

MARKETING COMMUNICATIONS WEB TEAM

WEB CONTENT EDITOR TRAINING

WINTER QUARTER: FEBRUARY 27, 2025

SEATTLE UNIVERSITY

AGENDA

- Siteimprove: Meta Descriptions / Report
- Conditional Elements
- T4 Workflows
- Archiving Sections
- PDFs: Evergreen File Names
- PDFs: The Afterlife of Changing a File Name
- Introduction: Web Team Knowledge Base
- Introduction: Web Accessibility Training
- Accessibility: Graphic Image Alt Text

META DESCRIPTIONS

A good meta description facilitates more clicks and better search rankings.

WHAT IS A META DESCRIPTION?

A meta description is an HTML attribute that provides a brief summary of a web page's content. It typically appears in search engine results below the page title, helping users decide whether to click the link. A well-crafted meta description can improve click-through rates by being informative and engaging.

- A meta description is generally around 150-160 characters in length that is concise, descriptive, and utilizes keywords. 150-160 characters ensures that the full description displays in search results.
- Google doesn't always use your provided meta description because it tries to display the most relevant snippet based on the user's search query.
- To increase the chances that Google will use your meta description, ensure your description is unique for that page and aligns with the content on the page.
- For more information, see [General Page Hero](#).

FIRST-YEAR STUDENT APPLICATION PROCESS

Learn about the student housing available from Seattle University, as well as the applicable housing availability dates.

[Life at Seattle U](#) / [Housing & Dining](#) / First-Year Student Application Process

General Content Channels Options History Linked Content

Content type: General Page Hero Approved

Name * First-Year Student Application Pr A

Heading * First-Year Student Application Process

Description **Learn about the student housing available from Seattle University, as well as the applicable housing availability dates.**

META DESCRIPTIONS

Meta descriptions benefit site visitors and search result rankings.

WHAT HAPPENS WITHOUT A META DESCRIPTION?

[Student Care and Bias Reporting](#)

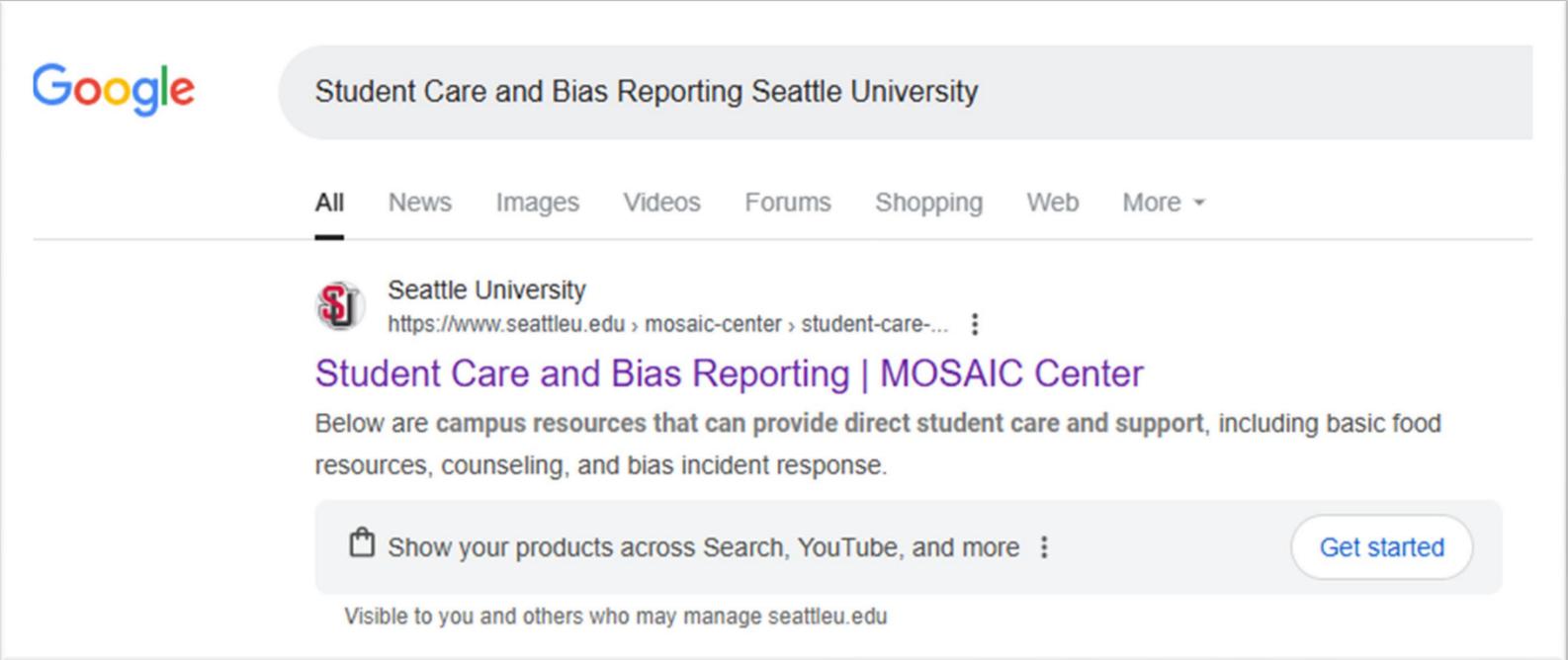
In the example below, Google used a text snippet for the meta description using text it found half-way down the page.

We can be intentional and specific about how we present our pages by offering our own meta descriptions.

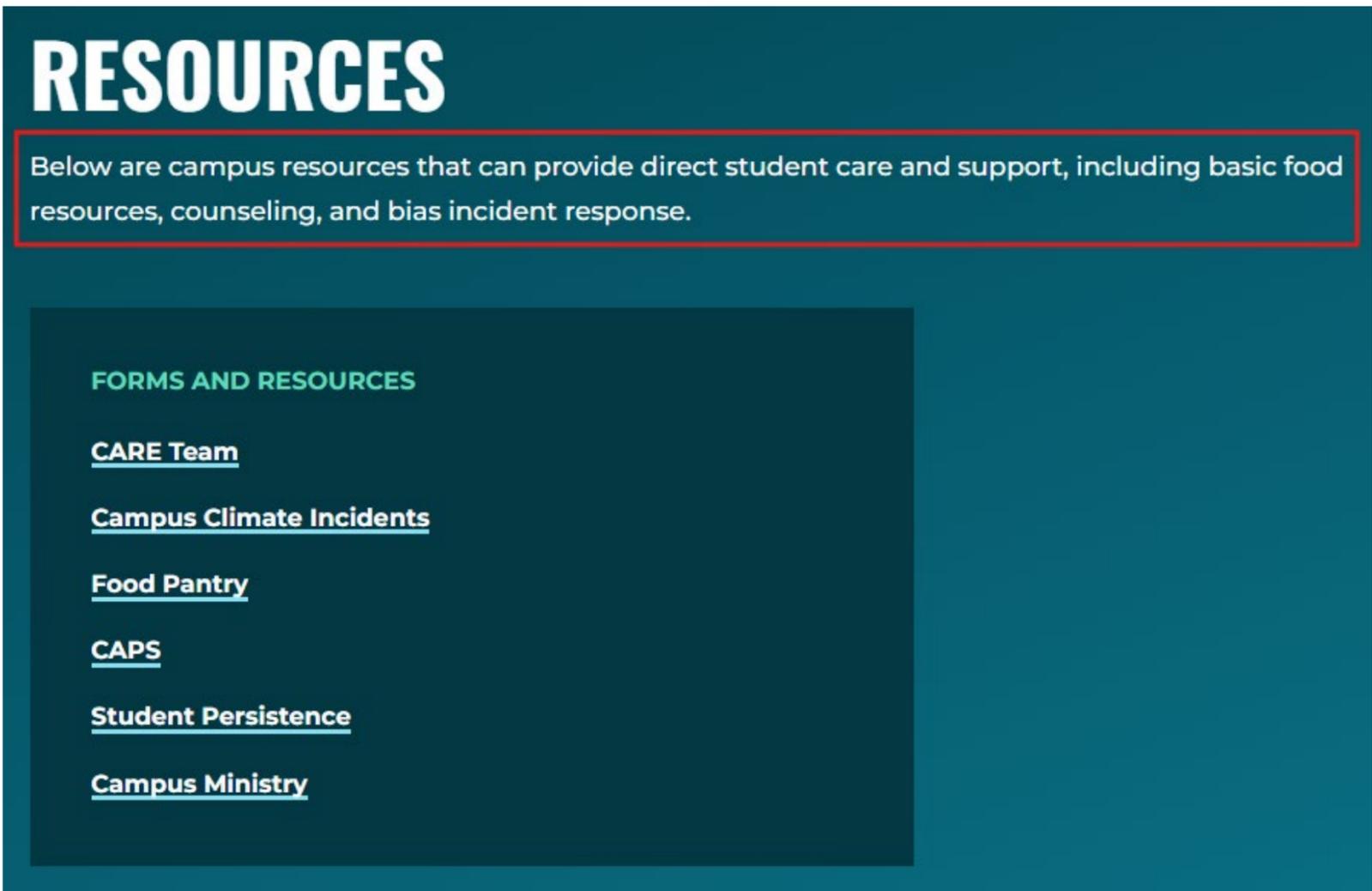
Providing meta descriptions, and other meta data, strengthens the credibility of our website to search engines — providing better rankings.

STUDENT CARE AND BIAS REPORTING

[MOSAIC Center](#) / Student Care and Bias Reporting



The screenshot shows a Google search result for "Student Care and Bias Reporting Seattle University". The search bar contains the text "Student Care and Bias Reporting Seattle University". Below the search bar, there are navigation options: "All", "News", "Images", "Videos", "Forums", "Shopping", "Web", and "More". The search result is for "Seattle University" with the URL "https://www.seattleu.edu › mosaic-center › student-care-...". The title of the result is "Student Care and Bias Reporting | MOSAIC Center". The snippet below the title reads: "Below are campus resources that can provide direct student care and support, including basic food resources, counseling, and bias incident response." At the bottom of the search result, there is a button that says "Get started" and a link that says "Show your products across Search, YouTube, and more".



The screenshot shows the "RESOURCES" section of the Seattle University website. The section is titled "RESOURCES" in large, bold, white letters on a dark teal background. Below the title, there is a red-bordered box containing the text: "Below are campus resources that can provide direct student care and support, including basic food resources, counseling, and bias incident response." Below this box, there is a list of resources, each with a link: "FORMS AND RESOURCES", "CARE Team", "Campus Climate Incidents", "Food Pantry", "CAPS", "Student Persistence", and "Campus Ministry".

META DESCRIPTIONS

HELP NEEDED: META DESCRIPTIONS

Content owners, please look through your sections and add meta descriptions.

Approximately 2/3 of our pages do not contain meta descriptions (close to 3,000 pages).

The following pages will guide you through generating an easy-to-use report in Siteimprove.



META DESCRIPTIONS

How to download a meta description report (and other reports) from Siteimprove.

SITEIMPROVE DEMO

1. SELECT YOUR GROUP

The screenshot shows the Siteimprove interface for Seattle University. At the top, there is a dropdown menu for the domain 'Seattle University' (https://www.seattleu.edu/) and a selected group 'Advancement'. Below this, a table lists various groups with their respective page counts. The 'Advancement' group is highlighted with a blue border and a green star icon, indicating it is the selected group. The table also includes star and edit icons for each group.

Group	Pages
Academic Advising	51
Academic Advising Pathways	49
Accounting & Analytics, MS	2
Accounting, BABA	1
Admissions & Aid	70
Advancement	93
Albers Accounting Mentor List Group	14
Albers Career Center	7
Albers Career Mentoring	45
Albers Mentor Group	16
Albers School of Business and Economics	181
All Programs	435
Alumni	92

META DESCRIPTIONS

How to download a meta description report (and other reports) from Siteimprove.

SITEIMPROVE DEMO

2. IN THE SEO SECTION, CLICK THE 'VIEW SEO OVERVIEW' BUTTON

The screenshot shows the 'DCI score dashboard' for Seattle University, Group: Advancement. The dashboard features four main sections: Digital Certainty Index, Quality Assurance, Accessibility, and SEO. Each section displays a score out of 100, a change from the previous period, and a 'View [Category] overview' button. The SEO section is highlighted with a red border.

Category	Score (/100)	Change	Action
Digital Certainty Index	82.8	-5.5	View DCI overview
Quality Assurance	69.4	-15.3	View QA overview
Accessibility	85.3	-0.7	View Accessibility overview
SEO	93.7	-0.5	View SEO overview

Fix this issue and reach 88.6 points: [Broken links at page level 3 and deeper](#)

Fix this issue and reach 86.9 points: [Broken links at page level 3 and deeper](#)

Review this potential issue to reach up to 86.9 points: [Does this video have captions?](#)

Fix this issue and reach 95.3 points: [Pages with low text-to-code ratio](#)

META DESCRIPTIONS

How to download a meta description report (and other reports) from Siteimprove.

SITEIMPROVE DEMO

3. VIEW ALL ISSUES

Fix these issues to improve your score		Export
Issue	Difficulty ?	Points you can gain ?
! 76 pages with low text-to-code ratio	●●●○	1.62 points
! 93 pages missing structured data markup	●●●○	0.91 points
! 36 pages with low content word count	●●○○	0.77 points
! 69 meta titles longer than 70 characters	●○○○	0.56 points
! 28 pages with broken links	●○○○	0.48 points

[View all issues](#)

META DESCRIPTIONS

How to download a meta description report (and other reports) from Siteimprove.

SITEIMPROVE DEMO

4. SELECT AN ISSUE

Issue	Occurrences	Difficulty ?
! Pages with low text-to-code ratio	76	●●●○
! Missing structured data markup	93	●●●○
! Low content word count	36	●●○○
! Meta titles are too long	69	●○○○
! Pages with broken links	28	●○○○
! URLs are too long	22	●●●○
! Difficult-to-read pages (Flesch-Kincaid Reading Ease)	91	●●○○
! Sentences are too long	89	●●○○
! Images larger than 1 MB	9	●●○○
! Missing meta descriptions	72	●●○○
! Pages with images larger than 1MB	9	●●○○
! Meta descriptions are too short	17	●○○○

META DESCRIPTIONS

How to download a meta description report (and other reports) from Siteimprove.

SITEIMPROVE DEMO

5. SELECT EXPORT

Missing meta descriptions						Export
		URL	Search	Q		
◆ Title	◆ URL	◆ Meta description	Page views	Page level		
	SU Alum Perks Benefits Alumni Seattle University https://www.seattleu.edu/alumni/benefits/su-alum-perks/	 CMS Missing	105	4		
	New Grad Portal Alumni Seattle University https://www.seattleu.edu/alumni/new-grad-portal/	 CMS Missing	102	3		
	2025 Community Service Award Alumni Awards Events Alumni Seattle University https://www.seattleu.edu/alumni/events/alumni-awards/2025-community-service-award/	 CMS Missing	87	5		
	About Alumni Seattle University https://www.seattleu.edu/alumni/about/	 CMS Missing	86	3		
	Lifelong Learning Benefits Alumni Seattle University https://www.seattleu.edu/alumni/benefits/lifelong-learning/	 CMS Missing	75	4		
	Alumni Blog Alumni Seattle University https://www.seattleu.edu/alumni/alumni-blog/	 CMS Missing	63	3		
	Past Recipients Alumni Awards Events Alumni Seattle University https://www.seattleu.edu/alumni/events/alumni-awards/past-recipients/	 CMS Missing	50	4		
	Alumni Communities Get Involved Alumni Seattle University https://www.seattleu.edu/alumni/get-involved/alumni-communities/	 CMS Missing	48	3		
	Lodging Discounts Benefits Alumni Seattle University https://www.seattleu.edu/alumni/benefits/lodging-discounts/	 CMS Missing	44	4		
	Career and Mentoring Get Involved Alumni Seattle University https://www.seattleu.edu/alumni/get-involved/career-and-mentoring/	 CMS Missing	42	3		
	Athletics Discounts Benefits Alumni Seattle University https://www.seattleu.edu/alumni/benefits/athletics-discounts/	 CMS Missing	35	4		

META DESCRIPTIONS

How to download a meta description report (and other reports) from Siteimprove.

SITEIMPROVE DEMO

6. DOWNLOAD EXCEL FILE > ALL ROWS

Missing meta descriptions Export

Download Excel file (.csv) Export to PDF or HTML Add widget to dashboard

Export all visible content of this component

↓ Visible rows ↓ All rows Export to PDF / Print Export to HTML Add to dashboard...

URL ▾ Search 🔍

↕ Title	↕ URL	↕ Meta description	Page views S	Page level
 SU Alum Perks Benefits Alumni Seattle University	https://www.seattleu.edu/alumni/benefits/su-alum-perks/	 CMS <i>Missing</i>	105	4
 New Grad Portal Alumni Seattle University	https://www.seattleu.edu/alumni/new-grad-portal/	 CMS <i>Missing</i>	102	3
 2025 Community Service Award Alumni Awards Events Alumni Seattle University	https://www.seattleu.edu/alumni/events/alumni-awards/2025-community-service-award/	 CMS <i>Missing</i>	87	5

META DESCRIPTIONS

How to download a meta description report (and other reports) from Siteimprove.

SITEIMPROVE DEMO

7. LEVERAGE YOUR REPORT

- The *URL* is provided, and *CMS* column has links to your edit page in the CMS
- I typed *Meta Descriptions* in column H of the report.
 - You may want to approach this project by populating this column with meta descriptions and share the spreadsheet with your stakeholders for feedback and approval.

	A	B	C	D	E	F	G	H
1	Created: 2/25/2025 10:08:26 PM							
2	Site: Seattle University							
3	Group: Advancement							
4								
5	URL	Title	Page Report	CMS	Meta description	Page views	Page level	Meta descriptions
6	https://www.seattleu.edu/alumni/benefits/su-alum-perks/	SU Alum Perks Benefits Alumni	https://my2.siteimprove.com/SEOv2	https://cms.seattleu.edu/terminalfour/page/section#edit/210422	Missing	105	4	
7	https://www.seattleu.edu/alumni/new-grad-portal/	New Grad Portal Alumni Seattle	https://my2.siteimprove.com/SEOv2	https://cms.seattleu.edu/terminalfour/page/section#edit/210410	Missing	102	3	
8	https://www.seattleu.edu/alumni/events/alumni-awards/2025-community-service-award/	2025 Community Service Award /	https://my2.siteimprove.com/SEOv2	https://cms.seattleu.edu/terminalfour/page/section#edit/213651	Missing	87	5	
9	https://www.seattleu.edu/alumni/about/	About Alumni Seattle Universit	https://my2.siteimprove.com/SEOv2	https://cms.seattleu.edu/terminalfour/page/section#edit/210403	Missing	86	3	
10	https://www.seattleu.edu/alumni/benefits/lifelong-learning/	Lifelong Learning Benefits Alun	https://my2.siteimprove.com/SEOv2	https://cms.seattleu.edu/terminalfour/page/section#edit/211636	Missing	75	4	
11	https://www.seattleu.edu/alumni/alumni-blog/	Alumni Blog Alumni Seattle Un	https://my2.siteimprove.com/SEOv2	https://cms.seattleu.edu/terminalfour/page/section#edit/210406	Missing	63	3	
12	https://www.seattleu.edu/alumni/events/alumni-awards/past-recipients/	Past Recipients Alumni Awards	https://my2.siteimprove.com/SEOv2	https://cms.seattleu.edu/terminalfour/page/section#edit/210429	Missing	50	4	
13	https://www.seattleu.edu/alumni/get-involved/alumni-communities/	Alumni Communities Get Involve	https://my2.siteimprove.com/SEOv2	https://cms.seattleu.edu/terminalfour/page/section#edit/210418	Missing	48	3	
14	https://www.seattleu.edu/alumni/benefits/lodging-discounts/	Lodging Discounts Benefits Alu	https://my2.siteimprove.com/SEOv2	https://cms.seattleu.edu/terminalfour/page/section#edit/210419	Missing	44	4	
15	https://www.seattleu.edu/alumni/get-involved/career-and-mentoring/	Career and Mentoring Get Involv	https://my2.siteimprove.com/SEOv2	https://cms.seattleu.edu/terminalfour/page/section#edit/210424	Missing	42	3	
16	https://www.seattleu.edu/alumni/benefits/athletics-discounts/	Athletics Discounts Benefits Al	https://my2.siteimprove.com/SEOv2	https://cms.seattleu.edu/terminalfour/page/section#edit/210414	Missing	35	4	
17	https://www.seattleu.edu/alumni/get-involved/	Get Involved Alumni Seattle Un	https://my2.siteimprove.com/SEOv2	https://cms.seattleu.edu/terminalfour/page/section#edit/210404	Missing	25	3	
18	https://www.seattleu.edu/alumni/about/campus-influencers/	Campus Influencers About Alu	https://my2.siteimprove.com/SEOv2	https://cms.seattleu.edu/terminalfour/page/section#edit/210412	Missing	24	4	
19	https://www.seattleu.edu/alumni/benefits/su-license-plate/	SU License Plate Benefits Alum	https://my2.siteimprove.com/SEOv2	https://cms.seattleu.edu/terminalfour/page/section#edit/210415	Missing	20	4	

META DESCRIPTIONS

How to download a meta description report (and other reports) from Siteimprove.

SITEIMPROVE DEMO

COMMENTS?



CONDITIONAL ELEMENTS

NEW IN TERMINALFOUR (VERSION 8.4)

- You may have noticed that the callout feature of content types such as the *Body – Moveable WYSIWYG* behave differently now than they did last month.
- With the latest release of Terminalfour, they have added Conditional Elements. These fields help content editors by hiding unnecessary fields until you interact with them.

PREPARED FOR SUCCESS, PREPARED FOR LIFE

A Seattle University education challenges you academically while helping you grow personally and professionally.

Our intellectually rigorous approach produces highly sought-after students who are prepared for their chosen careers—and to make a difference in the world around them.

With an average class of 18, you will connect directly with dedicated faculty who are experts in their fields and eager to help you achieve your goals.

Life-changing, World-changing

Check out our impressive student outcomes and what makes our mission and values unique.

[The Seattle U Impact](#)

THE DARK AGES: BEFORE CONDITIONAL ELEMENTS (BCE)

Here you see an option for both an internal link and an external link. Using both would cause an error. Conditional elements solves this problem by guiding you to choose one or the other.

The screenshot below is from the Promo content type, which has not yet been updated to utilize conditional fields. Over the next few months, you will notice a transition to Conditional Elements in content types.

CTA - Title

Add text for a CTA

Apply

CTA - Internal Link

Select a section/content for an internal link

+ Add section link

+ Add content link

[✕ Remove](#) [🏠 Section: Home » Seattle University » Admissions & Aid » Executive & Professional Admissions » Non-Matriculated Admissions](#)

Use default link text

CTA - External Link

Enter URL for external link, only enter this if you are NOT entering an internal link



CONDITIONAL ELEMENTS

CHOOSE YOUR OWN ADVENTURE

- To use these, you determine how you will use the field, and the content type will show you the appropriate field options.

EXAMPLES

The following pages contain the *Body – Moveable WYSIWYG* content type that utilizes Conditional Elements in varying ways.

INTERNAL LINK

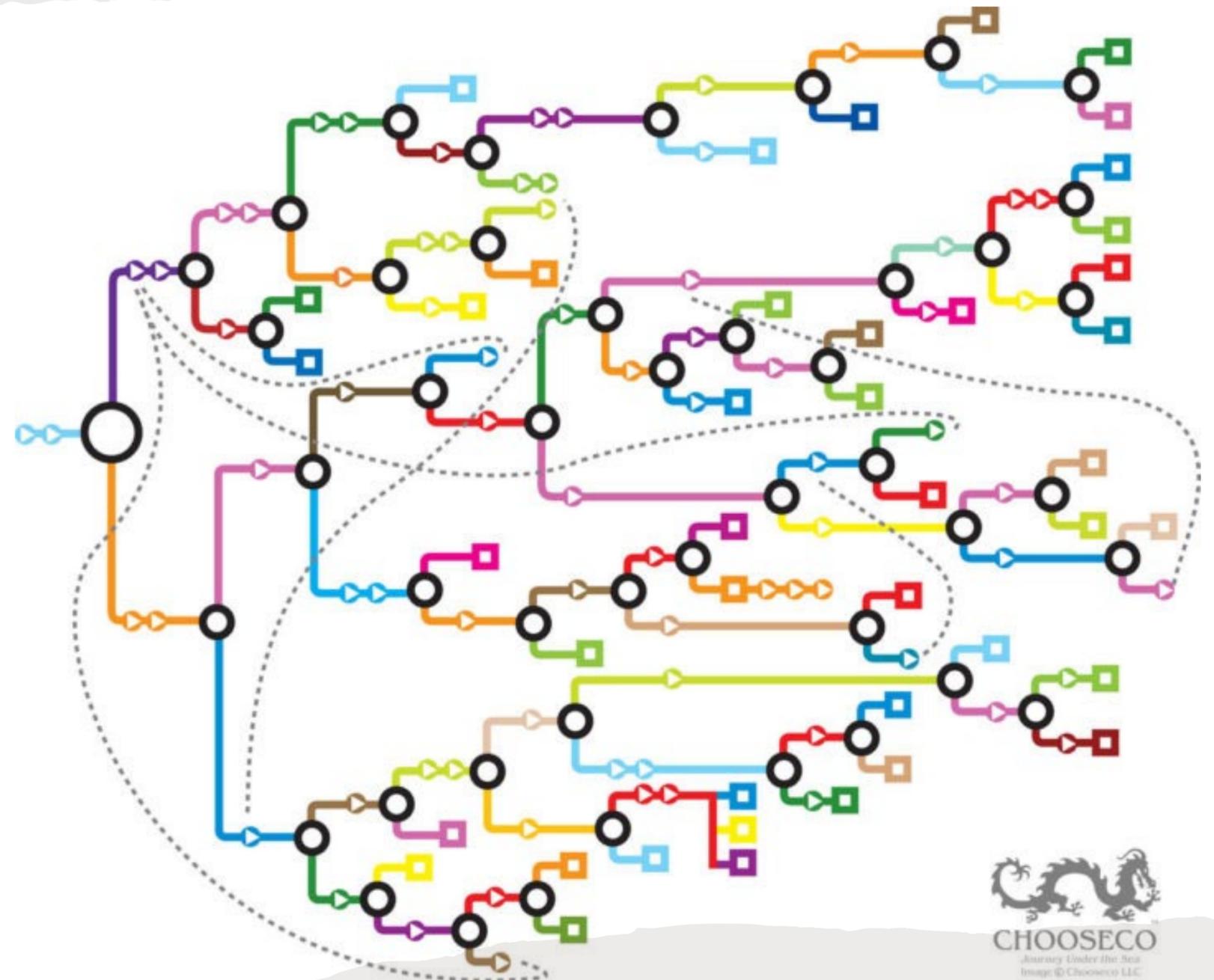
<https://www.seattleu.edu/admissions-aid/undergraduate-admissions/first-year-admissions/>

EXTERNAL LINK

<https://www.seattleu.edu/apply/>

PDF

<https://www.seattleu.edu/life-at-seattle-u/our-campus/campus-gardens/vi-hilbert-ethnobotanical-garden/>



CONDITIONAL ELEMENTS

BODY – MOVEABLE WYSIWYG

- Radio buttons initiate the guide sequence, or "wizard," to add an optional callout that may include a Call to Action button.

Optional Callout

Do you want an Optional Callout?

No

Yes

CONDITIONAL ELEMENTS

- What kind of link to you need?

Optional Callout

Do you want an Optional Callout?

No

Yes

CTA Link Type

What type of link do you want for the Callout?

External Link

Internal Link

PDF Link Only

No Link

CONDITIONAL ELEMENTS

- Here I've selected an external link.

Optional Callout

Do you want an Optional Callout?

- No
- Yes

CTA Link Type

What type of link do you want for the Callout?

- External Link
- Internal Link
- PDF Link Only
- No Link

CONDITIONAL ELEMENTS

- Now you will see only the fields necessary for creating an external link.

Callout Block - CTA Title *

Required CTA Title to make an optional link

Course Catalog

Callout Block - CTA External Link *

Enter full HTTPS:// URL for external link

<https://my.ec.seattleu.edu/Student/Courses>

CONDITIONAL ELEMENTS

LINK TEXT REQUIRED: CALLOUT BLOCK – CTA TITLE

Don't forget that the CTA Title field creates the link text. If you don't add this link text, your link will not appear.

Callout Block - CTA Title *

Required CTA Title to make an optional link

Course Catalog

Callout Block - CTA External Link *

Enter full HTTPS:// URL for external link

<https://my.ec.seattleu.edu/Student/Courses>

CONDITIONAL ELEMENTS

SWITCHING OPTIONS

Once you have opened the wizard, you can switch options, if needed, such as using an internal link. Simply select a different *CTA Link Type* radio button.

Optional Callout

Do you want an Optional Callout?

No

Yes

CTA Link Type

What type of link do you want for the Callout?

External Link

Internal Link

PDF Link Only

No Link

CONDITIONAL ELEMENTS

- Now you are presented with internal link options

Callout Block - CTA Title *

Required CTA Title to make an optional link

Course Catalog

Callout Block - CTA Internal Link *

Select a section or fulltext content item for an internal link

+ Add section link

+ Add content link

CONDITIONAL ELEMENTS

ADMIRE

SPEND YOUR SUMMER IN THE HEART OF SEATTLE

Seattle in the summer is the place to be—and classes at SU will take you there.

Meet up with classmates on campus, grab a study session in the neighborhood, or head to a waterfront park and conduct some research—Seattle is a magical place for learning and summer living.

External Link

Search for courses

Easily search for courses in our course catalog. Select the Advanced Search tab to filter by term.

Course Catalog

SELF-GUIDED TOUR

The garden is roughly divided into four biomes, or representative ecological areas of the Pacific Northwest: alpine, lowland forest, wetland and prairie. Begin your visit to the Garden at its northwest entrance, across the concrete walkway from the Arrupe Jesuit Residence and adjacent to the police callbox. This entrance is marked by a large river boulder inset with a sign bearing the following text:

Gifts from the Creator

Where Seattle University stands a forest once stood. In and around this forest, people and plants lived closely together for many centuries before the city of Seattle was established. This garden invites you to learn more about this intimate, sustainable relationship and encourages you to cultivate your own caring relationship with our native plants.

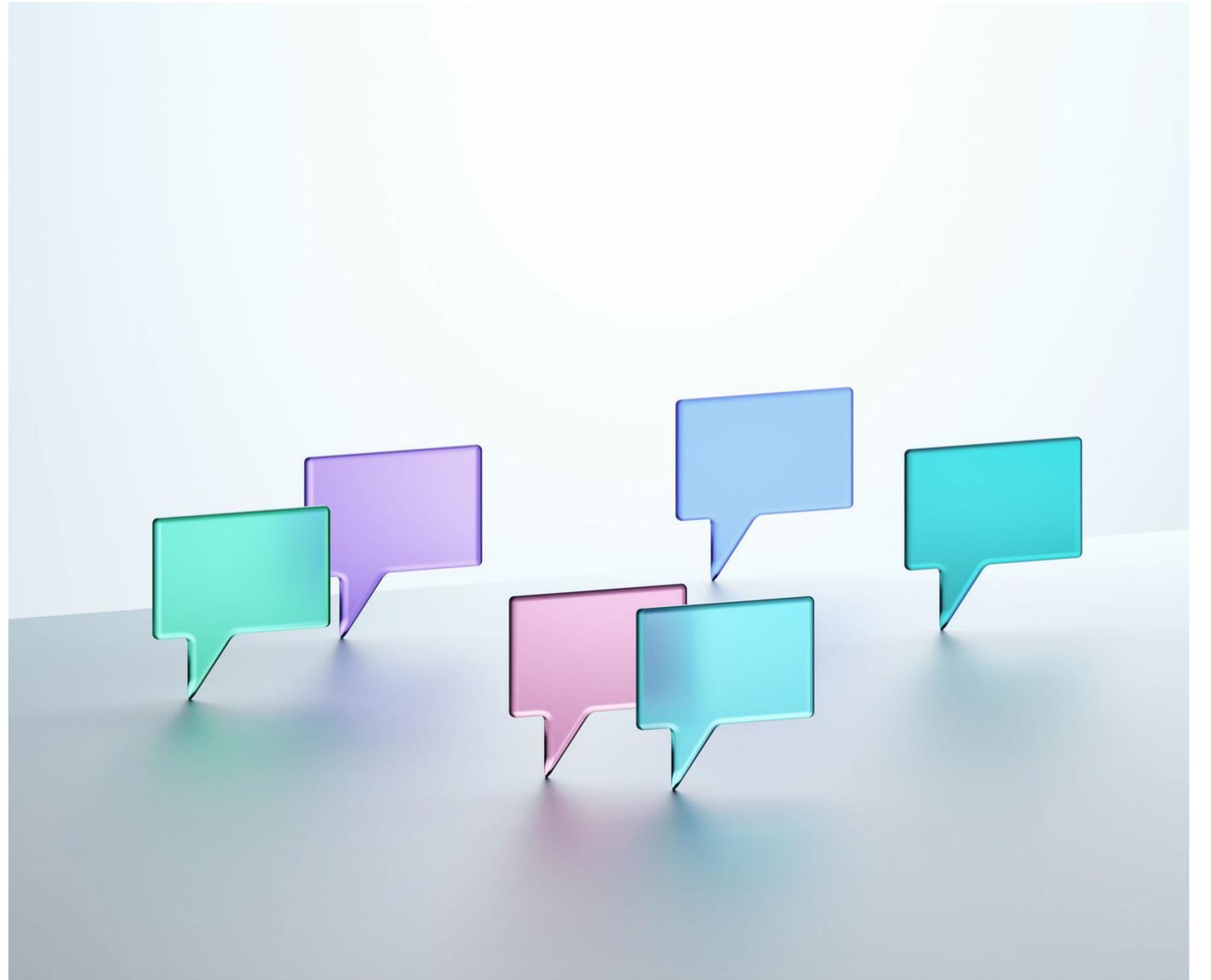
PDF Link

Garden Plant Guide

Download this Vi Hilbert Ethnobotanical Garden Plant Guide by Hanna-Marie Lucero, '20.

Vi Hilbert Ethnobotanical Garden Plant Guide [↓](#)

CONDITIONAL
ELEMENTS
COMMENTS?



T4 WORKFLOWS

OVERVIEW

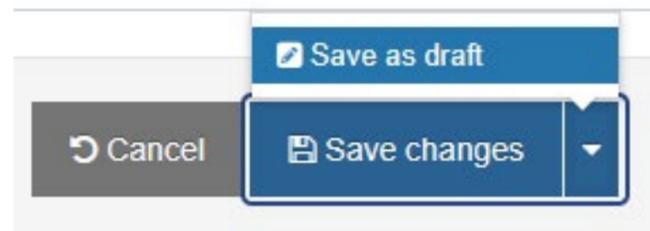
- Terminalfour Workflows are a process designed to provide governance to specific areas of the website.
- There are two parties in a T4 Workflow
 - *Website editors* can edit pages but can not publish the changes. There is no publish button for web content editors working in sections that have Workflows.
 - *Designated content owners* review, approve and publish content work from other web editors.



T4 WORKFLOWS

DRAFT MODE

Editors need to work in *Draft* mode. Once an editor saves a content item as *Pending*, they will no longer have access to it until the content owner reviews it.



+	Contracting Ceremony General Page Hero	0.0.3	Draft 
+	Contracting Ceremony Body - Left Menu WYSIWYG	0.0.3	Draft 



T4 WORKFLOWS

Saving with a *Pending* status triggers a notification for the content owner to review and approve the changes.

+	Turkey Bowl General Page Hero	0.1	Pending 
---	--	-----	---



T4 WORKFLOW DEMO

Let's look at an example of an edit, notification, and approval.



T4 WORKFLOW DEMO

Again, there are two parties involved in a Workflow.

- The editor
- The content owner / approver

Content owners need to approve their own work if the section is governed by a workflow. In other words, if you are a Moderator-level users and edit content that you own, you will still need to approve your own edits.



T4 WORKFLOW DEMO

IMPORTANT!

Please do not:

- Change the name of a section that you are working on in a workflow
- Move a section that is in a workflow

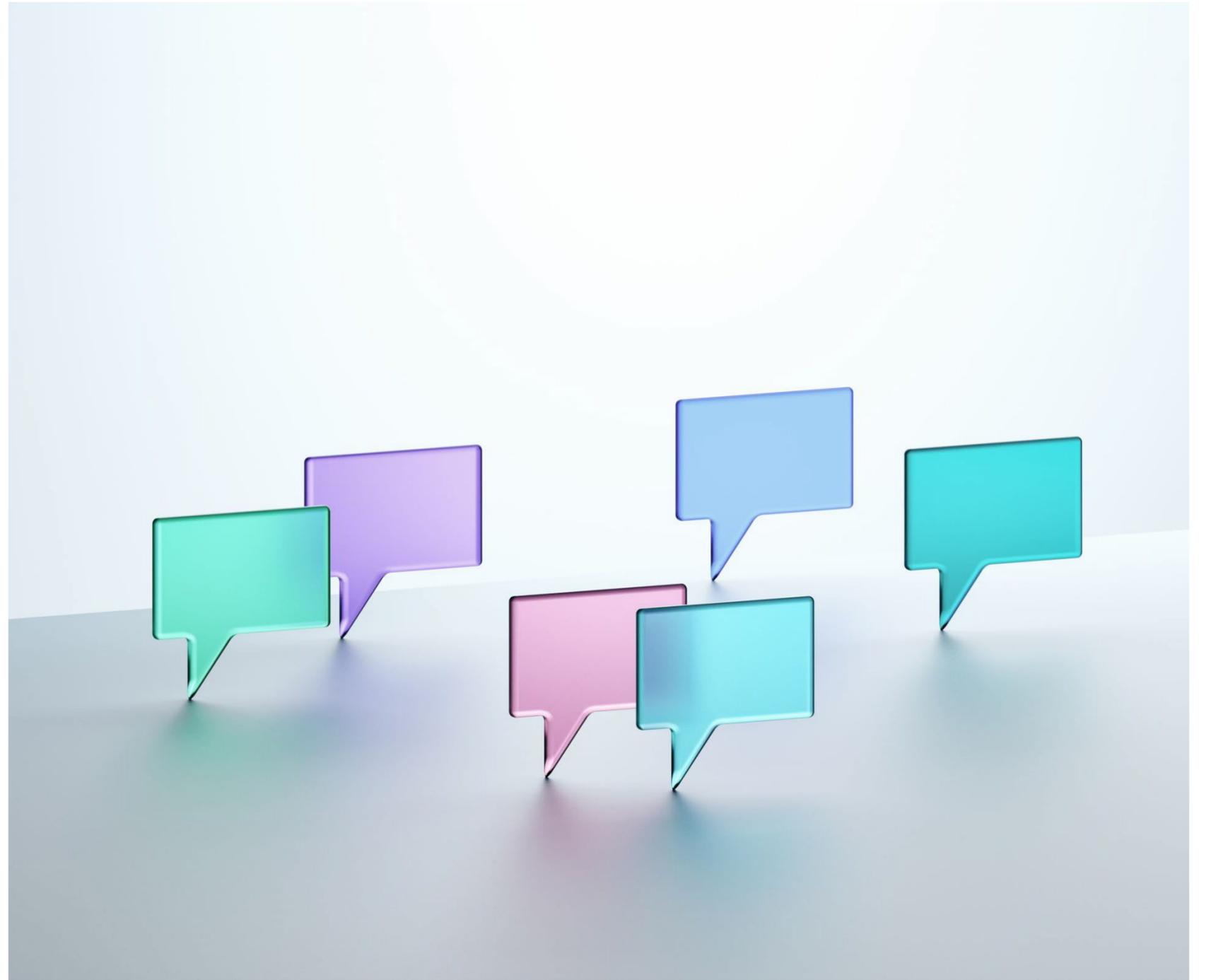
These changes affect the structure of the website and lead to broken links and a fall in SEO scores.

A recent change in architecture, causing multiple broken links, lowered our Quality Assurance score from 96.8 on 2/23 to 64.9 on 2/25.

A small change can have a big impact.



**T4 WORKFLOWS
COMMENTS?**



T4 ARCHIVE SECTIONS

We never want to permanently store content within the CMS or its media library. However, there may be times where it is appropriate to archive information such as a page for seasonal campaigns or a seasonal Differentiator statistic.

WHY CREATING ARCHIVE FOLDERS MATTERS

- Content in archive sections is removed from the hourly auto-publish cycles, speeding the publish cycle up for everyone.
- Content that is offline, indicated by the archive section icon, informs other content editors that the content is not active.

General Content Content types Page Layouts More ▾

General section details

Name * [A](#)

Status ▾

Section options

- Show in navigation
- Archive section
- eForm section



T4 ARCHIVE SECTIONS

SECTION FOLDERS > GENERAL SECTION DETAILS

- Change *Section options* to: *Archive section*
- Change *Status*: *Pending*
 - *Status: Inactive* indicates that the content is ready for deletion. Expect any content that is in an inactive state to be deleted by MarCom scripts at any time.
 - *Status: Approved* indicates that the content should be live.

General Content Content types Page Layouts More ▾

General section details

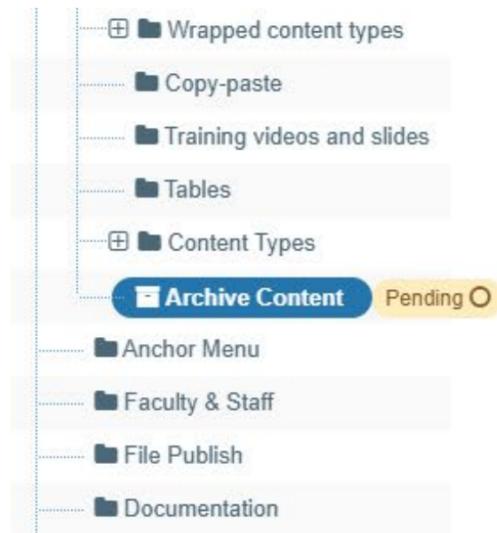
Name * [A](#)

Status

Section options

- Show in navigation
- Archive section
- eForm section





Preview

Undo last action Undo all actions Bulk actions Add content

Display All records Filter:

Order	Name	Version	Status	Last modified	Publish date			
+	My Seasonal Content General Page Hero	0.1	Pending	February 18, 2025 11:33 AM	N/A	Actions	↑	<input type="checkbox"/>
+	Lorem Ipsum Body – Left Menu WYSIWYG	0.1	Pending	February 18, 2025 11:35 AM	N/A	Actions	↑	<input type="checkbox"/>

T4 ARCHIVE SECTIONS

CONTENT ITEMS

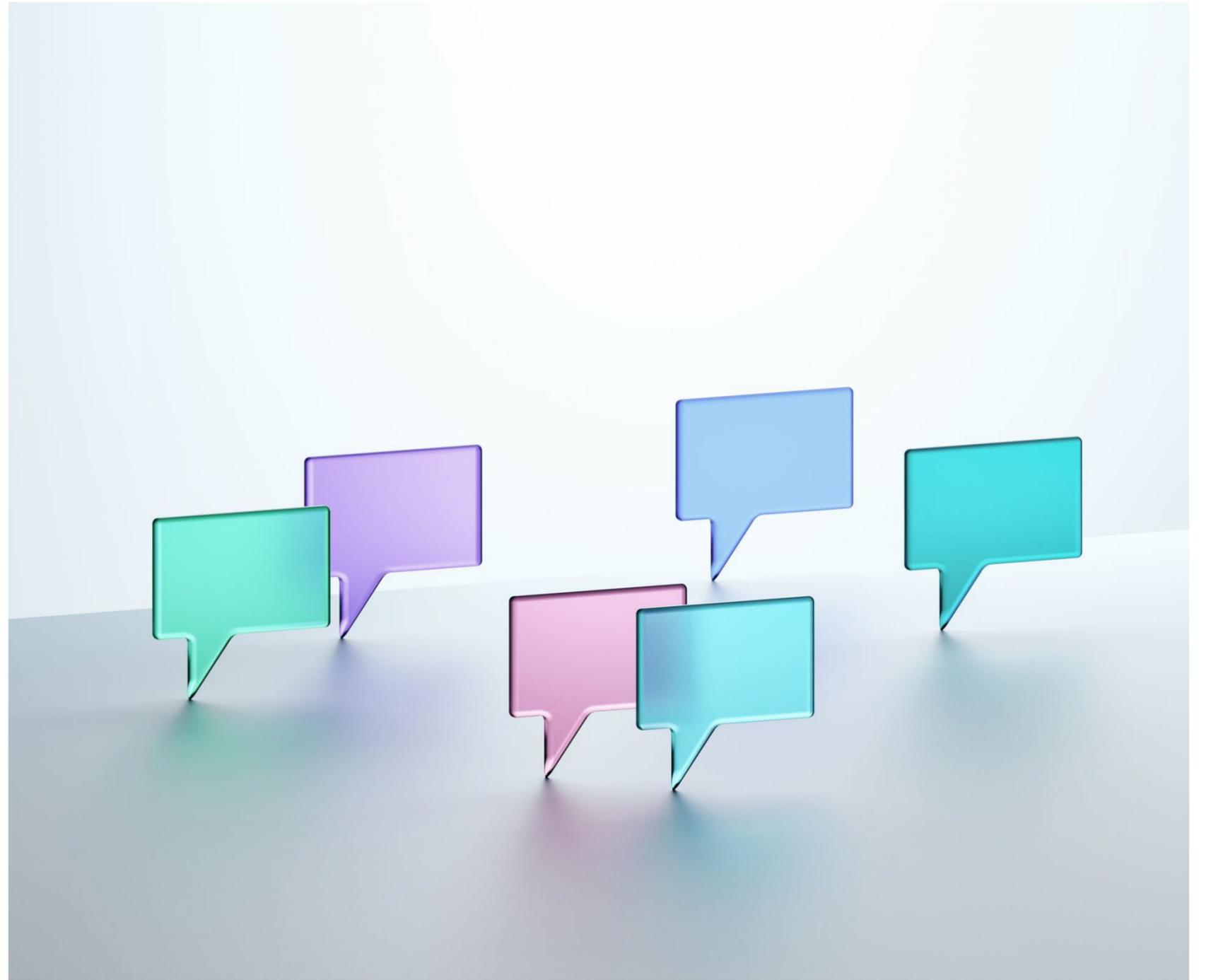
The content items in a Pending archive folder can be left in any status.

To be extra cautious, place content items in a *Pending* status as a safeguard that your items don't get accidentally deleted or activated if someone were to change the status of the section folder.

REMEMBER

- *Inactive* items can be removed at any time during a sweep
- *Published* content items can be active if the folder *Status* is *Approved*, even if the folder is marked as an archive.

**ARCHIVE SECTIONS
COMMENTS?**



EVERGREEN LINKS

An **evergreen link** refers to a hyperlink that remains relevant and functional over time, directing users to content that is consistently valuable and up-to-date. This concept is particularly useful for authors and content creators who want to ensure their audiences can always access the most current information without the need to update multiple individual links.

By using an evergreen link, you can update the destination content as needed, while keeping the file name the same (the URL remains the same) so the original link always points to the most relevant content.



EVERGREEN FILE NAMES

File Names

- Keep short and descriptive
- Naming convention that is centered on the audience
 - Imagine the end user's document on their desktop. What file name would be helpful to them?

Avoid including the following information in your file names:

- Years
- Dates
- _final
- _final_final-08
- Version
- Any internal notes
- Acronyms

Examples (of what not to do)

- RequestForInformation-7-13-21 (1).pdf
- 2021 - 2022 Program Description - 2.2.22.pdf



EVERGREEN FILE NAMES

DEMO: LET'S IMPROVE THIS FILE NAME

- 2021 - 2022 Program Description - 2.2.22.pdf
- Add the date to the *Title* field in PDF as you perform your accessibility check.
- Change the file name to something that is evergreen, such as program-description.pdf



EVERGREEN FILE NAMES

HOW TO FIND WHERE YOUR DOCUMENT IS LOCATED IN THE MEDIA LIBRARY

[Example Page](#)

1. Go to your document on the *published* website. This won't work in preview views.
2. Right-click on link and open in a new tab and view the file path.

Garden Plant Guide

Download this Vi Hilbert Ethnobotanical Garden Plant Guide by Hanna-Marie Lucero, '20.

Vi Hilbert Ethnobotanical Garden
Plant C

Open link in new tab

Open link in new window

Open link in incognito window

EVERGREEN FILE NAMES

AN EASY WAY TO ENSURE THE LINKS TO YOUR PDF STAY EVERGREEN

REPLACE YOUR MEDIA LIBRARY CONTENT ITEM

Links to PDFs on the Seattle University website “point at” content items in the media library. So instead of updating a document by adding a new media item to the media library, and then going to the page and “pointing to” [relinking to] the new document, [instead] find the old item in the media library and replace it.

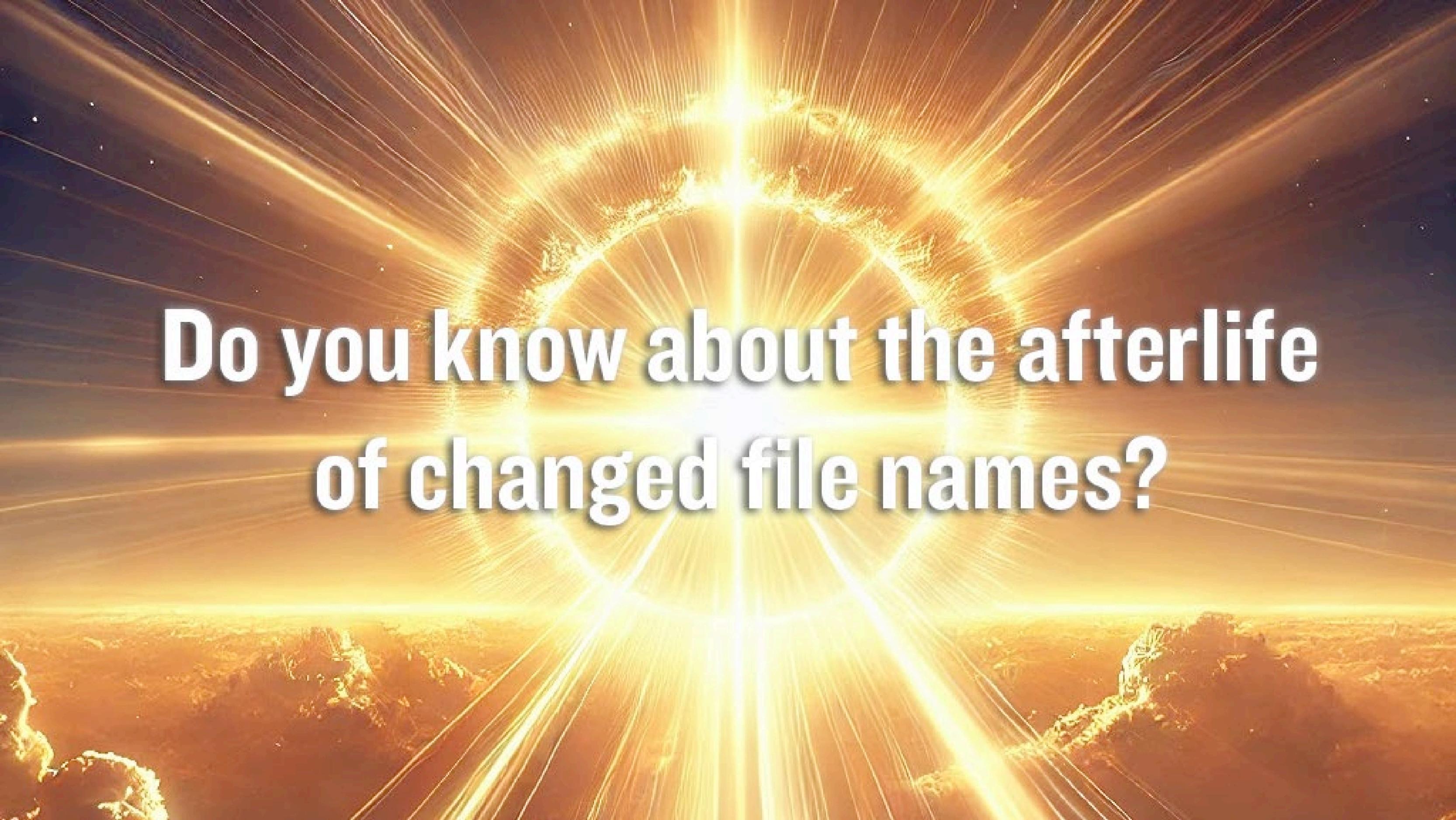
However, it is essential that you keep the exact same file name.

Benefits:

- You will not have to touch the page, or pages, for which a link to this content appears
- You will not have to change the link text in the section for which the link appears
 - You can change the link text for all pages in one location, the *Name* field of the media item in the media library

Example:

- Location 1: Housing & Dining > [Housing Policies](#) (Resident Handbook.pdf)
- Location 2: Housing & Dining > [Graduate and Law Student Application Process](#) (Resident Handbook.pdf)



**Do you know about the afterlife
of changed file names?**



EVERGREEN FILE NAMES

THE AFTERLIFE OF CHANGING A FILE NAME

- Indexing, by way of a web crawl, takes awhile, about three weeks for a natural web crawl.
- Third party back links are largely out of our control and can take longer.
 - MarCom can place a request with Google to hide a URL be hidden, but not a sustainable approach for the amount of content that we publish daily.
 - Third party websites, including Wikipedia, will link to whatever PDF is available at the time. We have no control over these links, other than to contact them. Any volunteers to contact owners of third-party websites to update broken links?



EVERGREEN FILE NAMES

THE AFTERLIFE OF A FILE NAME CHANGE

On 2/6/2025, the website received 195 broken link notifications (404 errors) in a 24-hour period. This is typical of everyday.

Original file name (November 2023): Faculty-and-Staff-Guidance-re-ICE.pdf

New file name (January 24, 2025): Guidance for Faculty and Staff regarding U.S. ICE.pdf

2/6/2025 20:54	https://www.cfainstitute.org/	www.cfainstitute.org	https://www.seattleu.edu/business/mba/gmatgre-waivers/
2/6/2025 16:17	https://www.dropbox.com/	www.dropbox.com	https://www.seattleu.edu/safety/emergencies/inclement-weather/
2/6/2025 5:16	https://www.google.com/	www.google.com	https://www.seattleu.edu/undergraduate-admissions/request-information/?utm_source=carnegie-digital&utm_medium=
2/6/2025 7:47	https://www.google.com/	www.google.com	https://www.seattleu.edu/kxsu/2022-2023-executive-staff/
2/6/2025 11:28	https://www.google.com/	www.google.com	https://www.seattleu.edu/media/seattle-university/documents/policies/general/Faculty-and-Staff-Guidance-re-ICE.pdf
2/6/2025 11:28	https://www.google.com/	www.google.com	https://www.seattleu.edu/media/seattle-university/documents/policies/general/Faculty-and-Staff-Guidance-re-ICE.pdf
2/6/2025 11:37	https://www.google.com/	www.google.com	https://www.seattleu.edu/directory/profiles/michelle-seo.php
2/6/2025 11:46	https://www.google.com/	www.google.com	https://www.seattleu.edu/directory/profiles/abby-jo-walker.php
2/6/2025 11:52	https://www.google.com/	www.google.com	https://www.seattleu.edu/directory/profiles/leticia-guardiola-saenz-phd.php
2/6/2025 12:29	https://www.google.com/	www.google.com	https://www.seattleu.edu/media/seattle-university/directory/faculty-amp-staff-directory/files/artsci/Michael-J.-Fitzpatrick
2/6/2025 12:52	https://www.google.com/	www.google.com	https://www.seattleu.edu/procurement/vendor-programs/
2/6/2025 13:51	https://www.google.com/	www.google.com	https://www.seattleu.edu/directory/profiles/charles-degallier.php
2/6/2025 15:49	https://www.google.com/	www.google.com	https://www.seattleu.edu/directory/profiles/kalea-calica-younger.php
2/6/2025 16:03	https://www.google.com/	www.google.com	https://www.seattleu.edu/life-at-seattle-u/housing-dining/housing-policies/residential-housing-policy/
2/6/2025 16:03	https://www.google.com/	www.google.com	https://www.seattleu.edu/life-at-seattle-u/housing-dining/housing-policies/residential-housing-policy/
2/6/2025 16:31	https://www.google.com/	www.google.com	https://www.seattleu.edu/admissions-aid/apply/?utm_source=google&utm_medium=ppc&utm_campaign=ExecutiveMBA
2/6/2025 19:41	https://www.google.com/	www.google.com	https://www.seattleu.edu/science-engineering/news-and-events/newsroom/cse-news-archive/prof-lin-li-receives-tenure
2/6/2025 21:13	https://www.google.com/	www.google.com	https://www.seattleu.edu/media/college-of-arts-and-sciences/aboutthecollege/faculty-staff-cv/Emily-Wright-CV.pdf
2/6/2025 22:14	https://www.google.com/	www.google.com	https://www.seattleu.edu/summer/pre-collegiate-summer-camps/high-school/transformational-technologies/
2/6/2025 22:45	https://www.google.com/	www.google.com	https://www.seattleu.edu/directory/profiles/aparna-sundar.php



EVERGREEN FILE NAMES

Comments?

WEB SUPPORT KNOWLEDGE HUB

DID YOU KNOW?

The Marketing Communications Web Team has a new and growing Confluence wiki space.

Here you will find articles and guidance about Terminalfour, Accessibility, Training, and more.

[Web Support Knowledge Hub](#)

Please email web@seattleu.edu if you have any access issues.



WEB ACCESSIBILITY TRAINING

The Marketing Communications Web Team has a new [Web Accessibility Training](#).

In this training, we will cover copy/paste techniques while presenting information about how to create accessible tables, lists, link text, image alt text, heading structures, and more.

We will require all content editors complete the training this spring. However, we welcome all web editors to complete the training early.



GRAPHIC IMAGE ALT TEXT

NON-GRAPHIC IMAGE

Image alt text: Quad Fountain with bright spring foliage

[Info for Prospective Sites](#)

UPCOMING INFO SESSION

This info session will cover information about the grant program, benefits for sites, site eligibility, the application process!



FEATURED EVENT

Site Information Session

📅 March 27, 2025

🕒 2:00pm - 3:00pm PT

📍 Virtual

GRAPHIC IMAGE ALT TEXT

WHAT TO DO?



The graphic is a calendar for the 'Seeking Serenity Project Positive 2025' events. It features a teal background with decorative white swirls and floral icons. The title 'Seeking Serenity' is in a large, white, serif font, with 'Project Positive 2025' in a smaller font below it. The word 'Events' is in a white, sans-serif font inside a dark teal rounded rectangle. The events are listed in dark teal rounded rectangles, each starting with a date in a white circle. The events include: 2/24 Tabling - Sleep Kits (11:30-1:30 PM | STCN 1st Floor) and Making Lily Pad Coasters (2:00-3:00 PM | Makerspace); 2/25 Free Swim & Float (5:00-7:00 PM | West Pool), Seeking Serenity Yoga Flow (6:15-7:15 PM | Studio 1), Board Games (7:00-9:00 PM | Esports Center), and Blacklight Cardio Dance (8:00-8:45 PM | Studio 1); 2/26 Tabling - Collect Swag (10:00-12:00 PM | Pigott 1st Floor) and How to Foam Roll - PT Workshop (7:00-8:00 PM | Studio 1); 2/27 Body Neutrali-TEA (12:30-1:30 PM | STCN 380); 2/28 Tabling - Collect Swag (11:30-1:30 PM | STCN 2nd Floor); 3/1 5Point Film Festival (5:00-9:30 PM | Pigott Auditorium); and 3/2 Battleship (1:00-3:00 PM | West Pool) and Free Swim & Float (3:00-5:00 PM | West Pool). There are also logos for 'opal' and 'Wellness & Health Practitioner', a QR code labeled 'More info!', and a dragonfly illustration.

Seeking Serenity
Project Positive 2025

Events

Date	Event	Time	Location
2/24	Tabling - Sleep Kits	11:30-1:30 PM	STCN 1st Floor
	Making Lily Pad Coasters	2:00-3:00 PM	Makerspace
2/25	Free Swim & Float	5:00-7:00 PM	West Pool
	Seeking Serenity Yoga Flow	6:15-7:15 PM	Studio 1
	Board Games	7:00-9:00 PM	Esports Center
	Blacklight Cardio Dance	8:00-8:45 PM	Studio 1
2/26	Tabling - Collect Swag	10:00-12:00 PM	Pigott 1st Floor
	How to Foam Roll - PT Workshop	7:00-8:00 PM	Studio 1
2/27	Body Neutrali-TEA	12:30-1:30 PM	STCN 380
2/28	Tabling - Collect Swag	11:30-1:30 PM	STCN 2nd Floor
3/1	5Point Film Festival	5:00-9:30 PM	Pigott Auditorium
3/2	Battleship	1:00-3:00 PM	West Pool
	Free Swim & Float	3:00-5:00 PM	West Pool

Questions? Email UREC@seattleu.edu

GRAPHIC IMAGE ALT TEXT

PROVIDE INFORMATION IN TEXT

Image alt text: Graphic image for Project Positive 2025 events. Refer to the table below for details about Project Positive 2025 events.

[Project Positive 2025](#)



Event Schedule			
Date	Event	Time	Location
Feb 24	Tabling – Sleep Kits	11:30 a.m.–1:30 p.m.	STCN 1st floor
Feb 24	Making Lily Pad Coasters	2–3 p.m.	Makerspace
Feb 25	Free Swim & Float	5–7 p.m.	West Pool
Feb 25	Seeking Serenity Yoga Flow	6:15–7:15 p.m.	Studio 1
Feb 25	Board Games	7–9 p.m.	Esports Center
Feb 25	Blacklight Cardio Dance	8–8:45 p.m.	Studio 1
Feb 26	Tabling – Collect Swag	10 a.m.–12 p.m.	Pigott 1st floor
Feb 26	How to Foam Roll – PT Workshop	7–8 p.m.	Studio 1
Feb 27	Body Neutrali-TEA	12:30–1:30 p.m.	STCN 380
Feb 28	Tabling – Collect Swag	11:30 a.m.–1:30 p.m.	STCN 2nd floor
Mar 1	5Point Film Festival	5–9:30 p.m.	Pigott Auditorium

GRAPHIC IMAGE ALT TEXT EXAMPLE 2

Image alt text: Graphic image with chart: See 'FTIC Retention for Aspirational Peer Institutions' table below for details.

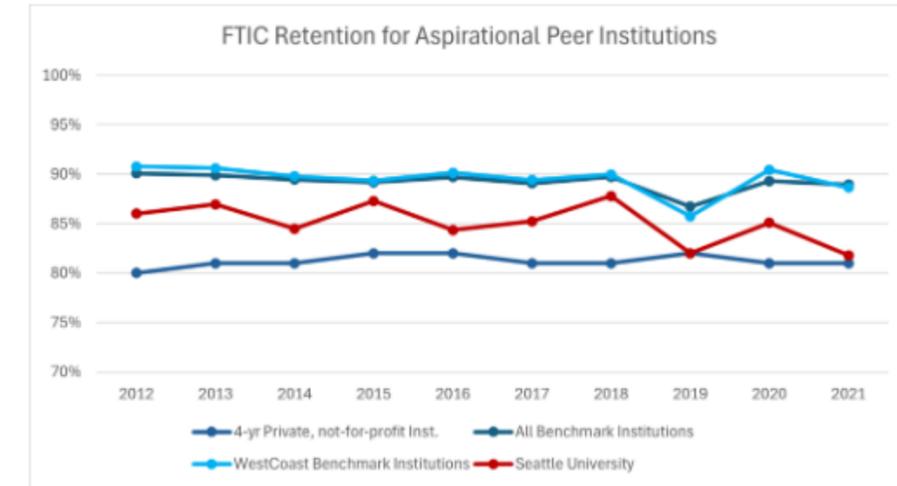
[Benchmarked Graduation and Retentions Rates by Student Populations](#)

Learn more:

[Web Support Knowledge Hub](#)

FTIC RETENTION FOR ASPIRATIONAL PEER INSTITUTIONS

Peer institutions provide benchmark comparisons that are essential to Seattle University's assessment strategies and are used as one component in determining the relative health, growth, and progress of our institution toward our strategic goals. These peer institutions are similar to Seattle University across multiple dimensions (e.g., mission, selectivity, Carnegie classification, size of student population, endowments) and taken together, this peer group provides an aspirational "stretch" as we measure our institutional progress.



Year	4-yr Private, not-for-profit Inst.	All Benchmark Institutions	WestCoast Benchmark Institutions	Seattle University
2012	80%	90%	91%	86%
2013	81%	90%	91%	87%
2014	81%	89%	90%	84%
2015	82%	89%	89%	87%
2016	82%	90%	90%	84%

MARKETING COMMUNICATIONS WEB TEAM

THANK YOU

SEATTLE UNIVERSITY

MARKETING COMMUNICATIONS WEB TEAM

COMMENTS, QUESTIONS, AND DISCUSSION

SEATTLE UNIVERSITY

MARKETING COMMUNICATIONS WEB TEAM

WEB CONTENT EDITOR TRAINING

WINTER QUARTER: FEBRUARY 27, 2025

SEATTLE UNIVERSITY