MUST ITEMS - Code

✔ Follow the Level 2 Success Criteria for coding in the WAI Guidelines

✔ Edit HTML forms with the approved embedded HTML editor; upload form files using "Upload HTML" function

✔ Paste only plain text into the WYSIWYG editor and clean code only into the HTML text editor interface

MUST ITEMS - Style

✔ Use directory names that are unique across the entire site

✔ Remember that changing a URL-safe name will result in breakage of any links to that content

MUST ITEMS - Layout and Graphics

✔ Include a top ALA heading bar on all pages

✔ Offer a textual equivalent for every table

✔ Ensure that colored text, links, or backgrounds can be read on a black & white browser or by users with color blindness

✔ Ensure that your pages meet WAI level II accessibility guidelines

✔ Upload graphics to the correct folder on the site using the embedded image manager

✔ Ensure that all images, media files, tables or other graphic elements have accessible text equivalents

✔ Ensure your image ALT tags address the function or meaning of the image

MUST ITEMS - Language

✔ For online publications, follow the style dictated by the print equivalent

✔ Write news releases following the AP style

MUST ITEMS - Content

✔ Remember that all ALA site content will be perceived as authoritative.

✔ Ensure content is unique across the site

✔ Get approval from the Unit Webmaster or ALA Helpdesk before using any script or executable program on the site

MUST ITEMS - Security

✔ Take part in either in-person or telephone-based training to administer pages on ALA's site

✔ Have your own login and password for administering the site

✔ Refrain from sharing your login and password with anyone else

ALA American Library Association

Web Style Guide

TIP CARD & REFERENCE SHEET

American Library Association
50 E. Huron
Chicago, Illinois 60611
800-545-2433
www.ala.org

These lists refer to three levels of expected adherence of style standards. Items marked "must" are required; they refer either to ALA policy or to widely accepted norms of usage. Items marked "should" are highly recommended but not required, and items marked "may" are suggestions, based on the recommendations of experts in the field of Web site style and use.

MAY ITEMS - Code

| ✔ | Test pages using the Markup Validation Service offered by W3C |

MAY ITEMS - Style

✔	Seek information on the URL structure of other areas of the site
✔	Name your files similarly to equivalent content elsewhere on the site
✔	Keep your navigation simple; aim for about four levels deep if possible
✔	Use internal bookmarks (anchors) for lengthy pages or consider splitting your content across multiple pages

MAY ITEMS - Layout and Graphics

✔	Minimize the use of colored text
✔	Add related links via the "Related Links" section of the File Properties page of the CMS
✔	Include a link to any downloadable applications users may need to see the files you are posting
✔	For tagged content, limit the use of graphics and text styling
✔	Name your image files descriptively for easy future retrieval

MAY ITEMS - Content

| ✔ | Include a notation identifying static content on all applicable pages |
| ✔ | Consult with other units to factor their processes into your decisions. |

MAY ITEMS - Security

| ✔ | Remember that all ALA site content will be perceived as authoritative. |
| ✔ | Ensure content is unique across the site |

SHOULD ITEMS - Code

| ✔ | Add content through the embedded HTML editor |
| ✔ | Complete formatting of text through the editor |

SHOULD ITEMS - Style

| ✔ | Make section and file names as short and intuitive as possible, using all lowercase letters in the URLs |

| ✔ | Use left-hand navigation as the primary tool for locating content on your section of the site |
| ✔ | Avoid duplicating the left-hand navigation |

SHOULD ITEMS - Layout and Graphics

✔	Follow the established heading and text styles referenced in your style sheet
✔	Display some or all of: a breadcrumb trail, left-hand navigation, a footer w/copyright and privacy information, last update information and HTML page content
✔	Left align text and headings and avoid underlining text, indenting paragraphs and double spaces between sentences
✔	Use embedded HTML editor to indicate textual emphasis (bold, italic, etc.), but avoid large blocks of emphasized text
✔	Render headings with initial capital letters, not all caps.
✔	Display links consistently according to purpose, using the default link colors designated by your style sheet
✔	Avoid opening links in a new browser window, but if it is deemed necessary, warn the end user
✔	Avoid using tables for image or text layout.
✔	Identify the target of each link clearly within the text
✔	Name your content records consistently and descriptively
✔	Write accurate and succinct content descriptions in the Description field on the File Properties page in the CMS
✔	Refrain from using graphics as tools of navigation
✔	Use the ALA logo judiciously

SHOULD ITEMS - Language

| ✔ | Use CMOS as the style for general Web content |

SHOULD ITEMS - Content

✔	Include a revision date on each page
✔	Review and update pages at least once a year, weeding obsolete pages from the site
✔	Replace weeded content that may have been bookmarked or made part of an aggregation with an information page for future users
✔	When deciding on members-only content, take into account the extent of past availability of the content, any privacy issues and issues of open access
✔	Include keywords and description text in your content, using the appropriate CMS fields
✔	Include an Event and/or Copyright Date for your content if applicable, using the appropriate CMS fields.