**Quick Template for Page Content**

The following will help you format each page of new/revised content for the new website—some pages will require more of a custom layout, but use this as a general guide:

**PAGE TITLE:** [Title of page from outline]

**IMAGE/GRAPHIC:** [list filename(s) and email said file(s) to Donna, if you have one in mind]

**PAGE CONTENT**

**HEADING 1:**

Sed ut perspiciatis

**PARAGRAPH TEXT:**

" Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam,

**HEADING 2\*:**

Sed ut perspiciatis

**PARAGRAPH TEXT:**

" Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam,

(\*use as many or few headings as necessary)

**OTHER ON-PAGE ELEMENTS**: [link to a form, embedded video, etc]

**Quick Tips for Writing for the Web**

* **Do not** use general time references, such as “newly renovated” or “last year” – instead, use specific dates. This will make sure content doesn’t become stale. (*Ex: In Fall 2010, the lobby was renovated* ***VS****. Last year, the lobby was renovated* ***OR*** *Visit our new lobby!)*
* Break up longer content using paragraphs with subheadings; try to keep paragraphs no more than six lines long
* Use bulleted lists to highlight important points/features rather than list within a sentence
* Text can be broken up with images – as we add content into the CMS we can add these images