

The Higher Ed Marketing Playbook

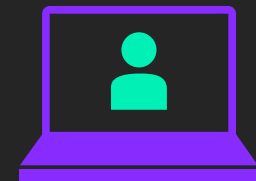
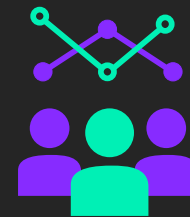
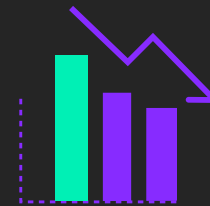
5 Steps to Build a Content Strategy That Converts

EASTERN STANDARD

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The Higher Education Marketing Landscape



Understanding the Need

THE NEED FOR EFFECTIVE CONTENT MARKETING IS MORE URGENT THAN EVER.



Enrollment numbers steadily declining

[Source](#) 



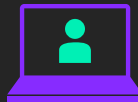
Rising costs of education

[Source](#) 



Disruptive competition

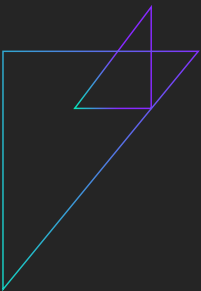
[Source](#) 



Pivot to virtual experiences

[Source](#) 

A solid web presence is crucial to reaching and engaging the right audiences while simultaneously reinforcing your school's reputation and brand.



Web Redesign Projects: Is the Complexity Worth it?

Working as a higher ed professional, you already know what you're up against. A website redesign can be complex, and there are many factors that become major pain points:

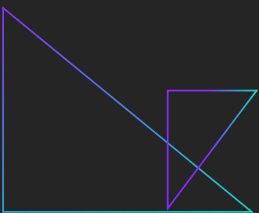
"We don't have the time or resources to commit to this project right now."

"We need better alignment between departments before beginning something like this."

"There is no strategy. Where should we even begin?"

"Who will lead the copy efforts? Is our marcomm team available?"

"We need to ensure new content doesn't negatively impact our search positioning. Will we lose our ranking?"



Your Online Presence Is a Necessity

It's impossible to deny how important a college or university's website is for enrollment purposes. So, how can higher ed marketing teams meet the need?

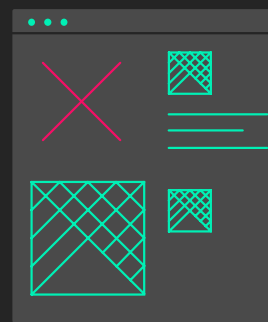
By setting a strong foundation for your content marketing strategy, you can better understand your specific target audiences and how to meet them exactly where they are. A consistent message with authentic and relevant content can communicate your unique value. Tying it all together with an elevated brand experience can allow users to effectively convert on your website.

Sound complicated? It doesn't have to be.



58%

of students use a search engine to find a college's website.



1 in 10

high school seniors and their parents claim to eliminate a college or university from their list of potential schools due to a poor website experience.”

About Eastern Standard

Why We Know What
We're Talking About

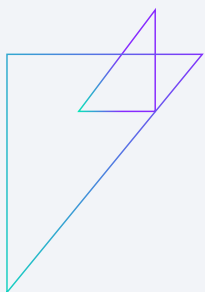


How We Help EDU Marketing Teams

The team at Eastern Standard is made up of specialized experts who know how to build effective content marketing strategies that get results.

Successful higher ed content begins with *intention*. To be impactful, it must speak directly to well-defined audiences, maintain brand consistency, and reflect time-tested tactics for writing on the web.

Our multidisciplinary web and design team has worked with dozens of colleges and universities to design, build, and optimize their web experiences and content practices. We work closely with you to craft a content strategy that is both insights-based and outcome-focused.



THE EASTERN STANDARD APPROACH:

- ✓ Build better website experiences
- ✓ Personalize omnichannel communications at scale
- ✓ Align marketing efforts with enrollment goals
- ✓ Engage students and parents with the right messages in the right place
- ✓ Consolidate existing website infrastructure
- ✓ Streamline content practices

Client Success Stories

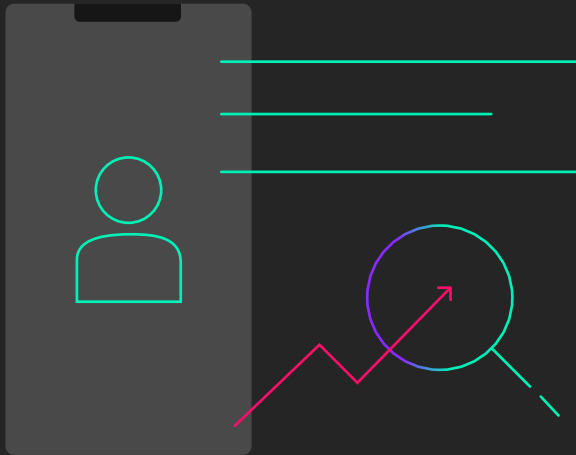
Yale



BRYN ATHYN
COLLEGE



Getting Started



5 STEPS TO BUILD A CONTENT STRATEGY THAT CONVERTS

1

Know Your Users

2

Write for Conversion

3

Maintain Brand Voice & Messaging

4

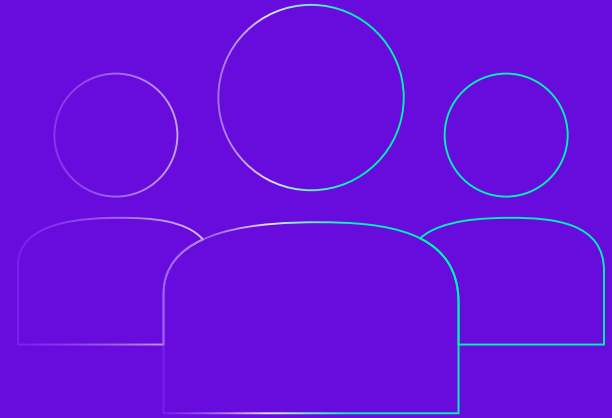
Implement Search Engine Optimization Best Practices

5

Keep Accessibility Top of Mind

STEP #1

Know Your Users

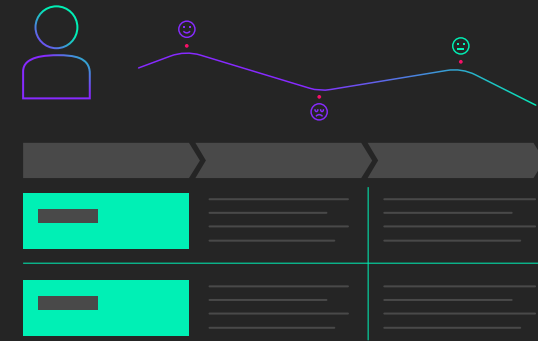
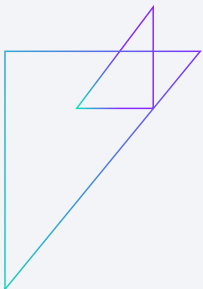


Different Audiences Seek Different Things

When searching for a school or program, your audiences will generally begin in the same way, but their journey becomes much more targeted as they gain answers to the questions they have.

Their questions will become more targeted and expectations more specific as they move through a unique **“user journey.”**

User journeys must be prioritized and separated since your website can't be all things to all people at once.



RECOMMENDATIONS FOR GETTING TO KNOW YOUR AUDIENCES:

- ▲ Analytics and search behavior
- ▲ Quantitative market research: analytics, white papers, demographic studies, etc.
- ▲ Qualitative research: surveys, focus groups, etc.
- ▲ Experience

Understanding the User Journey

Your website should help lead your key audiences to the information that they're seeking, quickly and intuitively. Understanding the various stages of the user journey will ensure that you're placing valuable content in the right places in order for them to feel confident to take the next step.

STAGE 1: INTRODUCTORY CONTENT

This is where the user learns the most basic information about your institution. At this stage, they likely don't know much about your school, what it offers, or how it matches their goals. Top priority here is to learn more and assess credibility.

Example:

Where is the university located?

How you might address it:

Maps, mentions of the geography of the state and nearby cities, nearby points of interest.

STAGE 2: INTEREST/RESEARCH CONTENT

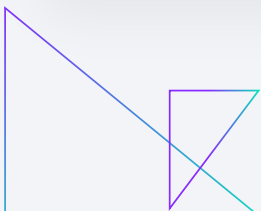
The user is digging a bit deeper, perhaps now evaluating your campus life or academic programs against others.

Example:

Can I afford to attend?

How you might address it:

Information about tuition, scholarships/financial aid, comparison against similar institutions/programs, financial calculators, fill out inquiry form, etc.



Understanding the User Journey (continued)

STAGE 3: INTENT CONTENT

The user is moving toward a decision; they might be looking at details of the admissions and application process.

Example:

What are the admissions requirements?

How you might address it:

Clear and concise information about admission rates, standardized test scores, GPA, class rank, prerequisites (in the case of a specific program), etc.

STAGE 4: CONVERSION CONTENT

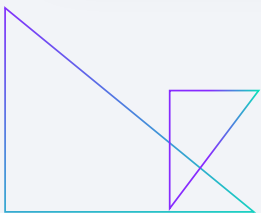
This is the final step in the journey, where the user is looking for the apply now button or contact form.

Example:

How do I schedule a visit?

How you might address it:

Clear call-to-action buttons for the actions you want your users to take. Example: Apply, Enroll, Register for Campus Tour, etc.



Key Audience Behaviors in Higher Education

Teenagers In the Research Phase (16–17 years old):

- Rely heavily on external search engines and third-party sites to find answers.
- More likely to ask adults for help with complex information.
- More inclined to watch videos about the university.

Undergraduate Students or Applicants (18–24 years old):

- More likely to move fast, miss information, or give up quickly.
- Appreciate intuitive user experience with moments of “delight.”

Graduate and Post-Graduate Applicants:

- More familiar with university system and application process in general, but still susceptible to usability issues.
- Spend more time learning about the academic department, its publications, and the faculty experience.

Parents of Prospective Students:

- Look for generally the same information as students when determining fit.
- Tend to explore a website’s Prospective Students section before the Parents section.

Faculty and Staff:

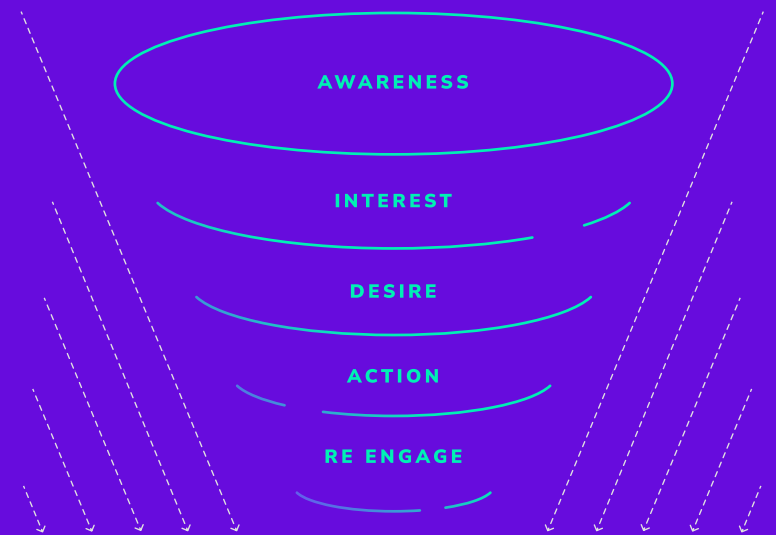
- Need quick access to frequently used tools and applications.
- Appreciate straightforward, concise content written in simple terms. Even users with high literacy are faster and more successful on sites that follow guidelines for writing for the web.

International Students:

- Depend on plain language and familiar terminology. Non-native English speakers expect to see common phrases like “prospective students”, “academic requirements”, and “degree programs”, because they see them so often on other college websites.
- Expect to find content tailored to their needs, such as special steps in the application and visa processes.

STEP #2

Write for Conversion



Your Website Is Not for You

Now that you know more about your audience, use what you have learned to give them exactly what they're looking for. For every bit of copy on your website, it's crucial to think about these things:

“What question is this answering?”

“Who is it for?”

“What next step should they take from here?”

If the answer to any of these questions is unclear, it's time to reevaluate.

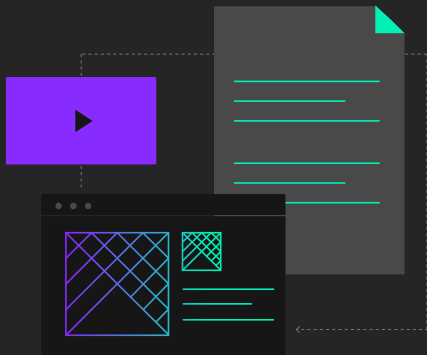


Your Website Is a Marketing Vehicle

Your website is more than an information tool or online brochure about your school, and should lead your users to convert — or make a decision.


In digital marketing, a “conversion” is reached when a user takes the action that you wanted them to take. Great web content leads to a qualified conversion.

For a university, a conversion might be defined as an application submission, a request for more information, or a request to visit.




3x

“Content marketing gets three times as many leads as paid advertising.”

[Source](#) 

6x

“Content marketing rakes in conversion rates six times higher than other methods.”

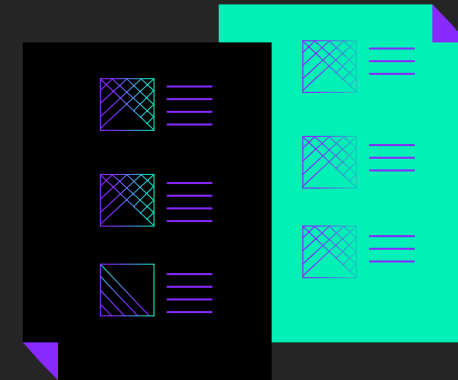
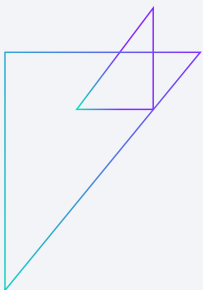
[Source](#) 

Common Website Copy Mistakes

Traditionally, the approach to web copy is simply to write about your product, service offering, or program. Sure, the user will be left with a basic understanding of what to expect, but there is nothing for them to do.

The result? Many qualified leads will leave a website and never interact with the institution online again.

Let's look at a few examples of what you should do instead.



AVOID THESE TENDENCIES:

- ✗ Overabundance of details
- ✗ Self-serving marketing copy
- ✗ Features and benefits-heavy copy
- ✗ Copy based on assumptions

Answer Audience Questions

EXAMPLES

To the right is a component we designed for the Drexel University College of Computing & Informatics, which allows prospective students to see at a glance the specific characteristics of and differences between programs that sound similar based purely on their titles.

What works well here?

The copy allows for the reader to quickly scan the information about the degree program. Most likely, these are questions the individual was already asking themselves. By organizing the content in this way, the user can find the answer they were looking for and move on.

COMPUTER SCIENCE UNDERGRADUATE DEGREE

WHAT DO YOU LEARN?

The undergraduate computer science curriculum emphasizes the theory and practice of effective computing. Students may pursue an optional concentration in Game Programming and Development or Computer Security, as well as following tracks in a wide array of today's most vital computing disciplines.

WHO IS IT GOOD FOR?

CS majors tend to be skilled at math and writing code, and like to apply computer science to solve complex computing problems.

WHAT CAN YOU DO AFTER?

Graduates of Drexel's computer science undergraduate program often hold positions such as Software Developer, Web Developer, Systems Software Systems Engineer, Network Engineer and Application Analyst.

[READ LESS](#) ^

GO TO COMPUTER
SCIENCE
UNDERGRADUATE
DEGREE



PROGRAM HIGHLIGHTS

CS Undergraduate Named 2018
Goldwater Scholar

Answer Audience Questions

EXAMPLES

To the right, we show how we created Eastern University's program pages with elements that would serve a specific audience, reinforce the brand message, highlight the university's values, and ensure proper SEO standards were met.

What works well here?

In this example, you can see how the content is structured to immediately begin answering the user's questions about a major and potential career outcomes. The copy itself contains intentional keywords and phrases that will resonate with the target audience and maintain search optimization best practices.



The College of Health and Sciences | Biology | St. Davids, PA

Why Major in Biology?

Biology is the study of life. A good foundation in Biology neither goes out of style nor limits one to only a single career track. A competent, broad understanding of Biology will always be needed in medical, veterinary, nutritional and other careers working with the body. Finally, there is biological research for the sheer beauty of discovery; for Christians, this humbles us and leads to greater awe of God's hand as Creator. The **BS in Biology** at Eastern University prepares students for immediate entrance into graduate programs or careers in biology. Students may choose one of the following tracks:

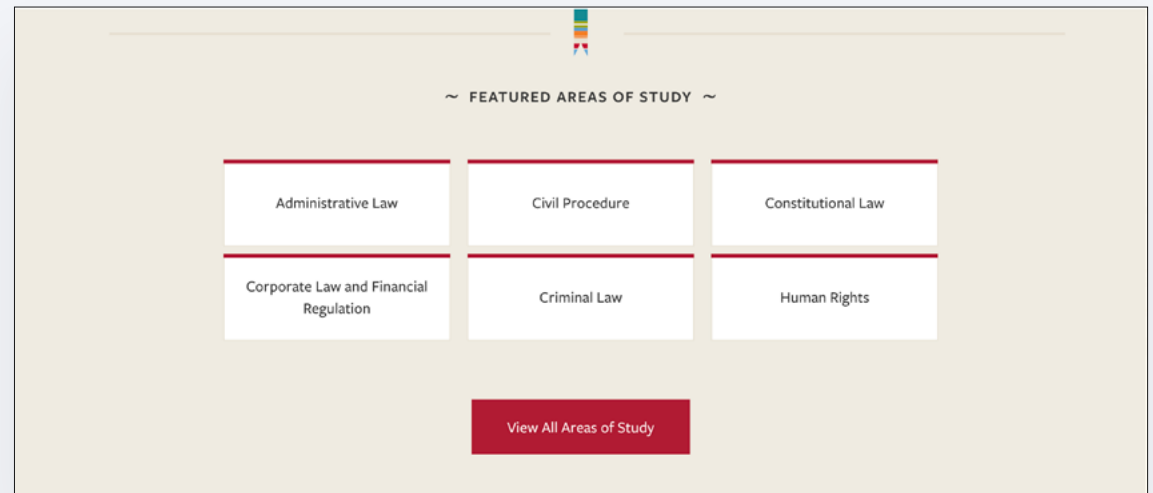
- **Medical** ([pre-med](#), [pre-dental](#), [pre-vet](#), and [pre-PA](#))
- **Field biology** (graduate and professional work in ecology and related disciplines)

Calls to Action

A Call to Action (CTA) is text or a button that links to another page that allows a user to take action after interacting with a piece of content.

CTA BEST PRACTICES:

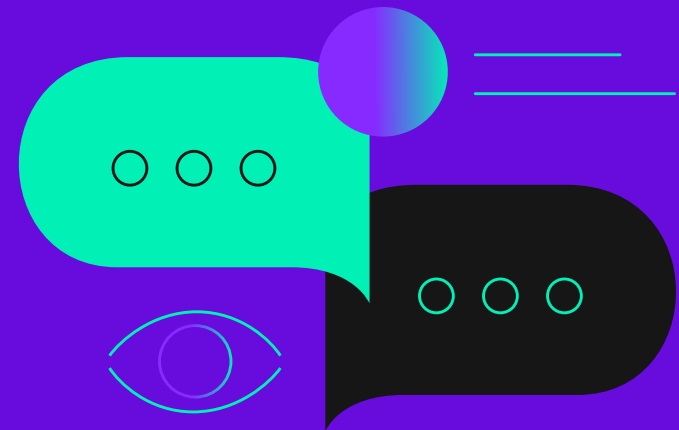
- Clearly separate CTAs from content: don't rely on links embedded in large paragraphs of text.
- CTA text should be clear and descriptive – don't use "Read More" or "Learn More".
- Group CTAs that are relevant to the same user journey or audience. Don't include unrelated CTAs in the same area of the screen.
- Text should be action-oriented: Clearly describe the action the user will take in simple terms ("request information"), or where the user will arrive on your site ("explore majors")



[Learn more about our website redesign project with Cornell Law. ↗](#)

STEP #3

Maintain Brand Voice & Message



The Value of Your School's Brand

Your brand encompasses both how you publicly distinguish and how audiences personally perceive your school among your peers. Your brand translates your mission and vision into a competitive advantage and defining strengths. Of course, you want to be memorable and distinct — but it must go further than that...


Consider the impact that selecting a university has on one's life. Your brand also encompasses the promised experience that an individual is to receive — and you must deliver.

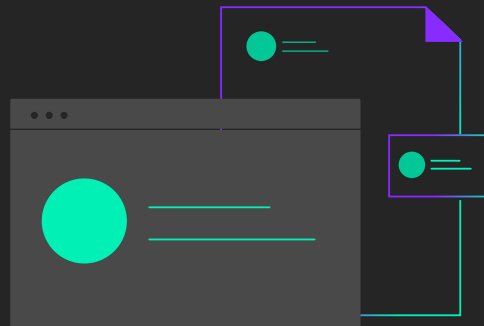
Strong brand positioning allows a user to make a confident decision that their time and money will be well invested with you.

Coupled with a strategic marketing plan, branding can have an invaluable effect on the overall success of your institution. When done correctly, your branding will reinforce your school's reputation as a trusted academic leader, help grow enrollment numbers, and resonate with the right target audiences to form valuable connections.


64%

“Shared values are a driving factor in 64% of brand relationships.”

[Source](#) 



“The core value of brand is the basis for the establishment of the relationship between consumers and the brand, a direct impact on the success of the brand.”

[Source](#) 

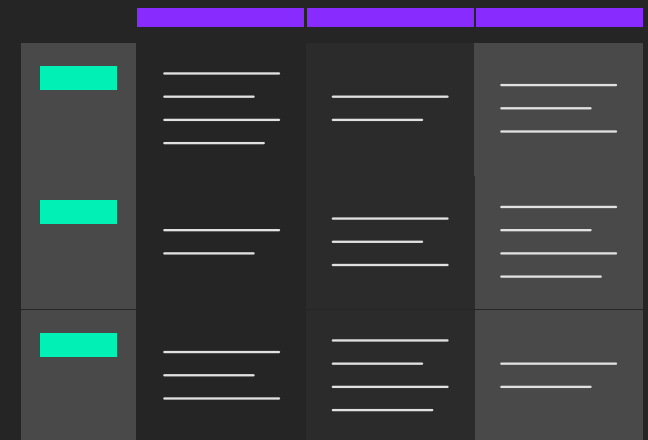
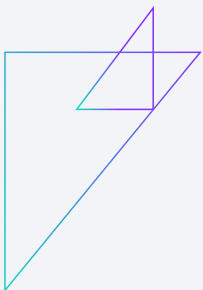
The Brand Messaging Framework

To be cohesive and credible, your content marketing strategy must include articulated brand guidelines, or the elements that paint a clear picture of how you communicate. These elements will help provide a focused framework for what content to produce, what your content should look like, and what it should sound like.

Typical branding guidelines involve elements such as:

- ▲ Brand Values
- ▲ Brand Positioning
- ▲ Brand Voice
- ▲ Brand Lexicon

Together, we'll break down each of these.



Brand Values

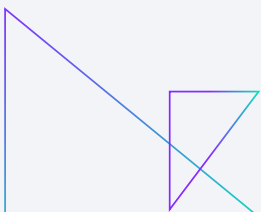
Brand values guide an organization's decision-making and culture. They refer to the “ideals” guiding the brand's actions and should:

- ✓ Define and promote a set of behaviors and skills
- ✓ Be fundamental, timeless, and actionable

Considering a wide range of brand values can help you best understand how they can be incorporated into every aspect of your university's messaging.

Examples:

- ▲ Integrity
- ▲ Innovation
- ▲ Sustainability
- ▲ Excellence
- ▲ Engaged



TIP:

Skip the generic brand values.
There are many brand values
that you may want your
institution to embody, however,
they may not be the best
fit for your goals or offered
experience. Also remember, you
want the values you choose to
help set you apart.

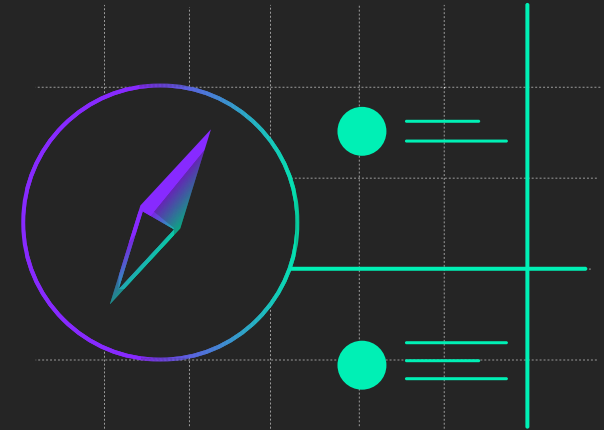
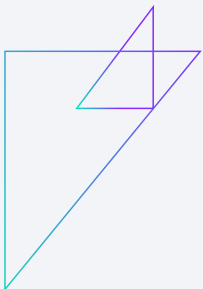
Brand Positioning

Brand positioning differentiates your institution from competitors, making it easier for users to understand why they should choose your university or program over others in the market. It also:

- ▲ Ensures that messaging and marketing efforts are consistent across all channels and touchpoints, helping to build trust and loyalty with your target audiences.
- ▲ Provides a strategic direction for your brand, helping to guide decision-making around new offerings, marketing campaigns, and other university initiatives.

Examples:

“We prepare students to be future leaders who strive toward academic excellence with a focus on passion, empathy, and community.”



Brand Voice

The personification of your brand's personality, communicated via human traits and characteristics.

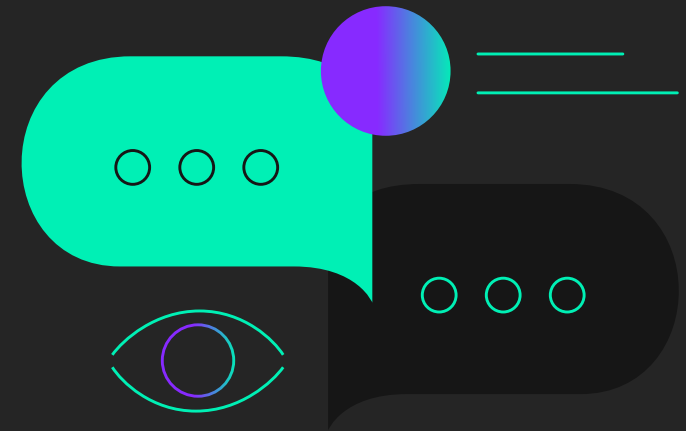
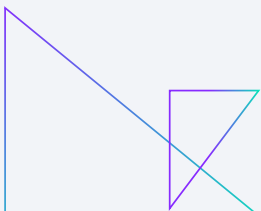
It should:

- ✓ Reflect your audience's desires and expectations, but evolve over time with your institution.
- ✓ Be communicated through content via voice, tone, and imagery, in addition to real-life interactions.
- ✓ Be fundamental, timeless, and actionable.

Considering a wide range of brand values can help you best understand how they can be incorporated into every aspect of your university's messaging.

Examples:

- | | |
|-------------|-----------------|
| ▲ Ambitious | ▲ Curious |
| ▲ Bold | ▲ Tenacious |
| ▲ Energetic | ▲ Collaborative |



Voice Chart Example

| Characteristic | Description | Do | Don't |
|---------------------------------|--|--|---|
| Warm, Sincere, Welcoming | From our diverse student body to our inclusive policies and programming, we strive to create an environment where everyone feels valued and supported. Join us in our mission to create a better world through education and inclusivity. | Use open, friendly, approachable language | Use overly sophisticated language or position the university as exclusive |
| Knowledgeable | Our faculty are more than just educators — they are experienced professionals who are passionate about sharing their knowledge and helping students achieve their full potential. From one-on-one mentorship to hands-on learning opportunities, our faculty go above and beyond to support students on their educational journey. | Evoke confidence, highlight faculty achievements | Overwhelm the user with information or sound too “ivory tower” |
| Practical | We integrate hands-on, real-world experience with classroom instruction, focusing on practical, usable knowledge to prepare you for your life and career after graduation. | Opt for familiar, plain language | Forget to maintain a helping/warm tone |

Brand Lexicon

A brand's lexicon is a list of words and phrases that should consistently be used university-wide, across media and public audiences to:

- ✓ Create a cohesive and consistent brand voice & messaging
- ✓ Help make content predictable (in a good way)
- ✓ Help signal which content is for which audience

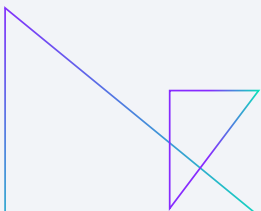
Criteria for a Successful Lexicon:

- ▲ Is organically utilized in everyday speech. No jargon!
- ▲ Integrates with your marketing initiatives
- ▲ Provides value and supports your desired brand perception to your audience
- ▲ Differentiates between internal and external university content and/or language
- ▲ Supports an existing SEO strategy



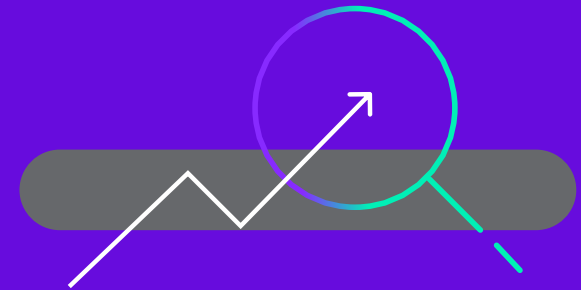
Steps to Building a Brand Lexicon

1. Make a list of the most commonly used terms you use to describe your institution, your programs and offerings, and how you position them to your audience. (Tip: Read through the content presented on your website, printed literature, or verbiage on social media as if it were your first interaction.)
2. Create a second list utilizing audience research that describes how a specific persona defines the words on your list. Ensure that your lexicon aligns with the audience's expectations and understanding.
3. Compare the lists: Are you meeting these language standards? Are you speaking to the understanding of your identified audiences?



STEP #4

Implement SEO Best Practices



Start Your Engine

In the crowded higher education landscape, it's especially valuable that your team put forth necessary efforts to increase online visibility. Search Engine Optimization (SEO) can help you do just that.

Content Strategy + Website Performance = GROWTH

While a solid content strategy is certainly impactful, optimizing your website's performance gives it the **extra boost** it needs

to rank even higher in search, allowing you to better reach and attract new prospects through organic traffic.

SEO strategies can often seem like a foreign language: overwhelming and impossible to understand. However, with a few core best practices in place your institution can be well on its way to gaining the measurable results and ROI you desire.



of marketing departments see SEO as a core part of their marketing strategy, but half (51%) do not have an established SEO strategy.”

[Source](#)

SEO BEST PRACTICES:

User Intent

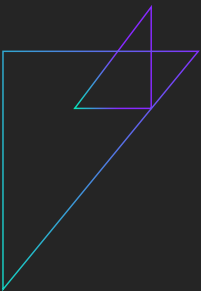
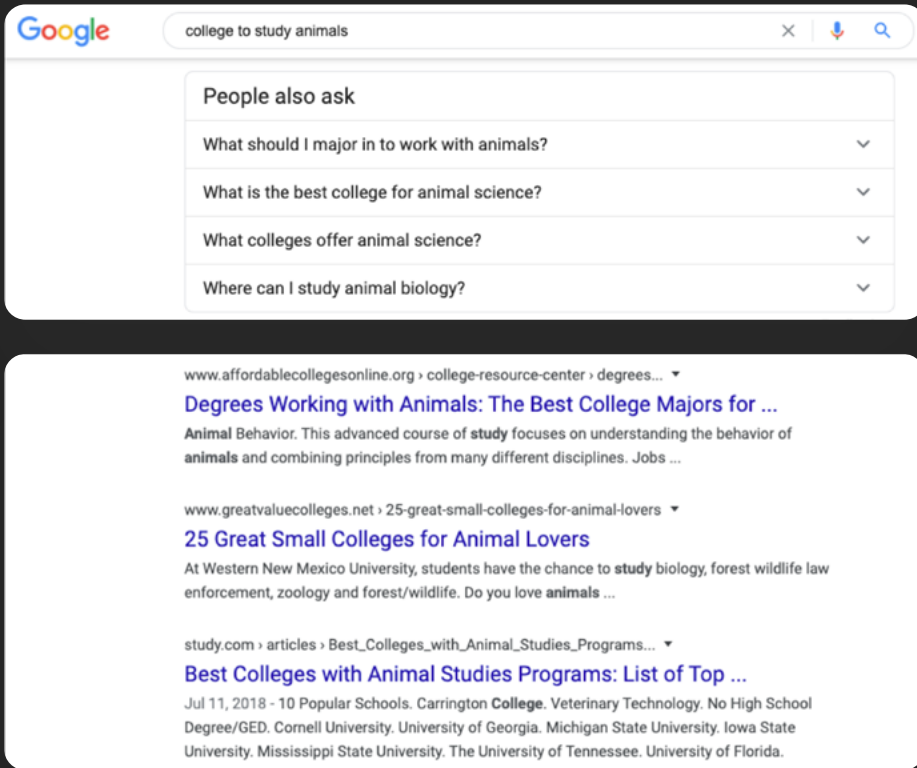
Google and the other search engines have evolved to proactively understand what users mean when they search for vague information, even offering suggestions for similar terms to guide users in their search.

For example, searching for “college to study animals” returns results for articles about degrees and programs in animal studies, animal behavior, and zoology — much more specific information than the search query.

Note the difference in keywords between the search query and suggested phrases shown here.

Best Practice:

Start by using keywords with a clear search intent. Put yourself in your user’s shoes and incorporate keywords and phrases that they may use in their search process so that you can better align your content to meet their expectations on your website.



SEO BEST PRACTICES:

Keywords

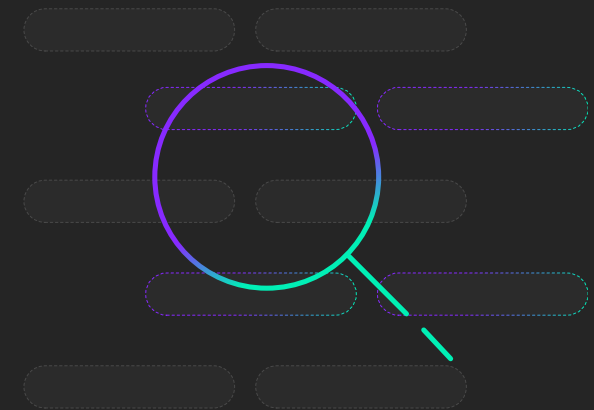
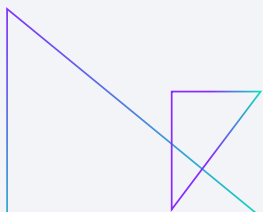
Keywords are ideas and topics that define what your content is about. These are the words and phrases that searchers enter into search engines.

In the past, writing for the web meant focusing on getting as many keywords on a page as possible, even if it negatively impacted readability and created confusion. This is called keyword stuffing — and you want to avoid it.

Instead, include high-quality, relevant keywords and disperse them in your website's meta titles, meta descriptions, headings, articles, blog posts, course descriptions, etc. You'll want to pay specific attention to the keywords that meet user intent and have a high volume in search/low difficulty in rank.

Best Practice:

Invest in SEO research tools that help you identify relevant keywords for your target audiences and prioritize the ones that are unique to your university.



SEO BEST PRACTICES:

Quality Content

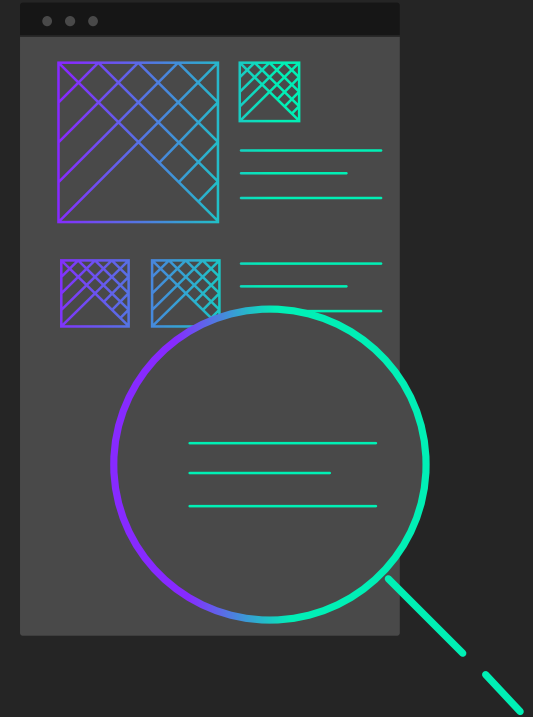
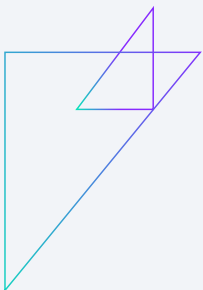
Identifying keyword and search query patterns specific to each of your personas enables you to identify not only keywords, but opportunities for quality content that answers your identified user group's questions.

Further segmenting identified keyword and search query patterns by persona as well as stage of the user journey can **unearth valuable content opportunities that creates value for your users** — not just SEO value for your institution.

Combining highly relevant, high-quality content with an intuitive user experience should be your **gold standard** when it comes to SEO.

Best Practice:

Creating topical content based on identified keywords and search terms is an alternative to the process of stuffing keywords into the body copy.



Meta Tags

www.delval.edu › about-delval › directions-maps-parking ▼

Directions, Maps and Parking | Delaware Valley University

Directions, maps, and parking recommendations are available on our website. Download our campus maps in PDF format or get key addresses.

PAGE TITLE

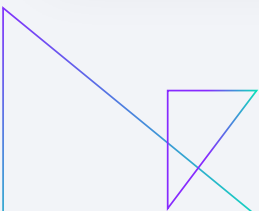
META
DESCRIPTION

Meta Description

A short, clear summary of the content found on a website page that does not appear on the page itself, but surfaces wherever a link to the page is shared.

Page Title (aka Title Tag)

The title of your website page. Page titles should primarily indicate the page content to the user, and secondarily take advantage of opportunities to incorporate keywords.



SEO FOUNDATIONS 101:

URLs

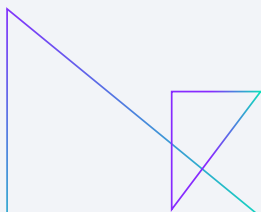
The URL is the browser location that points to your website's page.

Example: **<https://www.yourschool.edu/admission/undergraduate>**

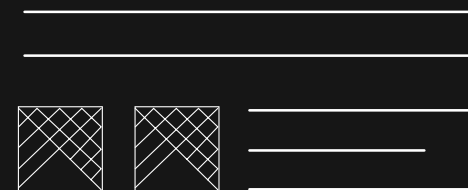
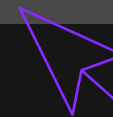
URLs should be descriptive enough to give the user a sense of the page content before they arrive on the page.

Include clear and distinct keywords in your URL titles, such as **<https://yourschool.edu/undergraduate/programs/biology-major>**

Avoid URLs that don't help users or search engines know what's on the page. Example: **<https://yourschool.edu/?p=4294&cat=29>**



HTTP://



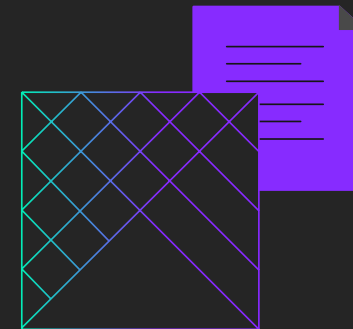
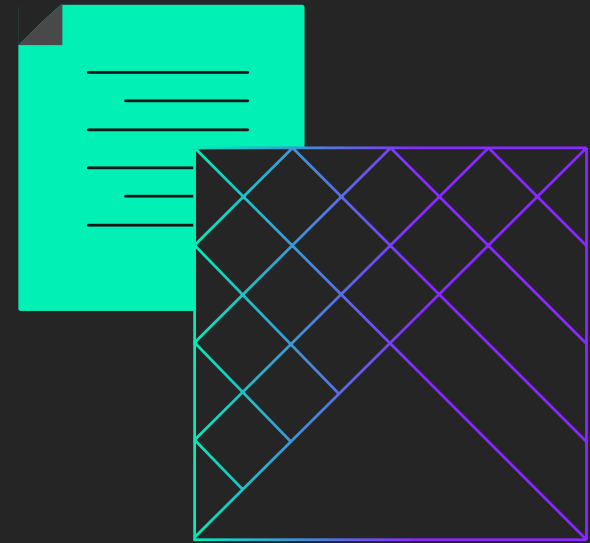
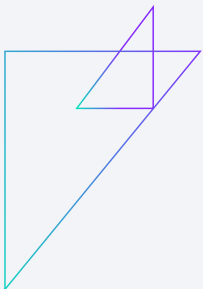
SEO FOUNDATIONS 101:

Image ALT Text

Image ALT Text communicates the content of an image to search engines.

For a visually impaired user, this is especially helpful, as it would be spoken by a screen reader. In the case that an image doesn't load, your descriptive text would display instead.

Do all images need assigned ALT text? YES. Describe the images as literally as you're able, but remember to keep it short.



Internal & External Linking

External Links

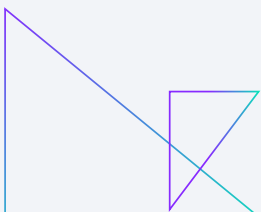
- Links from content on your website to a website that is not your own.

Internal Links

- Links from content on your website to other content located within the site.

What might this look like on a higher ed website? **Here's an example:**

On a Transfer Admission page, within a paragraph about transfer housing, link one of the usages of “housing” to your Housing & Dining page so a user who might become a transfer student can learn more details about their options to live on or off campus.



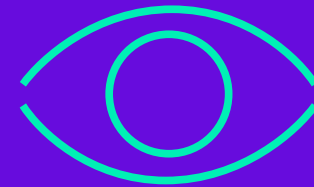
TIP:

When linking from your content to an external or internal reference source, it is more effective to include the links within your body copy.

Be sure to balance the number of links and CTAs on a page. Too many can create a confusing user experience (not to mention, an eyesore)..

STEP #5

Keep Accessibility Top of Mind



A A A

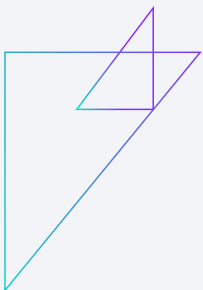


Why Accessibility Matters

The spirit of the web is that it is an open, accessible place for everyone to share information. It can be easy to assume that all of your users will navigate and consume an online experience in a very similar way. In reality, this perception fails to account for differences in how people interact with the world around them, namely your website.

Individuals with visual impairment, for example, don't have the luxury of reading text directly off the screen. Other people may not have the dexterity or physical capabilities required to properly use a mouse or touchscreen.

Those who have color-blindness are not able to interpret subtle differences in colors, and those who are prone to seizures are at risk if the screen flashes too quickly or too brightly.



The American
Disabilities Act requires
that websites and
other interfaces be
designed and built to
accommodate users
who use assistive
technology to browse
the web.

ACCESSIBILITY BEST PRACTICES:

Write Descriptive Page Titles

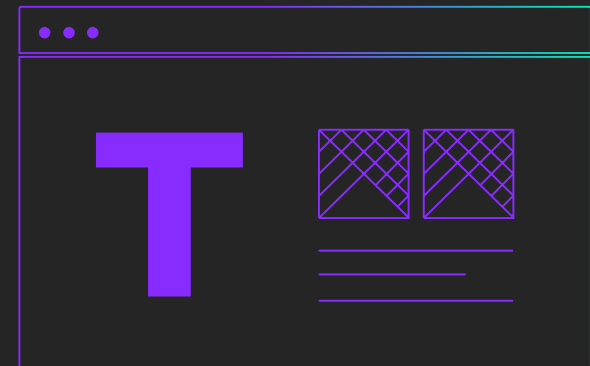
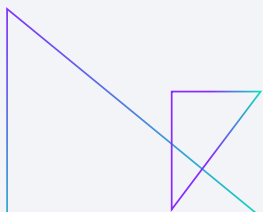
Every page should have a primary title that is descriptive.

The title should appear in the <title> tag of the page (i.e., what you see in the browser window when the page is active, which is determined by the <title> tag.)

Generally speaking, the same title should appear in the only top-level heading (<h1> tag) on the page.

If you include your university's name in your page's <title> tag, it should appear after the descriptive title, not before (Example: "Bioengineering Undergraduate Program - Harvard University" rather than "Harvard University - Bioengineering Undergraduate Program").

As a side benefit, descriptive page titles are also valuable for search engine optimization.



ACCESSIBILITY BEST PRACTICES:

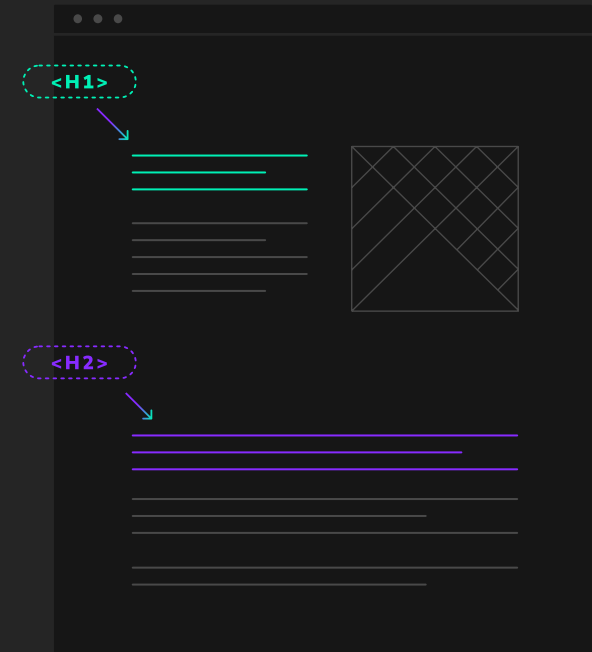
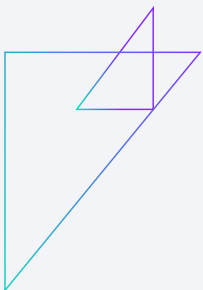
Use Headings to Separate Your Content

Headings are important for screen readers and other tools to properly parse content — and they also help search engines better understand your content.

Do not fall into the trap of using bold text or larger text to create the appearance of a heading on a page. Use the actual heading tags in your CMS to separate content.

Generally speaking, your headings will always start with `<h2>` because `<h1>` is reserved for the page title itself. There should always be an `<h1>` tag on the page with a descriptive page title in it.

Headings must go in order from there. In other words, don't use an `<h3>` heading without having an `<h2>` above it on the page.



ACCESSIBILITY BEST PRACTICES:

Make Link Text Meaningful

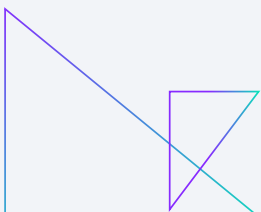
Link text can make your web pages all the more usable and accessible.

The key is for your link text to remain concise, yet make sense without the surrounding sentences or content for context.

Avoid using “Read More” or “Click Here” as your link text. When read aloud by a screen reader, or shown in a document outline, this kind of text provides no context for what the link is about.

TIP:

If you are in a situation where your design or CMS forces you to use “Read More”, talk to your developer about implementing a solution where accessibility tools like screen readers see the “hidden” descriptive text, but fully sighted users still see “Read More” (and presumably have the visual context to understand what the link refers to).



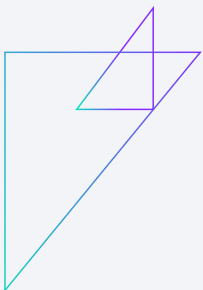
ACCESSIBILITY BEST PRACTICES:

Write Meaningful Image ALT Text

We previously mentioned the importance of using image ALT text for SEO purposes, making it so that search engines understand the content of an image.

In terms of accessibility, image ALT text should accompany every image on your website, without exception, to accommodate for visually impaired users.

Your image ALT text should be as descriptive as possible, while remaining concise. For example, “students” might be technically accurate, but “diverse group of college students gathered around a picnic table” is much better.



TENDENCIES TO AVOID:

Avoid using the filename as the ALT text. “IMG_9997.JPG” might technically allow you to fulfill the requirement of having ALT text, but it doesn’t actually help accessibility.

Don’t start your ALT tags with “Picture of”. Many screen reader already say “picture of” when reading the ALT tag, so it ends up saying “picture of picture of...”.

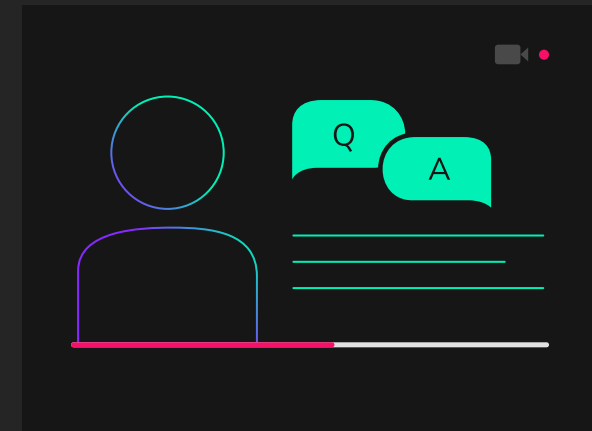
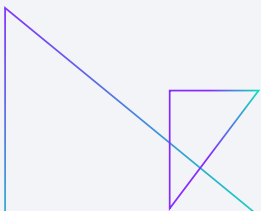
ACCESSIBILITY BEST PRACTICES:

Add Transcripts and Captions for Video + Audio

Remember, the goal of digital accessibility is to provide the best experience for as many users as possible. Transcripts and captions can provide multiple text alternatives for users experiencing a variety of disabilities to enjoy your content.

Recommendations:

- ▲ For audio and visual content, such as training videos, also provide captions!
- ▲ For audio-only content, such as a podcast, provide a transcript.
- ▲ Include in the transcripts and captions the spoken information and sounds that are important for understanding the content (e.g., “door creaks”).
- ▲ For video transcripts, also include a description of the important visual content (e.g., “student leaves the room.”).

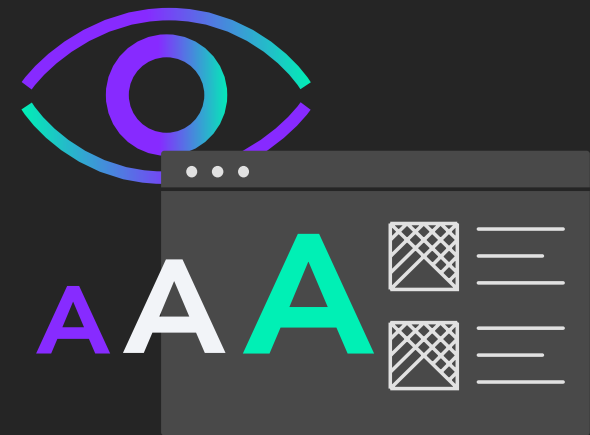
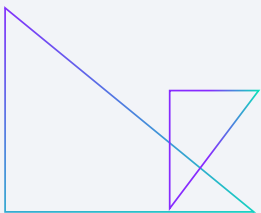


Accessibility Tools

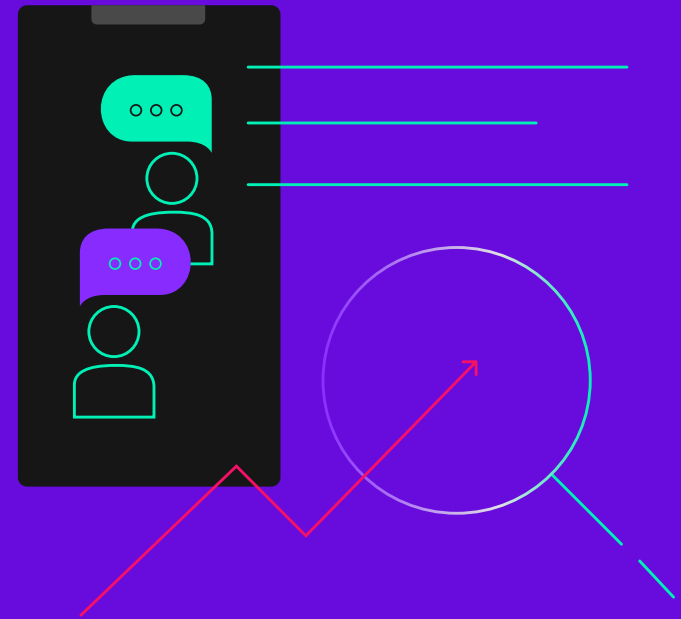
Accessibility best practices must be regularly reviewed and maintained. Because there is no singular governing body or certification that determines whether a site is accessible, remembering a handful of accessibility requirements can save you a lot of time and headache down the road. Thankfully, there are many helpful tools that can help you determine your website's overall accessibility.

Helpful Tools:

- ▲ WebAIM
- ▲ SortSite
- ▲ Google Lighthouse
- ▲ SiteImprove
- ▲ Hemingway App



Taking the Next Steps



Success Is Possible

It can be easy to feel overwhelmed at the thought of creating and executing your institution's content strategy, especially from scratch.

After years of experience partnering with college and university clients just like you, we know firsthand that web writing is different, and content creation is almost always an underestimated effort.

By downloading this guide, we hope you feel empowered to propel your strategy one step further.

Successful web content
for higher education
requires expertise,
strategy, strong brand
foundations, and
organizational alignment.

But you don't have to
do it alone.

Ready, Set, Grow!

At Eastern Standard, we believe that what you focus on grows.

If you're ready to supercharge your website with a content strategy that converts, we're ready to help.

Schedule a free consultation with Eastern Standard to find out if our services could be just what you need to meet your growth goals.

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