Page Content Guidelines

When designing your page, ask: What is the **goal of your content**?

For example, do you want to help residents:

- Become more aware of a program or service? [e.g. Browse our programs]
- Complete a specific task? [e.g. Fill out a form, Schedule appointment]

What key questions are you answering for your audience?

Prioritize content by what is **most essential** and what isn't

- Your most critical content is your **primary content**. It is essential to answering your audience's questions.
- Highlight primary content in **call-to-actions** and **action-oriented headings**.
- Avoid hiding primary content behind accordions. (Remember, content relevance trumps page length.)

Standardizing design & using existing design patterns helps both users & webmasters

- Users experience less cognitive strain.
- Users (a.k.a., the public) perceives the City as one monolith. They don't know (or care) what City department they are dealing with so consistent design makes sense.
- Webmasters & designers no longer have to reinvent the wheel.
- Bonus points: easier for web publishers to maintain and improve design elements.

Use the round green buttons to link to **primary content**, a.k.a. 'calls to action

Use the green button for:

- Primary 'call to action' on the page.
- Maximum of 3 green buttons on the page for internal pages (landing pages can use more green buttons).
- Locate at the top of the page above the fold..

Apply Here
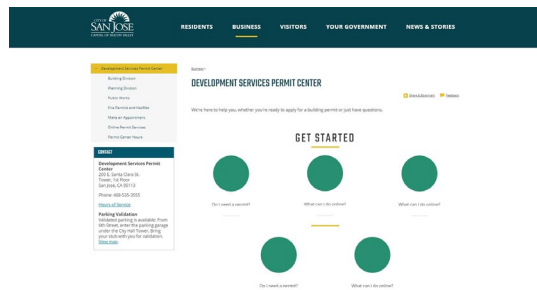
Secondary content is related but less essential to the main goal of your page

Use a hyperlink for:

- Secondary content that's not as essential as your primary call to action

> Our bulletin How to Get a Building Permit provides an overview of the steps to getting a permit and helps you select the right service for your project. Visit our Development Services Permit Center for an overview of all permit services and hours of service.

Use the left nav for:

- Secondary content like the sub-topic of your page section.
- Under the left nav, you can include Contact Us content: Title, Phone, Email, Address, Link/Logo, Social Media.

Supplementary content is the least critical information on your page

Use an accordion widget for supplementary information. This content is not essential to answering your audience's key question. Try keeping supplementary content to a minimum. If it doesn't help answer your audience's questions, it may be better to exclude it.