

Punjabi University, Patiala

(Established under Punjab Act No. 35 of 1961)

Call for Participation in College Website Design Contest

The college website plays a vital role for making a good first impression as it often is the first contact that people have with the college. Therefore, the college website affects the overall image and reputation of the college which can lead to increased admissions. Having good college web design is also very important for delivering a good user experience for its regular users, including teachers, students and parents. To encourage all the colleges to develop good quality websites which are rich in content, have pleasing appearance and design and are easy to navigate, Punjabi university is organizing a contest for adjudging the best college website. All the colleges associated with Punjabi university including affiliated, autonomous and constituent colleges are eligible for participation in the contest. Besides, the **overall best website**, there will be separate prizes in following categories:

1. Content
2. Design and Appearance
3. Mobile friendly
4. Search Engine Optimization (SEO) strategy
5. Accessibility
6. Bilingual Content(English and Punjabi)

The website will be judged on following parameters:

1. Content

- a. Mission and Vision
- b. Sanctioned Courses along with annual intake and fees.
- c. Faculty information including name, photo, designation, qualification, date of joining current position, employment type (Regular(approved)/ Regular(Unapproved)/ contract/ ad-hoc/ part time)
- d. Information about Departments
- e. Admissions
- f. Time Table (Faculty wise, Room wise, Course wise)
- g. Syllabus

- h. Infra structure
- i. Library.
- j. Students support services/hostels/campus/ NSS/NCC/Student Committees/Societies/Placement/Extra circular activities
- k. Research
- l. Photo gallery
- m. News and Events
- n. Up-to-date information

2. Design and Appearance

- a. Appearance including the layout, colours, images and fonts used to build the website.
- b. User interface
- c. Consistency and aesthetics
- d. Easy to navigate and find information
- e. Search facility
- f. Links to college social media accounts (Facebook, Twitter, etc)
- g. Website loading time
- h. No broken links

3. Mobile Friendly: Website built by using responsive design, viewport meta tag, proper Button sizes and font sizes and properly visible on different devices and browsers.

4. Search Engine Optimization (SEO) strategy

- a. SEO meta titles and descriptions in website's pages
- b. Website optimized for SEO keywords
- c. URL structure optimized for search engines.
- d. mobile-friendly pages in sitemaps

- e. Usage of internal and external links content.
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5. **Accessibility:** Meet accessibility standards for people with disabilities: Consideration to contrast and color, Text alternatives for non-text content, Ability to navigate with the keyboard, accessible Forms, PDFs and videos

 6. **Bilingual:** Percentage of website content in English and Punjabi

 7. **Overall Best Website** will be judged by adding the scores obtained in Content (Out of 50) + Design and Appearance (Out of 25) + Mobile Friendly (Out of 10) + Search Engine Optimization (SEO) strategy (Out of 5) + Accessibility (Out of 5) + Bilingual (Out of 5)

Who can participate?

All affiliated Colleges, Autonomous Colleges and Constituent Colleges of Punjabi University are eligible for participation in the contest.

How to Participate?

Fill the participation form and email the scanned copy of the signed form to: dean_cdc@pbi.ac.in

What is the last date to email the participation form?

15th November 2021