Webpages

TCCS departments each have a webpage on services.claremont.edu to access, maintain, and utilize as a powerful resource. Your webpage provides a virtual space to present your services. Your service or department’s webpage is the “front porch” to your service; making it welcoming and a great experience. Unlike printed materials, webpages can be easily updated to display the latest information. Practice the tips in this guide to enhance your department’s webpage and effectively communicate your services online!

1. Access

The TCCS website utilizes WordPress, a user-friendly web content management system designed to simplify website maintenance. If you hold the role of web administrator within your department, please email Communications to request access to the service website. Our department will promptly grant you editor privileges and offer specialized training to ensure your proficiency in managing the site.

2. Template

After gaining access to the site, please take the time to review the department pages. You will observe that all pages follow a standardized template, ensuring consistency throughout. Each page incorporates a department photo, contact details, and service information. When updating information, it is crucial to adhere to the template structure. By maintaining consistency within these parameters, our pages will present a uniform, professional appearance familiar to the user.

3. Content

Your department’s webpage serves as a platform to showcase your services. As an editor, you have the ability to modify the page’s content. When doing so, it is essential to add relevant details and valuable resources to benefit your audience. It’s also important to eliminate any outdated information. Additionally, prioritize the readability of your content by using proper spelling and grammar. Put yourself in your audience’s shoes and assess whether your page’s content is easy to understand and helpful.

4. Consistent Maintenance

Consistent webpage maintenance is crucial with the ever-changing nature of information. Performing monthly reviews is a best practice to ensure accuracy and up-to-date information. Keeping your events calendars populated is essential for departments with events, activities, and workshops as our TCC Community searches for current events. Presenting significantly outdated content can undermine the credibility of your department. Stay vigilant in keeping your webpage current and reliable.

5. Web Accessibility

Web accessibility ensures equal access to online information for people with disabilities. Add descriptive alt text when uploading images and use PDFs for text-heavy materials. Consider color contrast and avoid using low-quality or similarly colored images online. By adhering to these guidelines, you will enhance the accessibility of our website.

6. Enhance

As an expert in your department’s services, you possess valuable insights to enhance your webpage’s effectiveness. Take the time to review your webpage and consider whether there are any features or resources that could be added to better serve your audience. Adding a web form, events calendar, or downloadable document could provide valuable assistance. If you have any ideas or suggestions, please don’t hesitate to contact the Communications Department. We are eager to collaborate with you and make your ideas a reality.

TCCS Communications is available to assist with suggestions and support on your webpage. Please reach out to Communications@claremont.edu for assistance.