Cascade CMS
Quarterly Training
March 12, 2020

Agenda

Welcome	Elizabeth Billington Director, Digital Communications	11 – 11:05 A.M.
Standard Template	How to Write for the Web • Heading Tags (H tags) • Meta Description • Formatting Content • Sidebars • Bullet Points • Language/Writing Style • Data Tables • Image Size for News/Events	11:05 – 11:40 A.M.
Clive Form Tool	Overview	11:40 – 11:45 A.M.
Discussion/Questions		11:45 A.M. – Noon

Heading Tags (H Tags)

The H1 to H6 tags are used to define Hypertext Markup Language (HTML) headings.
H1 defines the most important heading. H6 defines the least important heading.

In Cascade CMS, the H1 is the Display Name.
- First header visible on page – important for the user experience (UX)
- Helps Google find relevant information for Search Engine Results Page
- Only one H1 tag per page

H tags should be used in descending order
- H2 is your next subheading – try to use at least one to two per page
- H3 may be used directly under H2 – should be relevant to content directly preceding
- H4-H6 are not necessarily needed
- Do not bold h tags or make them links – red text/underline indicates a link already

Think of the H1 as your book title and and an H2 as your chapter title(s). Be specific!

Meta Description

The Description is now a required field. If older pages do not have content in the Description field, you will have to add it before you can submit the page.

The content that is placed here becomes the meta description that appears on a Search Engine Results Page (SERP). This is crucial information that helps a user decide which page to visit.
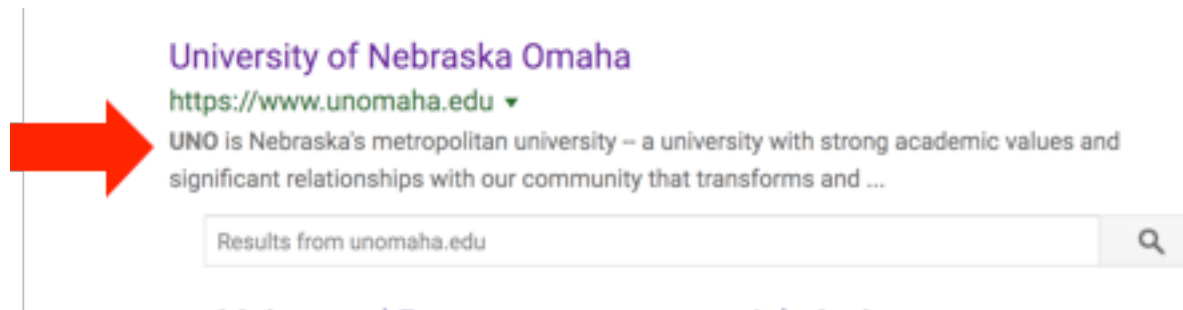
The meta description is an HTML attribute that provides a brief summary of a web page. Search engines such as Google often display the meta description—typically up to 160 characters long—in search results where they can highly influence user click-through rates.

Formatting Content

Visitors to a website don't want to read through paragraphs of information. They scan it for the information they want, so make it easy for them to find it.

Write short paragraphs (two-three sentences), use subheadings, and bullet lists.

This should be your first H2 (Heading 2)

The H2 is your subheading. It should be specific to what the content directly below it reads. Search engines look for content within an H tag that is relevant to a user's search.

The content in this area should be easily digestable—people scan for information on webpages and don't want to read through blocks of text:

- 2-3 sentence paragraphs
- Use bullet points for lists that have three (3) or more items
- Use plain language, not institutional jargon
- Get straight to the point

This is where you can use an H3 (Heading 3)

H3 tags can be used as a subheading for H2 content. Subheadings should be used in descending order. Search engines look for "H" tags for Search Engine Results Page. Screen readers also read content in order of H tags.

Continue with this hierarchy as needed.

Note: Do not use headings simply because you prefer the font style or size, and do not bold or italicize headings.

Example Without Formatting for Web

The content below is the same as the content above, just not written in a web-friendly format.

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This is where you can use an H3 (Heading 3). H3 tags can be used as a subheading for H2 content. Subheadings should be used in descending order. Search engines look for "H" tags for Search Engine Results Page. Screen readers also read content in order of h tags. Continue with this hierarchy as needed. **Note**: Do not use headings simply because you prefer the font style or size, and do not bold or italicize headings.

Remember: Content is Queen!

Sidebars

The main section of the Standard Page should be used for your most important content.

Sidebars are valuable real estate! Don't just add a long list of links.

Use the sidebar to:
- Highlight an interesting course
- Announce research opportunities
- Share a student profile
- Add a relevant/informational video

Also add:
- Contact information (specific to page, or contact block)
- Additional Resources (3-5 links–don't overwhelm the reader)
- Social media icons/widgets

Shared blocks can be used here to add the same information to multiple pages.

Bullet Points

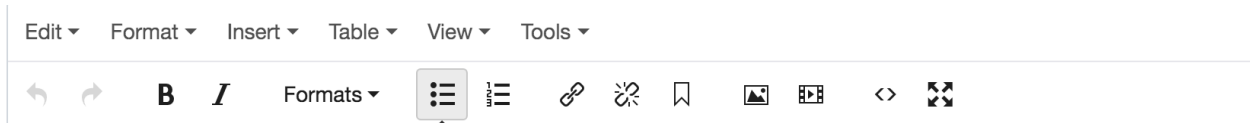Use a bullet list if you have three or more items for better readability.

In Cascade CMS, type your items, then highlight them:
Item one
Item two
Item three

Select Bullet List on the toolbar:

Click Format > Custom > Standard

If, after submitting, the bullets do not appear, go back to Edit

Highlight list > Click Format on the top toolbar > Select Clear Formatting > Try again

People tend to pay attention to the first and middle bullet point, so be strategic with your content.

Language & Writing Style

It's important to write content that's easily understood by a large audience. Prospective and current students/faculty/staff, and parents are UNO's audience.

Don't use institutional jargon.

- Write at the level a high school junior or senior can easily understand—someone who hasn't yet been to a university. (Most people don't know what "matriculation" means, so define it first, then use the word.)

More isn't always better.

- Information should be concise, relevant, and easily understood
- Link to the university catalog for specifics—use your page for marketing your program!

Use UNO's Writing Style Guide.

- UNO follows AP Style, but there are exceptions

Cascade CMS has a spellcheck tool. Use it every time you edit a page.

Data Tables

Creating tables in Cascade CMS can be tricky. Adding a data table is a new option available on the Standard template.

Input your information to Excel.
- Ensure there is a header row.

Save the spreadsheet as a .csv file.

Open the page in Cascade where the file will be displayed.

Click Choose File > Upload the file > Publish the file > Publish the Page

The table will not show in preview–only on the live page.

Image Size: News & Events

Minimum size is 800 x 1200

- Use UNO photos from PhotoShelter, or high resolution images; steer clear of stock imagery. (UNO has some of the best photojournalists out there—let's share their work!)

- If the image is not the correct size, a placeholder photo may be inserted by the News/Editorial team instead of the image attached the article

- Use the news template for news stories and the event template for events

- No need to duplicate stories – if it's in the UNO News Center, link it in your news center

Clive Form tool

- Matches web styles, responsive

- Embeds in Cascade easily

- Exports in .csv

- Can add attachments

- Automatic response email

- unomaha.edu/news/maverick-in-the-making/application.php

Clive Form tool

- More information: unomaha.edu/university-communications/our-services/clive-form-tool.php

- Other form options:
  - My Emma
  - Google Forms

The next training session is tentatively scheduled for June 25, 2020.

Have an idea for a topic? Email Jen at jmccahill@unomaha.edu