Events template – hints and tips

Before you add an event… please note that all events added to Contensis CMS must be relevant for external people to the University. Events for an internal audience will not be approved onto the website.

Example listing page

Filename: The web address of your site will often be scanned by search engines and if it contains a keyword someone will be looking for it can help to give the page a higher ranking. Page file names and folder names should therefore be as descriptive as possible without being too long. Ensure your file names and folders are short and include your keywords to help describe the page. Avoid using spaces in filenames; if you do need to separate words then use a hyphen as this will tell search engines to see these characters as spaces separating words.

University Web Services Team
Examples of good filenames: priestley-lecture or education-reform
Examples of bad filenames: priestleylecture or education_reform

**Event title:** Web page headings, sub-headings, titles, alt text, left-hand navigation items and right-hand feature text should be treated in the same way as sentences. There is no need to use initial capital letters for any words other than the first word and any proper nouns.

**Example events page**

![Example events page](image)

**Links:** Make sure your link text is descriptive so it tells the user about the content of the web page it is linking to. A good way to check if a link is meaningful is to read it out of context and check if it still makes sense.

A link that says, 'More...' or 'Click here' tells the reader or a search engine nothing about the destination page. Such links also cause accessibility problems as they may be ignored or read out of context by a web screen reader used by visually-impaired users. A descriptive link will help the subsequent page have a higher search engine ranking.
A good link instead of www.education.bham.ac.uk/raymond_preistley_lecture.shtml would be “Further information on the Raymond Priestley lecture” or “Further details on the School of Education website”.

**Location:** Location details are added in the same way as adding keywords. If your location has a comma in it then you will need to input the location in quote marks so that the CMS does not list each section of the location separately eg. “Great Hall, Aston Webb” will display properly on the page.

**Category tagging:** It is important to tag your event to the appropriate category or categories. This enables users to browse through similar events and find those of interest to them. The category tagging is also used to produce a feed of all events tagged with “Research” to the Research section of the website.

**Start date/End date:** Please note that if your event lasts for four days then in some views of the event calendar you will see the event listed four times (one for each day it is running). This is a known issue that has been logged with the Contensis CMS vendors.

**Images:** A thumbnail image must be used for each event (generic shots of campus will do if no ‘proper’ image can be found).

**Email links:** These should be activated so they can be clicked on from the page.