Website Rules of the Road

What are the Website Rules of the Road?

The Southwestern College website is only as powerful as the organization and quality of its content. And we know as a content creator it can be challenging to know where to start, and what to focus on.

*In the **Website Rules of the Road** you'll find all the tools and resources you need to*

- *help you identify the primary audience you're speaking to*
- *help you determine if you need a new page*
- *pick the correct page template*
- *write quality content*
- *not break any rules by accident!*

We've ordered the following resources in a linear way that makes the most sense for creating content from scratch, but feel free to jump around to get specific questions answered and content needs met.

What do I need the most help with?

Check out the following questions and choose the resource that most closely matches your query. You can also come back here to check out another resource if you don't find the answer you're looking for.

1. Page Governance

Review the [Page Governance Document](#). This document outlines the processes for creating new users, training them to use the website and create their own content, and maintaining their content. Following these steps will allow the core team to delegate page creation as appropriate, while also maintaining controls over content and page consistency.

Additionally, it clarifies editorial workflow when new pages are requested.

2. How do I identify a page's goal and audience?

Review the [Goal & Audience Worksheet](#). Whether you're creating a new page or editing an existing one, this worksheet can help establish why this page exists, and who this page is for. Taking this step before writing & editing will allow you to holistically understand the needs of this page and create content accordingly. **We recommend printing out this document and writing directly on it.**

3. How do I know when to add a new page or edit site structure?

Check out the [Page Creation & Site Structure Guidelines](#). We're going to define when it's okay to make a new page and when content should be added to already existing pages. We will also provide some guidelines to follow around keeping the site structured appropriately.

4. How do I create a page?

Review the [Page Templates](#) resource. We're going to outline some page structure ideas in templates for you to use when creating pages, based on the content you have. Grab a layout you like and recreate in OmniUpdate with the recommended components.

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5. How do I write page content?

Review [Writing Best Practices](#). We're going to point out some writing do's and don'ts that will help get your creative juices flowing so you can highlight what's important to your audience in a way they will understand.

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6. I'm seeing terms that I don't understand the meaning of.

Check out the [Glossary & Key Terms](#) resource. We're going to define the terminology that you will see throughout our documentation. This can be a handy guide to refer back to while acquainting yourself with the process of creating & managing content on the site.

Still got a question?

If you can't find an answer to your question, please contact Lillian Leopold at lleopold@swccd.edu