

Website Best Practices

WEBMARKETING@CREIGHTON.EDU SEPTEMBER 2016

Content

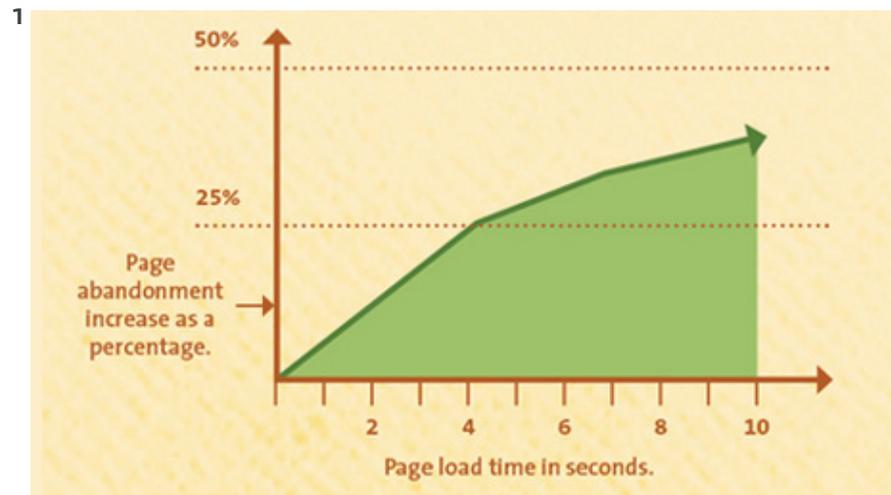
WEB BEST PRACTICES

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Optimize Image File Sizes

WHY IT MATTERS

- Images with large file sizes take longer to load for users
- This creates a bad user experience. According to a study: “1 in 4 visitors would abandon the website if it takes more than 4 seconds to load”¹
- Long loading times makes Creighton appear lower in search engine results
- All photos for web use should be less than 1 MB
- Image sizes should preferably be less than 600 KB
- There is a trade off between image quality and image size, we still want quality images

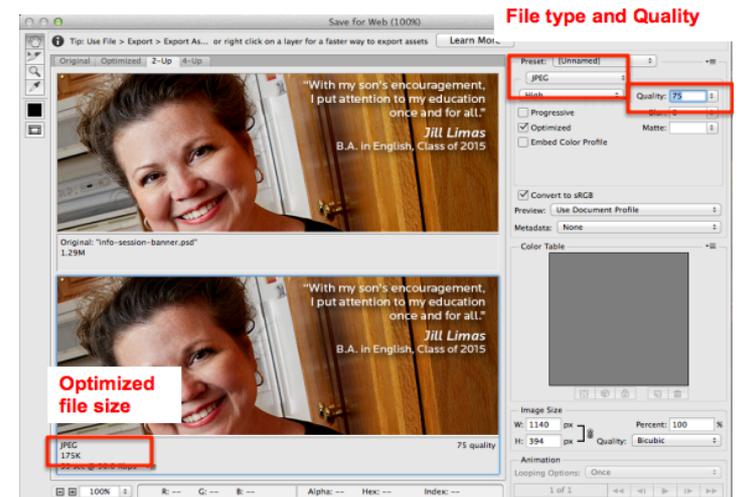
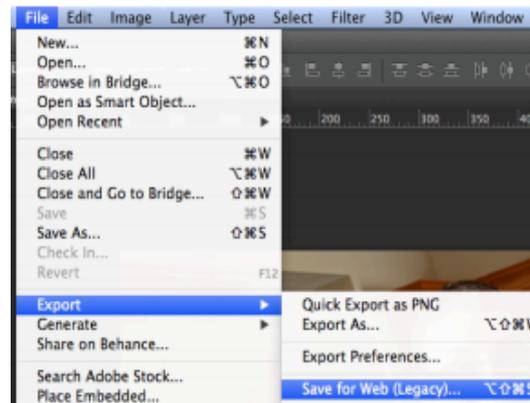
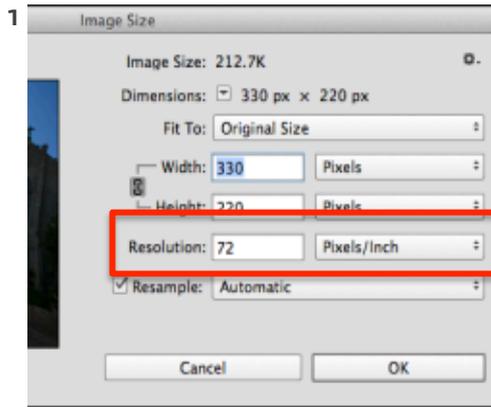


Optimize Image File Sizes

HOW TO DO IT

Using image editing program (such as Adobe Photoshop)

- Use approved image dimensions where possible
- Set the image quality to a maximum of 72 dpi
- Save image as a JPEG/.JPG,.PNG or .GIF
- There is a easy “Save for Web” option in Adobe Photoshop, this is either File > Export > Save for web or File > Export > Save for web
- Include a descriptive file name and image title. This helps with accessibility



ALSO TRY

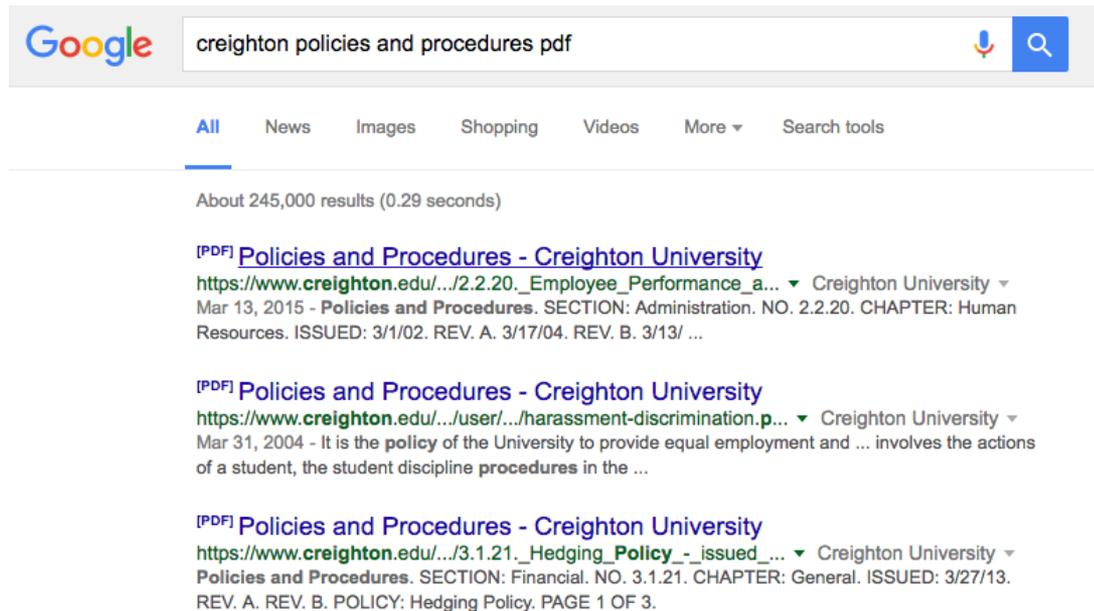
- Using a free tool (compressor.io, optimizilla.com, imageoptimizer.net)

¹ Adobe Photoshop CC 2014

Replace Old Files

WHY IT MATTERS

- When you need to replace an outdated file with the most recent version, you should not keep the old file
- Having the old file live will mean that users can find the old file in search engine results pages
- This can misinform and frustrate them



The screenshot shows a Google search interface. The search bar contains the text "creighton policies and procedures pdf". Below the search bar, there are navigation tabs for "All", "News", "Images", "Shopping", "Videos", "More", and "Search tools". The "All" tab is selected. Below the tabs, it says "About 245,000 results (0.29 seconds)". There are three search results listed, each starting with "[PDF] Policies and Procedures - Creighton University" and a URL. The first result is for "https://www.creighton.edu/.../2.2.20._Employee_Performance_a..." and mentions "Mar 13, 2015 - Policies and Procedures. SECTION: Administration. NO. 2.2.20. CHAPTER: Human Resources. ISSUED: 3/1/02. REV. A. 3/17/04. REV. B. 3/13/ ...". The second result is for "https://www.creighton.edu/.../user/.../harassment-discrimination.p..." and mentions "Mar 31, 2004 - It is the policy of the University to provide equal employment and ... involves the actions of a student, the student discipline procedures in the ...". The third result is for "https://www.creighton.edu/.../3.1.21._Hedging_Policy_-_issued_..." and mentions "Policies and Procedures. SECTION: Financial. NO. 3.1.21. CHAPTER: General. ISSUED: 3/27/13. REV. A. REV. B. POLICY: Hedging Policy. PAGE 1 OF 3."

Replace Old Files

HOW TO DO IT

- You should always delete the old file after uploading the new one
- The best way to do this is to overwrite the old file with the newer version
- The new version should have the same spelling
- This will delete the old file from the site and update the links
- The old file will no longer appear in search engine results (this can take some time)
- If you are not sure how to do this, contact webmarketing@creighton.edu for help



Avoid Duplicating Content

WHY IT MATTERS

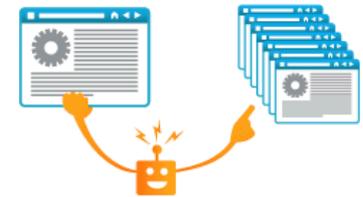
- If a website has the same content in multiple places, then search engines will show that site lower down on their results pages
- Also, it is hard to keep all the information up to date if it appears in multiple places
- It can be especially confusing for users to see the same content in different places, especially if there are minor differences between them



2 How a Search Engine Determines Duplicate Content

1 Discovers

When content is discovered by a search engine bot, it is compared to everything else that was previously found to determine if it is duplicate content.



2 Discards

First, it discards any page that comes from link farms, MFA sites or blacklisted IPs.



3 Dissects

Next, it dissects each page looking at inbound links, link juice and the quality of the sites from which each link originates.



4 Determines

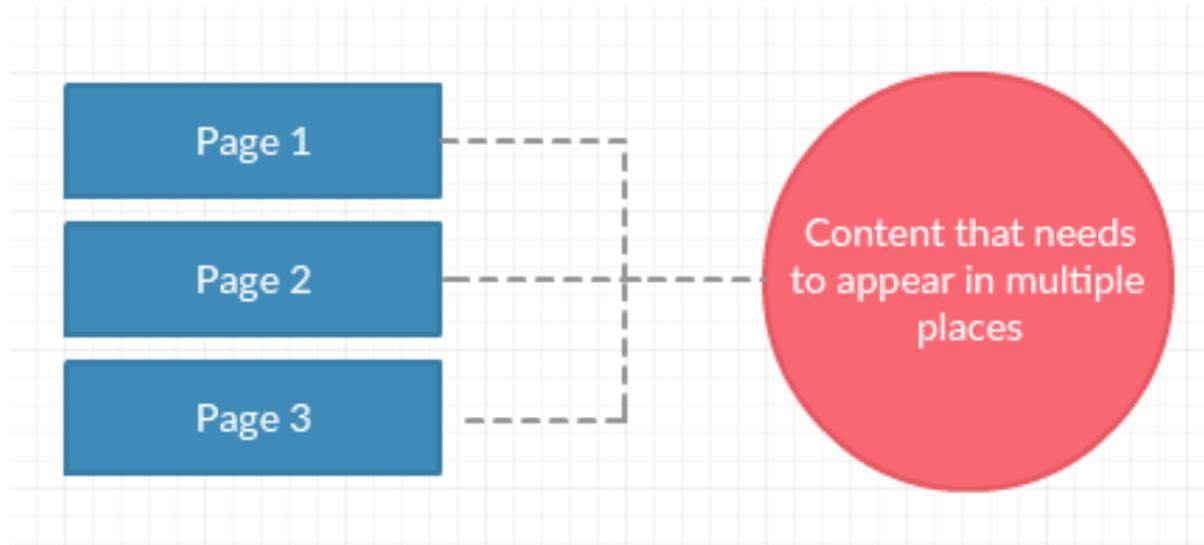
Lastly, by reviewing the time of discovery and topical links, it determines which page it considers to be the originator of the content.



Avoid Duplicating Content

HOW TO DO IT

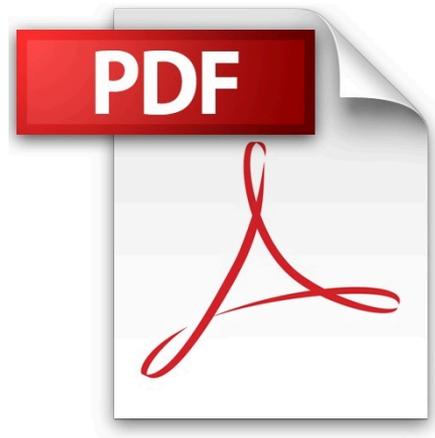
- Keep the content in one location and link to it in multiple places
- This means that there is only one place to update content



Save Documents as PDFs

WHY IT MATTERS

- Easy to make
- More secure
- Can sometimes be a smaller size
- The format is ubiquitous and has been adopted throughout the world
- A PDF displays the exact same content and layout no matter which operating system, device or software application it is viewed on
- For example, not everyone has Microsoft Word on their computer, but they should be able to open a PDF



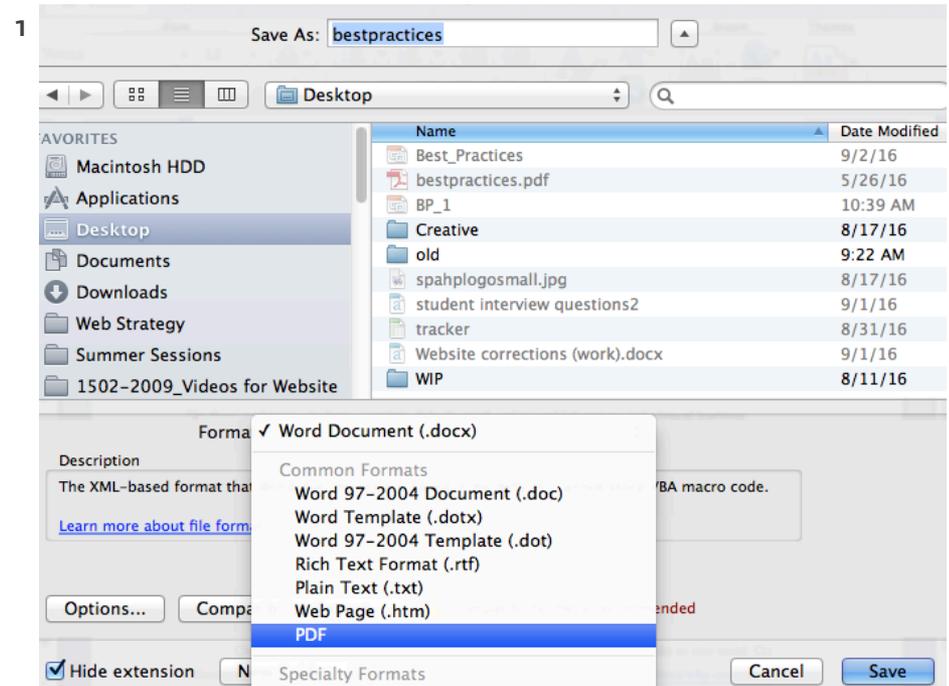
Save Documents as PDFs

HOW TO DO IT

- Save your document in .pdf format

ALSO TRY

- Downloading a free tool (cutepdf.com)



¹ Microsoft Word for Mac 2011

Fix Broken Links

WHY IT MATTERS

- A broken link is when the user tries to access a page or file that does not exist
- This usually happens when the file or page has been moved, deleted or renamed
- It also happens when an incorrect URL or web address is entered
- Google and other search engines look for broken links, the more there are, the more 'unhealthy' they see the site
- 'Unhealthy sites' appear lower on search engine results pages
- It is also frustrating for users as they can't find what they are looking for

1 NOT ALL WHO WANDER ARE LOST.

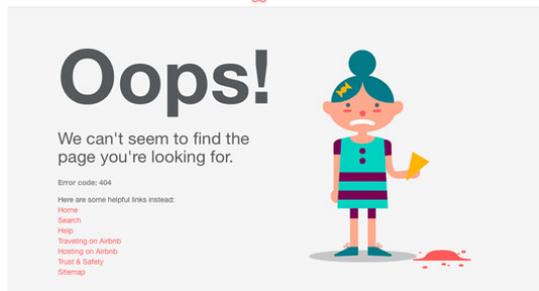
SOME OF US JUST TAKE A WRONG TURN NOW AND THEN.

The page or information you are looking for has either been moved or deleted- your basic 404 error.

We apologize for the inconvenience. You can do one of the following to find the most current information:

1. Visit our [home page](#) to navigate to the information.
2. [Search](#) for the information on our site.
3. If you typed the URL into the address bar, double check to be sure there are no errors.

2

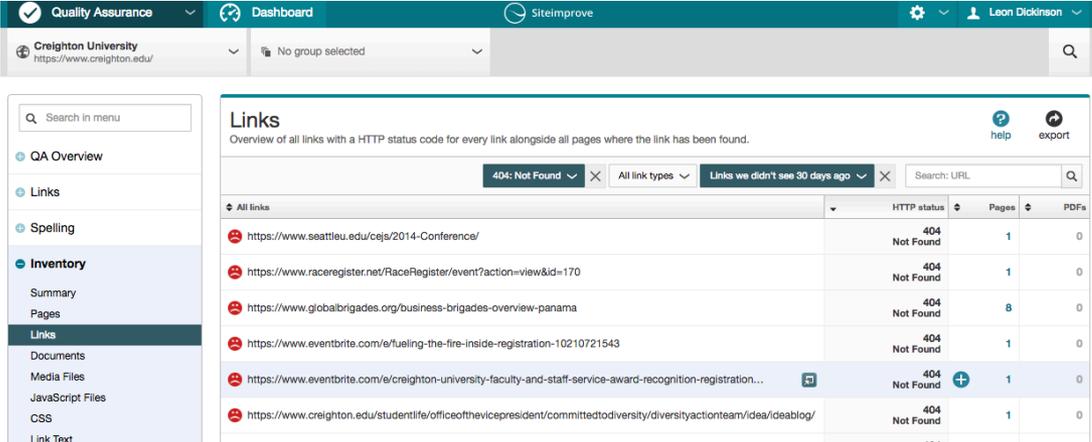


Fix Broken Links

HOW TO DO IT

- Update the broken link on the page to the correct link
- E-mail webmarketing@creighton.edu and request a link check. We will then send you a list of any broken links

1



The screenshot shows the Siteimprove dashboard for Creighton University. The 'Links' section is active, displaying a table of broken links with a 404 Not Found status. The table includes columns for the link URL, HTTP status, number of pages, and PDFs. A sidebar on the left contains navigation options like QA Overview, Links, Spelling, and Inventory.

All links	HTTP status	Pages	PDFs
https://www.seattleu.edu/cejs/2014-Conference/	404 Not Found	1	0
https://www.raceregister.net/RaceRegister/event?action=view&id=170	404 Not Found	1	0
https://www.globalbrigades.org/business-brigades-overview-panama	404 Not Found	8	0
https://www.eventbrite.com/e/fueling-the-fire-inside-registration-10210721543	404 Not Found	1	0
https://www.eventbrite.com/e/creighton-university-faculty-and-staff-service-award-recognition-registration-...	404 Not Found	1	0
https://www.creighton.edu/studentlife/officeofthevicepresident/committedtoiversity/diversityactionteam/dea/deablog/	404 Not Found	1	0

¹ <http://siteimprove.com/>

Contact Information

Please email webmarketing@creighton.edu with any questions.

More information can be found at: [CREIGHTON.EDU/UCOM/WEBSTRATEGY](https://creighton.edu/ucm/webstrategy)