



# Pages vs. PDFs + Open Office Hours

**20-MINUTE WEBINAR**

IOWA STATE UNIVERSITY

**When should I  
provide a PDF on  
my website?**

**When the content  
is intended to be  
printed. Such as a  
manual.**

**Should I ever  
create both a PDF  
and a webpage for  
the same  
content?**

**No. It's best to  
provide either a  
PDF or a  
webpage.**

**Why shouldn't I  
create both a PDF  
and webpage?**

**It's never a good  
idea to duplicate  
content online  
because it can  
reduce your SEO.**

**Are PDFs  
searched by  
Google?**

**Yes, PDFs are  
indexed by  
Google. But not  
the images in  
them.**

**Should I link a  
PDF in my  
website menu?**

**No. PDFs are not  
meant to be read  
online. They are  
created to be  
printed.**

**But I really,  
really, need this  
PDF linked in my  
menu.**

**By doing this, you  
are causing a  
negative user  
experience,  
because it isn't  
expected behavior  
and there isn't  
context.**

**What is the  
benefit of a page  
over a PDF?**

**Content provided  
can be more  
accurate and  
more easily  
found.**





## PDF Points to Remember

- Use a PDF if it's meant to be printed and read
- Link PDFs in body copy, not menus
- It's best not to duplicate content by providing both a PDF and webpage
- Google will index a PDF, but only provide it in search results if it's the best resource of the search
- Make it clear to your website visitor that they are downloading a PDF - Ask yourself if a PDF download would be expected from your site visitor



**20-MINUTE WEBINAR**

**Course Correcting  
to Reach Your  
Website Goals**

IOWA STATE UNIVERSITY

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