Program Page Table

**Note: Please download a new page table every time to make sure you have the latest version – do not make change to this document.**

If you used Track Changes in your editing process, please **clear out/accept all edits and comments** before submitting to the web team so we know which version is final.

Check out examples of recently refreshed program pages:

* [oaklandcc.edu/culinary](https://www.oaklandcc.edu/culinary)
* [oaklandcc.edu/programs/cad](http://www.oaklandcc.edu/programs/cad)
* [oaklandcc.edu/programs/the](http://oaklandcc.edu/programs/the)

| Needed for Every PageThese items are required for **every page**. Don’t leave any of them blank. For explanation or help see the glossary below.  |
| --- |
| **New Page or Existing Page?**  | New |
| **URL or Parent URL** | Parent URL: <https://www.oaklandcc.edu/health/nursing/>  |
| **Content Curator** |  |
| **Content Owner** |  |
| **Meta Description (max. 150 chars)** |  |
| **Headline (H1)** | Complete your Bachelor of Science in Nursing (BSN) Degree at Oakland Community College |
| **Page Content**Best practices for web content:* **Short sentences** (max 25 syllables)
* **Short paragraphs** (30-45 words)
* **Use subheads** (every 3-4 paragraphs)
* **Key ideas in the heads & subheads**
* **Frontload key info**
* **Shorter is better.**

 **For explanations**, see the best practices guide (after the glossary). |  |

| At-a-glance ContentThese items are required for **every page**.  |
| --- |
| **Section Menu** |  |
| **At-a-glance facts and CTAs** |  |
| **Delivery** |  |
| **Link(s)** |  |
| **Button** |  |

| Page Content\*These items are required for **every page**.  |
| --- |
| **Intro Copy\*** | As an Oakland Community College (OCC) nursing alum, you're one step closer to a [**Bachelor of Science in Nursing (BSN) degree**](https://urldefense.com/v3/__https%3A/t.e2ma.net/click/810xwm/8dm2jd4c/422kn1b__;!!GlMeiVBdtVc!tPMsLP6iVawhHvAyFU5ShZ5-sRwietSTHrO-hbZeI2yBuqF1CU2mVwozay18ZLlFbA2HI-4XCtHJOLMij_MfMStSi82g$). Partnering with the University of Detroit Mercy-McAuley School of Nursing (UDM), we're making it easier than ever to advance your career.The partnership offers associate degree nurses (ADNs) an accelerated pathway to earn a bachelor of science degree. This new program expands nursing educational opportunities to help professional nurses advance their careers while addressing the shortage of healthcare professionals throughout the state. |
| **Page Content\*** | Add call out boxStarting in January 2025, significant tuition assistance will be available to OCC’s nursing graduates for a limited time. This tuition assistance will cover the cost of 11 classes. Learn more by signing up for an upcoming information session.Close call out box**[H2] Complete your BSN @ OCC**Our flexible [BSN completion program](https://healthprofessions.udmercy.edu/academics/nursing/undergrad/bsn-occ-southfield.php) offers 30 credits (11 classes, not including MTA requirements), with both online and in-person options available at OCC's [**Southfield campus.**](https://use.mazemap.com/#v=1&config=southfield&zlevel=NaN&center=-83.212847,42.456264&zoom=18.2)Insert web graphics: Flexible blend of in-person, virtual, and hybrid class formatsFree tutoring and writing supportComplete the program in as little as 12 months**H2: Jumpstart your BSN Today** |
| **Video** |  |
| **Program Distinctions\*** |  |
| **Program Options\*** |  |
| **Quote** | “This new partnership with UDM offers our current and graduated Nursing students an easier pathway to earn their bachelor of science in Nursing right on our Southfield campus, It also gives other nurses working or living in Oakland County the chance to earn their BSN closer to home.”- Peter Provenzeno, Chancellor at Oakland Community College |
| **Faculty Spotlight** |  |
| **First Steps\*** |  |
| **Contact Information\*** |  |
| **Related Programs\*** |  |

| Optional – Adjusting Items from DefaultThese items have a default option that will be used if you leave them blank. Fill in anything you’d like to change from its default. For explanation or help see the glossary.  |
| --- |
| **Item** | **Default** | **New** |
| **Recommended Search Result**  | none |  |
| **Specific title to use in search**  | {Page Title} | {Section Title} |  |
| **Introduction for search**  | First 150 characters of your copy |  |

| Optional – Additional Page ElementsOther bells and whistles. For explanation or help see the glossary.  |
| --- |
| **Related Links** |  |
| **New CTAs?** |  |
| **Copy a CTA from another page?**  |  |
| **Hero Banner Image** |  |
| **Additional page image(s)** |  |

| Other Questions, Notes, Suggestions, Etc. |
| --- |
|  |

| Glossary |
| --- |
| **New Page or Existing Page** | Indicate whether you’re creating a brand-new page or updating one that’s already on the website.  |
| **URL or Parent URL** | Provide the URL of the page, if it already exists. If it’s a new page, provide the URL of its parent. Example: If the new page is a Culinary Arts program FAQ page, the parent would be <https://www.oaklandcc.edu/culinary>  |
| **Content Curator** | Once the new page / site is Live, the Content Curator will receive training on the CMS and update content as needed which will be approved by the Content Owner. |
| **Content Owner** | This is the person within the department who will review the content to make sure there aren’t issues.* Ensure content remains current/correct
* Refresh content regularly
* Relay deadlines/important information
* Work with Marketing to maximize search engine optimization
* Evaluate analytics to enhance effectiveness
 |
| **Meta Title** | Header line displayed in Search engine.40-75 characters; 50-60 is ideal |
| **Meta Description** | This summarizes the content on the page, offering something to entice the visitor to read the page. It should be unique for each page and descriptive, and not contain any info that’s dated or likely to change. This text will appear under your URL in Google. It should help a user decide to click through to this page.150 characters max, including spaces. |
| **Headline** | The main title of the page. Recommended <25 characters |
| **Section Menu** | These are the links that live under the Hamburger menu and are other pages within the section. |
| **At-a-glance** **Program Options** | Names of Programs and credits |
| **At-a-glance****Delivery** | Online, in-person, etc. |
| **At-a-glance****Link(s)** | Relevant links (try not to add more than 1-2) that help a visitor.  |
| **At-a-glance****Button** | Primary CTA. |
| **Intro Copy** | Summarized information about what user will find on the page. Include an H2 header. |
| **Page Content** | The main body of the page. You can use headings, links, etc. Indicate accordions, buttons, etc. here.  |
| **Video** | Include YouTube link, when applicable. Include Header description. |
| **Program Distinctions** | What makes this program at OCC special? Or stand out among our competitors?  |
| **Program Options** | Include all options (degrees and certs) and links to catalog and program plan. |
| **Student Testimonial** | Could include a quote and a photo, when available. |
| **Faculty Spotlight** | This could include a quote and photo or special details about the Faculty member |
| **First Steps** | Briefly summarize what the next steps are |
| **Contact** | Name, Title, Phone and Email |
| **Related Programs** | 2-3 similar programs students still shopping could check out |
| **Recommended Search Result**  | Enter a word that this page is the **best** search result for. For example, if this is the main [Construction Management page](http://catalog.oaklandcc.edu/programs/construction-management/construction-management-aas/), it should show up in the recommended search results for “construction”. These can be individual words or phrases, but single words usually work best. Separate with commas.  |
| **Specific title to use in search**  | The default is fine for most pages, but if you want the page to show a specific way when users are searching the website, you can enter a custom title.  |
| **Introduction for search**  | If you want to write an introduction to the page that will tell users searching the website what the page is about, enter it here. This is a good idea when the first 150 characters of a page aren’t descriptive of what the whole page is about. It should not contain info that’s dated or likely to change.  |
| **New CTAs** | You can indicate any type of brand new callout here. Make sure **all** callouts have the following: * Headline
* Content
* Link Text
* Link Destination
 |
| **Copy a CTA from another page?** | If there’s a callout on another page you’d like to use on this one as well, provide the URL where you see it and specify which callout you’d like to copy.  |
| **Hero Banner Image** | The large image at the top of landing pages. Make sure to include a Headline and Copy along with your image sized by Creative Services.  |

| **Best Practices Guide** |
| --- |
| Web content best practices evolved from data that shows how most people interact with web content:* **Skim>Read:** Most users skim before they read. Some may never read. Among prospective students, the only content likely to be read word-for-word has to do with money or deadlines.
* **Fast scrolling:** Especially on phones. Also, the younger the user, the faster the scroll. Users are also willing to click fast and backtrack if they end up going down the wrong path. The old 3-click rule is now at about 25 clicks.
* **Left-side dominance:** Most eye-tracking studies of people scanning web pages show more time and attention is paid to the left side of the screen, especially in desktop. The pattern is so pronounced, that some people call this “right-rail blindness.”
* **“Wall of Words” Avoidance:** Users avoid reading (and can’t easily skim) longer prose passages. They see the text as gray walls, devoid of meaning. One focus group subject called those pages “empty.”
 |
| Shorter sentences (max 25 syllables) make content accessible to more readers. We count syllables because longer words (those with 3 or more syllables) raise the reading difficulty and decrease the total number of words read. |
| Short paragraphs (30-45 words) are easier on phones and less wall-like for users who skim the page before reading. |
| Use subheadsevery 3-4 paragraphs to break up longer prose sections. This helps readers track where they are on the page and makes the content less wall-like.  |
| Put key ideas in the headlines & subheads: If a user skims the page, they should learn something on this topic. Think of your subheads as the outline of our content. |
| Frontload key info: At the start of the page, the paragraph, or the bullet point. This is the position where the info is most likely to be seen and remembered. In journalism, it’s called “Don’t bury your lead.” Further advice on bullet points: These do highlight key info; however, if the bullet points are each long, where they begin to look like paragraphs, the length defeats the bullet point. |
| Get to the point. Make every word fight for its life. Clear beats clever. In general, avoid “welcome” statements—show you value the user’s attention by getting to the content that drew them.  |
| Before writing new content or making major revisions to existing content, imagine you are a first-time visitor to this page:* What did you come here trying to do or to find out? What’s the most important thing on your mind?
* What other questions or tasks might be on your mind?

From your own perspective:* What do you want them to do next?
* Are there questions or tasks that the first-time visitor doesn’t yet know enough to ask or to start?

Getting clear on these will give you an idea of how to organize your content:* Start with what’s most important to the user when they arrive on the page.
* Make it very easy to find the next step.
* Work your way through other important or urgent questions or tasks before getting to the new questions or tasks.

For a more visual and detailed approach, consult the Page Strategy Guide. |