

## ***Suggestions for Crafting Resources for Webpages***

### **Text**

In general, describe and create context, for your digital resource or subcollection, that is easily understandable by a broad Web audience. Remember that the objective in creating this text is to facilitate resource discovery. To that end, be descriptive but avoid highly technical or unfamiliar terminology.

### **Image**

Select an image from your resource or subcollection that best represents content. Provide image identification information (e.g. caption), as well.

### **Additional Resources**

When listing additional or related Web resources for users, avoid using phrases such as "click here" or "click on the link". This terminology is not uniformly accessible for Web users. Rather, provide the title and URL to the Web page which you wish users to access.

### **Canned Searches**

Canned searches are predefined searches that allow users to access predetermined records within the Sitesearch interface. (See the [Digital Project Models](#) for more information about Sitesearch). A content provider sets the criteria for a canned search based on what he/she believes will be the most frequently performed search; thus facilitating users to find appropriate records. Criteria for canned searches are usually set through use of the the subject field. The UWDC avoids creating canned searches by language and resource type since these types of searches are easily performed from the "Guided Search" page in Sitesearch.

Canned searches must follow these guidelines:

- canned searches may search up to three terms (subjects or keywords)
- terms to be searched must be contained in the Dublin Core metadata fields, but should not draw from the DC.Description or DC.Title fields
- a canned search for "disaster" and "disasters" will return different results, thus wording must be kept consistent within the data to return the correct search results
- canned searches cannot search the "Notes" field

Content providers must convey canned search topics to the appropriate UWDC representative along with the DC.Identifier (local identifier) of the image (if desired) that he or she wishes to use to represent the search. If you have questions about the types of canned searches that are possible, please contact the appropriate UWDC representative.