Northwestern Law Web Standards
for Content Contributors

Titles & Subheadings

- Every page must have a Title (purple, Heading 1). Only one Title may be used per page.
- Subhead options in decreasing font size include the purple Heading 2, Heading 3, Heading 4, and lastly bold, dark gray body text. If you are only using one subhead style for your page, use Heading 2 or 3. (These Headings are available via a drop down menu in the web content management system editor.)
- Do not use all capital letters for subheads
- Do not underline subheads (this will be confused for a link)

Content

- *Italics* & **bold** may be used within text for emphasis
- Do not underline any text (only links will be signified with an underline)
- Phone numbers should be formatted (312) 000-000
- When referencing dates in text use May 1, 2011 or November 2, 2011, not May 1st or Nov. 2nd. Please spell out months and always use years.
- Use of bulleted or numbered lists are encouraged when appropriate to improve readability
- Keep verbiage brief, clear and to the point. Keep paragraph lengths short.
- Do not use the website as a file repository. Event information should be removed post event.

Links

- Always put link addresses/urls behind words themselves. This adds clarity, helps users who skim webpage content, is valuable for search engine optimization, and keeps pages looking clean and succinct.

  Correct: Learn more by visiting our JD Employment Statistics.
  Incorrect: Learn more by visiting our JD Employment Statistics page at http://www.law.northwestern.edu/professional-life/career/stats/jd/

  Do not use 'click here' or 'go to this page'. Describe where you are linking the user to in the text.

- All internal site links should be relative paths -> remove the http://law.northwestern.edu prior to inputting your page link.
- Links to websites outside of Northwestern University should open a new window.
- When linking to a pdf, video, audio, etc. specify this in lowercase at the end of the link. For example, "Please complete our admissions application (pdf) by the end of the year."
- A 'Related Links' section may be included at the bottom of your web page. Use: Heading 3.

Images

- Please send images with photo captions directly to law-website@law.northwestern.edu and specify the url of the page and placement of the image within the page.