

TOP 5 things you can do to help improve the Extension website

1. Add images to your content and pages

We know from the visitor feedback we've collected that visitors enjoy seeing high quality images. There are many opportunities for adding images, particularly:

- ▶ Take a **picture of your office building** for your county landing page.
- ▶ Find a large, wide photo for your county or program's "**hero image**."
- ▶ Have a friend or coworker take a photo of you and add it to your **user profile**.
- ▶ Add **thumbnail photos for events** you enter. Visitors see these images when the event shows up on the home page or a topic page. If you don't upload a photo, a default will be used, so please make sure that is appropriate, it doesn't make sense to use the default sunflower photo on an event about pruning roses.

When you add an image, remember to set its "focal point" so that it is cropped correctly when visitors see it.

2. Check for duplicate content

Content such as events and announcements can be shared between counties and programs rather than entered multiple times. This reduces the chance of visitors finding conflicting information. If your event applies to more than one county, check to see if it has already been entered.

- ▶ When you enter content, a list of content with the same title is displayed in the right-hand sidebar on the edit screen.
- ▶ You can use this tool to search for existing content on the site: <https://extension.oregonstate.edu/content/overview>

3. Utilize topic tags

Based on analytics, we know topic pages tend to, in general, be seen by a wider audience than county or program pages.

- ▶ **Tag events** with topics to show them on the corresponding topic page(s). This is also how you feature events on focus areas in a county.
- ▶ If you have **class materials** to upload, consider uploading them through a content team if they are useful to a more general audience. Then, you can tag them with the appropriate topic(s).

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4. Learn about new design features

Several new features have been added for county and program groups to make their pages more usable:

- ▶ For counties and programs, check out your **page section settings**. On program subpages and county focus areas, pages are set up in “page sections”. At the top of the section of the edit screen where these are configured, there is a “Settings” tab. In this tab, you can configure the list style and background color of the sections, which can make a long page much easier to scan.
- ▶ For programs, you can utilize **nested subpages**. Click the “Reorder pages” button at the bottom of your sidebar and drag one page under another and to the right. This will hide that page in the sidebar menu until a visitor clicks on its parent.

5. Store your files in Box

Box was designed specifically for file management, and as such has some useful features that aren't available on our website platform:

- ▶ **Document versioning:** In Box, it is easy to replace a file with a new version without changing the link. This means that old versions won't be floating around and potentially confusing visitors.
- ▶ **Password protection:** You can set a special password to restrict access to documents. Visitors do NOT need an ONID or DINO account to access them, they just need to know the password.
- ▶ **Institutional ownership:** Be sure to share access appropriately so coworkers and future employees can continue to have access to files after the original uploader leaves OSU. We recommend sharing your folders with the EESC web team to ensure that this can happen smoothly.

Extra: Follow the project blog

Following the Extension digital strategy project blog at beav.es/navigator is the best way to get updates about new website features as well as Extension's digital strategy in general. The site also has links to training and contact information if you have questions or need help. We welcome your comments and suggestions!