

UF HEALTH WEB SERVICES NEWSLETTER

UNIVERSITY OF FLORIDA HEALTH
COMMUNICATIONS & INFORMATION TECHNOLOGY

March 2021

Due to UF Health's COVID-19 response, our office has been mobilized to provide special support. As such, routine requests may experience a delay in their completion. Please bear with us as we prioritize system requests during this unprecedented time.



Upcoming Audits from Web Services

Each spring term, UF Health Web Services begins an audit of all websites and Bridge groups to ensure the web content and those who manage it are up-to-date and less information remains stagnant on the web.

What are these audits specifically?

Website Audit - Websites that have not received an update for 12 or more months since April of 2019 will be flagged and website administrators will be contacted by a member of Web Services. Websites that were "archived" after the 2019 audit may be deleted.

Bridge Group Audit - Bridge collaboration groups that have not been active for more than one year will be flagged and the group's administrators will be contacted by a member of Web Services.

Website and Bridge group training is always an available option. If you would like assistance from Web Services for training, or discuss how to better utilize your sites or Bridge groups, please contact us at webservices@ahc.ufl.edu.

UF Health Directory Updates for March 2021

A few recent updates to the UF Health Directory's features were released on March 1, 2021.

1. Added a new automatic import source for publications: ORCID. If your profile (or a profile you manage) contains an ORCID, we'll discover any publications associated with that ID and add them.

If they're published on PubMed, we'll automatically link their PubMed IDs too.

2. When manually adding a publication by DOI or freeform import, we'll automatically find and link its PubMed ID if it's published on PubMed.

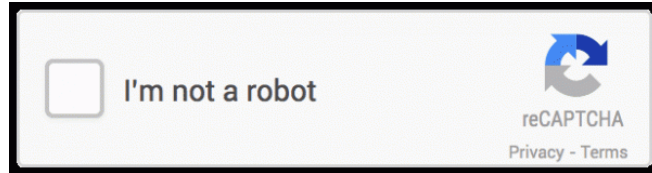
Spammers Targeting Your Website Forms?

The unfortunate reality of the web is that spamming through a form is prolific and a hard thing to curb because it can be done by a program that searches for forms online, or by actual humans. Either by robotic or human means, forms on a site are an open avenue for spam. But, there is a way that you can help eliminate some of the frustrating spam you may receive through a form on your website.

Add a Captcha! A *Captcha* is a small field within a form that allows the system to separate human input from robotic spam thereby blocking attempts to send the form with fake user input.

To add a *Captcha* to a form you've previously created, go to **Forms** in your Dashboard's menu, then select the form you want to edit. In the *Advanced Fields* area, select the **CAPTCHA** field by dragging and dropping it into your form. Click on the **Update** button to save your form.

If you receive a website error about your Captcha at any time, please contact webservices@ahc.ufl.edu. Image copyright: stock photos, creative services



Images for your website and copyright concerns

It's important that you only use images you have the license to use.

Finding an image through a Google Image Search, and using it to your site without a license, may open up your unit to a legal issue and you could receive a bill from the image's owner, which comes as a surprise for most people that receives them. Google's Image Search is *just* a way to search for images and is not meant to indicate that an image fair to use for free on your website. Watermarks are not an indication that the image is ok to us. A watermark is a way for the owner to reinforce their claim to the image.

So, how do I know which images I *can* use?

1. Your unit purchased the license for the image.
2. The image was found through the UF Photos tab in Apollo 2.
3. You are the original creator of the image or graphic.
4. You are following the [creative commons license](#) for the image.

An example of an image that is copyrighted and is not free to use is the UF Athletics gator mascot logo. This logo is owned by the UF Athletics Association and is not considered free-to-use across our websites.

Search Engine Optimization

Tips for Improving Your Site Rankings

One of the questions we field often in Web Services is how to improve a site's search engine rankings.

When we look at how a person reviews search results, about 75% of users will only look at the first set of results for a given search topic and 25% will proceed to the second page of results. Some information seekers might go deeper, but in general, we are always aiming for that first page.

Determine Key Words

- Revisit your department or unit's goals. Who are your primary audiences? What do you want them to accomplish when visiting your site?
- Look at your Google analytics, which captures information on search terms used by visitors when they came to your site. Look for patterns and recurring search terms.
- Review your peer institution sites and their page content. Review peer sites that have better rankings, as well as those that have lower rankings. Use a keyword analysis tool (a few free ones can be found here: <https://www.searchenginejournal.com/5-free-tools-for-competitor-keyword-research/28015/>) to see their patterns for opportunities to improve yours or to find gaps that you might be able to use to leverage your site higher.
- Keep your keyword density (the amount of keywords in relation to other page or post content) to around 8-10% percent of the total copy. There are a number of online tools that can assist in doing this review.

Best Practices for the Web

Move Your Content from PDF to a Webpage

PDFs are great for files that need to be printed and retain their formatting between devices. However, they are not a great user experience for mobile users and users with disabilities. Before uploading that PDF document to your Media Library, take a look at it and consider turning it into its own webpage.



Problems with PDFs include:

- They do not change size to fit the browser.
- They're not designed for reading on screens.
- It's harder to track their use.
- They cause difficulties for navigation and orientation.
- They can be hard for some users to access.

- They're less likely to be kept up to date.
- They're hard to reuse.

(Source: Williams, Neil. "[Why GOV.UK Content Should be Published in HTML and not PDF](#)")

WordPress Update Complete

In February an update to the WordPress Block Editor included changes to how you interact with editing your website. Below is a list of some of the changes you from this update:

- Updated icons for adding a block and creating a hyperlink.
- Selecting a parent page has an added option to search for a page.
- Multi-dotted icon for dragging and dropping blocks moved
- Copy all content with a few clicks
- Settings panel renames "Document" tab to "Page" or "Post" tab depending on what is being edited.
- Updates for Advanced Users

[Learn about the changes](#)



A rectangular button with a light blue gradient background and a white border. The text "MAKE A GIFT" is written in a bold, blue, sans-serif font. To the right of the text is a small icon of a white gift box with an orange ribbon.

