**WEBSITE MANUSCRIPT**

**Page Title:**

**AUDIENCE** *(Who is this page for? – Always keep your audience the top priority)*:

**SOURCE CONTENT** *(Where is the content coming from if not new content? List URLs)*:

**OBJECTIVE** *(What do you want your audience to do / learn? – Only include relevant information)*:

**KEYWORDS** *(What will they Google to find this information? – Use those words in headers to help improve search results)*:

**CONTENT REVIEW** *(When and how often should this content be reviewed/updated in the future?)*:

***For content creation assistance:***[*Content Evaluation Questions*](https://digital.uoregon.edu/sites/digital2.uoregon.edu/files/web_content_evaluation_questions.docx) *and* [*Writing for the Web*](https://digital.uoregon.edu/writing-web)

***\*\*MANDATORY\*\* For style and grammar assistance:***[*UO Editorial Style Guide*](https://brand.uoregon.edu/editorial-style-guide) *and* [*Chicago Manual of Style*](http://www.chicagomanualofstyle.org/)

* ***Examples of common mistakes:***
* [*Capitalization*](https://brand.uoregon.edu/capitalization) *(very limited and only with official, formal names – Department of Art, art department)*
* [*Punctuation*](https://brand.uoregon.edu/punctuation) *(use serial commas and only one space between sentences)*
* [*Abbreviations*](https://brand.uoregon.edu/abbreviations) *(use full time with a.m. and p.m. – 4:00 p.m., 9:30 a.m.)*
* [*Academics*](https://brand.uoregon.edu/academics) *(no periods in BA, BArch, MS, PhD; Dr. is reserved for people holding medical degrees)*

***Note: The number of sections depends upon the page content. Four sections are not required.***

**I. Section Header:**

**Body Copy** *(include links or document names in parentheses)***:**

**Call to Action Button1** *(if necessary – include URL link)***:**

**Grids / Table Information** *(if necessary)***:**

**Image Name(s) with Alt Text2** *(if necessary)***:**

**PDF/Word Document Downloads(s)** *(if necessary)***:**

**II. Section Header:**

**Body Copy** *(include links or document names in parentheses)***:**

**Call to Action Button1** *(if necessary – include URL link)***:**

**Grids / Table Information** *(if necessary)***:**

**Image Name(s) with Alt Text2** *(if necessary)***:**

**PDF/Word Document Downloads(s)** *(if necessary)***:**

**III. Section Header:**

**Body Copy** *(include links or document names in parentheses)***:**

**Call to Action Button1** *(if necessary – include URL link)***:**

**Grids / Table Information** *(if necessary)***:**

**Image Name(s) with Alt Text2** *(if necessary)***:**

**PDF/Word Document Downloads(s)** *(if necessary)***:**

**IV. Section Header:**

**Body Copy** *(include links or document names in parentheses)***:**

**Call to Action Button1** *(if necessary – include URL link)***:**

**Grids / Table Information** *(if necessary)***:**

**Image Name(s) with Alt Text2** *(if necessary)***:**

**PDF/Word Document Downloads(s)** *(if necessary)***:**

*1 – Call to Action buttons should be used* ***sparingly*** *and only to call out the* ***most important calls to action****. A button must be a link and that link should be to a separate page and****should not*** *jump to specific content on the same page (no anchor links).*

2 - *All images* ***must have Alt Text*** *for website accessibility and search engine optimization. Alt Text should be clear and concise for the images or graphics appearing on your site and describes the image to someone who can't see the photo.*