

OCPL

Quarterly Web Authors Meeting

December 13, 2024



National Institute
on Aging

12/2024

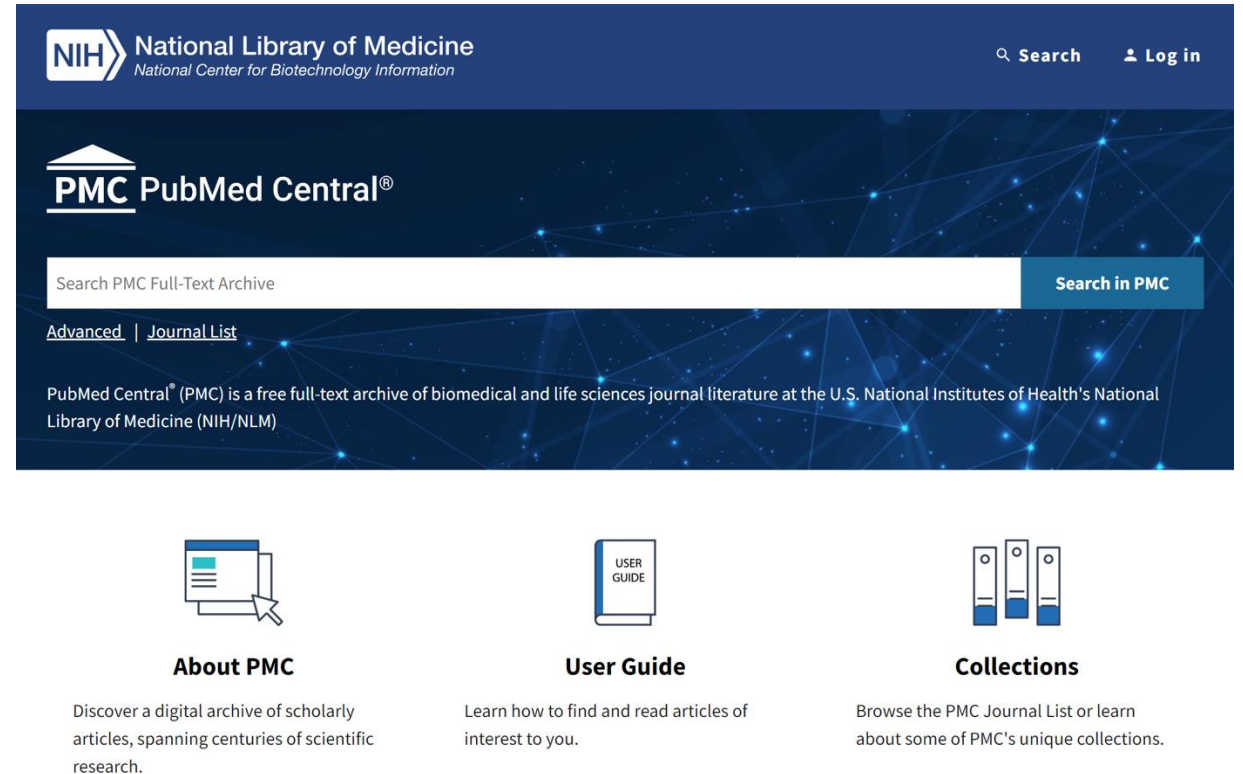
Agenda

1. Introducing Jen Brinn and Catie-Megan Moran
2. In-page Navigation
3. Quick Tips
 - Linking to PubMed
 - Linking Emails
 - SEO Tips Sheet
4. Editorial Review/Style Guide

QUIZ

Linking to PubMed

- We recommend leveraging [PubMed](#) research publications
 - Increases compliance with [federal web guidance](#)
 - Improves user experience



Linking Emails on Web

Inserting Email Links

- Add email links in the format **mailto:montgomeryei@nih.gov**

Contact Information

Please contact Emma Montgomery at emma.montgomery@nih.gov.

Link URL

<mailto:montgomeryei@nih.gov>

Title

► Advanced

✓

✗

Standardized format

- Our best practice format is “[Contact name] at [linked email]”

Contact Information

Please contact Emma Montgomery at emma.montgomery@nih.gov.

SEO Quick Tips Sheet

- Available on the [Communications Toolkit page](#)
- Over 60% of web traffic comes from direct search
- Optimizing for the web helps get eyes on your content
- Focusing our effort in **4** main buckets:
 - Key words and phrases
 - Titles
 - Headings
 - Page summaries

Editorial Activity

Style Guide Review

Months, Dates, Times

- When should I abbreviate a month?
 - Month alone? No
 - Month and year? No
 - Month, year, and date? Yes
 - Month and Date? Yes
- Which months should I abbreviate?
 - Abbreviate: Jan., Feb., Aug., Sept., Oct., Nov., and Dec. ✓
 - Do Not Abbreviate: March, April, May, June, or July ✗

Putting Our Knowledge to the Test!

It was published in Dec. 2024.

It was published in December 2024.

The project begins in Feb. at NIA.

The project begins in February at NIA.

The event was on October 3, 2024.

The event was on Oct. 3, 2024.

We will convene on Apr. 14, 2025

We will convene on April 14, 2025.

Is Thanksgiving on November 25 this year?

Is Thanksgiving on Nov. 25 this year?

Months, Dates, and Times

How should I format dates?

- Use only the number

Correct

April 1



Incorrect

April 1st



Incorrect

April first



Months, Dates, and Times (cont.)

- Abbreviations morning and afternoon
 - Use periods after each letter
 - Use lowercase

Correct

a.m.



Incorrect

AM



- Abbreviations for time zones
 - Do not use periods
 - Use uppercase
 - Avoid using standard and daylight

Correct

ET



Incorrect

E.S.T.



Professional Titles

- Titles should be placed after the name



Correct

Ph.D.

M.D.

M.P.H.

M.S.



Incorrect

PhD

MD

MPH

MS

Should I spell out NIA?

- A) Yes, every time
- B) Yes, but only on the first mention
- C) Sometimes, if I really, really want to
- D) No, never

Should I spell out NHLBI?

A) Yes, every time

B) Yes, but only on the first mention

C) Sometimes, if I really, really want to

D) No, never

I'm mentioning NIAID, but only once. Do I need to provide the acronym after spelling it out?

A) Yes

B) No

C) You shouldn't spell NIAID out, and only use the acronym

Acronyms

- IC names on the website
 - Do not spell out NIA
 - Do not spell out NIH
 - Spell out other ICs on first reference
- Division names on the website
 - Spell out division names on first reference
 - Division of Neuroscience (DN)
- NIA-funded studies on the website
 - Spell out study names on first reference
 - Example: Baltimore Longitudinal Study of Aging (BLSA)

Is this term commonly known?

MRI



AD/~~AL~~ORD



COVID



C~~S~~M

FBI



Acronyms (cont.)

- Which scientific terms do we spell out?
 - Spell out all but the most commonly known terms
 - **DNA** is commonly known
 - **APOE** is not commonly known
- *Exception:* when the name is especially long and cumbersome
 - LINGO-2 protein (short for leucine-rich repeat and immunoglobulin-like domain-containing interacting protein-2)

Thank you!



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