ESU Website Section -- Site Structure

What is the name of this section of the ESU website?

* Is it meaningful to your audience vs. internal terminology / acronyms?
* What keywords would site visitors use to find your pages in a search engine? Is there specific language they would use?

What should the header photo be?

* Is there existing photography you have in mind?
* If not, what can you ask our photographer to shoot?

Determine the page structure

* Copy & complete the template below for each page of your site.
	+ You may want one page for each of your cards
	+ Or, it may make sense to combine pages if they are redundant, have a similar idea, or can be combined to make a more usable page. For example, a FAQ can combine lots of content on a single page in a very usable way.

Are there other resources on the ESU website would help the audience complete your website’s tasks or understand its information? (“Related Links”)

* These could be other sections of the website, documents, forms, or any reference material that would lower phone calls or support requests.

THE FOLLOWING PAGE is a template to be completed for each page of the website.

Page Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* Is that the language / terminology that the audience use when Googling for this information?

Parent Page: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Web Services will create stub pages with the information above. The remaining questions are for your benefit only, to help you think through the page structure and write the page content afterwards.

Who is the primary audience(s) of the page?

Are there any key tasks a user should perform on this page (or after reading it)?

* Complete some form? Continue reading some other page? Contact you?
* (“Promotional Tiles”) (0 - 4)

What are the key messages that the page content should convey to the audience?

* Do those messages persuade the audience to complete those tasks?
* Does the content give the audience all the information they need?

Who should a user contact with any questions about the tasks or content? What message will invite them to follow up?

What content elements (from the kitchen sink) would help or persuade the audience to complete these tasks or to understand this information?

* Forms? Photos? Sidebars? Callouts? Reference Information tabs? Rotating content? Embedded charts, maps or social feeds? Something else?