

Writing and Organizing Content for the Web

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Before you get started...

- Who is your audience?
- What are the **key tasks** when they visit your site?

How users read on the Web

- Looking for information and want to **get things done**
- Almost always have a goal in mind
- Scan to find relevant keywords and phrases / info
- Eyes land on what they need and they skip the rest
- Only **read** about 20-30% of words on the page!
- “Solution hunting”

Web content should be:

- Clear
- Concise
- Scannable

Some say to use only **half** the number of words in a similar printed piece!

Clear

- Conversational and informal
- One topic per page – keep users' goals in mind
- No jargon or technical terms (or define them quickly up front)
- Easy to search / keywords
- “Speak the user’s language” (Nielsen)

Concise

- Get to the point!
- Short words, short sentences, short paragraphs, short pages
- Don't repeat content within the page or on other pages (link to those other pages instead)
- Keep top-level pages (like home pages or topic indexes) lean
- Place “legalese” and long descriptions or narratives on lower-level pages

Scannable

- Most important information in first paragraph
- Conclusions at the top (not the end)
- Immediately available goals
- One idea per paragraph
- Short, informative headers to break up topics / text
- Bulleted lists (instead of long narrative paragraphs)

Finances & Jobs

Billing & Payment

Campus Cards

Fees

Financial Aid

Applying

Budgeting

Types of Aid

After You Receive Aid

Forms & Resources

Internships

Jobs

Financial Aid



Financial Aid for:

- Prospective undergraduates
- Continuing undergraduates
- Grad/professional students
- Parents
- Veterans
- International Students
- Summer Session
- CA Dream Act Applicants

Types of Aid

- Grants
- Loans
- Scholarships
- Work-study
- Study abroad/exchange programs
- Summer session
- How to Appeal
- Other sources

Tools

- File or update your FAFSA
- Estimate financial aid and view campus profile
- Loan repayment calculator
- Check your awards status
- Complete loan counseling
- Find work-study jobs
- Verify account balance
- Forms and resources
- IRS Data Retrieval

UCSD FAFSA 001317

Tools

Financial Aid

About Us

Financial Aid Office
Phone: (858) 534-4480
Fax: (858) 534-5459

Student Services
Center, 3rd floor north
(map and directions)
9500 Gilman Drive
Mail Code 0013
La Jolla, CA
92093-0013
finaid@ucsd.edu

Veterans benefits
contacts

Office and
telephone hours:
Mon., Wed., Fri.:
8 a.m. – 4:30 p.m.
Tues., Thurs:
10:00 a.m. – 4:30 p.m.



News and Events

Winter Quarter 2013 registration fee payment deadline: Wednesday, **December 19, 2012.**



Advising

Academic Success

Tutoring and Study Programs

English/ESL Resources

Writing Resources

Campus Resources

Outside Resources

Tips for Academic Success

Career Planning

Degrees and Diplomas

Majors and Minors

See Also

OASIS

Academic Integrity

Back on Track

Computing and Labs

Where to Study on Campus

Student Academic Success



Reach your highest potential!

Find resources to help you improve academic achievement, learn new study habits and techniques, and more.

Get help with your classes

- [Tutoring and study groups](#): Find help for a specific class or subject.
- [Tips for academic success](#): Read through and follow this list each quarter.

Improve language and writing skills

- [Resources for international students or other non-native English speakers](#)
- [Campus writing programs and assistance](#)

Other resources to help you achieve success

- [Academic resources on campus](#)
- [Study guides and resources from other universities](#)

Tools



[Academic History](#)

[Degree Audit](#)

[GPA Calculator](#)

[Major and Minor](#)

[Virtual Advising Center](#)

[More tools...](#)

News & Events

Tip of the week:

Check to see if a department offers tutoring that can help you prepare for exams — just one of several tips for boosting your academic success.

Academic Success[Tutoring and Study Programs](#)[English/ESL Resources](#)[Writing Resources](#)[Campus Resources](#)[Outside Resources](#)[Tips for Academic Success](#)

Tutoring and Study Programs by Department

UCSD offers numerous tutoring and study assistance programs, most of them free of charge. Use these links to find the tutoring program that's right for you.

Even if you don't see your subject or class listed, many departments still offer private tutoring for a fee. Check with the [department](#) or your [college advisor](#) for details.



Also, be sure to check out [other academic resources](#) available at UC San Diego.

+ Expand All

- [▶ Biology](#)
- [▶ Chemistry](#)
- [▶ Engineering \(including computer science\)](#)
- [▶ English/ESL](#)
- [▶ Linguistics/languages](#)
- [▶ Mathematics](#)
- [▶ Medicine/pharmacy \(and pre-med\)](#)
- [▶ Physics](#)

+ Expand All

If you have questions or need further help:

1. Ask your professor or TA for advice or private assistance.
2. Contact the Student Affairs advisor in your [department](#), or your [college advisor](#).
3. Contact OASIS, (858) 534-3760, to find out about other help and resources that may be available to you.

Do you have a suggestion for another tutoring and study assistance resource?

Contact OASIS, (858) 534-3760.

See Also

[Where to Study on Campus](#)



Parents and Families

- About Us
- Programs & Events
- Publications & E-Newsletters
- Get Involved
- Academic Resources**
- Rights & Privacy
- Campus & Local Resources



Academic Resources

- Note:**
- Click the arrow to open one topic.
 - To open all topics, click on "Expand All."

+ Expand All

▼ Your Student's Undergraduate College

The six undergraduate colleges maintain valuable online resources for you and your student:

- Thurgood Marshall College
- John Muir College
- Revelle College
- Eleanor Roosevelt College
- Sixth College
- Earl Warren College

- ▶ **Programs Beyond the Classroom**
- ▶ **Supporting Your Student's Academic Success**
- ▶ **Campus Policies and Privacy**
- ▶ **Pre-College Programs**

+ Expand All

Need help with **STUDENT BILLS and FINANCES?**

give now

Contact Us
Parent & Family Programs
(858) 534-7273
parents@ucsd.edu

What do users want/need?

Scannable?

Our goal at Counseling & Psychological Services (C&PS) is to help students benefit fully from their college experience by supporting the personal, social, and emotional well-being of all students at SDSU. Our services for students include short-term individual, couples and group counseling, as well as crisis intervention. We also provide consultation and referral services to students, staff, faculty and parents.



[Take a video tour of C&PS.](#)

We encourage you to take advantage of the confidential services offered. C&PS is open Monday through Friday, 8 am to 4:30 pm. Students who require immediate psychological help are seen on an emergency basis by calling C&PS at (619) 594-5220 during business hours.

After hours, students can call the San Diego Access and Crisis 24-hour Hotline at (888) 724-7240. Other emergency services include: Student Health Services Nurse Advisory Line at (888) 594-5281; or University Police at (619) 594-1991.

[Ulifeline - Mental health an prevention online resource c](#)

FROM TWITTER

SDSUCounseling SDSU C&PS will b this Thursday and Friday (11/22 & We will reopen on Monday, 11/25
13 seconds ago · reply · retweet · favorit

SDSUCounseling Not Feeling Grate You Should and How to Start huff. via @HealthyLiving
yesterday · reply · retweet · favorite

SDSUCounseling Want to learn mo your alcohol use? Take the E-Chec Go. Its free & has anonymous pers feedback ow.ly/fkrtS5
4 days ago · reply · retweet · favorite

SDSUCounseling Great advice! RT Don't stress over midterms! Check helpful video and much more on o arcdsu.wordpress.com/2011/10/.
4 days ago · reply · retweet · favorite

Scannable

Our hours:

- Mon.-Fri., 8 a.m. to 4:30 p.m.

For immediate help:

- (619) 594-5220
during business hours
- (888) 724-7240
24-Hour Crisis Hotline

Page titles and headings

- Short and scannable
- Clearly summarize content
- “Content-carrying words” (or keywords) up front
- Unique name for each page or section
- Use HTML tags (H1 for page title, H2 under that, etc.)

All About eGrades, the New Electronic Grading System at UCSD

Better page title: Using eGrades

Best: eGrades

Effective links / best practices

- Embed the URL string in the link code
 - Click here to watch a video that will take you on a tour of our offices: http://www.youtube.com/embed/dbQmaOd_4KA
 - **Better:** [Take a video tour](#) of our offices.
- Use descriptive language that explains exactly what will happen or where the user will be taken (match link text to the Web page or PDF that the user will see after clicking)
 - **Instead of:** [Click here](#)
 - **Better:** [Make an appointment.](#)
 - **Better:** See [Academic Resources.](#)
 - **Better:** Read [How to Apply to UCSD](#) (PDF).

Accessibility

A concise, well-organized page is also best for:

- Blind / vision-impaired users
 - Screen-reading devices need properly formatted page titles and headers to function properly
- Mobile devices / smaller screens
 - TritonLink: 15% mobile visitors (and growing each month)
 - 30% of mobile visitors say that's their main means of going online
 - Low-income and under-represented populations may not have broadband at home, so they may be more likely to read your content on their phones

Resources

Web content / usability best practices:

- [Useit.com](#): Jakob Nielsen, usability guru
- [GerryMcGovern.com](#): New Thinking
- [HowTo.gov/web-content](#)

UCSD resources:

- Blink:
 - [Help with writing and managing content](#)
 - [UCSD Editorial Style Guide](#)
- ACT's [Campus Web Office](#)
- ACT's [UXT \(user experience\) group](#) (for mobile and app interfaces)
- Student Affairs Technology Services (SATS) / Web Services team
 - [Karen Fisher](#)
 - [Paul Abbott](#)

Questions?