

Introduction

You will want to create a specific page for prospective graduate students as this is the page that prospective students will seek out. It should be separate from undergraduate prospective students and current graduate students because you will want to convey different messages to each of these audiences. It is critical to make a good first impression by using content that is web-friendly, easy to read and visually appealing. This document suggests best practices for higher education web content. A specific template is presented for departments that only offer graduate programs using the new Carleton CCMS template, one for departments that offer both graduate and undergraduate programs using the new Carleton CMS template and one for those using other templates.

Writing for the Web

Here are some tips on how to write web-friendly content:

- Use headings and subheadings
- Write for the average reader
 - Assume they have a short attention span
- Organize to serve the reader's needs
 - Place important information at the top
- Use "you" and other pronouns
 - Use subheadings such as ``What You Will Do`` instead of ``Objectives``
- Use short paragraphs and sentences
- Write to one person and not a group
- Use the simplest tense possible
- Use lists and tables when appropriate
- Avoid using confusing words
- Avoid using acronyms
- Minimize words to 20 words per sentence and 6 sentences per paragraph
- For more tips watch Web Services' Webshop on [How to Write for the Web](#)

Using Images & Videos

You can use images and videos on your website to improve a visitor's web experience. Use up-to-date and relevant media that is consistent with the tone of your written content.

- For non-stock photography images, use captions to describe the photo
- Resize images and videos to align with the available space
- If you have multiple images on a page, use photos that complement one another
- Use images that convey information, are powerful and engage your audience
- Use short and simple headings for videos

Key Elements

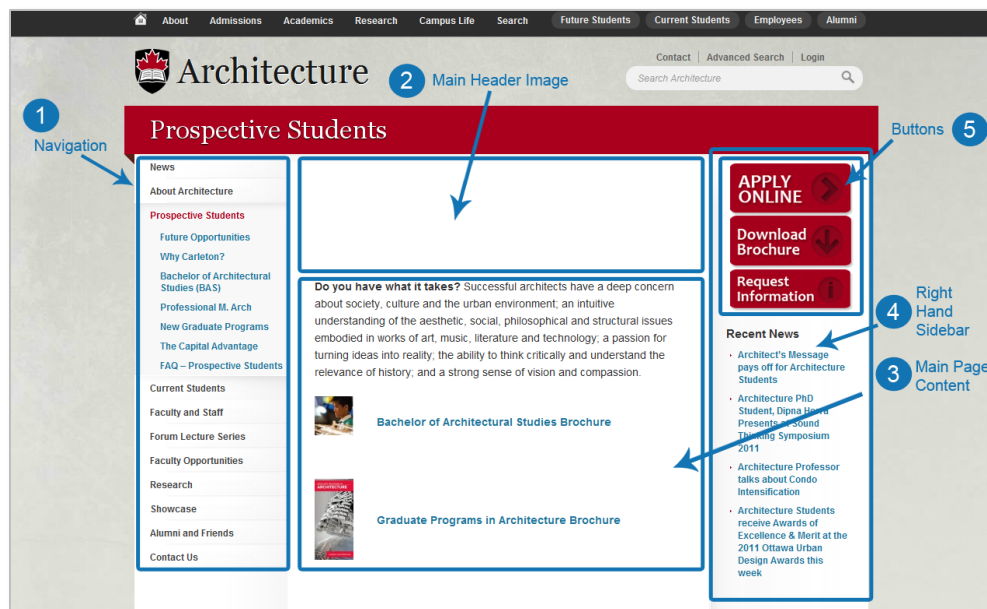
The templates below show what key elements are needed and where they should be placed on the prospective graduate student page.

New CCMS Template – Graduate Program Only



1. **Main Header Image** – Use a compelling image that students can relate to or that directly relates to your program
2. **Navigation** – Use simple, short and common words to ease the navigation process (see suggested Navigation section on page 5)
3. **Main Page Content** – Include main page content for prospective graduate students (see page 4)
4. **Key Link #1** – “Apply Online” (Link to carleton.ca/graduate/applynow)
Key Link #2 – “Download Brochure” (Link to PDF version of brochure)
For instructions on how to update or add Key Links, watch this [video tutorial](#).
5. **Quick Links** – Use one Quick Link that says “Request Information” and link to an email address (<mailto:contact@carleton.ca>) or a contact / form. Use the other 3 Quick Links for the most visited pages based on your website analytics

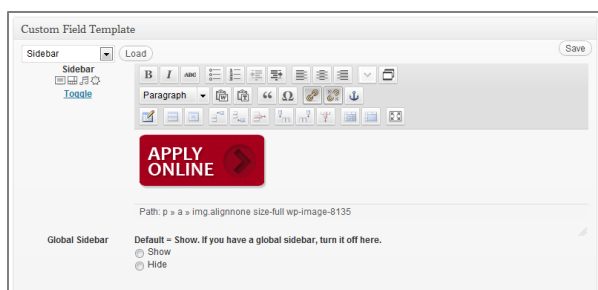
New CCMS Template – Graduate Program with Undergraduate Program



1. **Navigation** – Use simple, short and common words to ease the navigation process (see suggested Navigation section on page 5)
2. **Main Header Image** – Use a compelling image that students can relate to or that directly relates to your program
3. **Main Page Content** – Include main page content for prospective graduate students (see page 4)
4. **Right Hand Sidebar** – Includes the 3 buttons. See instructions on how to enable it below.
5. **Buttons**
 - a. “Apply Online” (Link to carleton.ca/graduate/applynow)
 - b. “Download Brochure” (Link to PDF version of brochure)
 - c. “Request Information” (Link to an email address (<mailto:contact@carleton.ca>) or a contact / form)

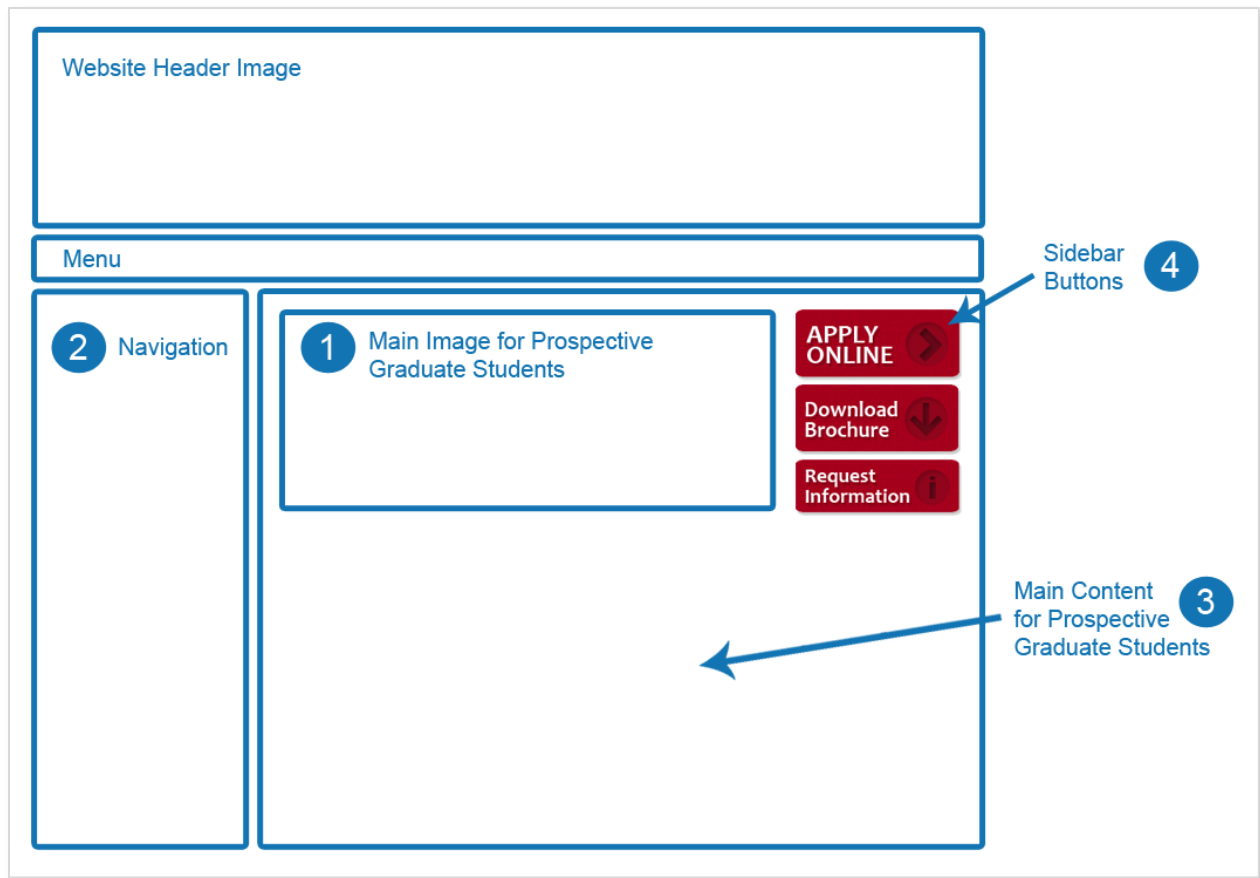
To enable the **right hand sidebar**, log into the Carleton CMS (CCMS). Go to the prospective graduate page and under Page Attributes select “Default Template”. The right hand sidebar needs to be enabled on each sub-page under the prospective graduate page.

Page Attributes	
Parent	
(no parent)	
Template	
Default Template	
Order	
0	
Need help? Use the Help tab in the upper right of your screen.	



To add buttons in the right hand sidebar, select “sidebar” in the Custom Field Template and click load. In this area, upload the button graphics and hyperlink as you would normally within the CCMS.

Other Templates



1. **Main Image for Prospective Graduate Students** – Use a compelling image that students can relate to or that directly relates to your program
2. **Navigation** – Use simple, short and common words to ease the navigation process (see suggested Navigation section on page 5)
3. **Main Content for Prospective Graduate Students** – Include main page content for prospective graduate students (see page 4)
4. **Sidebar Buttons** – All 3 buttons are included in this kit. Ensure that these buttons appear on the right hand side of all sub-pages
 - a. Apply Online – Link to carleton.ca/graduate/applynow
 - b. Download Brochure – Link to PDF version of brochure
 - c. Request Information - Link to An email address (<mailto:contact@carleton.ca>) or a contact / form

Main Page Content for Prospective Graduate Students

Provide information briefly about the program that convinces prospective students why Carleton and your program are the best options for them. Use the following as subheadings on the main page:

Program Description

Describe the program briefly in 2 - 3 sentences; include program details such as full-time and part-time options and length of study. Use bullet points to list program features such as:

- Main selling points (eg. only program in North America)
- Briefly list the concentrations available
- Internships and co-op options

Concentrations

If your program has concentrations available, list these in more detail here.

Your Career

Focus on the outcomes of completing your graduate program; briefly explain the career paths a graduate may take and the companies/organizations they may work for. Using testimonials or examples of graduates from this program can improve credibility.

Note: If you have more than one program, such as a Masters and a PhD, list the names of both programs at the top of the page and create anchor links (hyperlink) to the program description for each section below on the same page.

Sub-Page Content

The end goal is to have more prospective students clicking on your Apply Online button. Therefore, your content should provide prospective students the information they need to choose your department and Carleton University. Content should be re-organized based on the suggested navigation section. Here are some tips for your sub-page content:

- Ensure deadlines, dates, forms and tuition fees are up-to-date
- Avoid having long pages whether they be filled with text, images or videos
- Use PDF documents for lengthy information
- Use charts and tables for tuition fees and course information
- Avoid jargon and use common words for explaining processes

Navigation

The prospective graduate students landing page will host only a small portion of your content that speaks to the program benefits. Therefore, detailed information should be posted on sub-pages. The following breakdown of content is suggested for your sub-pages:

- The Carleton (or Capital) Advantage – must be specific to each department/program
- Admissions
 - Deadlines & Requirements
 - How to Apply
 - Forms
 - International Students
- Tuition & Financial Aid
 - Tuition Fees (link to carleton.ca/fees)
 - Financial Aid (link to carleton.ca/fgpa/awards)
- Courses
 - List courses (core and electives) in a table

Example:

Required Research/Analysis Courses (1.5 credits)		
Course Code	Course Title	Credit
BUSI 6902	Research Methodology in Business	0.5
BUSI 6905	Advanced Statistical Methods for Business Research	0.5
BUSI 6907	PhD Thesis Tutorial	0.5

- Faculty
- FAQ
- Contact Us (grad supervisor and grad administrator)

New Layout Checklist

- ☐ Apply Online button
- ☐ Brochure Button
- ☐ Request Information Button
- ☐ Easy left hand navigation
- ☐ Content is written for the web keeping prospective graduate students in mind
- ☐ Use images and videos
- ☐ Use tables for tuition fees and courses

Key Terms:

- **Visitor** – Prospective graduate students visiting your website
- **Sub-page** – Inner pages that are organized under the main prospective students page
- **Landing Page** – the first page that visitors feel “land on” once they click on the Facebook ad
- **Anchor Link** – Links to a specific part of the same page