![SWC Southwestern College logo]

Page Creation & Site Structure Guidelines

What we'll help you do -

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.

Know what you're looking for?

- **Planning to Add a New Page**
- **Dos and Don'ts of Accordions**
- **Site Structure Guidelines**

Planning to Add a New Page

Before creating a page, answer these questions:

1. Take a look at the kind of content you're thinking about adding.

Is it marketing content?	**If yes**, it should be incorporated as a page component on an already existing page. If the component begins to get too long when all information is added to it, then a new page can be added instead.
Is it task-focused content?	**If yes**, a new page can be created to house this information. Consider adding a component to the parent of this new page that links to the new one.
Is it featuring a specific news story or event?	**If yes**, feature this content on an already existing page using news/events components.
Do you know who will be maintaining this content?	**If no**, a new page should not be created if no one will be maintaining & updating this content.

2. Take a look at the pages in the section where you're looking to add a new page.

Is there a landing page that can "house" this content?	**If yes**, think about whether this landing page could fit another component to feature this content. **If no**, consider if this new page should serve as a landing page for related content in the future.
Is it task-focused content?	**If yes**, consider if this new content could be added to an already existing page in this section. **If no**, this content can be added as a new page to this section.

Dos and Don'ts of Accordions

Sometimes, you may have a lot of information to add to a page. Rather than making the page extra long, you decide to put all of this content into an accordion. **This is not always the best practice** *when it comes to the user's experience of reading this page. Before adding an accordion to a page, answer these questions:*

Is there any content that is imperative for your audience to know?	**If yes**, it is important to not hide any important content into an accordion. This can easily be missed or skimmed over by a user who doesn't know what they should be looking for.
Is the content explaining a service, opportunity, or resource for students hosted by Southwestern?	**If yes**, it should probably get its own page, especially if it has enough content to fill up more than 2 accordion tabs.
Is the content linking off to resources from other organizations?	**If yes**, this content could comfortably fit into an accordion.

If you're not sure whether or not your content should live in an accordion, try writing out all your content outside of the accordion first. If the page gets to be too long, then consider using an accordion. Remember, if there's any content that is imperative for your audience to know, leave that out and above the accordion to ensure that users see it.

Site Structure Guidelines

When thinking about adding a new page, consider these guidelines:

1. **Keep interior navigation lean.** When a page lives in a web of sibling pages & child pages, the navigation experience can get confusing for users.
2. **Group related pages together.** Use parent pages to structurally group multiple pages with related content.
3. **Combine identical information from different pages together onto one page.** This will make it easier to update content in only one place when things change.
4. **Avoid creating one-off pages that will only be relevant once.** These pages are often forgotten and left outdated on the site.
5. **No dedicated FAQ pages.** Instead, incorporate answers to common questions as content on relevant pages.
6. **No dedicated news & events pages.** Instead, use news or events components to feature this content on already existing pages.
7. **No dedicated "About Us" pages.** Instead, incorporate this content throughout already existing pages.

Next Steps

Now what? Check out these resources to help you take the next step

I am seeking basic information related to web training and updating my page **>**

I need to identify my page's goal and audience **>**

I need to choose a page template **>**

I'd like some best practices on writing for the web **>**

I'd like to see a glossary of key terms **>**