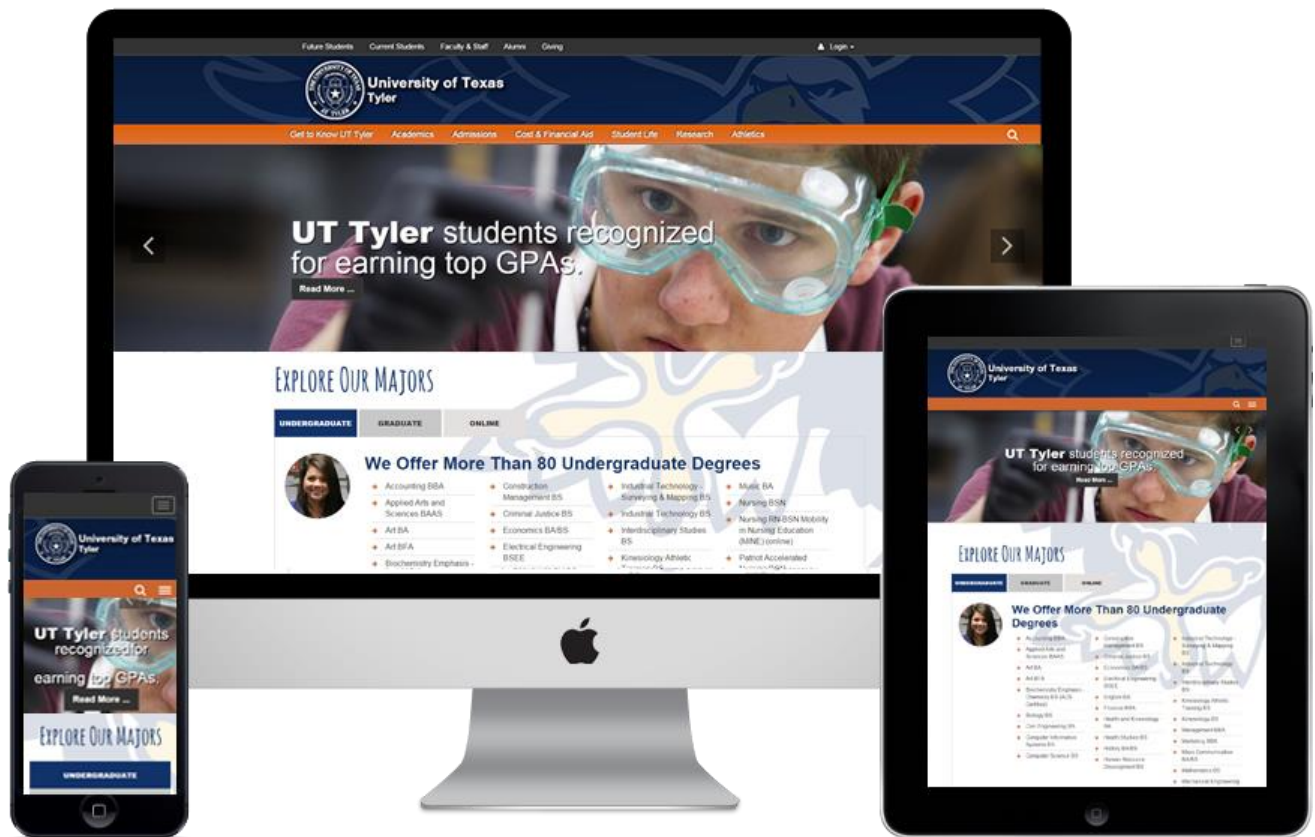# UT Tyler Responsive Design Migration Guide

What is Responsive Design?

By: UT Tyler Web Team
Fall, 2015

Responsive Web design simply means a website has been constructed to look good on any device (desktop, laptop, tablet, smartphone). Some elements used in responsive design allow your site to resize, hide content, shrink, enlarge or move the content to make it look good on any screen.

UT Tyler is in the process of moving to a responsive design website, but we rely on individual page authors to format their content to function properly in the new responsive design templates. Following are some guidelines to help your pages perform well in responsive design.

Advantages of a Responsive Design Website at UT Tyler

Increased engagement. Responsive design will enhance the user experience across multiple platforms by adapting to different screen sizes and devices to provide an optimized viewing and interactive experience.
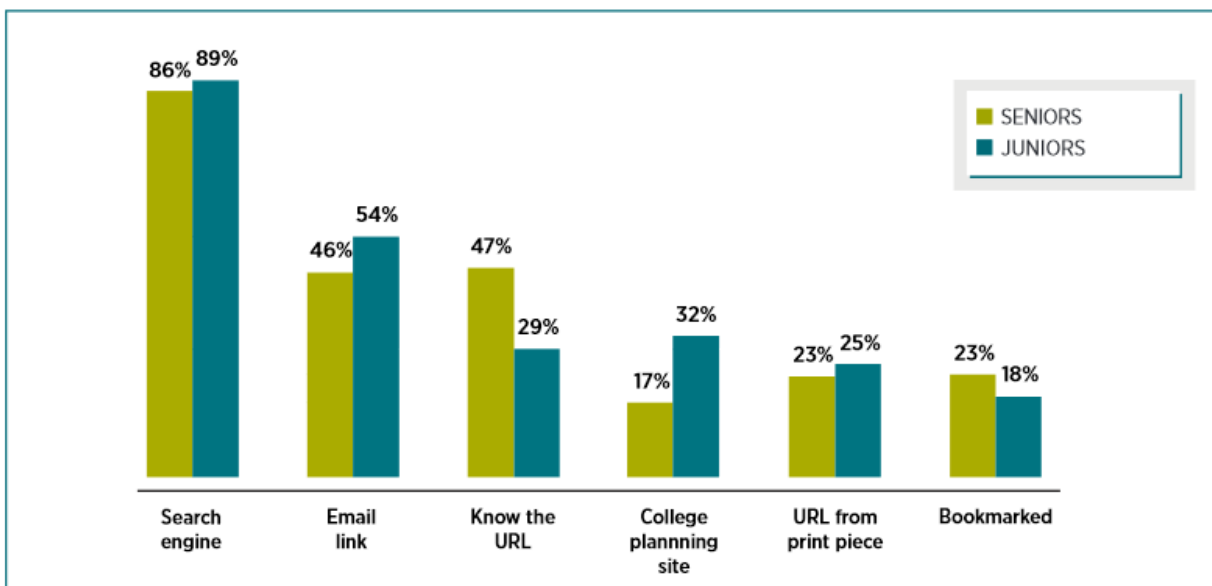
Excellent user experience. Responsive design is about providing the optimal user experience, whether viewing on a desktop, laptop, tablet or smartphone.

Publish content only once. A responsive design single site allows content to be updated across platforms. A mobile website is no longer needed.

Customizable content. The new responsive design templates will include more choices on how content is displayed for the specific needs of each department.

SEO benefits. Google loves responsive design. Google prefers a site that serves all devices set in the same URL. With responsive design and the SEO practices implemented by UT Tyler, Web pages can be found quickly in Google.

Most students today use search engines to find college websites rather than entering URLs directly.

Bar chart with legend: SENIORS, JUNIORS

- Search engine: 86%, 89%
- Email link: 46%, 54%
- Know the URL: 47%, 29%
- College plannning site: 17%, 32%
- URL from print piece: 23%, 25%
- Bookmarked: 23%, 18%

© 2015 Ruffalo Noel Levitz | 2015 E-Expectations Report

Saves time. The newly designed website will allow OU Campus users to quickly and easily update content, using form-based "multi-edit" or "just-edit."

Promotes Best Practices. The new templates will be designed for best practices, including usability and accessibility.

Preparing Content for Migration to Responsive Design

To migrate Web pages to responsive design, all content should follow the Web Styleguide. The guidelines below will help identify content to update on your site. If you have any questions, please email web@uttyler.edu.

Example of Clean, Easy-to-Migrate Content

- Include title and subtitle (H1 and H2 headings) at the **top** of each page.

- Avoid erroneous HTML code in the HTML editor, including colors within tables. (avoid <span> and <div> tags)

- Content should be clean, free of erroneous buttons/graphics and include call-to-action links. (We will assist you after migration to add appropriate buttons to your content.)

- Avoid extra spacing between paragraphs and content. Keep all text left-aligned.

- The template font is preset. Bold or italicized font should be used sparingly. Avoid using all caps.

- Use text links for hyperlinks; avoid button graphics.

- Avoid duplicate content from other areas of the site or Web. (Always link to the original content.)

NOTE: We ask that users please review their content and make all necessary changes per this guideline.

Example of Titles, Metadata and Content

- The filename, title and subtitle, meta title and meta description should coordinate with the content on the page.

- To prevent pages from being deleted within Google, metadata (title and description) should be included on ALL pages and should be unique to each page.

www.uttyler.edu/art/undergraduate/bachelor-fine-arts.php   << Directory/file-name

Page Parameters

Title and Meta Tags

Title   Bachelor of Fine Arts Degree Program I BFA Texas I UT Tyler Undergr   << Title Tag
(accessible through properties)

Description   Information about The University of Texas at Tyler Department of
Art & Art History including:Bachelor of Fine Arts degree program,

Undergraduate Studies << Title of Content (Header)

Bachelor of Fine Arts Degree   << Sub-Title of Content (Header)

The bachelor of fine arts degree program at UT Tyler offers students an opportunity to concentrate in two-dimensional studio art, three-dimensional studio art, multi-media art, art history or general studio art.
Page content
Students seeking to obtain an all-level teaching certification may do so with the B.F.A. degree with all level teaching certification. Teacher certification is offered in conjunction with the College of Education and Psychology.

The B.F.A. degree program emphasizes sustained and concentrated creative work in studio art and art history. Course offerings include: drawing, painting, printmaking, ceramics, sculpture, intermedia, jewelry and small metals, and more.

- All pages are to include the header tag (orange title tag), a sub-header tag (black sub-title) and page content (content within the body of the page).

Buttons

- Buttons that have been added to pages will not migrate to the new template.
- To expedite your website migration, please remove buttons and replace with "call-to-action" links.

The Web team will be available after migration to assist in adding buttons to your new pages.

Incomplete Pages

Pages that are incomplete will not be migrated to the new website.

- To keep your site from being flagged, please update or delete all incomplete pages.
- This also applies to directories that are not in use.

Follow this checklist to identify items that will not transfer to responsive design:

- Do you have blank or under-construction pages in need of content?
- Have you checked your "files" folder for duplication or files that do not follow the naming conventions?
- Are you using images or buttons as content?
- Is content spaced correctly on the page?
- Is content centered on the page?
- Do links on your page say "click here," "follow this link" or spell out the URL?
- Does your page display differently than the top-level pages of the UT Tyler website?
- Do you have duplicate content on any of your pages?
- Are you using all caps, erroneous bold/italics or multiple exclamation marks to display content?
- Are portions of your pages inaccessible for people with disabilities?

Answering "yes" to any of these questions will help identify sections to update. Visit the Best Practices page for additional information or email web@uttyler.edu.

Update PDF/Word File Folder

It is very important that duplicate documents are not left in the files/documents folder. File folders should be checked carefully and appropriate updates made.

All documents should be named with a generic file name (as seen below in red).

When uploading a new document, always REPLACE the document instead of uploading with a new file name. This will prevent users from finding incorrect information on our website, and keep links from becoming broken across the Web.

Folders that appear to have duplicate documents will be flagged and could prevent your department site from being migrated.

How to upload or replace a document.

Update Images within your images folder

Only images that will be used on your new site should be migrated to the new web server. Please follow these steps to delete all unused images from within your images folder. (If you have a problem accessing your images folder, or are unsure of your image path, please email web@uttyler.edu.)

- From OU Campus, click the "Content" button at the top of the page.

- Click the "Home" button to place you at the top of the website.

- Navigate do the "images" folder, open it, then open "users".
- Now, you can navigate to your image path.
  NOTE: Some department image paths are located within the college.

    Image path examples:
    images/users/cas/biology
    images/users/cas/politicalscience
    images/users/anthropology
   images/users/cbt/fabl

- Once you access your path, most users will have access to delete images no longer used. Please delete all duplicate images and update the image path to point to ONE copy of the image.

- To delete an image, check out the file, mouse over "file", select "move to recycle bin".

New Template Sneak Peak

NOTE: The new responsive design templates will include customizable areas. These are just a few examples of the layout options.
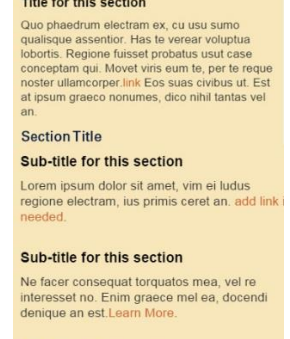
Mobile View

Coming Spring of 2016

- Beginner OU Campus Training
- Advanced OU Campus Training
- Updating Content in Responsive Design using OU Campus (Beginner, Intermediate)
- Building New Content in Responsive Design using OU Campus (Advanced)
- Accessibility and Usability Training (Everyone)
- Search Engine Optimization (Everyone)
- Writing for the Web (Everyone)

For questions, please email web@uttyler.edu.