Landing Page Best Practices

Layout, Accessibility, and Content Guidelines Made Easy

ENSURE YOUR LANDING PAGE REACHES STUDENTS

Below are simple steps you can take to make sure your landing page is easy to use, accessible to all visitors, and connecting with prospective students.

Layout Lifesavers

Confident Calls to Action

A call to action (CTA) is a prompt on a website that tells the visitor to take a specified action. To help students engage, make sure your CTA is clear and that it appears at the top and bottom of your landing page.

Consistency is Key

To avoid confusing students, ensure your landing page uses consistent messaging in line with your college's BEdA program(s) and the state website.

Real Students Show Real Success

When possible, use photos of actual students from your college rather than stock imagery. This will help your message be authentic while showcasing your college's diversity. You can also include real-life student testimonials on your page. A moving success story can really show prospective students how your program can change their lives.

Contact Info

Include the phone number and email of your college's BEdA office—and make sure someone will answer that phone number and email promptly.

Mobile-Friendly

Landing pages should be responsive and work seamlessly across devices. Before you launch your page, make sure to test it across browsers and devices for possible design and usability bugs.

Affirming ADA Accessibility

The ADA (Americans with Disabilities Act) has specific guidelines that websites must follow to be accessible to all visitors. Below are some best practices to employ:

Clear, Clean Menus

Avoid dropdown menus, which can make pages hard to navigate. According to usability studies, dropdown menus irritate visitors and are cumbersome for keyboard and screen reader users.

Correct Color Contrast

Proper contrast and color are crucial to making your landing page accessible. All users, including those with visual disabilities, must be able to perceive your content clearly. Use the WebAIM Contrast Checker when in doubt: **https://webaim.org/resources/contrastchecker**

Always Add Alt Text

Alternative or "alt text" adds a text description to images and videos on the web. Screen readers access alt text for users with visual disabilities to provide a text equivalent for media. All images and videos that are not purely decorative must have alt text to be accessible.

Perfect Forms

Make sure your forms are clearly labeled with buttons, checkboxes, menus, and text fields. Labels ensure that screen readers can speak information about the form.

Contrast Checker

Home > Resources > Contrast Checker

Foreground Color
#0000FF
Lightness

Background Color
#FFFFFF
Lightness

Contrast Ratio
8.59:1

permalink

Adept at ADA

For more information and ideas, check out ADA Best Practices Tool Kit for State and Local Governments: **www.ada.gov/pcatoolkit/chap5toolkit.htm**

Crafting Candid Content

Keep it Clear and Concise

While a landing page should give plenty of information, overwhelming students with too many details can turn them away. Give just enough info so that potential students get the basics and are enticed to follow your call to action. Instead of overloading your landing page, use links to other pages on your website that prospective students can visit for more in-depth details.

Ensure Translation

Make sure visitors can translate your page. There are many reasons why browsers can't translate websites, including improperly configured language settings and conflicts with extensions. Before your page goes live, make sure you can successfully translate your content using Chrome, Firefox, Safari, and Microsoft Edge.

THE INTERACT MISSION:
To help our clients lift up students who are often left behind so they can live their best lives.