

SANTA CLARA UNIVERSITY

An Editorial Guide to the Galaxy

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Content Management

- Who uses a CMS?
- Who has decentralized authors?
- Why decentralizing works
- What's the challenge



First things first

- Your style guide: why
 - basically a lesson plan
 - bonus: consistency!
- Your style guide: what
 - choosing AP/CSM
 - identifying University specific entries
 - working with designers' text requirements
- Your style guide: who



First things first

- Web style guide entries
 - online terminology
 - links
 - learn more, continue reading, go now, more...
 - NOT: click here, jargon, jokes, acronyms, live URLs
 - navigation
 - banners
 - headlines



Sample entries

Web site NOT: website, Website, web site.
Can use just "site" on second reference:
"Santa Clara University is pleased to announce its new Web site. Thanks to a new design and new navigation categories, the site is much more user-friendly." See also: **Web, adj.**

Web, adj. Web site, Web page, Web tool.
Capital W, with space following.
Exceptions: weblog, webcam, Webmaster



Sample entries

Web address not preferred usage;
see URL

URL, acronym, stands for uniform resource locator. Acceptable on first reference. Preferred to "Web address."

online NOT on-line, no hyphen.



Sample entries

home page two words. The first and main page of a Web site. In navigation, should be the first link, written as "English Department Home"

e-mail with hyphen, stands for "electronic mail." Can be used as a verb. When using e-mail addresses on a page, use mailto: links or links to contact pages; do not print address. "E-mail Sarah," not "Contact Sarah by e-mail at sstanek@scu.edu."



Other style “stuff”

- capitalization
- voice/tone: use of “you” or “we”
- non-Web documents
- outside sites
- Changing styles
 - Sometimes necessary
 - Try to be as thorough as possible
 - style is fluid



Teaching tools

- Exercises
 - rewriting links for fake content page
 - identifying keywords and synonyms
 - creating navigation for fake site
 - redrawing a site map for a real site
 - model sites



Teaching tools

- One-on-one reviews
 - part of regular site reviews
 - with technical review
 - as part of redesign
- Online tools
 - searchable style guide
 - include style guide in training documentation
 - spell check. always spell check!

Teaching tools

- Review/Approve cycle
 - possible within some CMS apps
 - challenges
 - recommendations



Continue reading

- www.scu.edu
- www.scu.edu/omc/
 - Office of Marketing & Communications, includes SCU's house style guide
- webpages.scu.edu/sstanek
 - download this presentation, sample exercises, and read my editorial blog