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| Image result for fleming college logo |  | |  | | --- | |  | | Best Practices for User Friendly Websites | |  | |

# Organization / Navigation

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|  | **Concise Menus**: Consider the relevance of each menu tab. When information is easier to find, it creates a better experience for viewer. |
|  | **Goals of the Website**: Continuously reassess the webpage to make sure it reflect the goals of your department. |
|  | **Page Spacing**: Creating room between text and images makes the page look organized. It allows the reader to efficiently absorb information as the page does not appear overwhelming. |
|  | **Mobile Friendly**: Many students have smart phones and it is important to make sure that the site is as user friendly on a phone as it is on a computer. |
|  | **Links**: Periodically check all links on the website to make sure they still bring viewers to the correct pages. |
|  | **Use Visuals**: Photos, charts and graphs are worth a thousand words. Using visuals enhances readability and reinforces long blocks of text. |
|  | **Use Headings to Break up Long Articles**: Consider viewers who are looking for specific information. Headings will help them scan the page quickly and allow them to find information they might have otherwise over looked. |

# Key Information

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|  | **Contact Information & Hours of Operation**: Contact information and hours should always be prominent on the main page. Many visitors head to websites just to find contact information. |
|  | **Student Priorities**: Departments know best as to what students are looking for on their websites or from their service. Make sure that information is the first thing students see. (Ex. Appointment booking, drop-in hours, hours of operation/contact information, etc.) |
|  | **Use Colour Strategically**: Using colours or highlighting headlines and key information helps guide visitors to the most important information. |
|  | **Home Page is a Gateway**: First impressions are critical. Your home page is typically the most visited page, and where users begin their research. |
|  | **Keep Content as Concise as Possible**: It is well known that web users have very short attention spans and do not read articles thoroughly. Studies show that today’s reader searches for keywords, read in a non-linear fashion and have lowered attention spans. Shorter articles enhance readability. |

# Outreach / Feedback

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|  | **Student Feedback**: Students provide the best feedback as they are the ones using the websites. It is best to hear their thoughts on the site’s accessibility because if one student had problems accessing information it is likely others will too. |
|  | **Social Media**: Social media is great way to connect with students. It can be used to publicize upcoming events and inform students of new information. |
|  | **Communicating With Other Departments**: Be aware of the information other departments display. Redundant information is not concise and can often be confusing. It is also a great opportunity to open the lines of communication for more cross department collaborations. |

# Fleming COllege Specific

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|  | **Title & Info Paragraph**: summarizes information on affinity site for more effective user navigation. |
|  | **Sidebar**: to have logo, events calendar, hours of operation, contact information and useful links/resources. |