

Website Content Guidelines

The Office of Campus Communications will monitor all website content. Authorized users must adhere to the following guidelines, the Website Usage Guidelines, and the Style Guide. The intent of these guidelines is to provide a uniform user experience for visitors to CypressCollege.edu.

Formatting

The website pages are made up of levels. Levels 1-3 are under the control of the Office of Campus Communications. Content updates may be submitted for these pages, but formatting changes may not. All other child pages (Levels 4, etc.) are at the discretion of the page author.

- Level 1 Page: CypressCollege.edu Home Page
- Level 2 Page: Landing pages at the Division, Programs, and Services level
- Level 3 Page: Landing pages at the Department level
- Level 4+ Pages: all subsequent child pages

Landing pages must adhere to the format addressed in the Website Guidelines. To ensure consistency across the site, the formatting cannot be altered, and edits can only be made by the Office of Campus Communications.

Child pages have open formatting. Exceptions:

- each child page must maintain the header and footer that is present across the site
- each child page must have the blue separator line at the top of the page, below the page title
- each child page must have a hero image that matches the rest of the site [Note: this is a carousel section and additional images/graphics can be placed in this space]

Images

Images, including videos and graphics, within the body of the page may be used.

All images must be approved by the Office of Campus Communications. Images may be taken by Office of Campus Communications staff. To request photography, please call us at (714) 484-7006 or email news@cypresscollege.edu to set up an appointment with our photographer.

No copyrighted images will be used. Images not approved by the Office of Campus Communications will be removed from the website.

Headlines

Top-level headlines within the body of the pages should be selected from the drop-down menu of the editor (see Website Training in Canvas) at no larger than H2. Subsequent headlines should be H3, H4, etc., connoting level of importance, and remaining in compliance with ADA requirements.

Bulleted and Numbered Lists

Bulleted and numbered lists are encouraged. Use bulleted lists when the order is not of importance. Use numbered lists when the order matters. Do not mix the lists on a page.

Bold, Italics, and Underlines

Use bold sparingly for emphasis only. Do not use underlines, since underlines represent links. Generally, avoid using italics in online text since italics can decrease readability.

Font

The font, font size, and font color are preset in the WordPress platform. These may not be changed, unless approved by the Office of Campus Communications.

Uppercase (All Caps)

Generally, avoid using all uppercase letters, except for acronyms.

Links

Links embedded within the body of a page are called “deep links.” These links are not exposed within the text. For example, if the desire is to link to our schedule and catalog, the words “schedule and catalog” would be linked to our schedule and catalog page, rather than having the link written out, such as: Check out our [schedule and catalog](#).

A minimum of two deep links should be included in every page for search engine optimization.

Links (Internal and External)

Internal links are those leading to a Cypress College webpage. If the link is directing someone within the website, the link does not need to open in a new window.

External links must always open in a new window. External links (including those that go to PDFs) must only lead to reputable and relevant sites, such as FAFSA, universities, and myGateway, among others. External links that do not adhere to these standards are subject to removal.

Broken links will be removed.

Language

All language used on the website must adhere to the college standards (see Identity Guide; Style Guide). Any inappropriate language will be removed. The use of inappropriate language may result in the loss of access to the site. Please see [Board Policy 3900](#).

Content

The content of the webpage(s) must be Cypress College-related. On profile pages, biographical information is encouraged. Content of a personal nature outside of profile pages will be removed and may result in the loss of access to the site.