

What do you need the most help with?

Check out the following questions and choose the resource that most closely matches your query. You can also come back here to check out another resource if you don't find the answer you're looking for.

Who manages the website?

Review the [Website Governance Charter](#). This document outlines the overall structure for the governance of the website. Here, you'll find who is in charge of the day-to-day running of the site and strategic advisors throughout the college.

How do I get added to the website and what will I be allowed to do?

Review the [User Roles, Training & Workflow Document](#). This document outlines the processes for creating new users and training them to use the website and maintain their content. Additionally, this provides an overview of who can help you create and edit content when new pages are requested or content needs to be updated.

How do I identify a page's goal and audience?

Review the [New Page Prep Document](#). Whether you're creating a new page or editing an existing one, this worksheet can help establish why this page exists, and who this page is for. Taking this step before writing & editing will allow you to holistically understand the needs of this page and create content accordingly.

How do I know when to add a new page or edit the site structure?

Check out the [Page Creation & Site Structure Guidelines](#). 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.

How do I create a page?

Review the [Page Templates](#) resource. We're going to outline some page structure ideas in templates for you to use when creating pages, based on the content you have. Grab a

layout you like and recreate in your CMS with the recommended patterns.

How do I choose patterns for the page I'm building?

Review the [Pattern Library](#). We will outline the different kinds of patterns available on the new site, and how they can be used. Use this library to help decide what pattern to use after you've chosen a page template.

How do I write page content?

We've got two resources for you here.

Review [Brand Voice Guidelines](#). We're going to help you understand your brand, and what this means when you create content.

Review [Copywriting Best Practices](#). We're going to point out some writing do's and don'ts that will help get your creative juices flowing. This way you can highlight what's important to your audience in a way they will understand.

How do I choose quality photos and videos?

Check out [Multimedia Dos and Don'ts](#). We're going to help you make quality, on-brand photo and video selections that elevate the pages you're creating.

How do I get my page seen and placed higher in search engine results?

Check out [Search Engine Optimization](#) to better market your page and ensure the content gets seen by your intended audience.

How do I make sure my content does not break accessibility guidelines?

Review the [Accessibility Guidelines](#) to make sure you don't accidentally break rules that could lead to legal action and create pages that maintain the accessibility standards for your website.

I'm seeing terms that I don't understand the meaning of.

Check out the [Glossary & Key Terms](#) resource. We're going to define the terminology that you will see throughout our documentation. This can be a handy guide to refer back to while acquainting yourself with the process of creating & managing content on the site.

Still have questions?

If you can't find an answer to your question, please contact the Director of Marketing and Communications.

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