Web Standards

DESIGN

1. **Use Adobe Photoshop, InDesign or Illustrator.**
   All designs should be created with well-organized layers.

2. **Save working files for future updates in a shared location that can be accessed by others.**

NAVIGATION

1. Please use the navigation Site Manager provides, do not make your own.
2. No mystery navigation.
3. Have an obvious link home – home link should never have drop menu options.

DEVELOPMENT

1. **Use the Site Manager pre-created layouts.**
   If you must create your own, please keep clean code, comment your code, use site-wide settings for css, ensure the content is accessible in all browsers and screen sizes, and validate your code.

2. **Use already defined/branded styles including button and icon classes instead of creating your own.**
   [weber.edu/ustyleguide](http://weber.edu/ustyleguide)

COPY

1. **WSU websites use Trade Gothic and PMN Caecilia.**
   See [weber.edu/brand/fonts_web.html](http://weber.edu/brand/fonts_web.html) for more font resources.

2. **Text color must have good contrast with background color so text can be easily read.**
   For large bodies of text, the best contrast is black text on a white background. Never use white text on a black background for large bodies of text.

3. **Do not use the term “click here” for your link. All links needs to make sense out of context.**
   - Many web users skim the page content to find what they are looking for.
   - Viewing impaired users with screen readers often pull all links out of context into a link box to search through links.
   - Search engines spider through your webpages via page links and use the words in the links as reference.
4. **Divide content using headers.**
   Every page has a *heading 1* (H1 tag) as a page title to tell the user what the over-all page content will be about. There can only be one H1 on a page and it should be the very first item on the page. The title in Site Manager is an H1.
   All content after the H1 is organized into sections with H2, H3, H4 ... headings:

![Diagram of heading structure](image)

Do not use a heading element just for the formatting if it is not actually a designated heading element. If you want to highlight text that is not a heading element, use the formatting tools or create a style. See Site Manager font styles: [weber.edu/uistyleguide(font-sizes.html)](http://weber.edu/uistyleguide(font-sizes.html)

5. **Do not open links in a new browser window.**
   Many users use the back button to navigate.

   **Exceptions to the rule (when to open a link in a new window):**
   - Opening a page containing context-sensitive information, such as help instructions, or an alternate means of completing a form, such as a calendar-based date picker.
   - The user is logged into a secured site, and following a link to a page outside of the secured scope would terminate the user's login.
   - If the link is opening a PDF.

6. **Do not underline text that is not a link.**
   Web users expect text that is underlined to be a link.

7. **Keep content simple and concise.**
   Get to the point, remove unnecessary jargon and uncommon vocabulary that may slow the reader down or turn them away. Use short paragraphs and sentences.

8. **Keep text left-aligned.**
   It is hard to read large amounts of centered or justified text.

9. **Correct spelling & grammar.**
   Please have others review your content before posting. RUN SPELL CHECK! Site Manager does not auto highlight misspellings.
10. Site must have a clear path to conversion goal.
   Whether it is signing up for advising or registering for an event, make sure users know what to do.

11. No duplicate content.
   Do not copy and paste text from another website or repeat your own copy on your website.

TABLES

1. Tables are just for information display. Do not use them for formatting content.

2. Use TH elements to represent table headers.
   A screen reader reads tables left to right, top to bottom. This may get confusing to a user who cannot see the table. By changing the header TD row to TH, the screen reader knows to repeat the TH header before reading the corresponding table content.

   It is also helpful to add a caption and summary that explain the purpose of the table to visually impaired users who cannot view the table as a whole. [www.w3schools.com/html/html_tables.asp](http://www.w3schools.com/html/html_tables.asp)

3. Make tables responsive.
   Use the correct class depending on the layout and specific needs of your informational table: [weber.edu/uistyleguide/responsive-tables.html](http://weber.edu/uistyleguide/responsive-tables.html)

IMAGES

1. All photos/images added to a website need to be 72dpi and sized.

2. Image files that can be uploaded:
   - JPG: pictures and image with gradient
   - GIF: solid colors
   - PNG: transparent background (only when needed – big files)
   - SVG: transparent background vector (big files)

3. All images need to have an “Alt Tag” (alternative text).
   Alternative text explains what the image is. The Alt text is added through the Image Properties in Site Manager. By default Site Manager adds an empty Alt to all images. The empty Alt tells a screen reader that this image is of no importance so it skips the image. This is preferred for any graphical elements that are purely for design and serve no purpose or for staff photos where the person's name directly follows the image.

4. Delete old images that you are no longer using.
   Keep your site clean by removing un-used images and files from Site Manager.

VIDEO/AUDIO

1. Provide alternative content for all audio/video.
   Nothing should be provided purely by audio or video that is not represented by text elsewhere. Video needs to be captioned (easy to do in YouTube). Audio needs to have a link to a text version.

2. Video can be uploaded to YouTube or WSU's Kaltura and embedded on webpage.
PDFs

1. All PDFs need to be created from Word Docs – do not scan or create from images.
2. Just like HTML, Word allows for users to add many accessibility options such as providing Alt tags for images and using headings correctly.
3. Do not create the PDF by printing to PDF. The Word Doc has to be saved as a PDF.
4. Name PDFs with less than 4 words, no spaces, lower-case, hyphen between words
5. Optimize for web in Adobe Acrobat Pro before uploading to Site Manager
6. Delete old PDFs in Site Manager because they do come up in search engine results

PAGE PROPERTIES

1. **Page Name**
   - No more than four or five words, use lower-case letters, no spaces or random characters, use hyphens (not underscores) to separate words

2. **Page Title**
   - Search engines look for keywords in page titles. In Site Manager, the page title is also used to create the name of the page in the navigation, so it has to be short, but explanatory.

3. **Page Description**
   - Explains what the content on the page is about in more detail than the title. Under 150 characters (including spaces). Sometimes browsers take the page description to display in search results (more often they take content on the page that better matches the search terms). Facebook displays the page description when you add a link to a website to your wall.

FORMS

Most forms for WSU websites can be built in Google Forms. Create form in department Google account so we don’t lose access with turnover or ask SA Marketing to create it an maintain it for you. You can embed form on webpage or just link to it.

For those projects that need a more robust form or have FERPA concerns (i.e. if you are asking for student info outside of name and email), you will want to use a Qualtrics form or a custom and secure WSU form. Please contact Dani.

DO NOT USE

1. Flickering or blinking objects
2. Font Tags, Flash or Frames (unless okayed with Dani)
3. Color as a means to understand or navigate a site (click on the red button to continue)
4. Do not add your department logo in the site-wide settings yourself – contact SA Marketing
5. Just because you can do something “neat” does not always mean you should! Discuss any “cool” features you found and want to use with SA Marketing before implementing them on a website.