

Checklist for Web Site Compliance

GENERAL

- Site appears professional and serves as a positive representation of the university.
- Site appropriately utilizes the university's approved templates and standards.
- Site homepage uses one of the three template options for homepages. Pages beneath the homepage utilize one of the three options for secondary pages.

NAVIGATION

- Site navigation is set-up in accordance with the university approved Web Content Standards for colleges, academic departments and non-academic departments.
- Navigation is set-up properly per the template.
- Navigation is logical and user-friendly.
- When linking to a PDF, links indicate PDF in parentheses.
- All links within the site work properly.
- Links that go to non-UWF pages open in a new browser window.
- The color blue is used only for links (clickable items).
 - Tip: The color green should be used for titles and/or headlines.

CONTENT

- Content is relevant and appropriately located within the context of the site's navigation scheme.
- All text is edited per university and Associated Press style guidelines.
 - Tip: For more information, visit <http://uwf.edu/standards/editorial/manual.html>.
- Fonts are used appropriately per the template style sheet. The Arial type font has been chosen as the main typeface used throughout the university's Web Presence.
- The footer is set-up consistently on all site pages per the template.
- Content that is solely of internal interest is not present on the external site.
 - Tip: Content geared toward internal audiences should be made available through Argus.

PHOTOS/IMAGES

- All images appear clear and not pixelated.
- All images are sized at 72 dpi and are not excessively large.
- All images are placed appropriately within the context for the site's content and reflect the university's brand and message.

TECHNICAL

- All pages contain a valid DOCTYPE declaration.

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
```

 - Tip: The first line of text in each page must be a correctly formatted DOCTYPE declaration. Failure to include a DOCTYPE often breaks browser compatibility causing the page to render inconsistently from one browser to the next.
- All pages contain a valid http Content-Type declaration.

```
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1" />
```
- All pages contain a meaningful title.
 - Tip: A blank or default title (like the word "test") shows poor attention to detail and may confuse users. Web developers should set-up page titles according to the following format:

```
<title>UWF - Department Name - Page Title</title>
```
- The UWF Header is included.
 - Tip: Though it is technically possible to utilize a static version of the UWF Header section, the global version of header should be used. The code should be in the following format:

```
<!-- #include virtual="/webpresence/resources/includes/domainheader.shtml" -->
```
- All tags are matched with closing tags or are self-closed.
 - Tip: In XHTML, tags like
 that do not have a closing tag, are written as

- Dynamic information is obtained from databases.
- No excessively large scripts are used.

ADA COMPLIANCE

- All images have alt tags.

- Tip: The alt attribute on an img tag allows screen readers, text-mode browsers and persons on slow connections (for whom the image may not load) to utilize the Web page.
- Form fields have corresponding label tags.