

# Writing Engaging Page Summaries

## OCPL Staff Meeting

### July 2, 2024



# What is a Page Summary?

- Short summary of a webpage
- Ideally between 150-160 characters



July 11, 2024 - July 12, 2024

## [The NIH Aging and AD/ABRD Omics Data Resources: A Path to Interoperability](#)

The "Omics Data Resources: A Path to Interoperability" addresses creating an equitable, effective omics data ecosystem that improves Aging & AD/ABRD resources.



June 24, 2024

## [Environmental Justice, Climate Justice, and its Integration and Application into Interventions](#)

This is the fourth topic in the webinar series on Translational Science in Climate and Health.



National Institute of Neurological Disorders and Stroke (.gov)  
<https://www.ninds.nih.gov> › organization › office-director

## Division of Neuroscience

The NIS Cluster oversees programs related to structure and function of the cells and circuits of the **brain** as a basis for understanding behavior. The **BRAIN** ...



National Institute of Mental Health (NIMH) (.gov)  
<https://www.nimh.nih.gov> › about › organization › dnbbbs

## Division of Neuroscience and Basic Behavioral Science ...

The **Division** provides support for research programs in the areas of basic **neuroscience**, genetics, basic behavioral science, research training, ...



National Institutes of Health (NIH) (.gov)  
<https://research.ninds.nih.gov> › researchers › neuroscienc...

## Neuroscience at NIH Research Areas

The **NIH** has over 180 laboratories spanning 14 Institutes, all conducting research in the basic, translational, and clinical **neurosciences**.



National Institute of Neurological Disorders and Stroke (.gov)  
<https://www.ninds.nih.gov> › research-funded-ninds › ne...

## Neuroscience Research

Feb 28, 2024 – The mission of the NINDS **Division of Neuroscience** (DON) is to support extramural research aimed at understanding fundamental mechanisms of ...

# Why do We Need Them?

- To generate click-through on:
  - Search engines
  - Listing pages on our site
- To increase our SEO (search engine optimization) so that users can more easily find our site

# Do's and Don'ts



- Prioritize dates over other information
- Make a long list of keywords
- Make it too short, or too long
- 150-160 characters



- Draft a simple and **unique** description summarizing the entire page.
- Write full sentences
- Use the correct language for the audience (general public, scientists, etc.)

# Examples of Don'ts

This page contains information on aging (Too generic, too short)

This event will be help at 2:30 PM to 3:00 pm on September 5th, 2024, at 5601 Fishers Lane, Rockville, MD, 20850. Parking will be made available on-site (Irrelevant or less important information is the main focus)

Aging, Alzheimer's, AD/ADRD, national institute on aging, health, research, scientists, post graduate, omics, gerontology, geriatrics, caregiver, assistance (Not a sentence, list of keywords)

# Examples of Do's

The "Omics Data Resources: A Path to Interoperability" addresses creating an equitable, effective omics data ecosystem that improves Aging & AD/ADRD resources. (Full sentence)

The DAB will host “Heterogeneity and Successful Aging” to discuss how the determinants of prolonged health can be identified by investigating heterogeneity. (Written for the right audience)

The Division of Aging Biology answers frequently asked questions about Nathan Shock Centers NOFOs (RFA-AG-25-012 and RFA-AG-25-013). (Includes specific and unique keywords)

# Let's Try it Together!

[About NIA | National Institute on Aging \(nih.gov\)](https://www.nih.gov/about-nia)

Put your summary in the chat!