

Liferay Summary

Create great web content with this guide.

1 Writing for Web

2 Headings

3 Page Structure

4 Formatting

5 Links

6 Images

7 Checklist

1 Writing for Web

People read web pages differently from how they read print.

They prefer:

- **Structured headings**
See 'headings' section below.
- **Short, snappy sentences**
Put essential info first and 'nice-to-know' info at the bottom.
- **Plain English**
Use short and simple words.

2 Headings

The **only** settings you'll need for headings are:

- Heading 3 – for main heading
- Heading 4 – for sub-headings

Do not use Heading 1 or Heading 2

3 Page Layouts

Structure

When you add a new child page, select the 2 column (25/75) option.

Presentation

Every page should have a portlet topper (black bar) and a grey background.
Use the Training Manual or the How-To videos to see how to add these.

4 Formatting

Font Size & Colour

Don't change the size or colour of your text; it doesn't display on mobile.

Capitals

Do not use BLOCK CAPITALS; they're hard to read on screen!

Underlining

Do not use underlining on your pages. Underlining is only for links.

Remember

Never paste directly from a document into the editor.

Always use the **Plain Text** function and then reformat your text.

5 Links

Internal Links (UEA web pages)

Highlight text you want to link to

Click chain/link symbol in editor (4th row)

Click 'browse server' button

In top left corner, change resource type drop down from 'document' to 'page'

Use the structure you see to find page you want to link to

Click OK

External Links (eg BBC)

Highlight text you want to link to

Click chain/link symbol (4th row)

Change 'protocol' from 'http://' to 'https://'

Add link e.g. www.bbc.co.uk to URL field

Email

Highlight text you want to link to

Click chain/link symbol (4th row)

Change 'link type' to email

Add email

Correct Format

Never write 'click here' for your links – it's bad for SEO and accessibility.

Here's a better way:

RIGHT: [Download Liferay User Guidelines](#)

WRONG: Click [here](#) to download Liferay User Guidelines

6 Images

Size

Image resolution can't exceed:

– 72dpi

– 75kb

Dimensions

Resize your images using PAINT.NET. Here's a size guide:

Banner image – 960px X 250px
Visual menu image – 225px X 150px
Square box thumbnails – 220px X 220px

Alt or Alternative Text

Alt text should be a full description of what your image is about e.g:
'UEA Ziggurats & Sainsbury Centre for Visual Arts'

Proper alt text is vital for visually-impaired users who use screen readers.

Image Sourcing

The best place to get images from is the [UEA asset bank](#). Make sure you:

- Have the rights to every image you use
- Do not add text to images.

When you download an image from asset bank, select 'Web' as the intended use.

7 Publishing Checklist

Before you publish

- **Folders** – did you use the right structure?
- **Duplicate content** – did you check? Is there really a need for this content?
- **Resize images** – did you use PAINT.NET tool to resize your images?
- **Spelling** – did you use a word processor?
- **Deleting pages?** Contact: digital@uea.ac.uk.

Check front end

- **Presentation** – does everything display well?

After a week

- **Web governance** – have you audited your content?

Remember

We're here to help. If you get stuck, please don't guess!

Email: digital@uea.ac.uk or come to a Drop-In Session.