News template – hints and tips

Before you add a news item... please note that all news added to Contensis CMS must be relevant for external people to the University.

Example listing page

Filename: The web address of your page 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 search ranking. Page file names should therefore be as descriptive as possible. Ensure your file names 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.
Examples of good filenames: brussels-office or brussels-presence
Examples of bad filenames: brusselsoffice or brussels_presence

**News headline:** Web page headings, sub-headings, titles, 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 news page**

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 also help the subsequent page have a higher search engine ranking.

A good link instead of www.bbc.co.uk/news would be “BBC News website”.

**Category tagging:** It is important to tag your news to the appropriate category or categories. This enables users to browse through similar news and find stories of interest.

**Images:** A thumbnail image should be used in the listing for each news story (generic shots of campus will do if no ‘proper’ image can be found).

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

**Headings:** It is important to format headings correctly using one of the heading tags so that screen readers can recognise these. Users who read content with a screen reader may read the page section headings separately from the main page content. This enables them to tab through the headings to sections they are interested in without having to read all the text on a page

**Notes to editors** should be set as a heading 2 in the CMS editor

**Further information** should be set as a heading 2 in the CMS editor

These heading styles can be found in the editor toolbar as below:

Content: Underlines should not be used on the web as they can be mistaken for hyperlinks. Italics and bold should be used sparingly as some people struggle to read them on screen.

The convention in press releases of ending copy with ‘ENDS’ should not be used in web news stories. This is because news stories on the University’s website are read by a wider audience who are not used to or interested in the convention.