University of St. Thomas Website Guidelines

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Overview

Main Website Goals

- Convert prospective students into applicants
- Educate all users about the University of St. Thomas
- Provide information for current students, families, employees and alumni
- Provide quick access to Portal and other resources for students

These goals should inform decisions on what should be published to the public facing website (stthom.edu). Information that is useful for only current students, faculty, staff and alumni should be published on the Portal.

The purpose for establishing a formal set of Web guidelines is to promote high standards and consistency both in quality and usability. By adhering to these guidelines, the Web Team will guide users to admissions information, serve the educational community and maintain the institutional brand.

UST Web Team

Home Page Design, Overall Content and Marketing

- Vickie Alleman, Vice President for Marketing Communications & Enrollment Management

Online News Room, Success Stories and Master Calendar

- Sandra Soliz, Director of Marketing & Communications
- Brenda Cooper, Assistant Director of Marketing Communications
- Molly Shook, Sr. Marketing Communications Coordinator
- Writer/Editor
- Ronnie Piper, Sr. Social Media Specialist

Web Updates and Projects

- Ty Nichols, Web Consultant & Content Administrator

Graphics

- Ronnie Piper, Social Media Specialist & Campus Photographer
- Chris Zeglin, Sr. Digital Design Manager

Instructional Technology and Emergency Notification System

- Mark Henderson, Director, Technology Support Services
- James Sangster, Manager of Instructional Technology & Web Services, back-up for web updates
- Sandra Soliz, Assistant Vice President for Marketing Communications

All Web updates should be sent to webmaster@stthom.edu to ensure they are received and reviewed.

Content

Writing for the Web is more like direct marketing or magazine journalism than traditional print journalism or academic writing. Users of the Web scan for important keywords. If the content looks relevant to them, they will read it.

Basic principles for Web writing:

- Short sentences (15 words or less); break up long sentences into one major thought followed by bulleted brief phrases.
    - Example:

        > Our goal for our events is to strengthen the bond between alumni and the University, strengthen bonds between fellow alumni and keep all alumni up to date on the University's current events.

    - Rewrite:
        - Our events bring everyone closer together by:
            - Strengthening the bond between the alumni and the University
            - Increasing networking between fellow alumni
            - Keeping the alumni up-to-date on the University' activities

Short paragraphs (1 to 3 sentences); no more than six consecutive lines without an indentation or paragraph break.

1. Use subheads
2. Use active words, not labels
3. Use words that the readers use: If you are writing about online programs, the correct term would be "online degree program" not "distance learning"
4. Use of the second person "you" is permissible and preferable

The writing and editing of any main content should consider the keywords. UST uses Google Analytics to track keywords. The Office of Marketing Communications will continually monitor content of the UST website to update and optimize the site for search engines. See Search Engine Optimization.

AP Style

The website follows the current issue of the Associated Press (AP) Stylebook and the attached UST style guide. If you have a question on an issue, consult the AP Stylebook.

AP Highlights

General

Avoid unnecessary capitalizations.

Use of Commas

A big item is that UST does not use the serial or Oxford comma:
The dog ate, ran and slept.
The student studies English, biology and theology.

Times and Numbers

Times are given as follows:
9-11 a.m.
9:30-11 a.m.
9:30 a.m. to 5 p.m. (In other words, when time spans a.m. to p.m., use "to" not a hyphen.)

Numbers are written out one through nine. From 10 up, use numerals.

Dates should not have superscript and should be given as December 23 not December 23rd
Sentences cannot begin with numerals unless it is a year: 1976 was the bicentennial.

Punctuation Marks

Italics

There are no italics or accent marks--so titles of books, newspapers, tv shows, etc. are in quotation marks.

Dashes

The em dash has a space before and after it. It is made by pressing Shift-Option-hyphen. It is different from a hyphen and used for abrupt change and to set off items: the queen and her family have adapted – usually skillfully – to...

Ampersand (&)

Ampersand can only be used in titles and names that contain it. Otherwise, write out "and."

Percents (%)

Percents are expressed as "15 percent" no percent sign is used. Percents are singular (15 percent is not a passing grade) unless you say "15 percent of the members were..."

United States Abbreviation (U.S.)

Used as an adjective, United States is abbreviated U.S.: We invite U.S. residents to apply...

Race

Race is only capitalized when it is of a country's descent. Barack Obama is the first black U.S. president. Sonia Sotomayor is the first Hispanic justice of the U.S. Supreme Court. Jeremy Lin is the first American-born NBA player of Chinese or Taiwanese descent.

Degree Names

Degrees have periods as specified (for the most part) in UST Style Guide.

Important Technical Words

Internet (capital I)
Ethernet (capital E)
World Wide Web (capitalized)
the Web (capitalized in short form too)
website (lowercase and one word)
webcam (lowercase and one word)
webcast (lowercase and one word)
webmaster (lowercase and one word)

Color and Text Specs

Fonts are specified in EM so that they grow/shrink based on each individual's browser settings.

The default font size is 87.5% of the browsers default size which equates to 14px in MOST browsers.

All font sizes and line heights below use the assumption that 14px is going to be how the browser interprets the 87.5% font size and that the user settings have not changed that size.

	Font Size	Line Height	Color	Font	Additional Settings
Body Text	14px	21px	#4c4b4b	Arial, Garamond, "Times New Roman"	
Link Text	14px	21px	#d0202e	Arial, Garamond, "Times New Roman"	
Title	28px	48px	#7e0019	Arial	500 (this is supposed to be semi-bold as defined in the design comps, but browsers don't support it so it renders as regular text)
Heading 1	20px	21px	#4c4b4b	Garamond, "Times New Roman"	Bold
Heading 2	17px	21px	#8e887b	Arial, Garamond, "Times New Roman"	
Heading 3	15px	21px	#000000	Arial, Garamond, "Times New Roman"	Bold

Alignment
All text is to be left justified. This includes headings for page titles, page sections and pages that contain images.

Feature Headers
All headers will be formatted using the standard "Heading 2" (<H2>) designation.

Links
Text used as a link should also be informative for search engine optimization and usability purposes. See the example below:

- Unacceptable – Click here to read the student handbook (never use "click here")
- Acceptable – The student handbook can be read here
- Acceptable – Student Handbook

Linking to External Resources
External links: Any link that connects to an external resource (e.g. google.com) must be formatted so they open in a new window.

Formatting a link to open in a new window can usually be accomplished by setting the "target" property to equal "blank".

Bolding
Bolding should be designated for headlines or subheadings. Keywords highlighted within text will be set as active links for search engine optimization.

Italicizing
Italicizing is to be used only for book titles, newspapers or other publications.

Capitalizing
No words should be written in ALL CAPS.

Font Color
Font color is not to be changed, with the exception of headers and links which will automatically change to default colors when created.

Photo Specs

General Photo Information

All images should be RGB and 72 dpi. Alt-text should be included in the description of the file properties.

Standard Image Placement
Orienting the images to the text has also been established in a stylized manner. The primary image on the page should be aligned to the right. Additional images should alternate between alignment on the left and right sides of the page. Deviations may be requested through the Office of Marketing Communications.

Photo Placeholders
A placeholder avatar will be used for individuals without a photo.

Images Copyright / Ownership

Special care must be taken with regard to the use of graphics and photographs both on the St. Thomas website and in print communication. All graphics used must meet one of these three criteria:

1. The image and all of its parts were originally created by St. Thomas staff or under contract with St. Thomas and are therefore the property of the University.
2. Written permission from the owner of the image has been granted for its use. This permission must also specify the extent to which its use is allowed. This documentation must be kept on file in the Office of Marketing Communications.
3. The image in question is royalty free or public domain. Documentation for this status must be kept on file in the Office of Publications.

Main Website Photo Sizes

Photo Type	Size	Orientation
Home page background image	1420 x 450	Horizontal
Home page slideshow (success story)	350 x 258	Horizontal
Home page event boxes	108 x 166	Vertical
Home page news boxes	245 x 79	Horizontal
Subpage feature	588 x 246	Horizontal
	222 x 336	Vertical
Subpage small photo	255 x 133	Horizontal
	215 x 246	Vertical
Call outs (3, bottom of page)	245 x 80	Horizontal
Landing page call outs (4)	176 x 145	Horizontal
Standard thumbnails (faculty, etc.)	64 x 64	Square
In-story images	100x100	Square
	150x200	Horizontal
	200x150	Vertical

Center Websites Photo Sizes

Photo Type	Size	Orientation
Home page slideshow	650 x 328	Horizontal
Interior slideshow	588 x 246	Horizontal

Image Slideshows

UST image slideshows and galleries are created, implemented and managed using Google Picasa.

- Slideshows will be centered on the webpage
- Each slideshow will have a maximum of 60 pictures
- One embedded slideshow is allowed per webpage
- Each department may have a maximum of three slideshows on their section of the UST website
- All embedded slideshows must have a Title above the slideshow as well as a description of the slideshow above or below it. View Example.

Picasa slideshows are not meant to act as permanent photography archives and will be removed taken down after 60 days.

- Picasa Getting Started Guide
- Ordering Photo Prints from Picasa
- Downloading Photos from Picasa

Contact the Office of Marketing Communications about having a slideshow placed on a UST webpage.

Use of Rich Media

Use of Video
All videos must be approved by the Office of Marketing Communications prior to being made viewable on the UST domain. All videos must be uploaded to UST's official YouTube account and thus must adhere to the Social Media Guidelines regarding YouTube videos.

Videos can be posted to UST webpage one of two ways:

1. Embedded YouTube video.
    a. Video dimensions will be Width = 420px (or less) by Height = 315px.
    b. Embedded videos will be centered on the page.
    c. No more than one video may be embedded on a single UST webpage.
    d. All embedded videos must have and accompanying title above the video and description below the video.
    e. A department may not have more than five total videos embedded throughout their section of the UST website.
        i. Embedded videos must not auto-play when the webpage load. View example.

If you have more than three videos that you need to list on a single webpage, then the following method for posting video should be implemented.

2. Link to a YouTube video.
    a. Example: UST's Admissions Video.
    b. Video links to other websites must open in new windows

Use of Animation and Flash Media
The use of animation via animated gifs, flash applications or other animation technologies should be used very sparingly and **must** be used in a manner consistent with the template and message delivered with the content. All animations must be approved through Marketing.

Web based apps and embedded flash movies should be linked with text. When the text link is clicked it should open in a new window or pop-up window. There should also a note along with the link that warns users that the link leads to webpage with audio that autoplays upon the webpage loading.

- Example: View flash based game*
  *Link opens a window that plays sound

Contact the Office of Marketing Communications about having a video or flash app placed on a UST webpage.

PDF and Attachments Guidelines

All PDFs and attachments on the website should be properly branded. Please contact the Office of Marketing Communications for help in standardization of PDFs. (marcom@stthom.edu)

PDF file names should be descriptive and words separated by underscores (_). For example:

- 2012_Fall_Parent_Newsletter.pdf
- Accounting_BBA_2012-2014.pdf
- Mendenhall_Brochure.pdf

The correct title of the PDF should be placed in the title field of the file properties.

New and/or updated PDFs should replace old PDFs which should be archived. (It is recommended that you archive by year for easy disposal after 5 years, or whatever timeline is determined by policy.)

SEO Practices Information

Below is a list of basic SEO practices. Please click on the following links for more information.

SEO background. What is it?
http://searchengineland.com/guide/what-is-seo
At the bottom of this page, there are numerous links to other sites that discuss SEO.

For an **infographic on SEO** called the periodic table of SEO practices:
http://searchengineland.com/download/seotable/SearchEngineLand-Periodic-Table-of-SEO.pdf

Search Engine Land's Guide To SEO
As a companion to the table, Search Engine Land's Guide To SEO explains the ranking factors in more depth, in a tutorial providing tips and advice on implementing them. Links to the entire guide are shown below (start at the beginning, and each page will take you to the next):

- Introduction: Search Engine Land's Guide To SEO
- Chapter 1: Types Of Search Engine Ranking Factors
- Chapter 2: Content & Search Engine Ranking Factors
- Chapter 3: HTML Code & Search Engine Ranking Factors
- Chapter 4: Site Architecture & Search Engine Ranking Factors
- Chapter 5: Link Building & Ranking In Search Engines
- Chapter 6: Social Media & Ranking In Search Results
- Chapter 7: Trust, Authority & Search Rankings
- Chapter 8: Personalization & Search Engine Rankings
- Chapter 9: Violations & Search Engine Spam Penalties
- Chapter 10: Blocking & Search Engine Results

There are numerous links to other sources at the bottom of this page:
http://searchengineland.com/guide/what-is-seo

Webmaster Guidelines

The following guidelines were culled from several online resources. Some of this information is technical programming information. These guidelines are general, and Aquifer may handle things differently.
http://support.google.com/webmasters/bin/answer.py?hl=en&answer=35769#1

Best practices to help Google find, crawl and index your site

Please see Appendix A for further information.

Design and content guidelines

- Create a useful, information-rich site and write pages that clearly and accurately describe your content.
- Think about the words users would type to find your pages, and make sure that your site actually includes those words within it.
- Try to use text instead of images to display important names, content or links. The Google crawler doesn't recognize text contained in images. If you must use images for textual content, consider using the "ALT" attribute to include a few words of descriptive text.
- Make sure that your <title> elements and ALT attributes are descriptive and accurate.
- Check for broken links and correct HTML.
- If you decide to use dynamic pages (i.e., the URL contains a "?" character), be aware that not every search engine spider crawls dynamic pages as well as static pages. It helps to keep the parameters short and the number of them few.

Technical guidelines

- Test your site to make sure that it appears correctly in different browsers.

Compliance

All websites containing official UST related content are required to adhere to these guidelines regardless of the location of the hosting of the electronic files. All third-party affiliates supporting official UST related content are required to meet these guidelines as well.

Corrective Action

Should a section of the official UST related content be out of compliance, a written request to take corrective action will be sent to the responsible party via email from the AVP of Marketing Communications. Corrective action should be performed in a timely manner.

In situations where the appropriate party for making the changes cannot be identified or time is a pressing issue the Marketing and/or Web Administration departments will be empowered to make changes to bring the content into compliance.

Aquifer Access

UST faculty and staff that have access to make changes to certain sections of the website must adhere to the Acceptable Use and Acceptable Use Guideline policies as outlined by UST's department of Information Technology. Prior to permission being granted, each user must be trained by the Office of Marketing Communication.

Appendix A

Best practices to help Google find, crawl and index your site

Design and content guidelines

- Make a site with a clear hierarchy and text links. Every page should be reachable from at least one static text link.
- Offer a site map to your users with links that point to the important parts of your site. If the site map has an extremely large number of links, you may want to break the site map into multiple pages.
- Keep the links on a given page to a reasonable number.
- Create a useful, information-rich site and write pages that clearly and accurately describe your content.
- Think about the words users would type to find your pages, and make sure that your site actually includes those words within it.
- Try to use text instead of images to display important names, content or links. The Google crawler doesn't recognize text contained in images. If you must use images for textual content, consider using the "ALT" attribute to include a few words of descriptive text.
- Make sure that your <title> elements and ALT attributes are descriptive and accurate.
- Check for broken links and correct HTML.
- If you decide to use dynamic pages (i.e., the URL contains a "?" character), be aware that not every search engine spider crawls dynamic pages as well as static pages. It helps to keep the parameters short and the number of them few.
- Review our recommended best practices for images, video and rich snippets.

Technical guidelines

- Use a text browser such as Lynx to examine your site, because most search engine spiders see your site much as Lynx would. If fancy features such as JavaScript, cookies, session IDs, frames, DHTML or Flash keep you from seeing all of your site in a text browser, then search engine spiders may have trouble crawling your site.
- Allow search bots to crawl your sites without session IDs or arguments that track their path through the site. These techniques are useful for tracking individual user behavior, but the access pattern of bots is entirely different. Using these techniques may result in incomplete indexing of your site, as bots may not be able to eliminate URLs that look different but actually point to the same page.
- Make sure your web server supports the If-Modified-Since HTTP header. This feature allows your web server to tell Google whether your content has changed since we last crawled your site. Supporting this feature saves you bandwidth and overhead.
- Make use of the robots.txt file on your web server. This file tells crawlers which directories can or cannot be crawled. Make sure it's current for your site so that you don't accidentally block the Googlebot crawler. Visit http://code.google.com/web/controlcrawlindex/docs/faq.html to learn how to instruct robots when they visit your site. You can test your robots.txt file to make sure you're using it correctly with the robots.txt analysis tool available in Google Webmaster Tools.
- Make reasonable efforts to ensure that advertisements do not affect search engine rankings. For example, Google's AdSense ads and DoubleClick links are blocked from being crawled by a robots.txt file.

- If your company buys a content management system, make sure that the system creates pages and links that search engines can crawl.
- Use robots.txt to prevent crawling of search results pages or other auto-generated pages that don't add much value for users coming from search engines.
- Test your site to make sure that it appears correctly in different browsers.
- Monitor your site's performance and optimize load times. Google's goal is to provide users with the most relevant results and a great user experience. Fast sites increase user satisfaction and improve the overall quality of the web (especially for those users with slow Internet connections), and we hope that as webmasters improve their sites, the overall speed of the web will improve. Google strongly recommends that all webmasters regularly monitor site performance using Page Speed, YSlow, WebPagetest or other tools. For more information, tools, and resources, see Let's Make The Web Faster. In addition, the Site Performance tool in Webmaster Tools shows the speed of your website as experienced by users around the world.

Quality guidelines

These quality guidelines cover the most common forms of deceptive or manipulative behavior, but Google may respond negatively to other misleading practices not listed here. It's not safe to assume that just because a specific deceptive technique isn't included on this page, Google approves of it. Webmasters who spend their energies upholding the spirit of the basic principles will provide a much better user experience and subsequently enjoy better ranking than those who spend their time looking for loopholes they can exploit.

If you believe that another site is abusing Google's quality guidelines, please let us know by filing a spam report. Google prefers developing scalable and automated solutions to problems, so we attempt to minimize hand-to-hand spam fighting. While we may not take manual action in response to every report, spam reports are prioritized based on user impact, and in some cases may lead to complete removal of a spammy site from Google's search results. Not all manual actions result in removal, however. Even in cases where we take action on a reported site, the effects of these actions may not be obvious.

Quality guidelines - basic principles

- Make pages primarily for users, not for search engines.
- Don't deceive your users.
- Avoid tricks intended to improve search engine rankings. A good rule of thumb is whether you'd feel comfortable explaining what you've done to a website that competes with you, or to a Google employee. Another useful test is to ask, "Does this help my users? Would I do this if search engines didn't exist?"
- Think about what makes your website unique, valuable, or engaging. Make your website stand out from others in your field.

Quality guidelines - specific guidelines

Avoid the following techniques:

- Automatically generated content
- Participating in link schemes
- Cloaking
- Sneaky redirects
- Hidden text or links

- Doorway pages
- Scraped content
- Participating in affiliate programs without adding sufficient value
- Loading pages with irrelevant keywords
- Creating pages with malicious behavior, such as phishing or installing viruses, trojans or other badware
- Abusing rich snippets markup
- Sending automated queries to Google

Engage in good practices like the following:

- Monitoring your site for hacking and removing hacked content as soon as it appears
- Preventing and removing user-generated spam on your site

If you determine that your site doesn't meet these guidelines, you can modify your site so that it does and then submit your site for reconsideration.

Image sitemaps

http://support.google.com/webmasters/bin/answer.py?hl=en&answer=178636

With image search, just as with web search, Google's goal is to provide the best and most relevant search results to our users. Following Google's Webmaster Guidelines and best practices for publishing images can increase the likelihood that your images will be returned in those search results. In addition, you can also use Google's image extensions for Sitemaps to give Google additional information about the images on your site's URLs. Doing this can help Google discover images we might not otherwise find (such as images that are reached via JavaScript forms), and also enables you to identify the most important images on a page. For example, if your site uses templates, every page might feature a boilerplate image. By not listing this image in your Sitemap, you're telling Google that it's less important than the images you have included. However, Google doesn't guarantee that we'll index all of your images or use all of the information in your Sitemap.

To give Google information about images on your site, you'll need to add image-specific tags to a Sitemap. (You can also update an existing Sitemap.) You can create your Sitemap manually, or use one of a number of available third-party tools that can help you generate Sitemaps. You can use a separate Sitemap to list images, or you can add image information to an existing Sitemap. Use whichever method works for you.

For each URL you list in your Sitemap, add additional information about important images on that page. The following example shows a Sitemap entry for the URL http://example.com/sample.html, which contains two images. (You can list up to 1,000 images for each page.)

```
<?xml version="1.0" encoding="UTF-8"?>

 <urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"

  xmlns:image="http://www.google.com/schemas/sitemap-image/1.1">
```

```
  <url>
    <loc>http://example.com/sample.html</loc>
    <image:image>
      <image:loc>http://example.com/image.jpg</image:loc>
    </image:image>
    <image:image>
      <image:loc>http://example.com/photo.jpg</image:loc>
    </image:image>
  </url>
</urlset>
```

Image tag definitions

Tag	Required	Description
<image:image>	Yes	Encloses all information about a single image. Each URL (<loc> tag) can include up to 1,000 <image:image> tags.
<image:loc>	Yes	The URL of the image. In some cases, the image URL may not be on the same domain as your main site. This is fine, as long as both domains are verified in Webmaster Tools. If, for example, you use a content delivery network (CDN) to host your images, make sure that the hosting site is verified in Webmaster Tools OR that you submit your Sitemap using robots.txt. In addition, make sure that your robots.txt file doesn't disallow the crawling of any content you want indexed.
<image:caption>	Optional	The caption of the image.
<image:geo_location>	Optional	The geographic location of the image. For example, <image:geo_location>Limerick, Ireland</image:geo_location>.
<image:title>	Optional	The title of the image.
<image:license>	Optional	A URL to the license of the image.

Image publishing guidelines

http://support.google.com/webmasters/bin/answer.py?hl=en&answer=114016
*See this page for instructional videos

With image search, just as with Web search, Google's goal is to provide the best and most relevant search results to our users. Following the best practices listed below (as well as our usual Webmaster Guidelines) will increase the likelihood that your images will be returned in those search results.

You can give Google additional details about your images, and provide the URL of images we might not otherwise discover, by adding information to a web Sitemap. More information about adding image information to a Sitemap.

Don't embed important text inside images.
Avoid embedding important text in images for elements like page headings and menu items because not all users can access them. To ensure maximum accessibility of your important text based content, keep it in regular HTML.

Tell us as much as you can about the image.
Give your images detailed, informative filenames.
The filename can give Google clues about the subject matter of the image. Try to make your filename a good description of the subject matter of the image. For example, my-new-black-kitten.jpg is a lot more informative than IMG00023.JPG. Descriptive filenames can also be useful to users: If we're unable to find suitable text in the page on which we found the image, we'll use the filename as the image's snippet in our search results.

Create great alt text.
The alt attribute is used to describe the contents of an image file. It's important for several reasons:
It provides Google with useful information about the subject matter of the image. We use this information to help determine the best image to return for a user's query.

Many people – for example, users with visual impairments or people using screen readers or who have low-bandwidth connections — may not be able to see images on web pages. Descriptive alt text provides these users with important information. It is also important for ADA compliance.

Not so good:
```
<img src="puppy.jpg" alt=""/>
```

Better:
```
<img src="puppy.jpg" alt="puppy"/>
```

Best:
```
<img src="puppy.jpg" alt="Dalmatian puppy playing fetch">
```

To be avoided:
```
<img src="puppy.jpg" alt="puppy dog baby dog pup pups puppies
doggies pups litter puppies dog retriever labrador wolfhound
setter pointer puppy jack russell terrier puppies dog food cheap
dogfood puppy food"/>
```

Filling alt attributes with keywords ("keyword stuffing") results in a negative user experience, and may cause your site to be perceived as spam. Instead, focus on creating useful, information-rich content that uses keywords appropriately and in context. We recommend testing your content by using a text-only browser such as Lynx.

Anchor text

External anchor text (the text pages use to link to your site) reflects how other people view your pages. While typically webmasters can't control how other sites link to theirs, you can make sure that anchor text you use within your own site is useful, descriptive, and relevant. This improves the user experience and helps the user understand the link's destination. For example, you might link to a page of vacation photos like this: **Photos of our June 2008 trip to Ireland**.

Provide good context for your image

The page the image is on, and the content around the image (including any captions or image titles), provide search engines with important information about the subject matter of your image. For example, if you have a picture of a polar bear on a page about home-grown tomatoes, you'll be sending a confused message to the search engines about the subject matter of polarbear.jpg.
Wherever possible, it's a good idea to make sure that images are placed near the relevant text. In addition, we recommend providing good, descriptive titles and captions for your images.

Think about the best ways to protect your images

Because images are often copied by users, Google often finds multiple copies of the same image online. We use many different signals to identify the original source of the image, and you can help by providing us with as much information as you can. In addition, the information you give about an image tells us about its content and subject matter.

Webmasters are often concerned about the unauthorized use of their images. If you prevent users from using your images on their site, or linking to your images, you'll prevent people from using your bandwidth, but you are also limiting the potential audience for your images and reducing their discoverability by search engines.

UST will provide logos and photos for internal and editorial use only.

If you don't want search engines to crawl your images, we recommend using a robots.txt file to block access to your images.

Create a great user experience

Great image content is an excellent way to build traffic to your site. We recommend that when publishing images, you think carefully about creating the best user experience you can.

- **Good-quality photos** appeal to users more than blurry, unclear images. In addition, other webmasters are much more likely to link to a good-quality image, which can increase visits to your site. Crisp, sharp images will also appear better in the thumbnail versions we display in our search results, and may therefore be more likely to be clicked on by users.
- Even if your image appears on several pages on your site, consider creating a **standalone landing page for each image**, where you can gather all its related information. If you do this, be sure to provide unique information—such as descriptive titles and captions—on each page. You could also enable comments, discussions, or ratings for each picture.
- Not all users scroll to the bottom of a page, so consider **putting your images high up on the page** where it can be immediately seen.
- Consider **structuring your directories so that similar images are saved together**. For example, you might have one directory for thumbnails and another for full-size images; or you could create separate directories for each category of images (for example, you could create separate directories for Hawaii, Ghana, and Ireland under your Travel directory). If your site contains

adult images, we recommend storing these in one or more directories separate from the rest of the images on your site.

- **Specify a width and height for all images.** A Web browser can begin to render a page even before images are downloaded, provided that it knows the dimensions to wrap non-replaceable elements around. Specifying these dimensions can speed up page loading and improve the user experience. For more information about optimizing your images, see Optimizing Web Graphics on the site Let's Make the Web Faster.

With image search, just as with web search, our goal is to provide the best and most relevant search results to our users. Following the best practices listed above will increase the likelihood that your images will be returned in those search results.

Meta tags

http://support.google.com/webmasters/bin/answer.py?hl=en&answer=79812&topic=2370420&ctx=topic

*See video on this page.

Meta tags are a great way for webmasters to provide search engines with information about their sites. Meta tags can be used to provide information to all sorts of clients, and each system processes only the meta tags they understand and ignores the rest. Meta tags are added to the `<head>` section of your HTML page and generally look like this:

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"

"http://www.w3.org/TR/html4/loose.dtd">

<html>

<head>

<META NAME="Description" CONTENT="Author: A.N. Author, Illustrator: P.
Picture,

Category: Books, Price:  £9.24, Length: 784 pages">

<META http-equiv="Content-Type" CONTENT="text/html; charset=iso-8859-
1">

<META NAME="google-site-verification"
CONTENT="+nxGUDJ4QpAZ5l9Bsjdi102tLVC21AIh5d1Nl23908vVuFHs34="/>

<title>Example Books - high-quality used books for children</title>

<META NAME="robots" CONTENT="noindex,nofollow">
```

`<meta name="description" content="A description of the page" />`	This tag provides a short description of the page. In some situations this description is used as a part of the snippet shown in the search results. More information
`<title>The Title of the Page</title>`	While technically not a meta tag, this tag is often used together with the "description". The contents of this tag are generally shown as the title in search results (and of course in the user's browser). More information
`<meta name="robots" content="..., ..." />` `<meta name="googlebot" content="..., ..." />`	These meta tags can control the behavior of search engine crawling and indexing. The robots meta tag applies to all search engines, while the "googlebot" meta tag is specific to Google. The default values are "index, follow" (the same as "all") and do not need to be specified. We understand the following values (when specifying multiple values, separate them with a comma): • noindex: prevents the page from being indexed • nofollow: prevents the Googlebot from following links from this page • nosnippet: prevents a snippet from being shown in the search results • noodp: prevents the alternative description from the ODP/DMOZ from being used • noarchive: prevents Google from showing the Cached link for a page. • unavailable_after:[date]: lets you specify the exact time and date you want to stop crawling and indexing of this page • noimageindex: lets you specify that you do not want your page to appear as the referring page for an image that appears in Google search results. You can now also specify this information in the header of your pages using the "X-Robots-Tag" HTTP header directive. This is particularly useful if you wish to limit indexing of non-HTML files like graphics or other kinds of documents. More information about robots.txt
`<meta name="google" content="notranslate" />`	When we recognize that the contents of a page are not in the language that the user is likely to want to read, we often provide a link to a translation in the search results. In general, this gives you the chance to provide your unique and compelling content to a much larger group of users. However, there may be situations where this is not desired. This meta tag tells Google that you don't want us to provide a translation for this page.
`<meta name="google-site-verification" content="..." />`	You can use this tag on the top-level page of your site to verify ownership for Webmaster Tools. Please note that while the values of the "name" and "content" attributes must match exactly what is provided to you (including upper and lower case), it doesn't matter if you change the tag from XHTML to HTML or if the format of the tag matches the format of your page. More information
`<meta http-`	This meta tag defines the page's content type and character set.

`equiv="Content-Type" content="...; charset=..." />`	Make sure that you surround the value of the content attribute with quotes - otherwise the charset attribute may be interpreted incorrectly. More information
`<meta http-equiv="refresh" content="...;url=..." />`	This meta tag sends the user to a new URL after a certain amount of time, and is sometimes used as a simple form of redirection. However, it is not supported by all browsers and can be confusing to the user. The W3C recommends that this tag not be used. We recommend using a server-side 301 redirect instead.