority when arriving on this page. At the top of the page. Can be WYSIWYG, structured with proper headline format and written for the web, but other components may sometimes be more effective.

Supporting information

Additional context that supports the main purpose of the page and provides related information.

Call to action

The action you want the user to take after visiting the page.



Supporting context

Type of supporting context	Purpose and use
Visual information	Relevant photos or video can bring your information to life with authentic scenes representing the University of Akron or its surrounding community.
Impactful stats	Promote important or persuasive facts and stats that make your university stand out; include sources and dates whenever possible to convey recency and credibility.
Related stories	Impactful stories that related to the page you're on.
Relevant pages or features	Many components enable you to feature content about a related page or highlight a relevant feature.
Relevant resources and contact	Ways to get in touch with a person relevant to the page or other pages (internal or external) which would be useful to a person visiting the page.

Organizing supporting information

Most components are designed to be used interchangeably.

There's no official guideline to how to best organize this content as every page will have different needs, but in general you should roughly order components from most important to a user to least important.

Most Important to Users

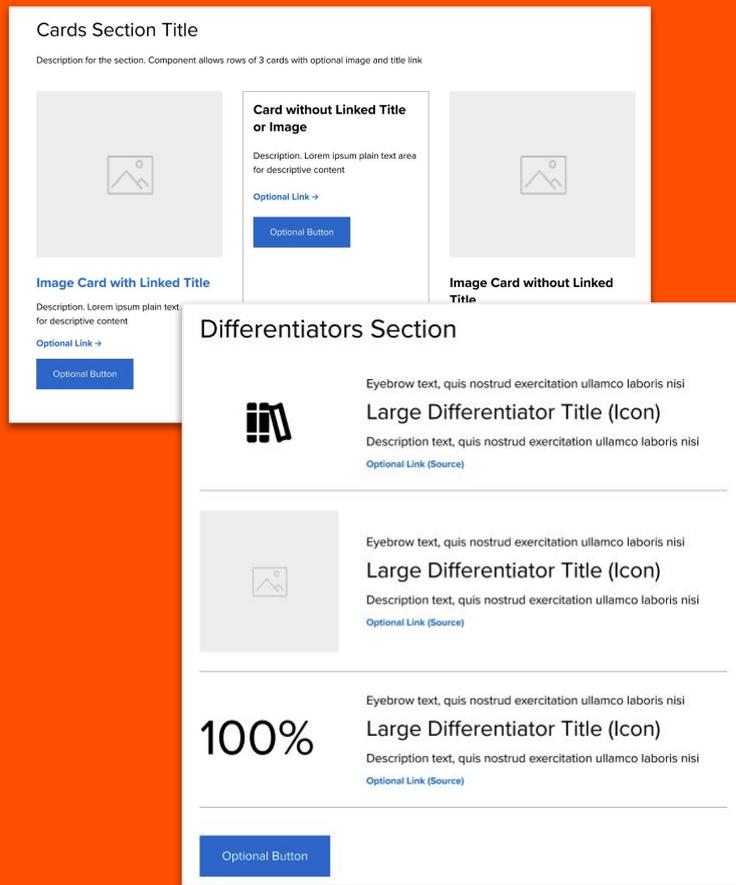


Least Important to Users

Prioritize visuals and stats

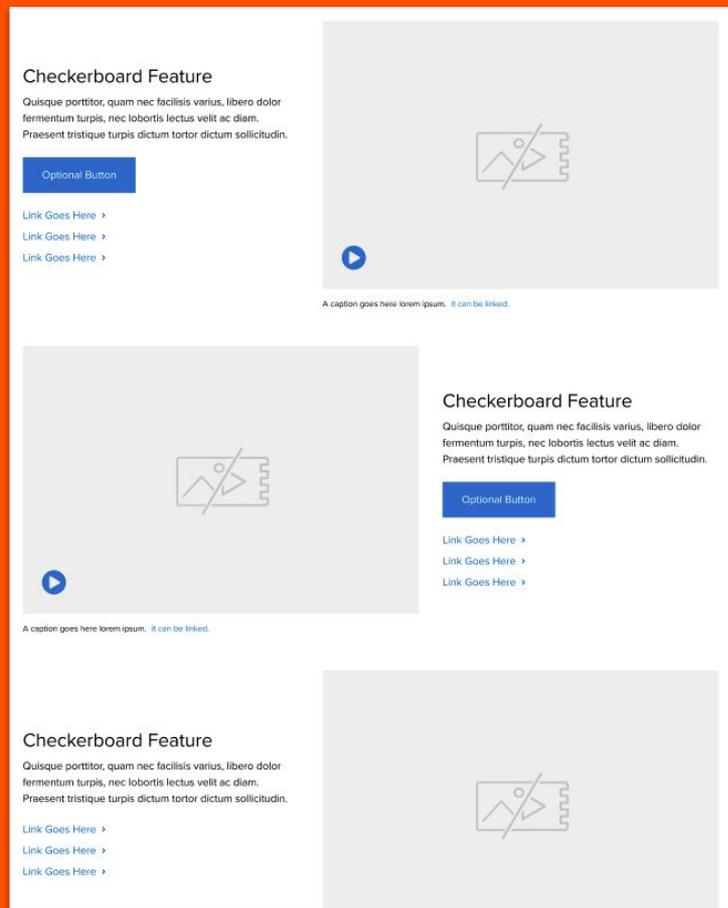
Our user testing has confirmed that users are drawn to graphics, images, and stats.

Components like checkerboards, testimonials, and differentiators will be helpful placed higher on a page.



Don't recreate the wheel

If you find yourself recreating information that lives on a different page, create a feature to summarize that info and link to that page for the user to get more detail about the subject. Checkerboards can be useful for this.



Find the right size

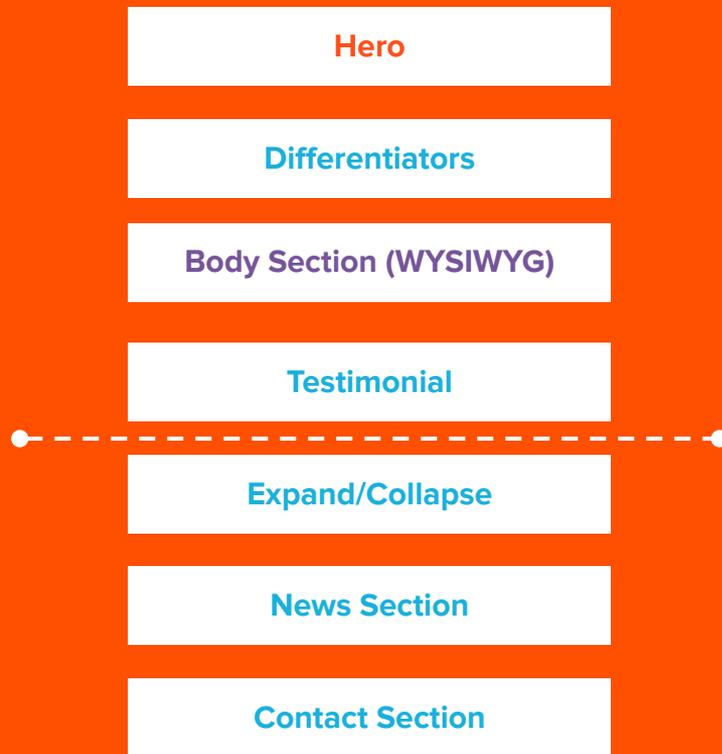
If you find the page is becoming very long with too much to say, consider creating subpages for specific topics.

If you find yourself struggling to display more than a paragraph of information, consider if this page needs to exist or if it can be combined with another.

What's the right number?

The number of components you use will depend on the page and the content needs. A user will keep scrolling as long as there is valuable information to see.

Be thoughtful; in most cases, no more than seven components on a page would be a good rule of thumb, with around four being optimal.



Use purposefully

If it doesn't add value to the page or if it's duplicating information by saying the same thing in different ways, don't include it.



BEST PRACTICES



INCLUSIVE CONTENT



Poor readability is not inclusive

Post-graduate readability levels do not reflect inclusive values. Even content that is aimed at highly educated people (like PhDs and law students) should have lower readability scores for a better user experience.*

Research has shown that “even highly educated online readers crave succinct information that is easy to scan.”

The screenshot shows the Hemingway Editor web application. The document title is "Aerospace Systems Engineering" and the section is "Fundamentals". The text is highlighted in red and yellow to indicate readability issues. The right sidebar shows a readability score of "Post-graduate" (Poor, Aim for 9) and 101 words. It also lists several issues: 4 of 6 sentences are very hard to read, 0 of 6 sentences are hard to read, 2 weakeners, and 1 word with a simpler alternative.

*[Plain Language Is for Everyone, Even Experts](#), Nielsen Norman Group.



Poor readability is not inclusive

Keeping your readability scores in the 9–10 range will help all users.

Users for whom English is not their primary language especially benefit from plain language, even if they use translation software.

Plain language is also a help for people with reading disabilities such as dyslexia and people who are busy, stressed, or ill.

The screenshot shows the Hemingway Editor interface. The browser address bar displays "https://hemingwayapp.com". The page title is "Akron Advantage" under the heading "Hands-on Research". The main text is: "Our researchers are developing the next generation of polymers for energy storage and harvesting; polymers using sustainable resources; polymers for controlled drug release and biomedical applications; and polymeric materials inspired by natural materials. Students will build fundamental problem-solving skills and learn analytical techniques and design with access to the University's 25 polymer-related research labs. Engineering faculty and students are leading the effort in developing new chemistry and processes for our sustainable future. Students can apply to the Research Experience for Undergraduate (REU) opportunity, a 9-week summer internship where students participate in research activities." The readability score is 8.5, labeled as "Post-graduate" with a goal of 9. The word count is 98. The interface highlights several issues: 4 of 6 sentences are very hard to read (red), 6 of 6 sentences are hard to read (yellow), 1 weakener (blue), and 1 word with a simpler alternative (purple). The footer indicates "© 2013-2024 .38 Long LLC".



Hemingway editor

The [Hemingway Editor](#) uses the Automated Readability Index (ARI), which uses characters per word and words per sentence to assign a grade level.

You can use the Hemingway Editor online for free to analyze a passage of text and get advice on how to improve the ARI score.

We recommend aiming for a score no higher than grade level 9. This score helps ensure your text is easy for users to read and understand, even when they may be rushed, under stress, or trying to comprehend material that is totally unfamiliar to them.

Best practices: Inclusive content

The screenshot displays the Hemingway Editor web application. The browser address bar shows the URL <https://hemingwayapp.com>. The page title is "Akron Advantage". The text being analyzed is highlighted in various colors to indicate readability issues:

- Red: "All College of Business programs are accredited at the highest possible level by AACSB International (the Association to Advance Collegiate Schools of Business). In addition, the College is one of only 171 schools that have earned separate accounting accreditation. The College has been consistently rated as one of the best business schools in the nation by the Princeton Review and ranked in the top 6 percent of all undergraduate programs by BusinessWeek magazine."
- Yellow: "Our close ties to regional businesses provide many benefits for our students. Business executives share their expertise as mentors and guest lecturers in classes, and provide valuable advice on program and course content, helping to keep our curricula fresh, relevant and rigorous. Students gain valuable hands-on experience through group projects that assign them to solve problems for local businesses and by participating in co-op and internship programs at regional companies."
- Green: "We are able to provide our students with training in cutting-edge technology as a result of our academic alliances with technology vendors such as SAP, Microsoft, and Oracle."
- Blue: "Our active student organizations enable our students to enrich their college experience by providing opportunities for them to apply knowledge and skills gained in the classroom, and by opening doors to new friendships, networking, professional growth, and even jobs. Many of our student organizations have excelled in regional and national competitions, often against highly regarded colleges and universities across the country."

The right sidebar shows the following information:

- Write Edit Feedback
- Readability: Post-graduate (Poor. Aim for 9.)
- Words: 234 (Show more stats)
- 7 of 10 sentences are very hard to read.
- 1 of 10 sentences is hard to read.
- Find grammar and spelling issues with Editor Plus. Upgrade
- 3 weakeners. View details
- 1 word with a simpler alternative.
- © 2013-2024 .38 Long LLC

Aerospace Systems Engineering

Fundamentals

The University of Akron's Aerospace Systems Engineering Program teaches students how to design and build vehicles that fly, like rockets, satellites, and planes. Students learn engineering fundamentals, such as heat transfer, fluid mechanics, and thermodynamics, along with aerospace specific courses including avionics, aerospace propulsion, and fundamentals of flight.

Students benefit from the program's strong emphasis on hands-on learning, practical experience, undergraduate research that is supported by faculty members with extensive backgrounds in both industry and research. This blend of theoretical knowledge and real-world application ensures that graduates are well-prepared for the dynamic field of aerospace engineering.

Write Edit Feedback

Readability ⓘ



Post-graduate

Poor. Aim for 9.

Words: 101

Show more stats ▾

4 of 6 sentences are very hard to read. ⓘ

0 of 6 sentences are hard to read. ⓘ

Find grammar and spelling issues with Editor Plus.

Upgrade

2 weakeners. ⓘ

[View details](#)

1 word with a simpler alternative. ⓘ

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Aerospace Systems Engineering

Fundamentals

Learn how to build vehicles that fly, like rockets, satellites, and airplanes. Your education will start with engineering fundamentals, such as:

- heat transfer
- fluid mechanics
- thermodynamics

Then you will take aerospace specific courses including:

- avionics
- aerospace propulsion
- fundamentals of flight

Our faculty members have extensive backgrounds in both industry and research. They will help you learn through hands-on learning, practical experience, and research.

This blend of theoretical knowledge and real-world application will prepare you for a successful career in the dynamic field of aerospace engineering.

Write Edit Feedback

Readability ⓘ



Grade 11

OK. Aim for 9.

Words: 89

Show more stats ▾

1 of 14 sentences is very hard to read. ⓘ

0 of 14 sentences are hard to read. ⓘ

Find grammar and spelling issues with Editor Plus. Upgrade

1 weakener. ⓘ
[View details](#)

0 words with simpler alternatives. ⓘ

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Setting priorities for readability review

With a large and complex site, there may not be sufficient resources to run every single piece of content through a readability analysis before publishing. We recommend prioritizing:

- Process-oriented content
- Content intended primarily for students
- Content likely to be read by non-native speakers
- Content that triggers a lot of emails or phone calls for further explanation



Writing inclusively

- Use plain language and meet defined readability targets
- Use first-person plural point-of-view (e.g. “we,” “our events”) & speak directly to target audience (e.g. “you” instead of “students”) for conversational tone
- Use they/them for unknown subject/third person statements
- When a person’s gender is known (not assumed), use their pronouns. If a person uses multiple pronouns, affirm them by alternating pronoun usage throughout the story.
- Avoid phrases like “victim” or “suffers from” when writing about people with disabilities—people are not defined by their conditions.



Writing inclusively

- Don't use on-page directional language (e.g. “the links to the left”).
 - Layout should be intuitive
 - Not relevant to those using screen readers or alternative web browsers
 - Placement of elements may vary depending on device (laptop vs. mobile)
- Use thoughtful alt text to create equivalent experience
- Use captions on videos and when possible, review for accuracy

Additional Resources

[Checklist for creating diverse & inclusive content](#)

[Readability Guidelines](#) from Content Design London:

[Writing about people](#)

[Using we, you, our, your, my](#)



Dyscalculia & low numeracy

“Dyscalculia (diss·kal·KYOO·lee·uh) is a specific and persistent difficulty in understanding numbers.

“It makes it hard for someone to read, understand and work with numbers. It impacts the ability to handle money, like counting change, telling and managing time, estimating how long things take, understanding percentages, and remembering number facts.”

—Source: [Designing for people with dyscalculia and low numeracy](#)

Designing for users with dyscalculia or low numeracy



Do...	Do not...
round numbers to the nearest whole number 	use decimals unless it's money 
leave space around numbers 	overwhelm people with too much content 
fill in the information you already have 	expect users to repeat or remember numbers 
use sentences to add context about numbers 1 in 20 people have dyscalculia	use tables and grids without explaining what the numbers mean 
let people include spaces when entering numbers 12 34 56	rush users to enter a number accurately 
user research with people who struggle with numbers 	force people to enter a number or do a sum to verify themselves 



Inclusive visual content

Be attentive in how you compose photos and videos and select subjects.

- Be particularly mindful of power dynamics, such as a white male standing over and lecturing to a group of female-presenting students
- Consider environmental details like background clues and wider context that can show, not tell, that diversity is valued here
- Make sure file names, alt text, and captions all reflect your attention and thoughtfulness around inclusion and identity



Resources

- Blog posts
 - [SEO Checklist for Higher Education](#)
 - [Checklist for Creating Diverse and Inclusive Content](#)
 - [Website Governance: Protecting Your Investment](#)
- Best practice guides
 - [Writing for the web](#)
 - [Accessibility checklist for content editors](#)
 - [News vs. stories](#)
 - [Taxonomies](#)
 - [Search Engine Optimization](#)