Checklist for Website 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 uwf.edu/communications/editorial/manual.cfm.
- 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.
  ```html
  <!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.
  ```html
  <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 `<br>` that do not have a closing tag, are written as `<br/>`
- 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.

For assistance, contact Assistant Director of Web Services Jay Massey at jmassey@uwf.edu.