

General Content Considerations:

- **Keep users in mind; some common questions to anticipate...**
 - Where am I?
 - Where should I begin?
 - Where did they put _____?
 - What are the most important things on the page?
 - Why did they call it that?

General Content Considerations:

- Once a site has captured the attention of visitors, the next challenge is to keep them at the site.
- The key to repeat visits is to provide information that users find valuable, not information that the organization thinks is important.
- Content should be current and updated on a regular basis.

General Content Considerations:

- **Each section should include:**
 - Home page with college logo and department name
 - Contact Information – Remember the medium!

<http://www.bergen.edu/indexadmissions.asp>