

# Components for a successful program page on capital.edu

Thank you for assisting us with the content needed to build your page. This guide will walk you through the material needed to begin production. There are many types of content we routinely use to build web pages, so be aware that some content is optional and may not apply to your program. Required items are marked accordingly with an asterisk\*.

1

## Hero Image\*

This photo is a large, 1200-pixel wide image that represents the program. We need to select images that are oriented in a landscape (horizontal) format. As a guideline, photos showing activity and student diversity work best. The marketing team generally finds a suitable photo for the hero image, but you are welcome to offer suggestions for alternatives.

2

## Call to Action items (CTA)\*

These call-to-action buttons are admission-centric actions that are considered paramount to enrollment and can't be moved. They are generally geared toward visiting Capital, applying for admission, or requesting additional information.

3

## Factoids

Despite our best writing efforts, users are far more likely to scan through your page. Factoids and subheads are good, visual ways to entice them into retaining information that they probably won't read in detail. Our viewbooks, fact book, and other marketing materials often have interesting facts that we like to promote.

The screenshot shows the Capital University website for the Doctor of Nursing Practice program. The page layout includes a purple sidebar with navigation links, a main content area with a hero image, a search bar, and a main heading 'Starting Fall of 2022'. Three callouts are present: 1. A large hero image of healthcare professionals in a meeting. 2. Three call-to-action buttons: 'REQUEST INFO', 'SCHEDULE A VISIT', and 'APPLY'. 3. A section titled 'Starting Fall of 2022' with sub-headings 'Advance Healthcare with a Doctor of Nursing Practice' and 'The Capital Doctor of Nursing Practice (DNP)'. Below this, there are three factoids: '35 MINIMUM CREDIT HOURS', '3 TOTAL VISITS TO CAMPUS\*', and '600 HOUR PRACTICUM'. A vertical 'LEARN MORE' button is on the right side.

4

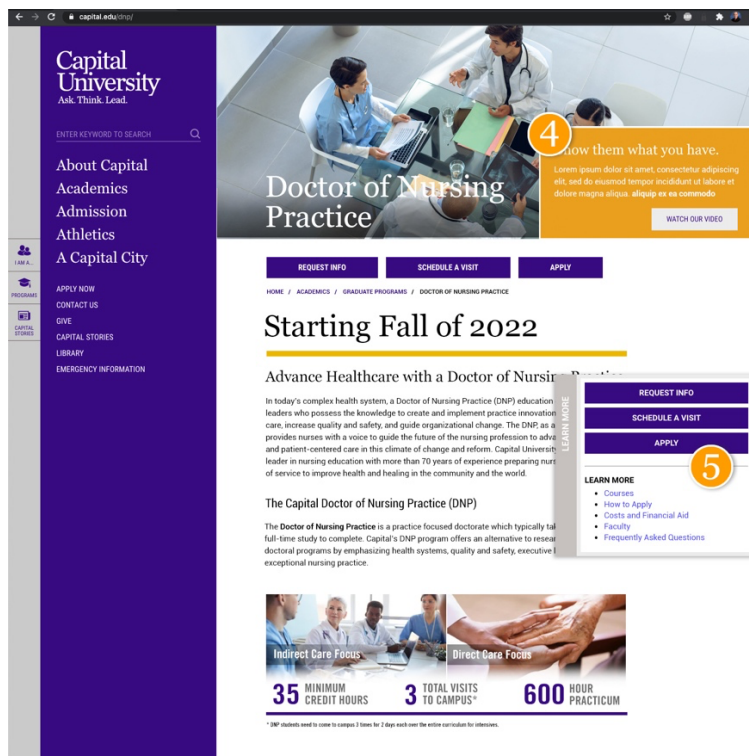
## Promotional Callout

Occasionally, we like to promote special events, newly-added content, or critical information to the admission process. The callout box will appear with a very brief description and a link the content. After the promotion expires or is no longer important to the program, it is removed by the web team. If you need to advise us of an expired event, please email: [webrequest@capital.edu](mailto:webrequest@capital.edu).

5

## Sticky Menu\*

As soon as the user starts to scroll on the page, the sticky menu flies out and locks to the right edge. The top three purple buttons mirror the CTA items, but this menu can be expanded to included program specific links that help the user explore in richer detail. Often times, the links are jumps to content deeper on the page, but they can be anything we consider meaningful to the user.



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## Pullquotes

Like the factoids, these are scan-worthy, visual breaks in the copy that reinforce key points you are trying to make in the copy. We like to have one or two as an option if possible. They don't have to be quotes. Captions can be effective as well.

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## Content blocks\*

Content blocks are the sections of the page that are self-contained and remain relevant to section. Even though the content can be arranged in a multitude of ways, we have created four primary section themes that you should write toward. They are:

- A general description of the major. We will condense this to ~150 words and match style and tone to capital.edu style. You can modify the existing text or send us any content you wish.
- A section about What You'll Learn, which includes a discussion of "why study 'your major here'?" ~175-225 words. Again, we can work with text you give to us and match tone and style.
- A section about Outcomes. If the previous section covers what you will learn, then this section follows up with a "where you will go." What careers to grads in this major typically end up in? What might be the industry outlook in this field? This is a good section to partner with Career Development if you want ideas.
- Story-telling content. Provide a student who we could contact about a story. Or if you have a corporation/school that recruits Capital grads from your major, a testimonial would be excellent as well.

8

## Program Features

These are the best way to promote what differentiates your program from others or highlight important selling points. As an example, some majors require special certifications or practicums for accreditation. One to three features is usually enough to get your point across.



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## Key faculty

At the very least, the department chair should always be featured on the page, but it's not necessary to include photos of every faculty. Full professors are sometimes exceptions because we often celebrate the relationship between students and faculty. For most, we can link to the departmental directory to broaden the experience.

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## Student Features (media)

We are always looking for student features to fortify our marketing efforts. We rely on faculty to let us know what their students or recent graduates are up to. If you know of an exceptional story, please email Susan Hunter at [shunter2@capital.edu](mailto:shunter2@capital.edu).

11

## Q and A

What are the most frequently inquiries prospective families have? The Q and A doesn't need to be exhaustive, but these are a good way to close the page with the anticipated "next steps."

Capital University  
Ask. Think. Lead.

ENTER KEYWORD TO SEARCH

About Capital  
Academics  
Admission  
Athletics  
A Capital City

APPLY NOW  
CONTACT US  
GIVE  
CAPITAL STORIES  
LIBRARY  
EMERGENCY INFORMATION

Meet our Dean and Associate Deans

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**Diane Patterson, M.S.**  
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dpatt@capital.edu  
[SEE BIO](#)

Visit our directory to see all Nursing Faculty.

Capital Nursing Second Degree Accelerated BSN...  
Watch later Share

**10**

Capital Nursing Second Degree Accelerated BSN Program: Beth Pierson Beth Pierson talks about her experience with the Capital Nursing Second Degree Accelerated BSN Program.

LEARN MORE

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Academics  
Admission  
Athletics  
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APPLY NOW  
CONTACT US  
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CAPITAL STORIES  
LIBRARY  
EMERGENCY INFORMATION

Frequently Asked Questions

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ADMISSION QUESTIONS

**When is the application deadline?**  
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**I earned a bachelor's degree in another field before I attended my nursing program. Do I need to send a transcript from the first school?**  
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TUITION AND FINANCIAL AID QUESTIONS

**How much does it cost to attend Capital?**  
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**Is Financial Aid available?**  
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**Are there scholarships available?**  
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