



## Maximizing Your Program Page Content

Identifying, Understanding & Helping Your Audience

*Marketing & Creative Services*

**As you build your site, remember it is important to....**

Identify Your Audience

Understand Your Audience

Help Your Audience

# Identify Your Audience

## Ask These Questions:

- Who is sitting behind the screen?
- When are they visiting my website?
- Why are they visiting my website?
- What tone/voice will be most appealing to them?
- How can I help them find what they are looking for?

If you don't know the answers to the above questions for each of your audience types, seek them out. *Conduct research.*

In fact, M&CS has a report on our research key findings that may help you get started!

# Understand Your Audience

Site visitors scan pages for information

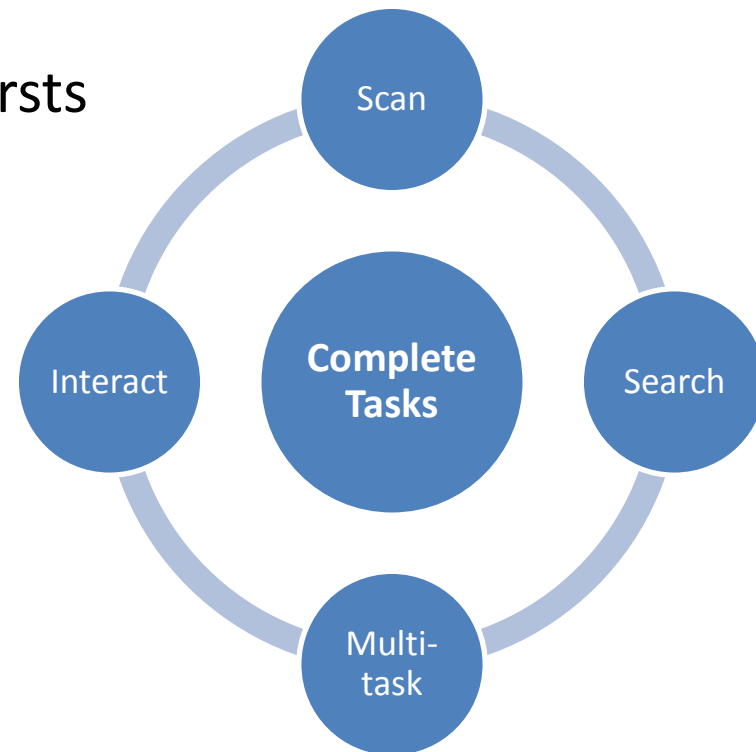
Pick out key words and phrases

Read in quick, short bursts

Respond to action  
oriented info

Click and forage in  
search of info

They multi-task





# Help Your Audience: SEO

## What is search engine optimization?

Process of improving the volume and quality of traffic to a Web site from search engines via “natural” search results

The higher a site appears in search engine results, the more traffic it will receive

Search engine “spiders” crawl web sites indexing sites based on content and following links to other pages and sites

Search engines then use complex algorithms to weigh other factors into the ultimate ranking

# Help Your Audience: Writing Tips

- Use simple language and words
- Use only one space after periods
- Use calls to action when appropriate
- Use descriptive links, not “click here”
- Create useful headlines that are visual cues
- Capitalize words in headlines except prepositions
- Avoid passive voice
- Use humor sparingly
- Avoid marketing fluff
- Be credible and factual
- Avoid excess punctuation
- Proofread & check spelling



# **Academic Program Page Review**

## **by Content Types**

# Program Page Overview

Academic Program Pages use the same format for all academic departments.

Some areas are required, some are optional, but recommended.

Some standard areas are not editable

The screenshot displays the University of West Florida's website for the Health, Leisure and Exercise Science department. The page is titled "Athletic Training Education Program" and provides a comprehensive overview of the program, including its description, related pages, and contact information.

**Header:** The top navigation bar includes links for "Quicklinks", "Alumni", "Online Support", and "MyUWF". The main navigation menu lists "ADMISSIONS", "ACADEMICS", "CAMPUS LIFE", "ATHLETICS", and "ABOUT UWF". A search bar is located on the right.

**Main Content Area:**

- College of...** A sidebar menu lists various academic programs: Undergraduate Majors (Athletic Training, HLES - Exercise Science, HLES - Physical Education), Undergraduate Minors, Graduate Programs, Careers & Internships, Our Faculty, Research, Alumni, and About Us.
- Athletic Training Education Program** The main heading for the program page.
- Program Description** A section detailing the program's purpose and structure. It mentions that the program is designed to prepare students for an entry-level career in the athletic training profession (high school, college/university, professional, industrial, or sports medicine clinic/outreach). It also notes that the program is specifically designed to meet national and state licensure requirements, includes a three-year comprehensive plan of study that combines classroom and clinical education components, and provides quality care, prevention, and rehabilitation of injuries to the physically active individual.
- Related Pages Area** A section listing related pages: Career Opportunities > Degree Plan > Course Catalog >, Academic Learning Plan > Other Academic Link 1 >, and Other Academic Link 2 >.
- Program Contact** A section providing contact information for the program, including a phone number (850) 474-2592 and an email address (healthsciences@uwf.edu).
- Tour Our Campus!** A section featuring a "Visit UWF" button.
- Apply Now Headline** A section featuring an "Apply Now" button.
- Alumni Spotlight** A section featuring a "Sample Button" and a "Visit UWF" button.
- Faculty Spotlight** A section featuring a "Sample Button" and a "Visit UWF" button.

**Footer:** The bottom of the page features the University of West Florida logo, contact information (11000 University Pkwy, Pensacola, FL 32514, 850-474-2000), and a list of links: "Give to UWF", "Legal & Consumer Info", "Test Only", "Regulations & Policies", "Maps & Directions", and "Feedback". Social media icons for Facebook, Twitter, YouTube, and LinkedIn are also present.

# College / Dept Content Area

Only editable by college and department content managers.

Undergraduate Majors/Minors/ and Graduate Programs group names are based on personal research.

Navigational order and naming is provost approved.

The screenshot displays the University of West Florida website for the Health, Leisure and Exercise Science department. The header features the university logo, navigation links (Quicklinks, Alumni, Online Support, MyUWF), and a search bar. The main content area is titled "HEALTH, LEISURE AND EXERCISE SCIENCE" and includes a sidebar with links to College of... (Undergraduate Majors, Undergraduate Minors, Graduate Programs, Careers & Internships, Our Faculty, Research, Alumni, About Us), Featured Programs, and contact information. The main content area contains sections for Athletic Training Education Program (Program Description, Photo caption, Related Pages Area, Program Contact, Tour Our Campus!, Apply Now Headline, Alumni Spotlight, Faculty Spotlight).

University of West Florida

Quicklinks Alumni Online Support MyUWF

ADMISSIONS ACADEMICS CAMPUS LIFE ATHLETICS ABOUT UWF

Search

## HEALTH, LEISURE AND EXERCISE SCIENCE

College of...

- Undergraduate Majors
  - Athletic Training
  - HLES - Exercise Science
  - HLES - Physical Education
- Undergraduate Minors
- Graduate Programs
- Careers & Internships
- Our Faculty
- Research
- Alumni
- About Us

Featured Programs

Optional Link >

Optional Link >

Optional Link >

Optional Link >

Health, Leisure & Exercise Science

Bldg. 72/Rm. 241  
11000 University Pkwy.  
Pensacola, FL 32514  
(850) 474-2592  
healthsciences@uwf.edu

269 x 150

### Sample Heading

269 x 150

Quisque quis dui eros. Proin sit amet nunc pulvis. Duis vel risus mauris. Non faucibus erat. Cras ultrices massa ac lorem tincidunt eleifend.

Last updated: 09/13/2019

### Athletic Training Education Program

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#### Program Description

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Classroom instruction involves quality interaction with NATABOC Certified Athletic Trainers, physicians (orthopedic, family practice, internal medicine, etc.), and other allied healthcare providers (physical therapists, occupational therapists, massage therapists, exercise physiologists, etc.) in providing the most current medical information related to athletic training. The clinical education component (under the direct supervision of BOC Certified Athletic Trainers and other allied healthcare providers) provides important hands-on experience in a variety of clinical education settings: intercollegiate athletics at UWF, area high schools, professional teams, and sports medicine clinics. The students' clinical education is specifically designed to reinforce and apply the concepts that are addressed in the classroom component.

Students graduating from this CAATE accredited program are eligible to sit for the National Athletic Trainers' Association (Board of Certification (BOC) Certification Examination and athletic training state licensure/certification in Florida (as well as other states). For more specific requirements, visit the UWF Catalog.

315 x 176

Photo caption: TeX Gyre Adventor Regular 16pt size, 22pt leading, 30 kerning, #666666.

#### Related Pages Area

Career Opportunities > Degree Plan > Course Catalog >

Academic Learning Plan > Other Academic Link 1 >

Other Academic Link 2 >

240 x 137

#### Program Contact

Lorem ipsum dolor sit amet. Ac tellus laculis nostra sapien ornare Suspendisse ante! Dui tempus nulla. Class netus orci quis. Eleifend Integer. Etiam dapibus, pretium facilis. Adipiscing velit viverra.

Sample Button >

#### Tour Our Campus!

Lorem ipsum dolor sit amet. Ac tellus laculis nostra sapien ornare Suspendisse ante! Dui tempus nulla. Class netus orci quis. Eleifend Integer. Etiam dapibus, pretium facilis. Adipiscing velit viverra.

Visit UWF >

#### Apply Now Headline

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Apply Now >

#### Alumni Spotlight

Lorem ipsum dolor sit amet. Ac tellus laculis nostra sapien ornare Suspendisse ante! Dui tempus nulla. Class netus orci quis. Eleifend Integer. Etiam dapibus, pretium facilis. Adipiscing velit viverra.

#### Faculty Spotlight

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University of West Florida

11000 University Pkwy, Pensacola, FL 32514  
850-474-2000

People & Places  
Feedback  
Give to UWF  
Consumer Info & Legal

f t y+ @



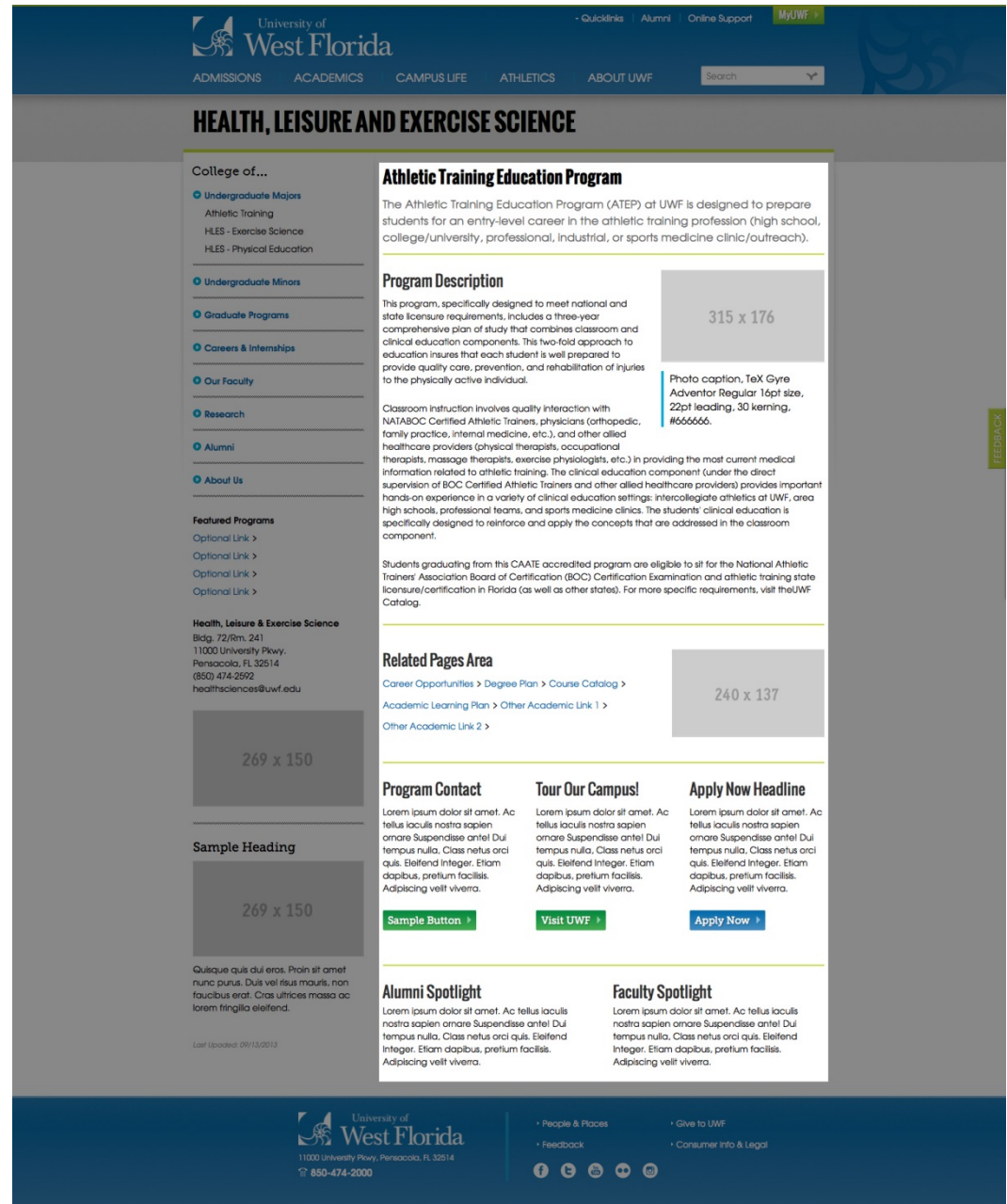
# Program Specific Content Area

Standardized format facilitates visitor comparison

User-centric design

Focus on the visitor taking action


Specifically designed for viewing on mobile devices and assistive technology.



# Above the Scroll Overview

Contains title, teaser, and primary program description.

The focus is on readability and search engine optimization.

University of  
West Florida

Quicklinks | Alumni | Online Support

MyUWF

ADMISSIONS | ACADEMICS | CAMPUS LIFE | ATHLETICS | ABOUT UWF

Search

## HEALTH, LEISURE AND EXERCISE SCIENCE

College of...

Undergraduate Majors

Athletic Training

HLES - Exercise Science

HLES - Physical Education

Undergraduate Minors

Graduate Programs

Careers & Internships

Our Faculty

Research

Alumni

About Us

Featured Programs

[Optional Link >](#)

[Optional Link >](#)

[Optional Link >](#)

[Optional Link >](#)

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315 x 176

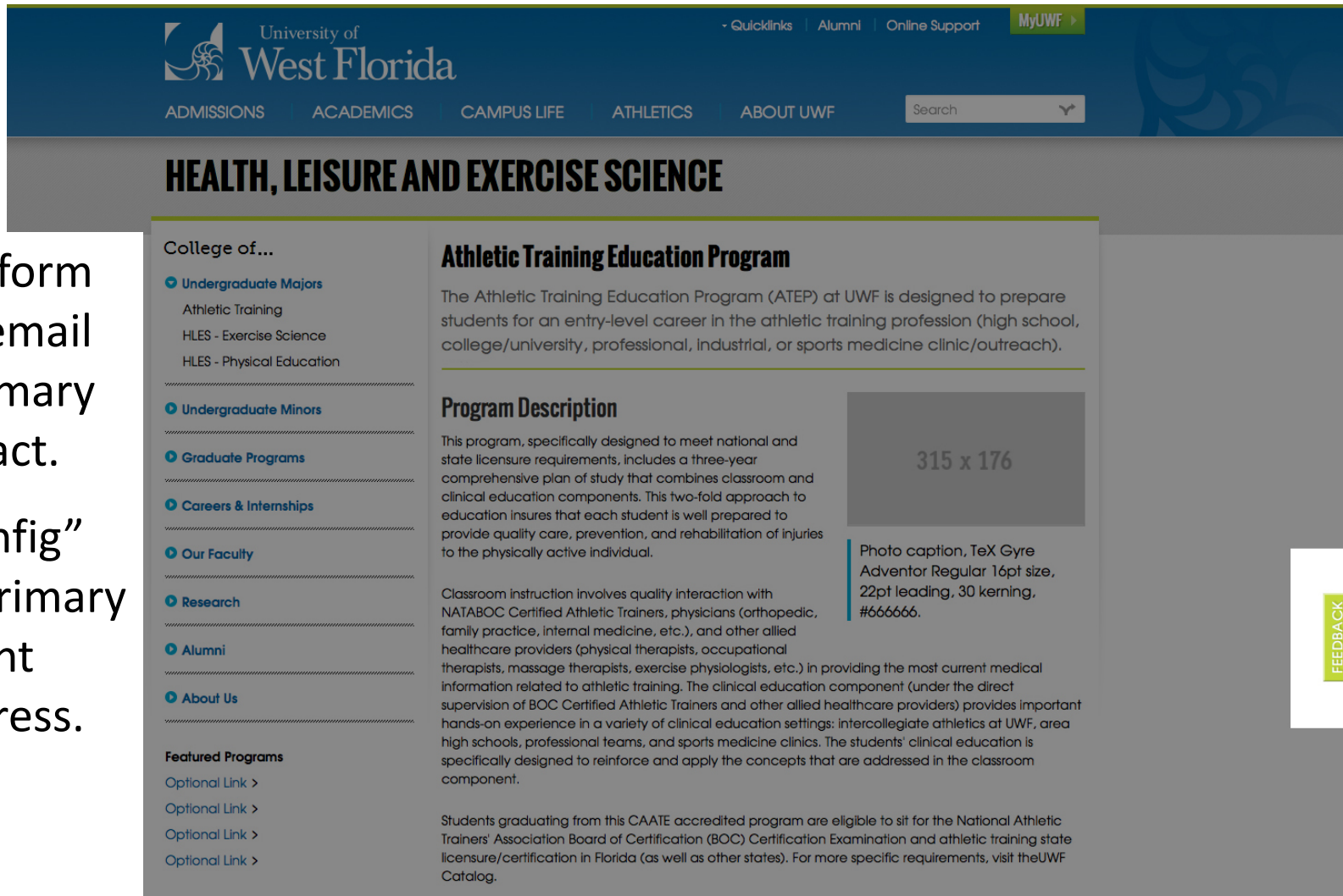
Photo caption, TeX Gyre Adventor Regular 16pt size, 22pt leading, 30 kerning, #666666.

FEEDBACK

# Department-specific Feedback Button

Feedback form  
sends an email  
to the primary  
dept contact.

Setup “config”  
file with primary  
department  
email address.



University of  
West Florida

Quicklinks Alumni Online Support MyUWF

ADMISSIONS ACADEMICS CAMPUS LIFE ATHLETICS ABOUT UWF Search

## HEALTH, LEISURE AND EXERCISE SCIENCE

College of...

- Undergraduate Majors
  - Athletic Training
  - HLES - Exercise Science
  - HLES - Physical Education
- Undergraduate Minors
- Graduate Programs
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315 x 176

Photo caption, TeX Gyre Adventor Regular 16pt size, 22pt leading, 30 kerning, #666666.

Optional Link >  
Optional Link >  
Optional Link >  
Optional Link >


FEEDBACK



# Simple Feedback Form

Facilitates fast engagement opportunities

Requests are typically about web comments / issues or program-related questions.

University of  
West Florida

[Quicklinks](#) | [Alumni](#) | [Online Support](#) | [MyUWF](#)

ADMISSIONS

ACADEMICS

CAMPUS LIFE

ATHLETICS

ABOUT UWF

Search

## HEALTH, LEISURE AND EXERCISE SCIENCE

College of...

Undergraduate Majors

Athletic Training

HLES - Exercise Science

HLES - Physical Education

Undergraduate Minors

Graduate Programs

Careers & Internships

Our Faculty

Research

Alumni

About Us

Featured Programs

Optional Link >

Optional Link >

Optional Link >

Optional Link >

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315 x 176

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### Feedback

Name

Email

Comment

Ok

# Department Name & Navigation

Department name link will take the visitor to the dept homepage.

All program pages display standard academic dept name and navigation.

The screenshot displays the University of West Florida website. The top navigation bar includes links for Quicklinks, Alumni, Online Support, and MyUWF. Below this, a secondary navigation bar lists various university departments: ADMISSIONS, ACADEMICS, CAMPUS LIFE, ATHLETICS, and ABOUT UWF, along with a search bar. The main content area features a large banner for the "HEALTH, LEISURE AND EXERCISE SCIENCE" department. On the left side of this banner, a sidebar titled "College of..." lists several categories: Undergraduate Majors (with sub-links for Athletic Training, HLES - Exercise Science, and HLES - Physical Education), Undergraduate Minors, Graduate Programs, Careers & Internships, Our Faculty, Research, Alumni, and About Us. Below these categories is a "Featured Programs" section with four "Optional Link >" buttons. The main content area on the right is titled "Athletic Training Education Program" and contains a paragraph describing the program's purpose. Below this is a "Program Description" section with a detailed paragraph about the curriculum and clinical education. To the right of the program description is a placeholder for a photo, labeled "315 x 176", with a caption: "Photo caption, TeX Gyre Adventor Regular 16pt size, 22pt leading, 30 kerning, #666666." A vertical "FEEDBACK" button is visible on the far right edge of the page.

University of West Florida

Quicklinks | Alumni | Online Support | MyUWF

ADMISSIONS | ACADEMICS | CAMPUS LIFE | ATHLETICS | ABOUT UWF

Search

## HEALTH, LEISURE AND EXERCISE SCIENCE

College of...

- Undergraduate Majors
  - Athletic Training
  - HLES - Exercise Science
  - HLES - Physical Education
- Undergraduate Minors
- Graduate Programs
- Careers & Internships
- Our Faculty
- Research
- Alumni
- About Us

Featured Programs

- Optional Link >
- Optional Link >
- Optional Link >
- Optional Link >

### Athletic Training Education Program

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#### Program Description

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315 x 176

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FEEDBACK

# College Homepage Back Link

College name link will take the visitor back to the college homepage.

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University of West Florida

Quicklinks | Alumni | Online Support | MyUWF

ADMISSIONS | ACADEMICS | CAMPUS LIFE | ATHLETICS | ABOUT UWF

Search

## HEALTH, LEISURE AND EXERCISE SCIENCE

College of...

- Undergraduate Majors
  - Athletic Training
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315 x 176

Photo caption, TeX Gyre Adventor Regular 16pt size, 22pt leading, 30 kerning, #666666.

Optional Link >

Optional Link >

Optional Link >

Optional Link >

FEEDBACK

# Program Title & Callout Text Content Area

Both required.

Full program  
name in title.

1-2 sentence  
program  
description in  
callout using  
relevant  
keywords and  
phrases to  
enhance search.

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University of West Florida

Quicklinks | Alumni | Online Support | MyUWF

ADMISSIONS | ACADEMICS | CAMPUS LIFE | ATHLETICS | ABOUT UWF

Search

## HEALTH, LEISURE AND EXERCISE SCIENCE

College of...

- Undergraduate Majors
  - Athletic Training
  - HLES - Exercise Science
  - HLES - Physical Education
- Undergraduate Minors
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Featured Programs

- Optional Link >
- Optional Link >
- Optional Link >
- Optional Link >

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FEEDBACK

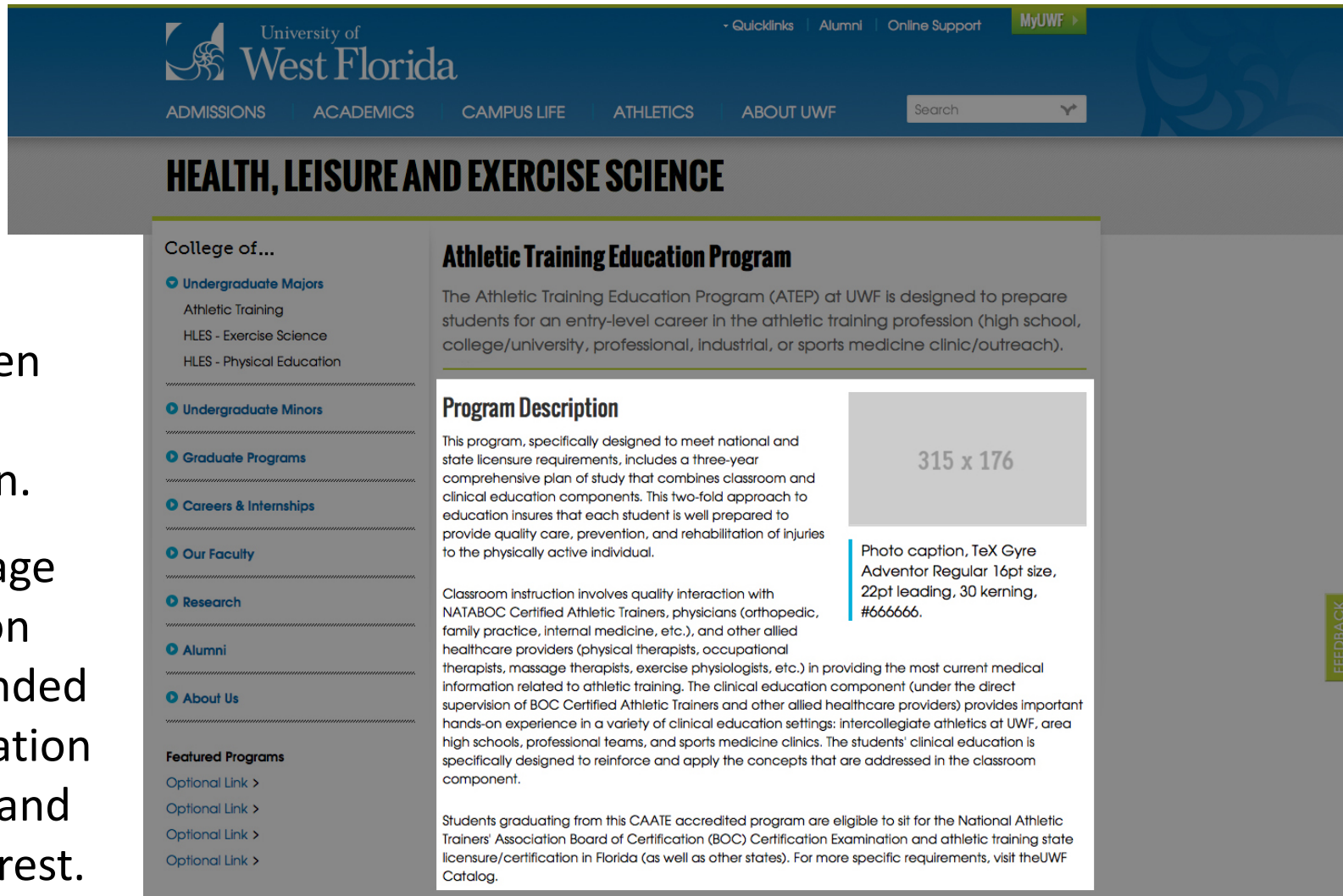


# Program Description & Image Content Area

Required.

Well written  
program  
description.

Use of image  
and caption  
recommended  
as a navigation  
landmark and  
visual interest.



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University of  
West Florida

Quicklinks | Alumni | Online Support | MyUWF

ADMISSIONS | ACADEMICS | CAMPUS LIFE | ATHLETICS | ABOUT UWF

Search

## HEALTH, LEISURE AND EXERCISE SCIENCE

College of...

- Undergraduate Majors
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- Optional Link >
- Optional Link >
- Optional Link >
- Optional Link >

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FEEDBACK

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University of  
West Florida

ADMISSIONS   ACADEMICS   CAMPUS LIFE   ATHLETICS   ABOUT UWF

Quicklinks

Alumni

Online Support

MyUWF

HEALTH, LEISURE AND EXERCISE SCIENCE

College of...

Undergraduate Majors

Athletic Training

HLES - Exercise Science

HLES - Physical Education

Undergraduate Minors

Graduate Programs

Careers & Internships

Our Faculty

Research

Alumni

About Us

Featured Programs

Optional Link >

Optional Link >

Optional Link >

Optional Link >

Health, Leisure & Exercise Science

Bldg. 72/Rm. 241

11000 University Pkwy.

Pensacola, FL 32514

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269 x 150

Sample Heading

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Last updated: 09/13/2013

Athletic Training Education Program

The Athletic Training Education Program (ATEP) at UWF is designed to prepare students for an entry-level career in the athletic training profession (high school, college/university, professional, industrial, or sports medicine clinic/outreach).

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Related Pages Area

Career Opportunities > Degree Plan > Course Catalog >

Academic Learning Plan > Other Academic Link 1 >

Other Academic Link 2 >

Program Contact

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# Below the Scroll Overview

Contains program details, requirements, related info and opportunities for the visitor to take action.

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[Career Opportunities](#) > [Degree Plan](#) > [Course Catalog](#) >

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# Requirements / Disclaimer Content Area

Optional.

Very important  
area for programs  
with specific  
requirements.

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# Related Pages / Links Content Area

## Required.

List important links, awards, and accolades.

Image or graphic recommended to add visual interest and draw the visitor's eye down the page.

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# Action Items Content Area

**Required.**

Must have  
Program Contact  
and Apply Now  
columns with  
buttons.

Third column  
optional, Tour link  
is highly  
recommended.

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# Action Items Content Area

Optional.

Alumni and  
Faculty spotlight  
info personifies  
the program.

Can link to detail  
page or profile.

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