Department Website Recommendations

- **Identify main goals for site**
  Stick to 3-4 goals that you envision your main audiences are looking for or that your department wants to drive traffic to from its main page. This can be informed by Google Analytics to view the parts of the site your audiences are going to most frequently. The goal of your main page is to get people deeper within your website. On deeper pages you can add much more content.

- **Write a *brief* introduction**
  Think about how you would summarize your department to get someone who knows nothing about Colby to get them interested in clicking further into your site. This should be no more than 40 words and can link to a longer version of this introduction.

- **Use less text**
  Less is more when it comes to text on websites: especially on the top-most pages. People scan websites to find what they're looking for and have a greater capacity to read information once they find what they are looking for.

- **Write for visitors who know nothing about your department or Colby**
  When you are putting text on your pages, try to stay away from inside ballpark terms, such as COOT. Instead, use terms that people might be looking for on a page, such as 'Outdoor Orientation'.

- **Use high-quality images and photography**
  Whenever possible, make sure you use professional photography and images on your website. The Office of Communications has a variety of photos that are available for use on Colby.edu. Contact Maria O'Connell if you would like to schedule a time to look through the photo archives, or contact Ben Greeley if you have specific questions regarding locating a high-quality image.

  All photos should be cropped to size for the web page with image editing software.

- **Use fewer pages**
  Websites don't need to be an elaborate maze of pages. Smaller websites are easier to maintain, so why keep your website large? Be sure to link to existing content throughout the website, especially if linking to official College policies or procedures.

  If you are uploading handbooks, policies with multiple pages that you manually update through print each year, it may be easier to upload a single PDF to keep updated.