



Montgomery County, Maryland
Montgomery College
endless possibilities

Montgomery College

Home | About | Directions | Library | Open House | Admissions | Registrar | Parents & Family | Alumni & Friends | Research & Study | Privacy & Staff | Community

Majors & Classes | Admissions | Cost & Financial Aid | Student Life | News & Events | Counseling & Advising | About MC

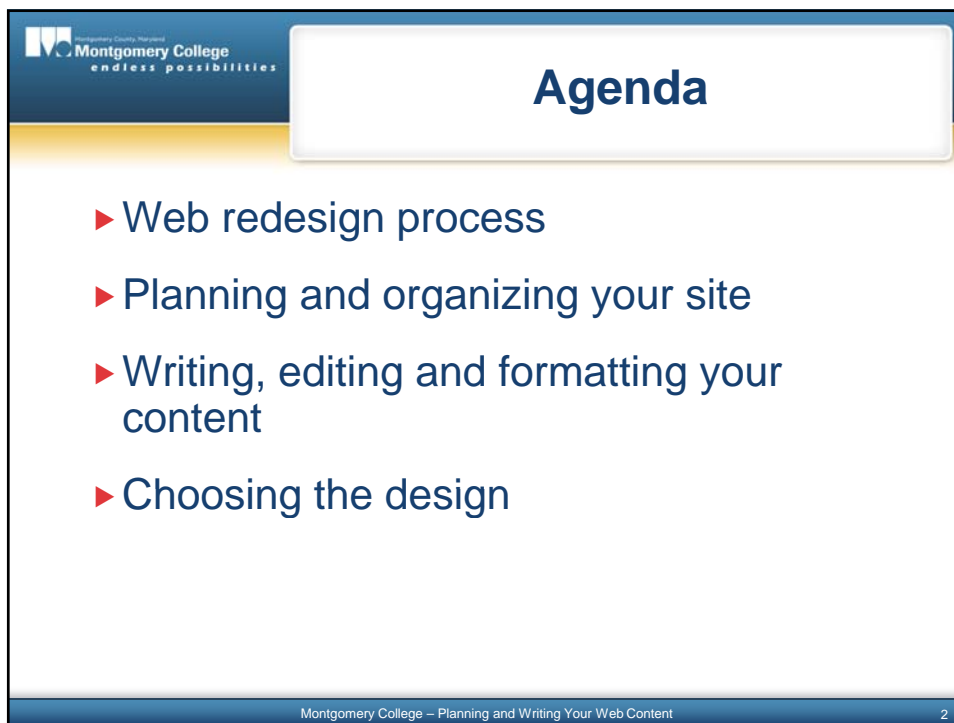
Enroll/Apply Today

Fast Facts

- 3 Campuses and Other Locations
- 130 Majors & Programs
- 160+ Courses Represented
- 60,000+ Students

RISING BY DEGREES

Planning & Writing Your Web Content




Montgomery County, Maryland
Montgomery College
endless possibilities

Agenda


- ▶ Web redesign process
- ▶ Planning and organizing your site
- ▶ Writing, editing and formatting your content
- ▶ Choosing the design

Montgomery College – Planning and Writing Your Web Content 2


Montgomery College
 endless possibilities

Phase 2 Process

- ▶ **Road Map**
<http://cms.montgomerycollege.edu/cmsroadmap/>
 - Plan
 - Request
 - Train
 - Input Content
 - Go Live



Montgomery College – Planning and Writing Your Web Content 3


Montgomery College
 endless possibilities

Planning Your Site Architecture Exercise

Purpose

- ▶ Think as a user/consumer
- ▶ Prioritize a list of user goals and tasks
- ▶ Lay the foundation for a site map
- ▶ Think about content
 - what we have
 - what we don't have
 - what we need to focus our time on

Source: "Unlock the wisdom of your group – host a "KJ" session for site architecture."
<http://insideneocity.com/blog/view/unlock-the-wisdom-of-your-group-host-a-ki-session-for-site-architecture/>

Montgomery College – Planning and Writing Your Web Content 4

Montgomery College
endless possibilities

Planning Your Site Architecture Exercise

- ▶ What would you want to be able to **FIND** or **DO** on a Web site about your community?
- ▶ List one item per Post-It note



Montgomery College – Planning and Writing Your Web Content 5


Montgomery College
endless possibilities

Planning Your Site Architecture Exercise

Organize/Group

- ▶ Group related items
- ▶ Name the groups

Montgomery College – Planning and Writing Your Web Content 6



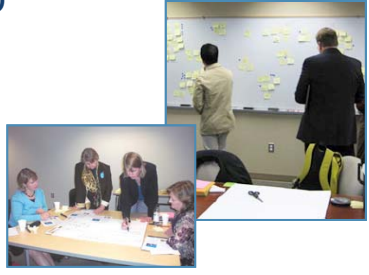
Montgomery College
endless possibilities

Planning Your Site


Architecture Exercise

Prioritize

- ▶ Which items are most important?
- ▶ Place stickers next to groups or items



Montgomery College – Planning and Writing Your Web Content 7

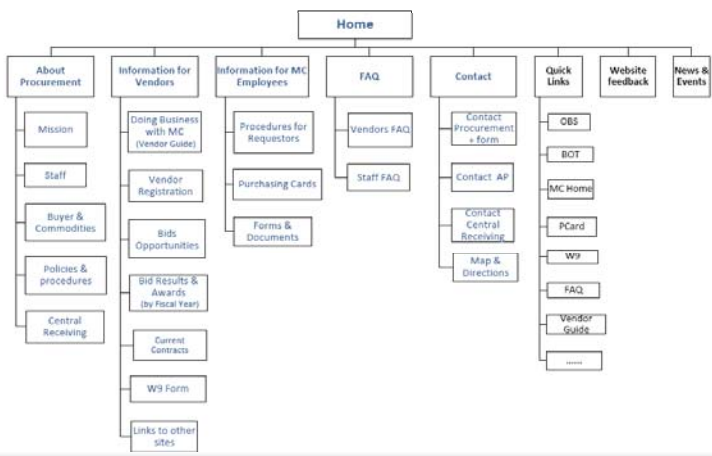


Montgomery College
endless possibilities

Planning Your Site

Site Map and Wireframes

▶ Example Site Map



```

graph TD
    Home[Home] --> About[About Procurement]
    Home --> Vendors[Information for Vendors]
    Home --> MC[Information for MC Employees]
    Home --> FAQ[FAQ]
    Home --> Contact[Contact]
    Home --> Quick[Quick Links]
    Home --> Feedback[Website feedback]
    Home --> News[News & Events]

    About --> Mission[Mission]
    About --> Staff[Staff]
    About --> Buyer[Buyer & Commodities]
    About --> Policies[Polices & procedures]
    About --> Central[Central Receiving]

    Vendors --> Doing[Doing Business with MC (Vendor Guide)]
    Vendors --> Vendor[Vendor Registration]
    Vendors --> Bids[Bids Opportunities]
    Vendors --> Results[Bid Results & Awards (by Fiscal Year)]
    Vendors --> Current[Current Contracts]
    Vendors --> W9[W9 Form]
    Vendors --> Links[Links to other sites]

    MC --> Procedures[Procedures for Requestors]
    MC --> Purchasing[Purchasing Cards]
    MC --> Forms[Forms & Documents]

    FAQ --> VendorsFAQ[Vendors FAQ]
    FAQ --> StaffFAQ[Staff FAQ]


    Contact --> Procurement[Contact Procurement Form]
    Contact --> AP[Contact AP]
    Contact --> Central[Contact Central Receiving]
    Contact --> Map[Map & Directions]

    Quick --> OBS[OBS]
    Quick --> BOT[BOT]
    Quick --> Home[MC Home]
    Quick --> PCard[PCard]
    Quick --> W9[W9]
    Quick --> FAQ[FAQ]
    Quick --> VendorGuide[Vendor Guide]
    Quick --> More[.....]

    Feedback --> Feedback[Feedback]

    News --> News[News & Events]
    
```

Montgomery College – Planning and Writing Your Web Content 8

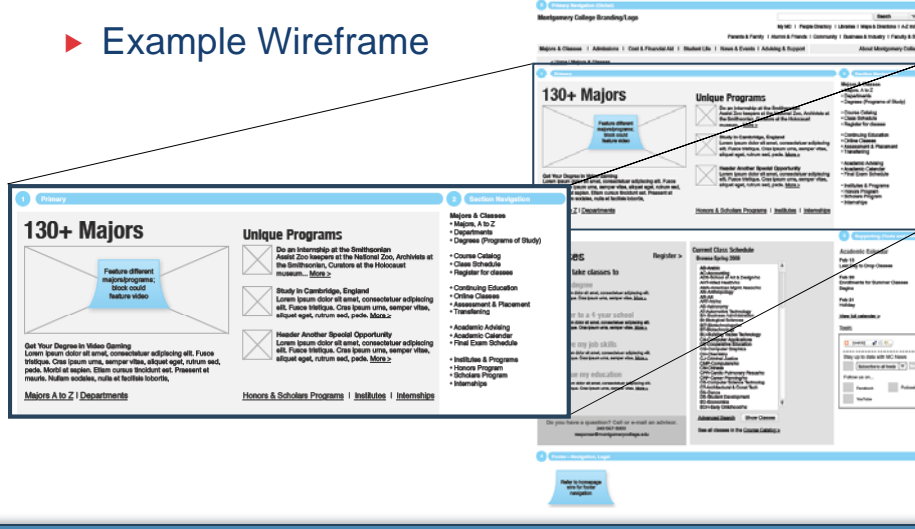


Montgomery College
endless possibilities

Planning Your Site


Site Map and Wireframes

▶ **Example Wireframe**



Montgomery College – Planning and Writing Your Web Content

9



Montgomery College
endless possibilities


Writing Your Content

The Basics

- ▶ Know your audience and subject matter
- ▶ Consider learning and using the Plain Language approach
 - Use task-oriented writing
 - Use bulleted lists and tables to help readers scan
 - Organize content for ease of comprehension
- ▶ Write, rewrite, and write again
 - Consider student testimonials
 - Use the Event Calendar and create a live feed
 - Create a form to replace existing processes
- ▶ Use the Web checklist
- ▶ Be consistent and use the Montgomery College style guide

Montgomery College – Planning and Writing Your Web Content

10

 Montgomery County, Maryland
Montgomery College
endless possibilities

Writing Your Content

Consider Plain Language


Plain language is:

- ▶ Grammatically correct language that includes complete sentence structure and accurate word usage.
- ▶ Clear writing that tells the reader exactly what the reader needs to know without unnecessary words or expressions.

Plain language is not:

- ▶ Unprofessional writing.
- ▶ A method of "dumbing down" or "talking down" to the reader.

Montgomery College – Planning and Writing Your Web Content 11

 Montgomery County, Maryland
Montgomery College
endless possibilities


Writing Your Content

Consider Plain Language

Characteristics of plain language:

- ▶ Common, everyday words, except for necessary technical terms;
- ▶ **We, you**, and other personal pronouns; the active voice; logical organization; and
- ▶ Easy-to-read and understand design features, such as bullets and tables.

Montgomery College – Planning and Writing Your Web Content 12



Writing Your Content Using Tables


Tables

If the estimated value of the forest products offered does not exceed \$50,000, the advertisement shall be made for not less than 15 days; if the estimated value exceeds \$50,000 but not \$250,000, for not less than 30 days; if the estimated value exceeds \$250,000, for not less than 60 days.

If the estimated value of forest products offered is...	Then you must advertise for at least
\$50,000 or less	15 days
Over \$50,000 up to \$250,000	30 days
Over \$250,000	60 days

Source: "Material for Trainers." Plainlanguage.gov: Improving Communication from the Federal Government to the Public.
http://www.plainlanguage.gov/resources/for_trainers/index.cfm

Montgomery College – Planning and Writing Your Web Content
13




Writing Your Content Consider Plain Language

Use these tools to write clearly:

- ▶ Active voice with strong verbs
- ▶ Short sentences
- ▶ Personal pronouns
- ▶ Concrete, familiar words
- ▶ No surplus words
- ▶ No legal jargon
- ▶ Tabular presentation of complex information
- ▶ Use a design and layout that increase comprehension

Montgomery College – Planning and Writing Your Web Content
14

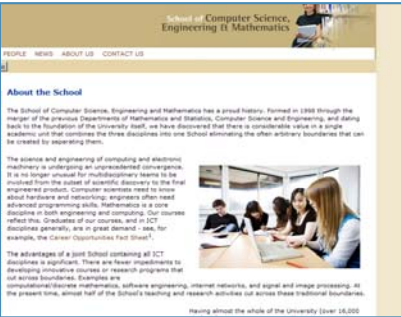


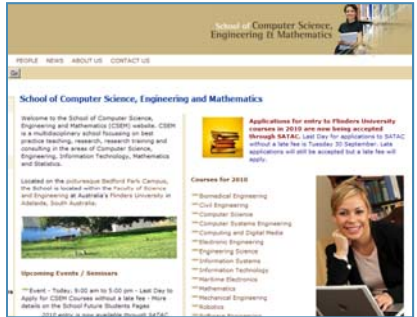
Writing Your Content

Consider Plain Language

Use a design/layout that increases comprehension


Information Page vs. Task-Oriented Page





Montgomery College – Planning and Writing Your Web Content

15

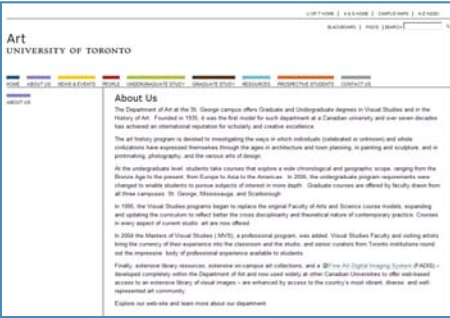


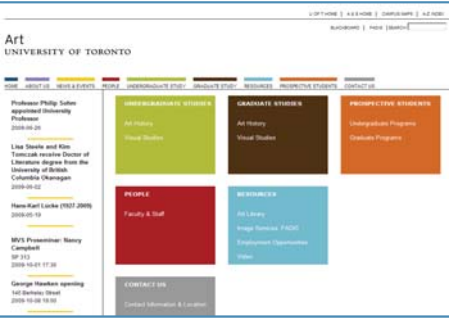
Writing Your Content

Consider Plain Language

Use a design/layout that increases comprehension

Information Page vs. Task-Oriented Page





Montgomery College – Planning and Writing Your Web Content

16

Before: Users land on the page and are faced with a wall of text but no clear direction of where to go next.


The screenshot shows the old website layout. At the top left is the Montgomery College logo with the tagline "endless possibilities". Below it is a navigation menu with links: Alumni, Communications, Creative Services, Development, Foundation, Grants, Marketing, IA Staff, and IA Home. The main content area is titled "Office of Institutional Advancement" and contains several paragraphs of text, a bulleted list of services, and contact information. The text is dense and lacks visual structure.

Montgomery College – Planning and Writing Your Web Content 17

After: Users can easily scan for content; the page is composed of a bit of text supported by the graphic images.

The screenshot shows the new website layout. At the top left is the Montgomery College logo. Below it is a navigation menu with links: IA Home, Alumni Association, Development, Grants, Marketing, MC Foundation, Media Relations, Photography, Publications, and Special Events. The main content area is titled "Office of Institutional Advancement" and features a "What We Do" section with a short paragraph. Below this is a "IA Focus Areas" section with a grid of eight image-based links: Alumni Association, Media Relations, Publications, Special Events, Development, Foundation, Grants, and Marketing. The layout is clean and uses images to break up the text.

Montgomery College – Planning and Writing Your Web Content 18


Montgomery College
 endless possibilities


Writing Your Content

Write, Rewrite, and Write Again

Writing is not exact; content can always be improved. To help with the task, consider the following:

- ▶ Update the MC Event Calendar daily and add a feed to your Home page. The changes will be automated.
- ▶ Ask current students, faculty, and staff to write a personal stories/testimonial that can be changed periodically.
- ▶ Create a form for information submissions.

19


Montgomery College
 endless possibilities

Writing Your Content

Write, Rewrite, and Write Again

Create a form for online submission of info.


- ▶ Request for information from potential students
- ▶ Feedback about site
- ▶ Submissions are sent directly to a designated inbox and stored in the CMS database for export into Excel

Photography Service Request Form

Important! All requests must be received at least 10 days before the event.
Please complete the following information. All fields are required.

Contact Information	
Name	<input type="text"/>
E-mail	<input type="text"/>
Phone	<input type="text"/>
Cell Phone	<input type="text"/>
Event Information	
Event Name	<input type="text"/>
Event Location	<input type="text"/>
Event Date	January 1 2009
Event Time	<input type="text"/> Select
Event Duration	<input type="text"/> Select
Required Arrival Time for Photographer	<input type="text"/> Select
Event Contact Person (if different from above)	<input type="text"/>
ECP Phone Number	<input type="text"/>
ECP E-mail Address	<input type="text"/>
ECP Cell Phone	<input type="text"/>

20



Writing Your Content Examples

- ▶ **What's good/bad about these sites?**
 - <http://www.hagerstowncc.edu/>
 - <http://www.ubalt.edu/index.cfm>
 - <http://www.montgomerycollege.edu/Departments/auxiliaryservices/childcare/EarlyLearningCenter.html>
 - <http://www.chesapeake.edu/>

Montgomery College – Planning and Writing Your Web Content

21



Design Templates and Styles

- ▶ **Plain template – Standard template for secondary pages**
 - Single left menu; navigation for major landing pages remains at top




Montgomery College – Redesigning Your Web Site

22

Montgomery College
endless possibilities

Design Templates and Styles

▶ **Department**

- Single/static left navigation shared by all subpages
- Best for basic sites

▶ **Department2**

- Top/static menu with changing left navigation for each subpage
- Best for more complex sites

▶ **Department3**

- Top/static menu with changing left navigation for each subpage
- Best for more complex sites
- Optional home page and banner image
- Header size is minimized and the left navigation is brought up reducing the vertical space

Montgomery College – Redesigning Your Web Site

23

Montgomery College
endless possibilities

Design Templates and Styles

▶ **CMS Style Guide**
<http://cms.montgomerycollege.edu/cmsresources/>

- Standard styles retaining continuity throughout the site
- Common styles users can apply from within the editor

Montgomery College – Planning and Writing Your Web Content

24

Montgomery County, Maryland
Montgomery College
endless possibilities

Questions and Answers



Montgomery College – Planning and Writing Your Web Content 25

Montgomery County, Maryland
Montgomery College
endless possibilities

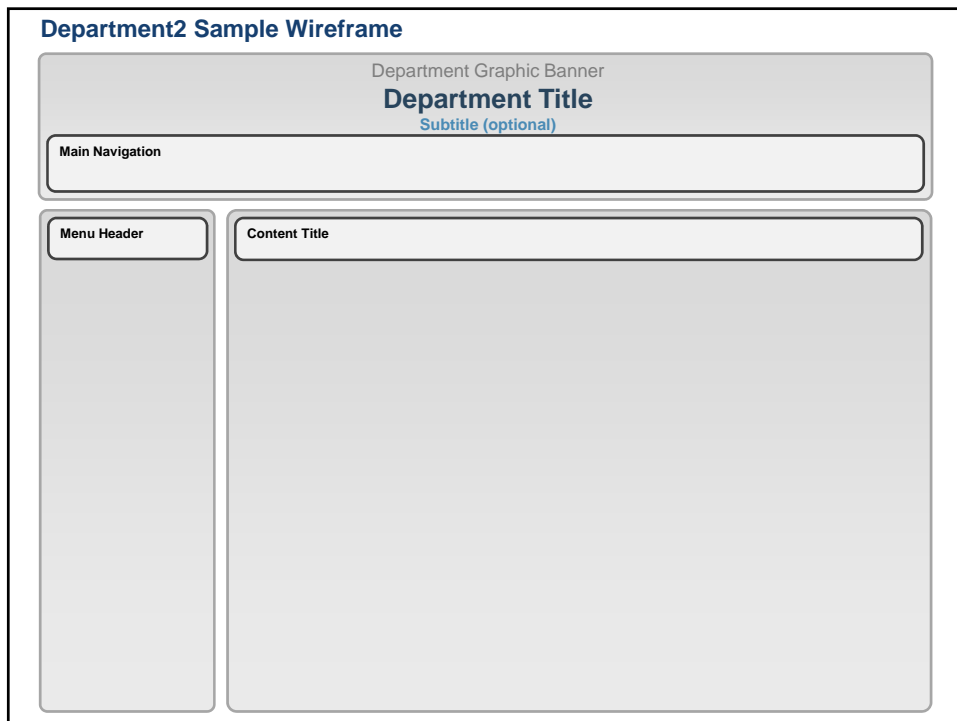
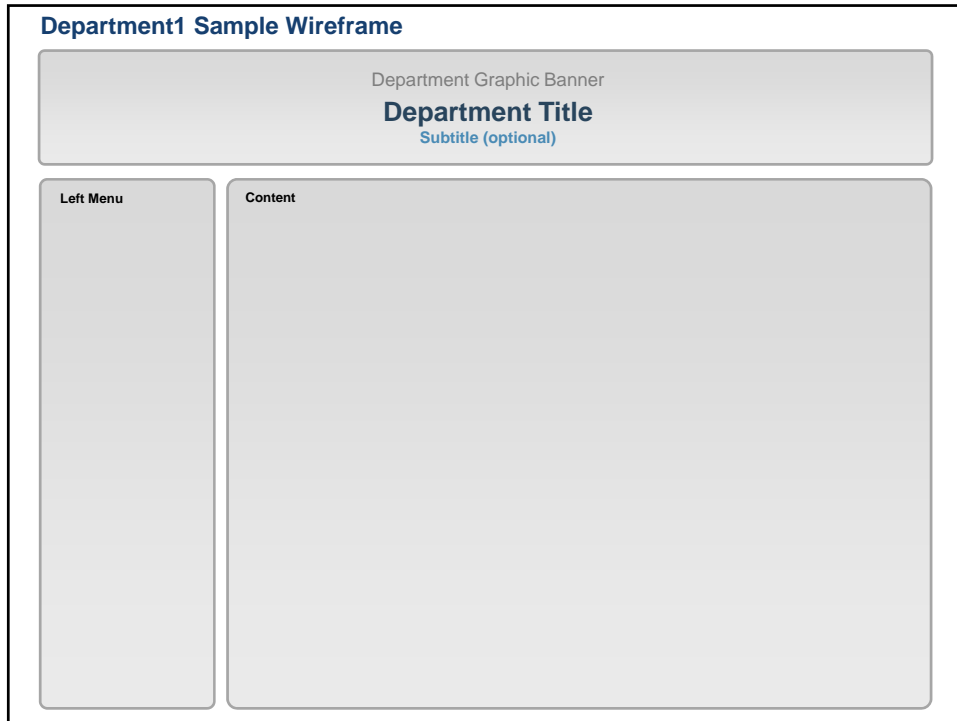


Fast Facts

- 3 Campuses and Other Locations
- 130 Majors & Programs
- 160+ Courses Represented
- 60,000+ Students

RISING BY DEGREES

Handouts





Helpful URLs

- ▶ Montgomery College Style Guides & Resources
<http://cms.montgomerycollege.edu/creativeservices/>
- ▶ CMS Standards and Guidelines
<http://cms.montgomerycollege.edu/webstandards/>
- ▶ CMS Resources
<http://cms.montgomerycollege.edu/cmsresources/>
 - CMS Style Guide
<http://cms.montgomerycollege.edu/cmsresources/>
 - Road Map
<http://cms.montgomerycollege.edu/cmsroadmap>

29