

## LAB WEBSITE CONTENT GUIDE

<b>INSTRUCTIONS.....</b>	<b>2</b>
<b>WEBSITE CONTENT.....</b>	<b>3</b>
HOME.....	3
RESEARCH / PROJECTS .....	3
LAB MEMBERS / PEOPLE .....	3
PUBLICATIONS .....	3
NEWS .....	3
IMAGE GALLERY / PHOTOS .....	4
CONTACT.....	4

## INSTRUCTIONS

Create a new Dropbox folder with the name of your Lab and deliver compiled, finalized content within. All text in your documents should be entered exactly as you would like it to appear on your website. We do not edit typos or punctuation.

The primary contact in your organization is responsible for ensuring that all content is correct and accurate

You do not have to give instructions on how to lay out content. We will take what you provide us and endeavor to format and organize it in a manner which follows current best practices in web usability and which makes the best use of your templates, tools, and functionality. You will have an opportunity to provide feedback during the preview period of the site building process.

***When all content is finalized and uploaded to your Dropbox folder, please submit our [‘Website Content Intake Form’](#), so we can begin designing your site.***

### **Some web-writing tips:**

- *Website users visit your site with a question already in mind and hope you have an easy-to-find answer.*
- *A scannable document gets the point across as quickly as possible. Information is clearly organized, labeled, and presented in small, easily-digestible chunks.*
- *Use headers to break up your text. A header indicates the topic of the next few paragraphs.*
- *If you have a list, make it bulleted or numbered.*

## **WEBSITE CONTENT**

Most lab sites have the broad categories of content listed below. Your lab may need some or all of these groupings.

In addition, you may also want to create some new category unique to your organization. The order indicated below is merely a suggestion. You may choose to arrange it however you wish.

*Simply keep in mind that the amount of available space in the horizontal navigation is not unlimited.*

### **HOME**

For the home page, you do not usually need to develop a great deal of content, because it is usually a “table of contents” that leads people into the rest of your site. Your introductory paragraph should be no longer than 200 words. Highlight your lab’s mission, news & events, and then a jump to your research/projects section.

### **RESEARCH / PROJECTS**

All of the content and multimedia you want to provide about your lab’s work and the kind of research you’re doing is typically in a section under this heading.

### **LAB MEMBERS / PEOPLE**

Provide a list of all current (and previous) lab members you want to list. Do not include headshots in the document, please upload them separately in the Dropbox folder and make sure they are high resolution (at least 1MB in size)

### **PUBLICATIONS**

Publications can be imported directly using a PubMed feed. Please specify the best search query we should use to get your publications using this system.

If you would only like to post 10-20 most recent publications, please provide their links to PubMed.

### **NEWS**

Provide links and any summary information you’d for us to use to build your initial page.

### **IMAGE GALLERY / PHOTOS**

If you have photos regarding lab activities and/or photos and imagery regarding the work you do, please upload original files to your Dropbox folder. In your document please indicate what photos should be grouped together and what captions you'd like to use.

It is extremely important that you submit images that meet the following criteria:

- High quality, well lit
- High resolution (this usually means at least 1MB in size)
- Do not contain any imagery of animals

If you do not have suitable images, you can search for appropriate stock images here: <https://stock.adobe.com/>, and list their file #'s when filling out the '[Website Content Intake Form](#)'

### **CONTACT**

Please provide best contact information for audience. If you would like to include a google map, please provide correct address.