

WEB SEPARATION



TEXAS TECH UNIVERSITY
HEALTH SCIENCES CENTER™

WHAT IS WEB SEPARATION?

- Web separation is deciding which of your website content (webpages, pictures, pdf's, etc.), if any, should be behind an eRaider login
- Completely up to the department

WHICH CONTENT DO I PUT BEHIND AN ERAIDER?

- It does not have to be TTUHSC proprietary information to be behind an eRaider
- For example, the key shop with Physical Plant. No TTUHSC secrets are on the page, but the outside world does not need to have access to it

HOW DO WE DO THIS?

- **HSC WEB** is for faculty and staff, must have an eRaider to view
- **MARKETING** is for prospective students or for information that anyone can view, no eRaider
- **STUDENTS** is for current students, must have an eRaider to view

Web Separation OCM Main Site EDIT LINKS

Web Files - Alumni

Stop editing this list

All Items _Web Pages Delete ... Find an item

✓	Progress	Address	Dept Notes
	Progress	http://www.ttuhsc.edu/alumni/alumniadvisoryboard.aspx ...	
	Delete	http://www.ttuhsc.edu/alumni/alumniassociation/alloysius.html ...	
	In Progress	http://www.ttuhsc.edu/alumni/alumniassociation/cfox.html ...	
	HSC Web	http://www.ttuhsc.edu/alumni/alumniassociation/grisham.html ...	
	Marketing	http://www.ttuhsc.edu/alumni/alumniassociation/images/alloysius-headshot.jpg ...	
	Students	http://www.ttuhsc.edu/alumni/alumniassociation/images/cfox-headshot.jpg ...	
	In Progress	http://www.ttuhsc.edu/alumni/alumniassociation/images/grisham-headshot.jpg ...	
	In Progress	http://www.ttuhsc.edu/alumni/alumniassociation/images/header.gif ...	
	In Progress	http://www.ttuhsc.edu/alumni/alumniassociation/images/johnston-headshot.jpg ...	
	In Progress	http://www.ttuhsc.edu/alumni/alumniassociation/images/lprice-headshot.jpg ...	

MIXED CONTENT

- If there is content that needs to be on both MARKETING and HSC WEB or STUDENTS, we recommend dividing into 2 different pages
- If you don't, you will have to update the same content on 2 different pages

SHAREPOINT

- Add files to SharePoint if anything new is added before the handover to IT
- Email me if anyone else needs access

DIRECTORY

- Review first so we can get started rebuilding your site
- /images/ and /documents/
- Faculty/Staff automated directory

URL'S HYPHENATED

- Use this format on your web pages also

Directory - Community Medical School

[+ new item](#) or [edit](#) this list

[All Items](#) ...

Find an item



Current

Notes

Updated

/communitymedicalschoo/amarillo ✖

...

/community-medical-school/amarillo

/communitymedicalschoo/amarillo/documents ✖

...

/community-medical-school/amarillo/documents

/communitymedicalschoo/amarillo/images ✖

...

/community-medical-school/amarillo/images

/communitymedicalschoo/documents ✖

...

/community-medical-school/documents

/communitymedicalschoo/images ✖

...

/community-medical-school/images

/communitymedicalschoo/images/slideshow ✖

...

/community-medical-school/images/slideshow

REDIRECT

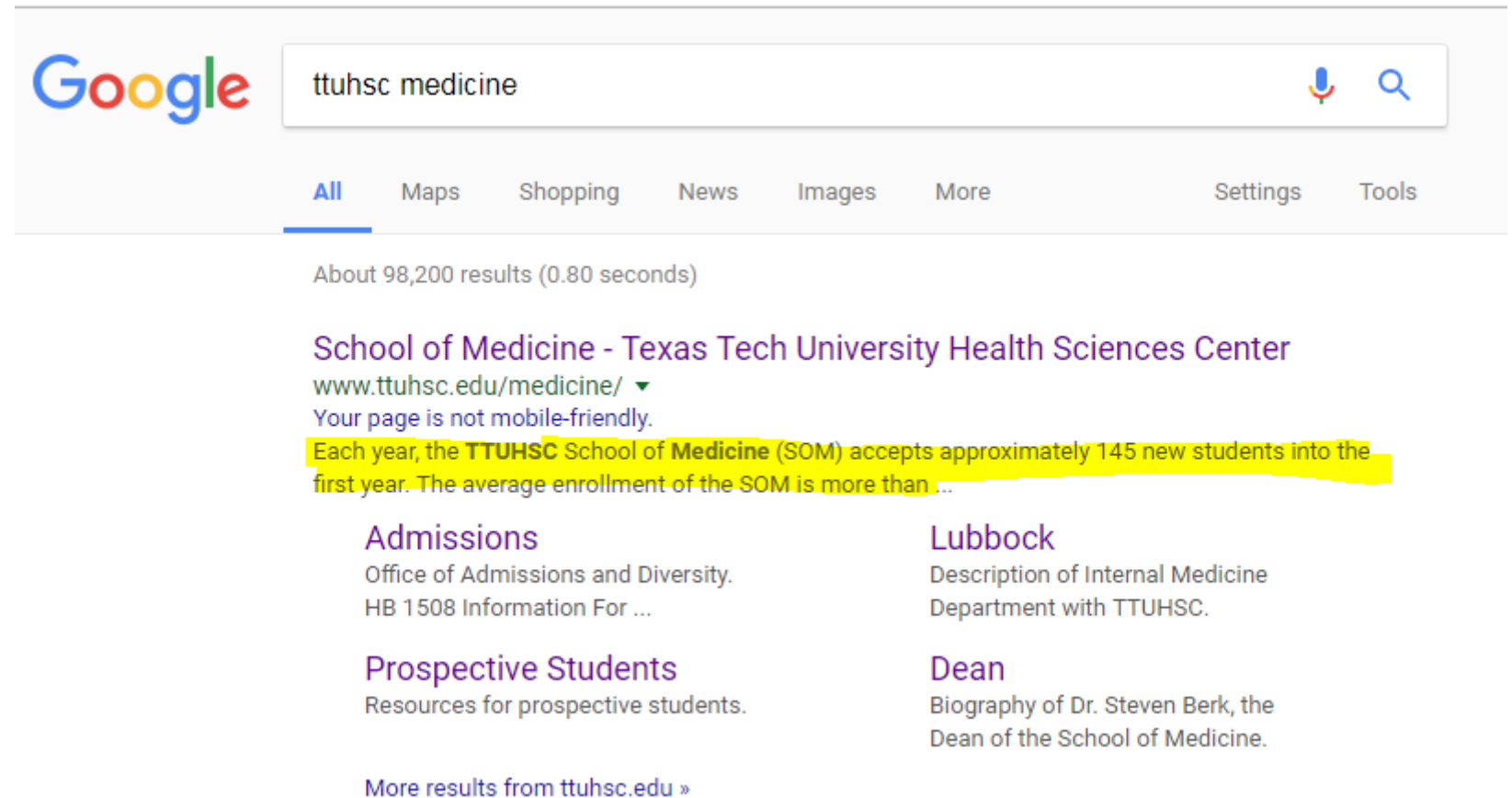
- IT will put in place a redirect in case anyone tries going to one of your old URL's
- Will redirect the user to the main home page
- Will be in place for 6 months

SEARCH ENGINE OPTIMIZATION (SEO)

- The practice of increasing the quantity and quality of traffic to your website through organic search engine results.
- Do this by setting up web pages in a format search engines more readily understand

PAGE DESCRIPTIONS

- Do not appear on your website
- Only appear in search engines
- Use complete sentences with keywords
- Limit to 155 characters including spaces



PAGE DESCRIPTIONS

- Complete the “Progress” column
- Click on the “Page Descriptions” view
- Only these pages need page descriptions

Web Files - Centers

[Stop editing this list](#)

All Items **Page Descriptions** _Web Pages ...

✓	Progress	Links	Dept Notes	Page Descriptions
	In Progress	http://www.ttuhsc.edu/centers/aging/ageresearch.aspx		
	In Progress	http://www.ttuhsc.edu/centers/aging/agingandalzheimersdiseasefacultydevelopmentseminarseries.aspx		
	In Progress	http://www.ttuhsc.edu/centers/aging/agingandalzheimersmemorywalk.aspx		
	In Progress	http://www.ttuhsc.edu/centers/aging/agsstudentchapter.aspx		
	In Progress	http://www.ttuhsc.edu/centers/aging/archives.aspx		
	In Progress	http://www.ttuhsc.edu/centers/aging/brainbank.aspx		
	In Progress	http://www.ttuhsc.edu/centers/aging/caregiver.aspx		
	In Progress	http://www.ttuhsc.edu/centers/aging/caregivers.aspx		
	In Progress	http://www.ttuhsc.edu/centers/aging/caregiversupport.aspx		
	In Progress	http://www.ttuhsc.edu/centers/aging/collaborationscommittee.aspx		

PAGE DESCRIPTIONS

BAD

- Contact Information

STILL BAD

- Contact information for Nursing

GOOD

- Contact information for the School of Nursing at TTUHSC Lubbock campus.

IMAGES (ALT TEXT)

- Alternate text for an image, if the image cannot be displayed
- The alt attribute provides **alternative** information for an image if a user for some reason cannot view it (sight disability and user uses a screen reader)
- Can use several words to describe image, complete sentences are not necessary
- OmniUpdate requires an alt text when adding a picture

ACRONYMS

- Spell Out
 - Page Titles
 - URL's

PAGE TITLES

- Heading 1 (H1)
- Needs to be unique
 - Do not use the same page title anywhere else on your site



The screenshot displays the Texas Tech University Health Sciences Center (TTUHSC) website. The header includes the TTUHSC logo and navigation links: CAMPUSES, INFO FOR, SCHOOLS, CONTACT INFO, and SITE MAPS. The main content area is titled "Internal Medicine Departments" in a yellow banner. Below this, there are two columns of images: one showing a medical professional in scrubs and another showing a medical professional in a lab coat. To the right of these images is a section titled "Dedicated to Excellence" which includes a "Vision Statement" (Our Passion is to Inspire Transformation of Lives), a "Mission Statement" (Providing Education, Discovering Knowledge, and Compassionately Caring for our Patients and Each Other), and a "Values Statement" (Unity in Diversity, Excellence through Innovation, Celebration of Ownership, Integrity with Grace). A "Quick Links" section is visible at the bottom left of the page.

PDF INTERNAL LINKS

- Since URL is changing, any internal link inside a PDF pointing to your new site, will now be a dead link
- Will need to update PDF's to include the new URL

ROT – REDUNDANT, OUTDATED & TRIVIAL

- Housecleaning
- Preview every file in your site to make sure it is not outdated and is still relevant

PAY ATTENTION TO THESE COLUMNS BEFORE TURNING OVER THE FILES

Web Files -Medicine-Urology

[+ new item](#) or [edit this list](#)

All Items [_Web Pages](#) Delete ...

✓	Progress	Address	Dept Notes	Web Page Descriptions	Updates Needed
Count= 16					
	Marketing	http://www.ttuhscl.edu/som/urology/adult.aspx	... IT-please move adult urology information to Resident program and remove pic of physicians	Adult urology information for the Urology Department at TTUHSC Lubbock campus.	.edu is for students. Texas Tech Physicians is for patients. Move patient info to TTP and delete page.
	Marketing	http://www.ttuhscl.edu/som/urology/contacts.aspx	... Completed-This has been reviewed and worked on.	Contact information for the Urology Department at TTUHSC Lubbock campus.	Only 1 H1 per page
	Marketing	http://www.ttuhscl.edu/som/urology/default.aspx	... Completed-This has been reviewed and worked on.	Administration directory for the Urology Department at TTUHSC Lubbock campus.	Remove patient info
	Marketing	http://www.ttuhscl.edu/som/urology/faculty.aspx	... IT-Please change connection to automated faculty directory.	Faculty directory for the Urology Department at TTUHSC Lubbock campus.	Recommend using automated faculty directory.
	Marketing	http://www.ttuhscl.edu/som/urology/gallery/default.aspx	... IT-Please move to resident program file	Image for Residency program for the Urology Department at TTUHSC Lubbock campus.	
	Marketing	http://www.ttuhscl.edu/som/urology/links.aspx	... Completed-This has been reviewed and worked on.	Lubbock links information for the Urology Department at TTUHSC Lubbock campus.	Each page needs a unique H1.
	Marketing	http://www.ttuhscl.edu/som/urology/oncology.aspx	... IT-Move content information to resident program	Urological Oncology information for the Urology Department at TTUHSC Lubbock campus.	.edu is for students. Texas Tech Physicians is for patients. Move patient info to TTP and delete page.

TURNING OVER THE FILES

- Click on the ellipse (...) and then “In Progress”

Web Separation OCM Main Site EDIT LINKS

Web Files - HIPAA

+ new item or edit this list

All Items _Web Files Delete ... Find an item

✓	Progress	Address
Count= 251		
Marketing	http://www.ttuhsc.edu/hipaa/documents/2016_HPPs_Aug16/HPP1.0_Framework_HIPAA_Priv_Program2.pdf	Marketing ampus_forms.aspx
Delete	http://www.ttuhsc.edu/hipaa/documents/2016_HPPs_Aug16/HPP1.1_GlossaryTerms2.pdf	Students dicare_faqs.aspx
Delete	http://www.ttuhsc.edu/hipaa/documents/2016_HPPs_Aug16/HPP1.0_Framework_HIPAA_Priv_Program2.pdf	Modify this View ssociate_Agreement/default.aspx
Marketing	http://www.ttuhsc.edu/hipaa/documents/2016_HPPs_Aug16/HPP1.1_GlossaryTerms2.pdf	Create View x
Marketing	http://www.ttuhsc.edu/hipaa/documents/2016_HPPs_Aug16/HPP1.0_Framework_HIPAA_Priv_Program2.pdf	
Delete	http://www.ttuhsc.edu/hipaa/documents/2016_HPPs_Aug16/HPP1.1_GlossaryTerms2.pdf	

HSC Web
In Progress

TURNING OVER THE FILES (cont'd)

- There should not be any files in this view

Web Files - HIPAA

[⊕ new item](#) or [edit](#) this list

All Items _Web Files **In Progress** ...

✓ Progress Address Dept Notes Updates Needed Page Descriptions Modified By

There are no items to show in this view of the "Web Files - HIPAA" list.

PROCESS COMPLETED

- When all of the steps have been completed, email Ken in the Office of Communications and Marketing:

ken.spraberry@ttuhsc.edu

SITE FROZEN

- After turning files over to IT, your site will be frozen
- You will not be able to make any updates in OmniUpdate

ADA COMPLIANCE

- Beginning in January 2018, new regulations for government websites
- Every TTUHSC video will need closed captioning
 - YouTube cc not allowed
- IT will begin sending reports once the new templates are released