

Gentle Suggestions for an Effective Website

Expand your Content

- Professional appearing photograph
- Contact Information
- Research Statement
- Education
- Books
- Seminar/Conference Presentations
- Publications
- Reviews
- Awards
- Grants
- Fellowships
- Collaborations
- Class schedule(s)
- Syllabi (current and past)
- Professional Affiliations
- Pictures of your work
- Recordings of your work
- Short movies of your work

Keep The Content University Based

If you would like to include personal information about pets, outside interests, family, or hobbies (e.g your 2,000 piece kewpie doll collection, or the playful squirrels in your back yard), this should be presented as a link to your personal home website.[e.g. [Learn more about me at http://www.aol.com/myhomepage/kewpie.html](http://www.aol.com/myhomepage/kewpie.html)]

Examples of content rich websites:

<http://www.cwru.edu/artsci/hsty/berger.html>

<http://www.cwru.edu/artsci/hsty/levin.html>

<http://www.cwru.edu/artsci/hsty/koll.html>

Tips to make your page more DYNAMIC!

- Users **SKIM** pages for information, so make your content "skimmable"
- highlight **keywords** - use bold, typeface variations or color
- use hypertext **links** - turn your list of publications into links by scanning your papers and adding them to your website
- use meaningful **sub-headings** (not "clever" ones)
- use **bulleted** lists - the users eye slows down for bullets
- **one idea** per paragraph for research statements etc.. Users will skip over any additional ideas if they are not caught by the first few words in the paragraph
- use the inverted pyramid style in long statements - starting with the **conclusion** as if it is a newspaper article.

Reading Resource

"Don't Make Me Think" by Steve Krug, a web-usability consultant. Available from his website at <http://www.sensible.com/index.html>