

A photograph of a large, modern university building with a curved facade and many windows. Palm trees are visible in the foreground and background. A group of students is walking on the steps leading to the entrance. The sky is blue with some clouds.

NSU Florida

Overview

Website Maintenance Training

Making the NSU Website an Effective Marketing Tool Is Everyone's Responsibility

The website is managed by Public Relations, Marketing, and Communications in collaboration with the Office of Information Technology. **It cannot be maintained without the help of subject matter experts like you.**

The goal of these training modules is to ensure NSU's website is as accurate, functional, and accessible as possible by outlining best practices.

Create a positive experience for users by making the website and its content

- ✓ Easy to find
- ✓ Easy to understand
- ✓ Easy to access

Content Management System: Modern Campus

The upgraded NSU website is on the Modern Campus CMS. The templates within Modern Campus have been designed with best practices in mind and are responsive (adapt based on device and screen size being used).

Part of the migration plan has been to streamline the content and reduce the number of pages on the website. This is beneficial by:

- Making content easier to find
- Reducing bloat of site, making it faster, easier to navigate, and easier for browsers to crawl
- Simplifying its upkeep/maintenance

Archived information that needs to be retained can be moved to NSU Works.



Who is the Audience for the NSU Website?

University websites are complicated because they serve many purposes and several different audiences.

Content on high-value marketing pages should cater to prospective students.

Content that is geared toward internal audiences, such as current students or employees, should reside on more appropriate channels like WaveLengths, SharkLink, or internal communications pieces.



Brand Resources

Consistency Is Key to Reinforcing Brand

NSU's website serves so many audiences and a large campus makes it imperative to be consistent in the use of brand colors, logos, and language.

The web redesign uses a streamlined color palette of blues and grays.

Resources are linked below:

- [Brand Guide](#)
- [Color Palette](#)
- [Style Manual](#)

Most pages will have shades of blue and gray only (no hibiscus orange or palm green).



Glossary of Terms

Term	Definition
CMS Content Management System	Software that enables users to easily make changes to a website.
KPI Key Performance Indicator	Used to track success of a website using analytics or other tools.
URL Uniform Resource Locator	The address of a webpage ie: https://www.nova.edu .
404 error	Bad link on a website, usually because the page was unpublished or moved.
SEO Search Engine Optimization	Enhancing the contents of your webpage in order for your webpage/site to rank higher on search engines like Google
SERP Search Engine Results Page	The page with the results to your web search.

Glossary of Terms

Term	Definition
Accessibility	Ensuring the website is easily navigated and content is available for all visitors, especially those with disabilities.
WCAG Web Content Accessibility Guidelines	The international standard used to make websites accessible for those with disabilities.
CTA Call to Action	Word or phrase that prompts action on a website, usually a link or button. Such as “Apply Now.”
Alt Text Alternative Text	Text that describes an image on the website, only visible if image doesn’t load or if using accessibility software such as a screen reader.
Redirect Alias or Vanity URL	To have a shorter URL, usually to use in print pieces, or to fix a broken link.
Responsive Design	Design of website adapts to the size of the device screen size its being used on.

Glossary of Terms

Page Structure - Header

The screenshot shows the top portion of the NSU Florida website. At the top right, there is a link: [Back to Nova Southeastern University](#). Below this is the NSU Florida logo with the text "Ron and Kathy Assaf College of Nursing". To the right of the logo are three buttons: "QUICK LINKS" (with a dropdown arrow), "Give", "Request Info", and "Apply Now". A dark blue navigation bar contains the following items: "Academics" (with a dropdown arrow), "Admissions" (with a dropdown arrow), "Students" (with a dropdown arrow), "People" (with a dropdown arrow), "About" (with a dropdown arrow), and a search icon. Below the navigation bar, the breadcrumb trail reads "Home / About The College". The main heading is "About the College" in a large, bold font, followed by a subheading "Your Nursing Career Starts Here". To the right of the text is a banner image showing two female nursing students in a clinical setting, one in green scrubs and one in a white lab coat, looking at a laptop. Below the main heading is another subheading "Be at the Heart of Health Care" and a paragraph of body text. On the right side, there is a vertical navigation menu with two items: "About the College" (which is highlighted with a blue bar) and "About the Assafs". The NSU Florida logo is located at the bottom right of the page.

Navigation: Main Menu →

Breadcrumbs → / About The College

Heading (H1) → **About the College**

Subheading (H2) → Your Nursing Career Starts Here

Subheading (H3) → **Be at the Heart of Health Care**

Body content →

← Banner image

← Navigation: Side

Glossary of Terms

Page Structure - Footer

Prefooter
(for college and
department subdomains)

Footer

Ron and Kathy Assaf
College of Nursing

Apply Now Request Info Call Email Contact

NSU
Florida

© 2024 Nova Southeastern University
3300 S. University Drive
Fort Lauderdale, Florida 33328-2004
Phone: 855-374-0518

Quick Links

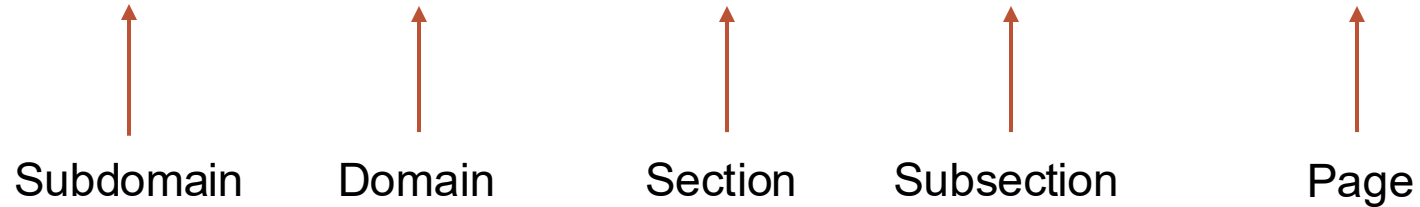
- [Bachelor's Programs](#)
- [M.S.N. Programs](#)
- [Doctoral Programs](#)
- [Undergraduate Admissions](#)
- [Graduate Admissions](#)
- [Accreditation](#)
- [Student Affairs](#)

- [Alumni Spotlights](#)
- [NSU Career Development](#)
- [Student Disability Services](#)
- [Inclusion and Diversity](#)
- [Libraries at NSU](#)
- [NSU Bookstore](#)
- [Athletics](#)

Glossary of Terms

URL/Naming Conventions

https://education.nova.edu/about/accreditation/index.html



- Nova.edu is the domain for NSU
- Subdomains are primarily used for colleges
- Section is a folder, one word when possible
- Subsections are not always required, generally used to group several pages of same topic
- Index pages should be used when a new section/folder is created and should be the main page of the section with subsequent pages named using descriptive words

Best Practices

URL/Naming Conventions

A well-defined URL structure gives users an idea of where they are in the site's hierarchy of pages and improves SEO value because it provides more specific context for the content.

- All URLs should be lowercase
- Words should be separated by hyphens (not underscores)
- Use as few words as possible
- Avoid abbreviations, acronyms, and jargon
- Future-proof page names by not using years
- Use keywords when possible to improve SEO

Do	Don't
/about	/aboutus
/request-info	/request_info
/hall-of-fame	/2024-hall-of-fame
/student-services	/ugsservices
/guy-harvey	/Guy-Harvey
/graduate-programs	/grad

Best Practices

Web Content Writing

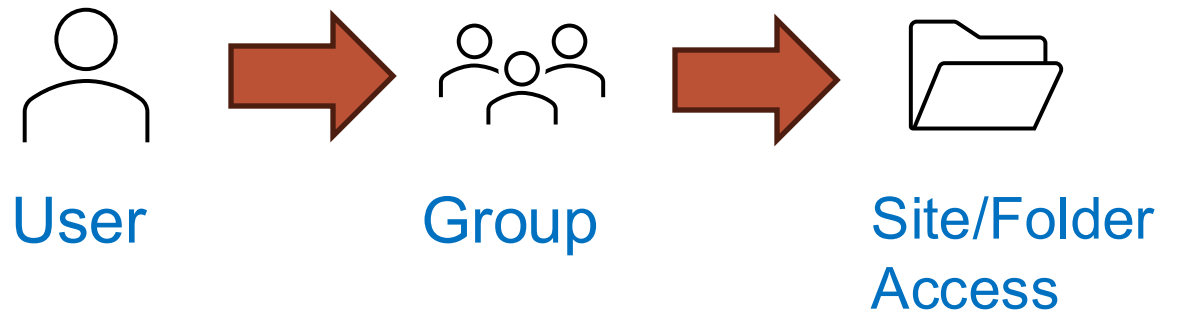
Users tend to scan the content of a website.

- ✓ Be concise – don't use wordy, overly complicated language.
- ✓ Be clear – don't use acronyms or abbreviations
- ✓ Use subheadings, numbered lists, and bullets to break up text
- ✓ Incorporate keywords into headings, links, URLs, alternative text – but only when the keywords are relevant
- ✓ Use the language used by your audience (common language, industry terms)

Modern Campus

Workflow and Publishing

Users and Groups



Workflow



Modern Campus

Logging In



To log in, navigate to a page and scroll to the footer. Click on the copyright symbol.

Or use the login link.

<https://a.cms.omniupdate.com/11/#oucampus/nova>

Modern Campus

Non-Editable Areas

- Department/College Homepage
- Header/Footer
- Side navigation
- Assets
- Shared components (ie: tuition)
- Career pathways
- Forms

🔒 Asset **COA | Business | UG** cannot be shown in WYSIWYG.

Modern Campus

Templates

- **General**
 - Standard
 - Full Width
- **Special**
 - Profile
 - Program Pages

The screenshot shows the top navigation bar of the NSU Florida website. It includes a "Back to Nova Southeastern University" link, the NSU Florida logo, and the text "Abraham S. Fischler College of Education & School of Criminal Justice". Below the logo is a "QUICK LINKS" section with buttons for "Give", "Request Info", and "Apply Now". A dark blue navigation bar contains links for "Academics", "Admissions", "Students", "Faculty and Staff", "About", and a search icon. The main content area features a breadcrumb trail "Home / Human Services Administration" and the title "Bachelor's in Human Services Administration" with a blue underline. Below the title is the text "Learn to Champion Change for Vulnerable Populations". To the right of the text is a photograph of a young woman in a light-colored uniform sitting and talking to an older woman in a wheelchair. The NSU Florida logo is in the bottom right corner.

[Back to Nova Southeastern University](#)

NSU Florida
Abraham S. Fischler
College of Education & School of Criminal
Justice

QUICK LINKS ▾ [Give](#) [Request Info](#) [Apply Now](#)

[Academics](#) ▾ [Admissions](#) ▾ [Students](#) ▾ [Faculty and Staff](#) ▾ [About](#) ▾

[Home](#) / [Human Services Administration](#)

Bachelor's in Human Services Administration

Learn to Champion Change for Vulnerable Populations



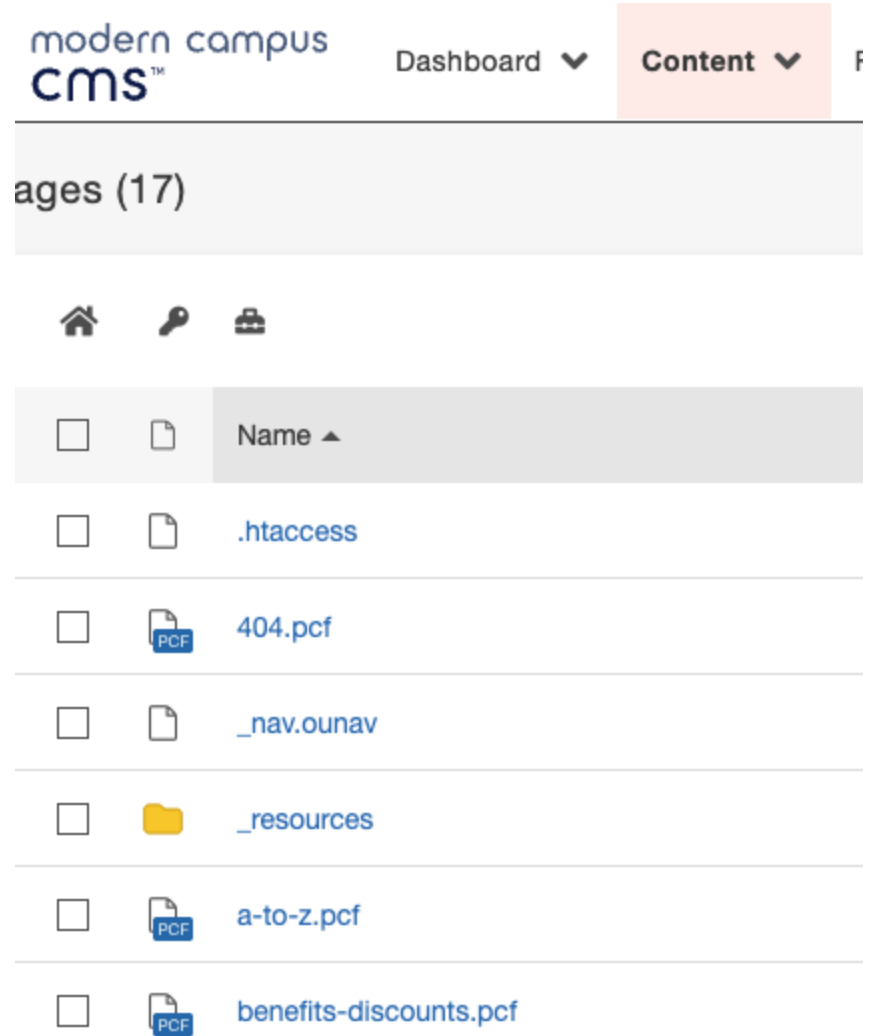
NSU Florida

Modern Campus

Folder Structure

- **Content>Pages**
 - **Folders**
 - **Pages**
 - **Other file types (navigation, etc.)**
- **Upload files to the correct locations**
 - **Images: /_resources/images/**
 - **PDFs, docs: /documents/**
 - **Password protected: /secure/**
- **Note: Filenames cannot include uppercase, underscores, special characters, or spaces**

See slide 11



Modern Campus

SEO/ADA Compliance

- Spell out first reference to NSU on every page
- Spell out first reference to department/division/college
- Heading tags should be sequential (H1, H2 and not H1, H3)
- Descriptive link text ("Read More about Prof. Smith" vs. "Read More")
- Documents should be uploaded in /documents folder, designated as such, and open a new window:
 - Business Curriculum (PDF)
 - Timesheet (XLS)

Modern Campus

Styling Links

- Use the class dropdown to style a link

Primary Button

Use Class:
Solid Button NSU Blue

Secondary Button

Outline Button NSU Blue *or*
Outline Button Mid Blue

Link without CTA →

Link Mid Blue

Insert/Edit Link

Basic
Advanced

URL

Text to display
make a link

Title

Open link in...
Current window

Class
(not set)

Custom Class

CANCEL SAVE

Modern Campus

Styling Links

- Accordion and Tab snippets need to be in WYSIYG wrapper in main content area
- Tabs should have no more than four items
- Accordions do not have a limit
- Do not nest tabs or accordions

Resources

+ **Steps and Timeline**

+ **Proposal Guidelines**


+ **Thesis Format Guidelines and Examples**

Modern Campus

People Directory

🏠 / People Directory

Charles Powell, Ph.D.



Title: Professor - Pharmacology
Department: Pharmacology
College/Division: Dr. Kiran C. Patel College of Allopathic Medicine
Email: cpowell@nova.edu
Phone: (954) 262-1349
Campus: Fort Lauderdale/Davie

←

←

- Banner data published to website on 2nd and 16th of each month.
- Blue coming from Banner, orange from Modern Campus

To have an employee's home department changed, submit a workflow for Labor Distribution and at the bottom of the form, designate the new home department/organization. This will not impact how the funds are distributed.

Modern Campus

Image Sizes

Upload in `/_resources/images`

Banner: 1920x650 px

2-column Banner: 750x500 px
(3:2 ratio)

Content images: 636x358
px (16:9 ratio)

Headshot: 300x375 px



**Have
questions or
need help?**

**Submit a PRMC Web
Request**

[https://www.nova.edu/prmc/web-
request.html](https://www.nova.edu/prmc/web-request.html)



Home Page

Changes or updates to the department/division home page



Navigation Changes

Updates to header, footer, side navigation



Forms

Submissions or edits to existing forms; Creation of new forms



Career Pathways

Program pages with career and salary information



Assets Updates

Shared content (tuitions), photo galleries, code