

Overview

WebCMS/Drupal is the primary web platform used by Ohio University. This platform standardizes how content is displayed across all University units. Uniformity ensures that all outward and inward facing webpages are consistent in branding, voice, typography, and imagery. Visitors to OHIO's webpages will encounter a seamless experience regardless of department or division.

Note: *If you are new to WebCMS (or web design in general) peruse [Ohio University's Web Catalog](#) to learn the terminology of OHIO's web components. Having a readily available lexicon of accurate web terms will improve communications during the design process. Pages that describe the practical process of WebCMS/Drupal web creation can be found within the [Website Help Hub](#).*

Table of contents

The following table of contents indexes the abstract process of creating new WebCMS pages from beginning to end. The technical aspects of building a webpage have already been devised by University Communications and Marketing (UCM). CET does not aim to duplicate those efforts, but rather provide a supplemental conceptual framework to guide your *creative decisions*. In some cases, a brief technical explanation has been included when specific topics are not covered by UCM.

Links to applicable tutorials are provided throughout the text.

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Definitions

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For the sake of clarity, here is a brief glossary of terms:

- **Alt text:** Alt text is shorthand for alternative text
- **Drupal:** The name of OHIO's content management software; also known as WebCMS
- **Genre:** A type of webpage (based on its purpose and scope)

- **Hyperlink:** A word or phrase that is stylized in **Bold** and underlined that links to another page.
- **Landing page:** The page that opens when you select a hyperlink.
- **Node:** Another word for *webpage*
- **Parent:** A webpage that is at the top of a hierarchy of other webpages
- **Page:** Another word for *webpage*
- **Subpage:** A webpage that is below another webpage (or series of webpages) in a hierarchical order)
- **TeamDynamix (TDX):** A web portal that houses the University's IT Service Desk, Knowledge Base articles, and Service Catalog
- **University Communications and Marketing (UCM):** An OHIO organization responsible for all news and mass email communications internal and external to the University
- **WebCMS:** OHIO's primary content management software; Also known as Drupal
- **Webpage:** A single page that exists within a website
- **Website:** A collection of webpages

Best practices

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- **Style guide:** UCM uses the [Ohio University Editorial Style Guide](#) which is based on the AP style guide (Associated Press). This is the standard for all University communications and webpages. The Campus Engagement Team (CET) has also created an [amended style guide](#) that provides specific guidance not available in the official University style guide.
- **4-8 grade reading level:** Pages should be written between a 4-8 grade reading level. This rule should only be violated when a specific communication is exceedingly technical in nature and requires advanced diction that cannot be explained in simpler terms. Authors should consider the utility of using advanced language and whether it is necessary. Third party software (such as the [Hemingway App](#)) can assist authors in determining appropriate reading levels.
- **Modular Pages:** Use Modular Pages for decorative/user-friendly content. Modular Pages allow for additional elements like icons and image cards. See [Create Modular Page](#).
- **Basic Pages:** Use Basic Pages for direct content with a simple presentation. [Basic pages](#) are great for displaying textually based content with limited graphics and unlimited text.
- **Templates:** Use templates when beginning the creative design process. [Templates](#) help structure content.
- **Revision Log:** Use the revision Log. Every CMS draft (in edit mode) provides a space for describing changes. A simple phrase is adequate – just enough to help publishers quickly identify changes. Using the revision log speeds up the publishing process and makes version control easier for pages that have repeated edits.
- **University Branding:** Use University branding. Drupal automatically formats headings, paragraph text, colors, and modules to stay consistent with University branding. However, graphic elements (such as rendered images/graphics) should also follow OHIO's brand standards. Please [visit OHIO Brand](#) to learn more.
- **Alt Text:** Use effective alt text; [visit the alt text section below](#).
- **Hyperlinking:** Use effective hyperlinking techniques; [visit the hyperlink section below](#).
- **Accessibility:** Keep [accessibility](#) in mind; all University websites should be accessible.

Determine the scope of the page (Page genres)

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Make sure the scope of your page is appropriate for WebCMS!

There are many different page genres that serve a variety of purposes. Most page genres will fall under the purview of the WebCMS platform and are managed directly by OIT. Other page types are built within WebCMS but are managed by other groups at the University. All other webpage genres are not built within WebCMS, but within parallel web platforms such as TDX.

The following list will explain the different genres, and when and where they are most appropriately applied:

Page Genre	Description	Platform(s)	Managed by?	Example	Notes
Educational	Educates visitors on University resources, services, programs, initiatives, and research findings. This genre can be multi-purpose, existing simultaneously with other genres on a single page.	WebCMS	all OHIO	IT Governance	
Organizational/structure	Sometimes webpages are ordered hierarchically to resemble the organizations they represent. For example: within OHIO Treasury Operations are several sub-departments such as budgeting, accounting, and Purchasing. The page is organized hierarchically (via the top menu), which resembles the hierarchy of the organization.	WebCMS	all OHIO	Treasury Operations	Should only be built when an organizational hierarchy of webpages already exists (unless the page is part of a larger reorganizational effort).
Policy/standards	Basic pages that outline a specific policy or procedure.	WebCMS	all OHIO	IT Security Standards	
Biographies	Individuals at the University may require their biographical information (in addition to a picture) to be presented on a single webpage.	WebCMS	all OHIO	Candace J. Boeninger	
University initiatives	Broad over-arching pages outlining major University projects.	WebCMS	all OHIO	Major IT Initiatives	
Events	Major campaigns or social initiatives will occasionally warrant their own event webpage.	CUE, occasionally WebCMS	all OHIO	2023 Martin Luther King, Jr. Celebration	Most events should be posted via the CUE calendar
Group pages	Groups that are either officially or unofficially affiliated with University organizations, divisions, departments, and/or colleges, etc.	WebCMS	All OHIO	The IT Advisory Community: Teaching and Learning Technologies webpage	
How-to/tutorials	Managed within the Knowledge Base and Confluence wiki	TeamDynamix, Confluence	OIT	Enrolling in Microsoft Azure MFA Processing CET Intake Requests	Pages describing technology use, software, hardware, and applications are housed within the Knowledge Base . Pages that describe internal procedures

					and processes (used by Campus Engagement) are stored in the Confluence wiki .
Hardware/Software descriptions	Exclusively maintained within the Knowledge Base	<i>TeamDynamix</i>	<i>OIT</i>	Understanding Supported Software	These pages are owned by groups comprised of Tier 2 subject matter experts.
Procedural	CET internal procedures that outline workflows and processes	<i>Confluence</i>	<i>OIT</i>	Article deadlines	
Service Offerings	Includes information on services, accessibility, security information specific to each offering.	<i>TeamDynamix</i>	<i>OIT</i>	Service Catalog	Service Owner responsibility groups can edit Service Catalog pages.
News pages	All news pages are published via submission to OHIO News .	<i>WebCMS</i>	<i>UCM</i>	OHIO News stories	

Note: If you are not sure who owns specific WebCMS or TDX content please visit the [WebCMS content ownership](#) page to learn more.

Note: Reference the [Knowledge Management Process Documentation](#) for instructions on creating, revising, and publishing knowledge base articles.

Determine your audience. Who is going to visit the page?

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The orientation of the page should determine how the information will be organized.

- External groups** (outward facing page). Content should be displayed in a manner that is attractive, logical, intuitive, and easy to navigate and understand. Externally facing pages use more decorative elements, such as the hero Image, graphics, infographics, and photography. Modules provide an attractive aesthetic that lends to these qualities. These types of pages will require more time and consideration in the drafting process. Audience groups may include:
 - Students
 - Faculty
 - Non-OIT staff
 - Parents
 - Community members
- Note:** Use the Personas to guide your communications. A robust listing of [student personas](#) has been developed to guide content creators. Follow the guidelines on the student personas page to determine which personas to include when communicating with student audiences.
- Internal groups** (inward facing page). Though content on internally facing pages should also be displayed in a manner that is logical, intuitive, and easy to navigate and understand, decorative elements are not as important. Attractive eye-catching design can be used for internally facing audiences, but *does a robust design concept pay an adequate return on investment?* Audience groups may include:

- OIT staff
- Administrators
- Faculty

New page creation (requirements)

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Visit UCM's Website Help Hub to learn more about [Adding New Content](#).

- **New original pages:** In most situations, the need for a new webpage is initially determined by Service groups and CET working collaboratively. Service groups will work in conjunction with their Campus Engagement Specialist (CES) liaisons to draft the original page concept. Once a page has passed the initial review, a CES will draft the page in WebCMS. New web page requests can also be submitted via the [CET Intake form](#).

Development stages:

- A resource manager, service owner, or CET member identifies the need for a new webpage.
 - The campus engagement team verifies the need for a new webpage.
 - The CET member works with the requestor to create a draft.
 - The requestor approves.
 - The CET member follows the normal publishing process (see the [WebCMS Publishing process](#)).
 - A second CET member reviews and publishes.
 - The CET member is responsible for communicating the changes to anyone necessary (like, an IT weekly article, highlighting it in an OHIO IT updates meeting, etc.,).
- **Document migrations:** These are similar to new original pages, except the content already exists in either PDF format or old webpage documentation (see the [new page creation process](#)). PDFs are currently not considered accessible.
 - Some document migrations are simply copying and pasting text. Other projects may require reinterpretation. This determination is at the discretion of the party responsible for the work.
 - **New original content vs. linking a vendor page:** The University possesses a substantial body of help and how-to articles. Sometimes good documentation already exists – and can be linked to.

A general rule:

- **Link to vendor page when:**
 - The vendor's help content is extensive, useful, and applicable.
 - OHIO users' experience is similar or identical to what is explained on the vendor page (e.g., screenshots on the vendor page match OHIO users' experience).
- **Create (and maintain) help content when:**
 - The vendor's help content for that topic doesn't exist.
 - The vendor's help content for that topic is confusing or not useful.

- The tool in question is configured in such a way that OHIO users' experience is markedly different from what is shown in the vendor help article.

Adding text to your page (and design considerations)

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Text for new pages should be carefully planned in a Microsoft Word document or other word processor before being migrated into the WebCMS text editor. It's also a good idea to write your initial webpage draft in unformatted text, since formatting conventions such as headings, bullets, and numbering are often lost in translation from one program to the next. Word processors typically use sophisticated spelling and grammar checkers, which can help you discover mistakes before migrating to the WebCMS editor.

Start out with a basic draft with minimal formatting. Some page types and modules allow for unlimited text. Other modules only allow a certain word count. Therefore, knowing your page's overall design (before drafting content) will set the parameters for how much text will be allowed. Conversely, if your new page is expected to be "text heavy" then selecting a module that accommodates this style should be decided early in the design process.

Hyperlinking text

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Hyperlinking is especially useful when there is additional information available but may be slightly off-topic from the content of the webpage. Hyperlinks also allow authors to expound nuanced topics. Since hyperlinks typically contrast with normal paragraph text (in WebCMS the typeface is bolded and colored Cutler Green) readers can skim a text and easily find relevant external content.

If you require assistance on how to hyperlink in Web CMS, UCM has provided a robust collection of self-guided tutorials on the topic of hyperlinking. Visit [Managing Links](#) to learn how to hyperlink.

Hyperlink text should have these attributes:

- Short and concise, preferably a phrase of no more than 3-5 words.
- Be a call to action. Instruct the viewer on their next steps.
- Give context to the landing page indicated.
- If linking to a file Include the file type (e.g., PDF, PPTX, etc.,) at the end of the link text.
- Use the title of the landing page (if it matches the criteria in this bullet list).

Warning: Avoid hyperlinking entire sentences. Look for the action words in the text that indicate more information.

Here is an example of text that has been hyperlinked correctly:

"If you or your students have questions or concerns, please contact the [IT Service Desk](#) or visit [Getting Started with Inclusive Access](#) for more information."

Also consider whether a link could be emphasized by using Modular Page elements like a call to action button, image tile, icon tile, icon group, card link, or topic preview – see our [Web Element Catalog](#) to review your options. Buttons can be stylized in the text editor.

Note: WebCMS provides direct node linking to other WebCMS pages. When linking to other WebCMS pages, be careful to use the externally facing URL. Externally facing URLs begin with www.ohio.edu/oit. Drupal/WebCMS internal links begin with www.webcms.ohio.edu/. The latter is used internally by web editors and cannot be seen by outside users. If used, page visitors will encounter a 404 Error (or similar message). Visit [Managing links](#) to learn more.

More Information: To learn more about creating useful hyperlink text, check out this guide for [writing effective hyperlinks](#) from the Nielsen Norman Group.

How to upload files to IT Downloads (for hyperlinking)

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When linking to a file is necessary, do the following:

1. Upload the file into the appropriate subfolder of the [IT Downloads](#) Group. When opened, the subfolders are available in the left navigation menu. If you do not have access to the group, post a request to be added in the [OIT Website channel](#) on Teams.
2. Select the ellipses to the right of the file name.
3. In the menu, select **Share**.
 - a. Select **People you specify can view** under the **copy link** heading.
 - b. A new menu will open.
 - c. Select **People in Ohio University**.
 - d. Make sure that **Can view** is selected under **More settings**.
4. Select **Apply**.
5. A new link box will appear.
6. Select **Copy** to copy the Link.
7. Use the copied link in Web CMS. Include the file type (e.g., PDF, PPTX, etc.) at the end of the link text.
8. To test the link, open the link in an Incognito or Private Browsing window to see if it asks for login credentials.

Updating or Moving Files

- **Updating a file:** There are two ways to update a file while preserving existing links to that file:
 1. Edit the file in place using the appropriate Office 365 tool - works with MS formats like DOCX, PPTX, XLSX that have a corresponding Office 365 app.
 2. Overwrite the existing file with a new uploaded version of the same name - works for all formats. If you choose this method, make sure the name of your new file matches the old one exactly.
- **Moving a file:** If you move a file within IT Downloads, make sure to verify that your Web CMS link to the page still works.

How to add images/videos

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Images are great for providing interest, context, color, and creativity to your webpages.

UCM has provided an exhaustive series of pages dedicated to [Using Images on the Website](#). Please explore these pages for more information on OHIO's best practices: embedding images and videos; editing images; how to find images in [Photoshelter](#); and the use of [Hero images](#).

Using images already stored in WebCMS

Images that have been previously uploaded into WebCMS are available for reuse. Images can either be marked as published or unpublished.

1. Select the **insert image** function in the WebCMS editor, a dialog box will open.
2. In the top lefthand corner of the window select **All media**.
3. Select **Published** or **Unpublished**.
4. **Provider:** is optional.
5. **Media Name:** If you know the name of the media you are looking for you can enter it here.
6. **Language:** is optional.
7. **Select the image you want.** It will be marked with a green checkmark (you can only select one image at a time).
8. Scroll to the bottom of the dialog box.
9. Select the **Select Media** button.
10. At the bottom of the dialog box, the editor provides additional steps for image style, hyperlinking, alignment, and captioning. These settings are available depending on your specific needs.

How to add images to the OIT group

WebCMS allows grouping of images within its database. OIT has its own image group.

1. Select the **Insert image** function in the editor, a dialog box will open.
2. In the top lefthand corner of the window select **Add new image**.
3. Give a name to the image. Make sure the name is descriptive enough so it will be easily distinguishable (in a list) from similar images.
4. **Choose the file.** This allows you to upload an image from your device (there is a 2 MB limit to file size).
5. Give the image some **alternative text**. See the section on providing [how to use alt text](#).
6. **Crop/Edit** the image as needed.
7. Mark the image as published if you will be publishing immediately. Mark as unpublished if you are collecting images in a group to use later.
8. In the **Group** box type "OIT." This will add the image to the OIT group.
9. Select **Save image**.
10. At the bottom of the dialog box, the editor provides additional steps for image style, hyperlinking, alignment, and captioning. These settings are available depending on your specific needs.

How to use alt text

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Alt text fields are available for both images and hyperlink text in WebCMS.

Alt text can be used in many different forms and contexts. It can describe what is happening in a picture, explain why a link is relevant, or create a summary of information in a graph. It is also indexed by search engines, displayed in search result snippets, and used in the absence of an image (when an image doesn't load).

Screen readers use alt text to aid those who may be visually impaired. These devices organize information on a page audibly, so that visitors can decide which information is most relevant to them. Headings provide auditory benchmarks, and alt text differentiates images, graphics, and links so that users can quickly select items they are most interested in.

Please visit the section titled *Image Descriptions and Alternative Text* on UCM's page [Universal Techniques for Digital Accessibility](#) to learn more about creating effective Alt Text.

Things to avoid when using alt text:

- Do not use phrases such as “This is an image of...” or “This is a picture of...” when creating alt text. Screen readers automatically announce the presence of an image, therefore making this information redundant. Screen readers will read all information on a page and are unable to differentiate important vs. unimportant items.
- Do not use similar language for each alt text on a page. Each item should be uniquely discernible so that the user knows exactly what is being viewed.

Good practices when using alt text:

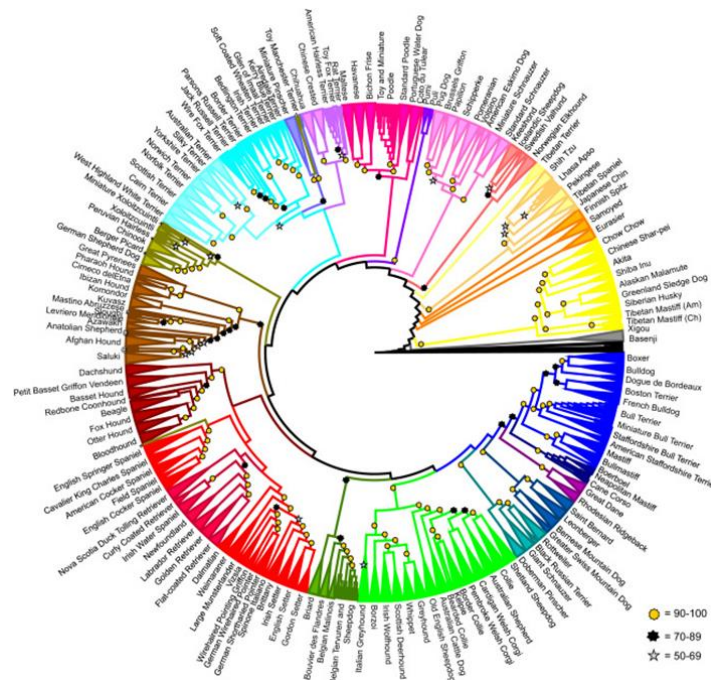
- Should be concise and to the point.
- Should adequately describe the image, graphic, or landing page.
- Should be relevant to the surrounding text.
- If there is text on an image, please consider the following:
 - If the image is decorative in design (and does not provide additional context to the words within the image) the alt text should copy that text verbatim.
 - If the image provides additional context to the text within the image, alt text should summarize both the text and contextual elements.
 - If there is too much textual information to list, the alt text should convey the summary meaning of the image.

Some alt text examples

Using the following image:



- **Image alt text:** should adequately describe the context of an image. It should also be relevant to the surrounding text. Here are three examples:
 - **BAD:** *“A picture of a building and the sun.”* This alt text provides zero context for the picture and uses the phrase “A picture of.”
 - **BETTER:** *“A blinding sun sends golden rays, reflecting off blades of emerald grass in the Athens campus College Green, under a clear spring sky.”* While this alt text provides plenty of context, it’s a little *too wordy*.
 - **GOOD:** *A new spring sun shines brightly through Athens’ campus trees.* While this description doesn’t describe the entire picture – it provides enough context to give a mental image.
 - **Note:** *Remember the adage “A picture is worth a thousand words.” A picture can provide multiple contexts. Be sure to describe the context that best suits the surrounding text.*
- **Hyperlink Title text:** should adequately describe the landing page or website that the text is linked to. While hyperlink Titles do not exhibit the same behaviors as “alt text” it does provide information when “hovering” over a link with a mouse. Hyperlink Titles should **always** be used for videos.
 - **BAD:** The alt text matches the hyperlink text in the current page verbatim.
 - **BETTER:** The alt text is the title of the page.
 - **GOOD:** The alt text describes the purpose of the landing page and why it is useful to the visitor.
- **Chart or infographic alt text:** should describe the most obvious conclusions that can be drawn from the visual aid, while simultaneously providing additional insight.



- **BAD:** “This is an infographic about dogs.”
- **BETTER:** “A circular infographic that demonstrates the historical breeding of Bloodhounds, German Shepherds, Bulldogs, Cocker Spaniels, and many more!”
- **GOOD:** “A circular infographic demonstrating the historical breeding of modern domestic and wild dog breeds.”

Adding alt text to hyperlinks (the technical application in Drupal)

This section is additional information that may not be available in UCM’s normal tutorials/help guides. The following is a practical explanation of how alt text is described by Drupal in certain instances.

When adding hyperlinks to a page, a dialog box will open to allow you to link the URL of the destination page. In WebCMS, the alt text for hyperlinks is called the **Title**.

Add Link

URL

[Open File Browser](#)

Start typing to find content.

Title

Populates the title attribute of the link, usually shown as a small tooltip on hover.

▶ ADVANCED

Link field for adding alt text

Save

Adding alt text to images

When adding images to a page, a dialog box will open. In WebCMS the alt text for images is called by its full name **Alternate text**.

Embed media item

Selected entity
training-video-navigation.jpg

Image style
None (original image)

Link image to
Nothing

Alternate text
A new spring sun shines brightly through Athens' campus trees
This text will be used by screen readers, search engines, or when the image cannot be loaded.

▶ IMAGE LOADING

Align
☒ None ☐ Left ☐ Center ☐ Right

Caption

Back Embed

Image field for adding alt text

Editing menus

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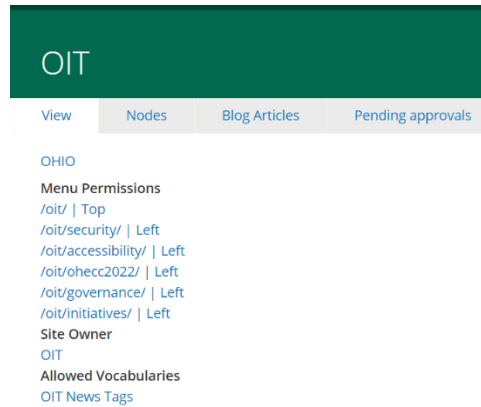
When editing menus, remember that any changes you make will be visible immediately after saving. There is no "Needs Review" status for a menu entry.

Our site's top and left navigation menus can be found in the [View tab](#) of the [Web CMS editor/publisher interface](#). (You must have WebCMS access to view these links).

- Log in to <https://webcms.ohio.edu/web-login>
- Select **OIT** in the main body of the landing page.
- Go to the **View** tab.
- The menu structure is represented vertically under the heading **Menu Permissions**.

Our Menu Structure

The **Menu Permissions** include both the **top** and **left** navigation menus on the OIT primary home page, as well as major OIT subgroupings such as security and accessibility, etc.



Top Menu

The Top menu controls what customers see in our top navigation bar. Top menu items should be reserved for the most important categories of information. These categories are at the top of a large hierarchy of webpages.

- *Example: this is the OIT home page Top Menu. Within the WebCMS editor it is labeled as: /oit/ Top.*



Left Menus

The left menus control what customers see on the left side of a browser. Mobile devices use a “hamburger” drop down menu. Left menus can have up to three levels.

- *Example: this is the OIT home page Left Menu. Within the WebCMS editor it is labeled as: /oit/security/ | Left*
- When published, the left navigation menu will exhibit these behaviors:
 - **Nav items with no subpages:** Will function like a link. There will be no name next to the Arrow.
 - **Left nav item with one or more levels of subpages:** Viewers can select this item to reveal/hide a list of subpages. Its name will have an arrow to let customers know it is expandable.

Phish Bowl	
Report an Incident	◀ Behaves like a link
Training & Awareness	▼
Secure Workspaces	▼ ▶ Behaves like a dropdown
Protect University Data	▼

Menu item naming

- **Keep names short but clear:** In most cases, you should use a shorter version of the linked page's full title.
- **Avoid redundancy in nested menus:** Don't repeat the service name in front of every submenu item.

Creating or editing menu items

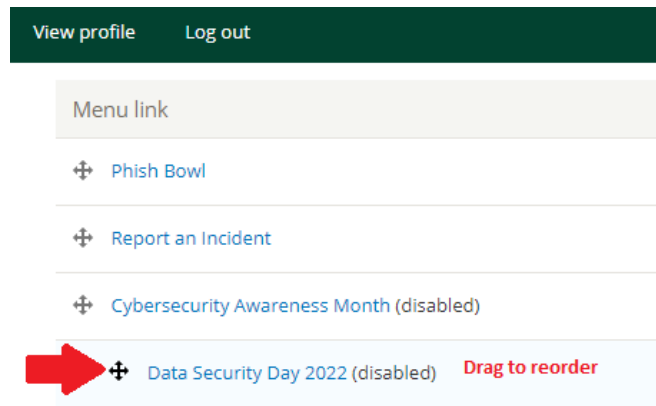
1. Within the **View** tab, navigate to the appropriate menu entry (such as /oit/security/ | Left).
2. To **create** a menu item, choose **Add Link**. To **edit**, choose **Edit** next to the item you wish to modify.
3. Complete the fields as follows:
 - **Menu link title:** This is the text that visitors will see.
 - **Link:** The URL for the menu item.
 - For WebCMS-hosted links, start typing the name of the page and select it from the list of nodes (e.g., Get Help [50346]).
 - External URLs should be entered manually, including the entire path.
 - **Enabled:** Uncheck this box when creating a new item. Doing so gives you a chance to verify that everything looks correct before the item becomes available to customers.
 - **Description:** This text will display as a tool tip if a visitor hovers over the menu item without selecting.
 - **Show as expanded:** This option should remain unchecked.
 - **Parent link:** If the new page belongs underneath an existing menu item, select the parent page here. Do not go more than three levels deep.
 - **Weight:** This item can be left at zero.
4. Select **Save**.

Changing the location of a menu item

1. Within the edit menu page, place the cursor over the crossed arrows icon and hold the left enter key on your mouse. This will allow you to “grab” the Menu Link.
2. Move the menu link to the desired position within the hierarchy.

Note: dragging can affect both vertical position and parent/subpage relationships. Parent/subpage relationships are identified via indents. When moving an item, verify that it is in the correct position, and indented appropriately.

WebCMS does not prevent you from adding more than three menu layers, however it will only publish three. If you add a fourth layer, it may cause the webpage to behave incorrectly.



After moving the menu item:

1. Make sure the **Enabled** check box is selected next to the item.
2. Scroll to the bottom of the page.
3. Select **Save**.

Note: If you select an **Edit** button before saving, any previous changes you made will be lost.

Enabling/Disabling an existing menu item

1. Within the **View** tab, navigate to the appropriate menu entry.
2. Check/uncheck the **Enabled** to make menu items visible (or invisible) to customers.
3. Scroll to the bottom of the page.
4. Select **Save**.

Accessibility

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Our [Digital Accessibility Guidelines](#) say it best:

“OIT is committed to supporting universal access to Information and Communication Technology (ICT) at Ohio University. Improving accessibility makes technologies like websites, apps, software, documents, and videos easier for everyone to use, including people with disabilities.”

Since we are ethically and legally responsible for adhering to accessibility and usability principles, editors and publishers should become familiar with our guidelines linked above.

A few accessibility reminders:

- **Avoid using images without context:** If you upload an image of a complex diagram, it will be functionally invisible to some users. Always generate useful [alt text](#). If the image contains essential information, make sure that information is also described in the page's main text.

- **Optimize pages for visitors who scan:** Sighted users [scan webpages](#) to look for relevant content. Screen-readers also scan content. Accommodate this behavior by: **Using bulleted lists and short paragraphs.** A wall of text can prevent users from reading. Break up text so it's easier to scan.
- **Use descriptive links:** Ensure that your link text is meaningful. Carefully [select hyperlink text](#).
- **Avoid spatial verbiage:** Words like above, below, to the left, on the right seem intuitive, but can be confusing for some page visitors. The webpage layout will reorganize on different devices (i.e., mobile vs. tablet vs. desktop, etc.). Spatial terms will become meaningless in some instances. Phrases like "Select the button above" will not have meaning to someone using assistive technology.
- **Use globalized language:** Make sure to use simple words with precise meanings. Avoid homonyms with multiple definitions.
 - **Example:** Use "select" rather than the word "click." Click is also an auditory sound and may be confusing for international users who may be unfamiliar with its colloquial usage.
- **Use Headings:** The text box in WebCMS allows you to select specific styles of headers. Do not use boldface to highlight headers. Your page outline is used by search engines and assistive technologies like screen readers to give the user, or the search engine, a better way of navigating through relevant text. Proper headings allow all viewers to easily "skim" a page for the content relevant to them. [Use page headings frequently](#).
- **Use descending headings:** Headings are classified as H1, H2, H3, H4 etc. H1 is the largest typeface. Higher numbers (such as H4) are sequentially smaller typeface. Larger headings denote broader topics, smaller headings are for subtopics.

Reviewing and publishing process

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This section describes additional processes required by CET, in addition to the technical process of drafting, editing, and publishing pages. The following procedures ensure a consistent reviewing and publication process.

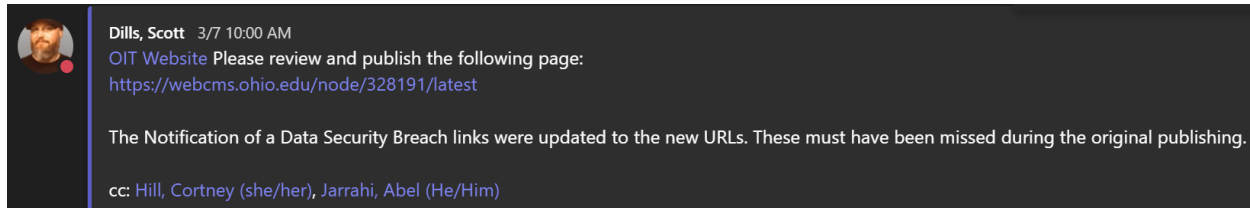
If you require assistance using the WebCMS tools, step-by-step tutorials and instructions can be found by visiting UCM's [Website Help Hub](#). Web editors, managers, and publishers should carefully explore UCM's resources, and become familiar with WebCMS's full capabilities.

UCM also provides a monthly [Web Editors forum](#). All persons creating and editing webpages on www.ohio.edu/oit are strongly urged to utilize these resources.

Making changes to an existing WebCMS page

1. Visit UCM's Website Help Hub subpage [Edit and Publish](#) to learn the step-by-step process of editing and publishing a page in WebCMS.
2. Once changes have been made, document your changes in the **Revision Log**. The revision log is a small text field in the upper righthand corner of the editor. Type a brief explanation here that briefly describes what has been changed on the webpage.
3. Save the draft as **Needs Review** (do not publish without first seeking a peer review).

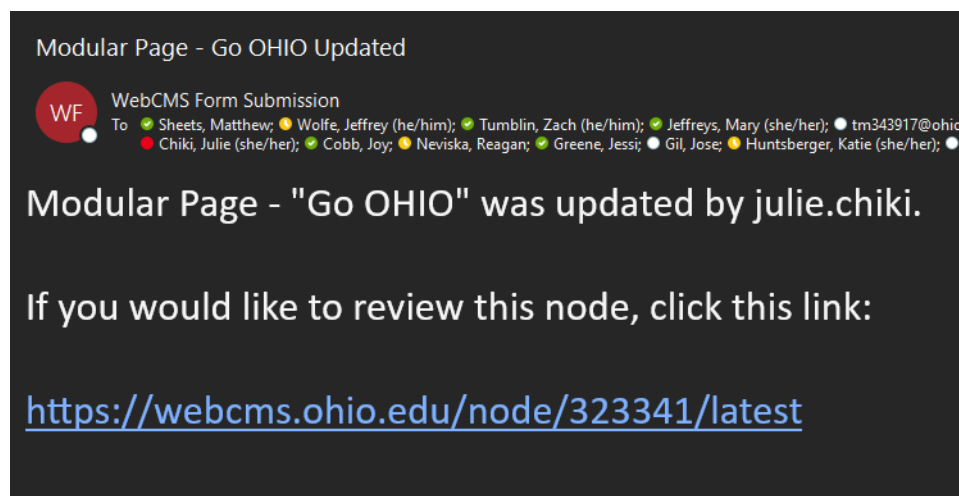
4. Post a new conversation in the [OIT Website channel](#) asking for review. Approvers will follow the procedure outlined in the next section titled [Responding to a Review Request: Publishers](#). The post should include:
 1. @mention the [OIT Website channel](#).
 2. @mention a specific publisher (optional).
 3. State the expected timeline/urgency of publishing.
 4. Include the link to the "Latest Revision."
 5. A brief synopsis of what has changed
 6. @mention/CC: any impacted colleagues or service teams for awareness.



Note: To make your editor's life easier, please include the **latest revision** of the webpage. A link to the latest revision can be found at the bottom of the newly drafted page (after saving a page as a draft). The latest version URL will look similar to this: <https://webcms.ohio.edu/node/159376/latest>. The word "latest" will always be at the end of the URL.

Responding to a Review Request: Publishers

1. Monitor the [OIT Website channel](#) in Teams.
2. When someone posts a request for review, reply to that thread with the word "**Reviewing**" in the comments. *This should prevent multiple people reviewing the same item simultaneously.*
3. Follow these steps to complete the review:
 - a. Select the provided URL to visit the latest version of the page. If the latest version has not been provided in the request, you can visit the node via your profile in WebCMS. WebCMS editors should also receive an email stating recent changes such as below:



- b. Once the page is open, scroll to the bottom of the page. A list of menu items should be present in this order at the bottom of the page: **View**, **Edit**, **Latest version**, **Delete**, **Revisions**, and **Clone**.
- c. Select **Revisions**. This will take you to a listing of all revisions past and present for the current page. Each revision should have a brief sentence or two under the node version title, explaining what was changed in that revision.
- d. Select the radio buttons to compare the changes between two different versions.
 - The first column of radio buttons falls under the category **Compare this...**
 - The second column falls under the category **...with this**.
 - Select one level of revision in each column to compare.
- e. After selecting two levels of revision scroll down to the bottom of the page and select the **Compare selected revisions** button.
 - Once the comparison page loads, additions will appear in green; deletions will appear in pink strikethroughs. (These colors will disappear when you publish).
- f. Select the browser's back button to take you back to the **revisions** page.

View	Edit	Delete	Revisions	Clone
Revisions allow you to track differences between multiple versions of your content, and revert to older versions.				
Revision	Compare this...	...with this	Operations	
05/02/2023 - 14:00 by jarrahi (Published)		<input checked="" type="radio"/>	Current revision	
05/02/2023 - 13:37 by julie.chiki (Needs review)	<input type="radio"/>		<div>Revert</div> <div></div>	

Edit after reviewing the latest version

At the top of the page are a row of menu items: **View**, **Edit**, **Latest version**, **Delete**, **Revisions**, **Clone**.

1. Choose the **Edit** tab and do one of the following. You will need to scroll to the bottom right of the page to see the publishing options.
 - **Publish page as-is:** Set the dropdown from **Needs Review** to **Published** and click **Save**. You do not need to fill out a revision log.
 - **Publish page with additional edits:** If you revised anything as part of the review process, note those changes in the **Revision Log** before setting the dropdown to **Published** and clicking **Save**.
 - **Send page back to editor for revisions:** If the page requires extensive changes, set the dropdown from **Needs Review** to **Draft** and click **Save**.
2. Reply to the original Teams thread with one of the following:
 - a. **Published.** Include any other applicable information (e.g., "I made a few wording changes" or "I fixed a broken link").
 - b. An explanation that the page needs additional edits before it can be published.

Self-Publishing

Under normal circumstances, publishers should avoid approving their own changes; however, there are two situations where it's ok to self-publish.

Emergency Updates

If something is broken on our site, it's okay to fix the problem immediately without following the normal approval process. Examples include bad links, inaccurate content, and typos reported by customers.

When fixing an issue like this, you should always:

1. Include a note in the **Revision** Log that explains why you chose to self-publish.
2. Create a thread in the [OIT Website channel](#) in Teams to let CET know about your changes.

When CET peer reviewers are not available

If another CET publisher is not available to approve changes, it is acceptable to set the status from **Draft** to **Published** (with the proviso that a relevant colleague, subject matter expert, IT website Editor, etc.,) checks your work before publishing. This method is not preferred and should be avoided when possible.

When you perform an in-person review:

1. Include a note in the **Revision** Log that indicates who approved the content.
2. Create a thread in the [OIT Website channel](#) in Teams to let CET know about your changes.

When random errors are discovered

If you find an error somewhere on the [OIT Website](#) (broken link, typo, etc.) please follow these steps:

1. Post a new conversation in the [OIT Website channel](#) alerting the Campus Engagement team to the error. Be sure to @mention the channel so followers get notified.
 - Example: "@OIT Website - It appears that the _____ link on the _____ page is broken."
2. A member of the Campus Engagement team will work to identify an SME who owns the page, ask the SME for relevant information, and then correct the error.
3. If the change requires awareness, please @mention any impacted colleagues or service teams.

Resources

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Join the [Web Matters newsletter](#) to learn all of the tips and tricks for website management. Learn more about [Web Policies](#) from University Communications and Marketing.

The [Knowledge Management Process](#) outlines how new articles are created and managed within the Knowledge Base.

UCM also provides a monthly [Web Editors forum](#). All persons creating and editing webpages on www.ohio.edu/oit are strongly urged to utilize these resources.

Further reading

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Harvard University. *Write good Alt Text to describe images*. Digital Accessibility.

<https://accessibility.huit.harvard.edu/describe-content-images>

Lamprecht, Emil. (2023). The Difference Between UX and UI Design – A Beginner's Guide. Career Foundry. <https://careerfoundry.com/en/blog/ux-design/the-difference-between-ux-and-ui-design-a-laymans-guide/>

Microsoft. *Everything you need to know to write effective alt text*. <https://support.microsoft.com/en-us/office/everything-you-need-to-know-to-write-effective-alt-text-df98f884-ca3d-456c-807b-1a1fa82f5dc2>

Pernice, Kara. (2017) *F-Shaped Pattern of Reading on the Web: Misunderstood, But Still Relevant* (Even on Mobile). NN/g Nielsen Norman Group. <https://www.nngroup.com/articles/f-shaped-pattern-reading-web-content/>