



Web Editing Reference Guide

Webpages

- Rules of 3
 - 3 Clicks – Make content easy to find; important information should be accessible within 3 clicks of the homepage
 - 3 Scrolls – Keep your pages to 3 (or less) scrolls of a computer monitor to keep pages manageable for cell phones users
 - 3 Sentences – Create short paragraphs labeled with Sub Head 1 or 2. Keep text at an 8th grade reading level or lower
- Always keep pages alphabetized in the menus
- All pages need:
 - A Page Title
 - Page Title and Menu Text should almost always match
 - A description that accurately describes what is on the page
 - Keywords (consider synonyms your residents use, old program names, common misspellings)
- Write for front-end users, not just for a department or page
 - Keep information uniform across the site and consolidated
 - Only include information needed on the website (it is not an information storage location)

Editor Widget

- Always paste as plain text
- Use paragraph formatting to organize information on a page
 - Use Sub Head 1 and Sub Head 2 (use for function, **not** for appearance)
 - Do **not** use the Headline format
- Insert links (URLs, emails, phone numbers) by clicking 
 - Do not use “click here” for links – mask links with descriptive display text
 - Mask email addresses
 - Link phone numbers but keep the phone number as the display text
- When inserting images, change the image sizing to a percentage rather than pixels
 - To do so, first insert the image. Then, click on the image to pop up options. Click on the ruler to change either the width or height 
- Shift + Enter for single space
- Use the Editor widget for list, table, and text features instead of other widgets

Documents Center: Documents

- Document Center: When a document is updated, consider replacing it instead of adding a new document
- When adding documents...
 - Give documents public-friendly file names
 - Add the Document Type at the end of the Display Name in parenthesis
 - For example: 2023 Public Resource Compilation (PDF)
 - Consider a PDF instead of other file types
 - Make PDF forms fillable if possible
 - Consult with your legal team for any questions over accessibility with ADA requirements

Document Center: Public Images

- Images need descriptive Alternative Text
 - Think of the who, what, and where for the image
- Images with text should be supplemental to a page – all text on the image should be found in the image's Alternative Text or on the page in plain text
- Images on a page should be less than 800 pixels wide

Calendar

- When sending notifications for recurring events, never click "send immediately"
- Use listed locations for the meetings/events when possible, instead of adding new addresses (locations can be added to the Facilities Module by those with appropriate access)