

Department of Allied Health Sciences

Website Tips and Tricks

Web managers: Please follow these best practices when posting or editing content online.

Use only ONE space between sentences:

The Division of Occupational Science and Occupational Therapy welcomes your interest in our programs. However, due to time constraints, **we generally are not able to schedule individual meetings with prospective applicants**, but rather encourage attendance at one of the group information sessions held two to three times in the fall and spring semesters. You also may make a request to sit in on a class by reviewing the [current class schedule](#) and then submitting a [Class Visit request form](#) to OSinfo@med.unc.edu



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Reduce the text on the page! Make it easy to read and scan. One way to accomplish this is by creating bulleted lists:

Prerequisite Requirements

Applicants must plan to complete all prerequisite courses by the end of the fall semester of the year in which you apply. If you expect to apply during the summer/fall of 2018 for entry to fall 2019, you must have all prerequisite coursework completed by the end of fall 2018. **There are no exceptions to this policy.** At least seven prerequisite courses must be completed before the fall semester begins (e.g., only two or fewer may be in progress during the fall semester). Must be mathematically possible to obtain or maintain a cumulative prerequisite GPA of 3.2 if you have courses in progress.

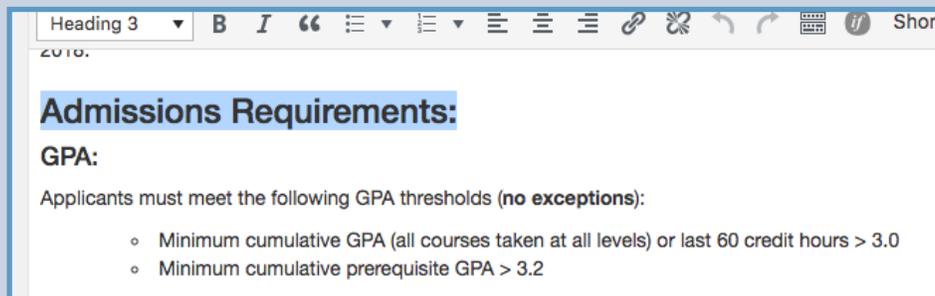


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Use heading system for sections and subsections on website. Begin with Header 3:



Eliminate redundancy:

Admissions

Admissions

The UNC Physician Assistant program is committed to diversity in the student body and in the physician assistant work force. We encourage persons from all socioeconomic, racial/ethnic, and religious backgrounds to apply. Especially, we encourage veterans from all areas of the U.S. Armed Forces to apply to our program. We recognize that your service and experiences would provide a valuable perspective in our program. We give preference to veterans who served in a medical capacity while serving in the military, in particular, Special Forces Medical Sergeants. Preference is also given to applicants meeting the [mission and goals](#) of our program.



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Be consistent! To prep for launch, Elizabeth has changed most all website copy to meet AP Style Guide standards. Please be aware of the copy style throughout your website: For example, if you use the “%” symbol, please use that symbol throughout the website. Or, if you prefer to write out “percent” instead, please keep that consistent throughout the website.

Matriculating veterans	Class of 2017: 45 percent	Class of 2018: 45 percent
North Carolina residents	Class of 2017: 80 percent	Class of 2018: 60 percent

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North Carolina residents	Class of 2017: 80 percent	Class of 2018: 60 %

Do not capitalize unnecessarily!

INCORRECT: "As a Physical Therapist..."

CORRECT: "As a physical therapist..."

INCORRECT: "Our Clinical Coordinator will..."

CORRECT: "Our clinical coordinator will..."

INCORRECT: "Elizabeth Poindexter, Director of Communications..."

CORRECT: "Elizabeth Poindexter, director of communications..."

ALSO CORRECT: "Director of Communications, Elizabeth Poindexter..."

INCORRECT: "Admissions Committee Members will Call You for An Interview..."

CORRECT: "Admissions committee members will call you for an interview..."

Consistent styling (ex: phone numbers)

Contact Information

UNC Physician Assistant Program

Department of Allied Health Sciences

Bondurant Hall, CB #7121

Chapel Hill, NC 27599-7121

Phone: (919) 962-8008

Email: [✉ paprogram@unc.edu](mailto:paprogram@unc.edu)

Spell out numbers one through nine; use numerals for 10 and above:

INCORRECT: Our committee, composed of 9 members, will reach out to you for an interview.

CORRECT: Our committee, composed of nine members, will reach out to you for an interview.

INCORRECT: 7 people agreed with us...

CORRECT: Seven people agreed with us...

INCORRECT: We had one-hundred students pass the exam...

CORRECT: We had 100 students pass the exam...

On first reference, refer to the University as:

- The University of North Carolina at Chapel Hill
- UNC-Chapel Hill

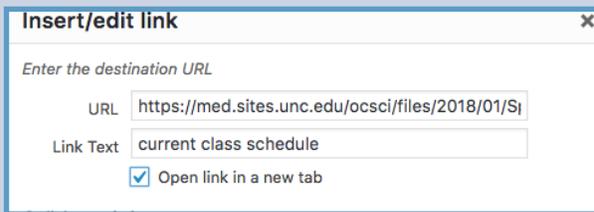
On second and subsequent references, refer to the University as:

- UNC-CH



SCHOOL OF MEDICINE
Allied Health
Sciences

Open links and documents in a NEW TAB:



Insert/edit link

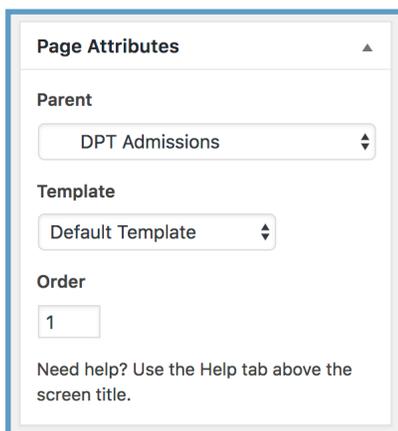
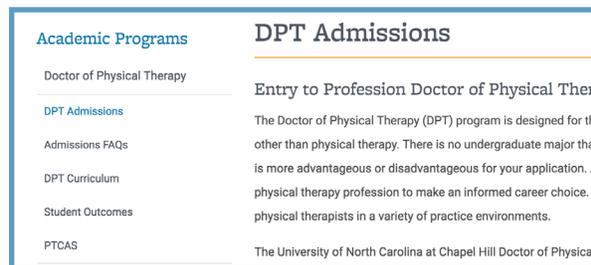
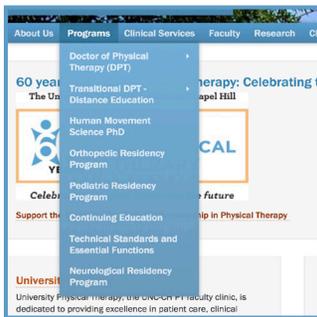
Enter the destination URL

URL

Link Text

Open link in a new tab

We will not be using “flyouts,” like those below, on the new web platform. Instead, build out sub-pages in the left-hand menu.



Page Attributes

Parent

Template

Order

Need help? Use the Help tab above the screen title.

To create sub-pages, click “New -> Page” on the page to which you wish to add a sub-page. Under “Page Attributes,” set “Parent” to the name of the parent page and set the order number to the order you wish the sub-page to appear in the sub-menu.

Follow the F-shaped reading pattern and right-align photos



Research using eye-tracking, heat-mapping technology shows that readers take in content on a web page in an F-shaped pattern. To facilitate this reading pattern, align photos to the upper-right quadrant on your web page.

University OT faculty are dedicated to client-centered care, education, and research. We are passionate about and dedicated to helping our clients achieve their goals of returning to meaningful and productive activities and quality of life at home and in the community.

We serve clients with neurologic, orthopedic, or general impairments who as a result have muscle weakness, incoordination, cognitive difficulties and/or poor endurance, which impact self-care, work, school, and leisure activities. Our therapists have extensive experience working with older adults as well as with clients who have had brain injury, stroke, and spinal cord injury. We also have experience working with caregivers.



Through our outpatient practice we are also able to perform home visits under the Medicare Part B benefit and other private insurances for home safety evaluations and in-home therapy services. We additionally perform wheelchair seating and positioning evaluations in the clinic or in client homes.

Adhere to accessibility guidelines

In an effort to ensure our web pages are accessible to all on a variety of platforms, please adhere to the web accessibility PowerPoint provided to you by Elizabeth. These guidelines are derived from the World Wide Web Consortium, or W3C, an organization whose mission is to develop web standards that promote the long-term growth of the web.

Visit www.w3c.org for more information.

More questions?

Please contact **Elizabeth Poindexter**, director of communications, with inquiries that don't appear on this guide.

elizabeth_poindexter@med.unc.edu
(919) 966-5975