**Lessons to remember**

* **A website is like a phone, not a filing cabinet.** File cabinets house documents. We use phones to converse. People seldom come to websites for documents. They come for information, because they have questions. And they are happiest when the website answers those questions.
* **Online, people skim and scan.** Most site visitors are very busy people who want to read only as much as they need to satisfy the goal that brought them to your website.
* **Visitors are focused on their own conversations – on the goal that brought them to the site**. Navigation and search may be necessary to get there, but that’s not where they want to spend time reading.
* **Let your site visitors “grab and go.”** Visitors often just want to grab what they need and go on to their next task. You can help visitors grab and go:
	+ Break text into small sections with clear headings and short sentences and paragraphs
	+ Use conventions and visual hierarchies like lists and tables
	+ Craft meaningful, obvious clicks
	+ Illustrate the content
	+ Reduce the noise

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| **Site Name:**  |
| **Audience**: [e.g. future students & parents] | **Key words:** [adjectives that should describe the site] |
| **Purpose**: [what does the site offer in content (what can visitors find here) and features (what can visitors do here)] |
| **About:** [overview of the entity or department behind the site] |
| **Strategy and mission** [How does this topic fit in the strategy and mission of the website upgrade? If the content doesn’t fit the strategy, don’t put it on the page] |
| **Audience Questions:** [identify the audience and a question this site should answer] *add more lines as needed* | **Answers:** [summarize the answer to the question] | **Answer on home page or subpage** [and which subpage] **or in downloadable PDF** |
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| **Links:** [relevant links to pages or sites outside of this website] |
| **Image ideas:** |
| **Support Implications:** [how often this content should be reviewed and updated] |