



## Web Guidelines and Best Practices

### Content Review, Appointing a Web Editor

#### Content Review

To ensure accuracy of messaging and consistent professional presentation, the Office of Marketing & Communication may change content residing on official Oregon Tech web servers at any time. Marketing may also provide periodic assessments of official websites. Any issues (outdated content, broken links, incorrect fonts, colors, formatting, etc.) must be addressed in a timely fashion by the site's web editor. Web editors will also be contacted if Marketing receives notice of outdated content.

#### Appointing a Web Editor

All web editors are appointed by the academic department chair or nonacademic department director/supervisor of their division to maintain their site(s), and must complete training administered by the Web Content Coordinator. Nonacademic offices must appoint a web editor to maintain their sites unless other arrangements have been made with the web content coordinator. **All web editors must be employed by the University as members of the faculty or staff.** Web editors may not be students, alumni, volunteers or hired professionals, although people in any of these categories may help the web editor. These supporting content monitors are welcome to work under the supervision of a site's web editor to help maintain a site. The security of our website and its content is very important. Non-authorized web editors can inadvertently change content in ways which put our site at risk for misinformation being published, security breaches, and a variety of integrity issues.

**Reminder:** Web editors must comply with the [Oregon Tech Computer Use Policy](#). Users assume personal responsibility for the use and security of their accounts. Users may not disclose their passwords or otherwise make Oregon Tech's facilities available to unauthorized individuals.

### Web Page Editing & Content Migration Standards Templates

University-affiliated departments, organizations or clubs should follow the standards set forth in the appropriate template available in the website content management system ([Sitefinity](#)).

Requests to utilize new template designs or alterations must be submitted in writing to the Marketing & Communication department, addressing [Bill Goloski](#), Publications and Graphic Design Manager, and [Joel McPherson](#), Web Content Coordinator.

#### Page Organization

Your pages should be organized into sets of smaller pages with specific subjects, rather than have just one large page with an overwhelming amount of content. If you do have a page that contains several pages worth of content, [anchors](#) should be used accordingly so that users can easily jump from section to section, and from any section to the top of the page.



### **Remove Formatting**

Remove formatting by copying and pasting your content from the existing format (i.e. document created in Microsoft Word, Excel, and all web page formats) into **Notepad**. This is necessary to remove unnecessary coding that Word and other programs contain by default. Sitefinity also has a “Paste from Word” formatting option that you can use.

### **Text Formatting**

Styling of your page should be restricted to the website default font face, size, and color. It is not necessary to change the font face in the website editor. Restrict your use of formatting to the styles that are available in the editing window. These styles account for body text, headings, and table formatting.

Paragraph titles should be specifically set to Heading 2 or 3, standard body text does not have to be set in the system manually (this is determined by the cascading style sheets). Paragraph title breaks should only have a single space break after them (meaning you should press Shift + Enter not just Enter which creates a double space break).

Underlining, **bold**, and *italicizing* should be used sparingly. Especially avoid underlining as the effect would lead a viewer to assume that the underlined text is a [hyperlink](#).

### **Line Length**

Text on a computer screen is generally harder to read than book and magazine typography. A good general rule of thumb is to break your paragraph text up into small easy-to-read chunks, approximately **five** lines each. Notice that this entire Web Guidelines document follows this rule for readability.

### **Color**

Color should be determined by the content management system style sheets. Do not use color for emphasis in formatting (applied to text – i.e. changing the color of a visited link - or as a background color – i.e. changing the color of an individual page).



## Images

Use your professional judgment in selecting appropriate and acceptable images. If you are unsure that an image represents the university in a positive manner, ask the Marketing & Communication Department. There are pre-approved images that you are free to use located on [Oregon Tech's flickr](#). If you would like to view more images, contact the Marketing department.

Images should be sized, so that they are saved in an optimal format for web. If you need help with image formatting, contact [Joel McPherson](#).

### *Alternative Text*

All images should have **alt tags** (Alternative Text - this is the text that you see when you rollover an image in a web page). This helps our website to be section 508 compliant (accessibility standards) as well as if an image is moved or is slow to download, the user can still determine what the image represents. Set the properties of your image control within the content management system.

## Spacing

Spacing vertically or horizontally with spaces, tabs, carriage returns, etc. should be avoided.

## Table Properties

There is typically no need for a table to contain borders unless there are special circumstances (i.e. entirely numerical or the table has so many columns it can't contain cell padding).

## Additional Resources

Web Style Guide – [webstyleguide.com](http://webstyleguide.com)

Oregon Tech [Website Training](#)

Oregon Tech [Graphic Identity Guidelines](#)

[Office of Marketing & Communication](#) at Oregon Institute of Technology

## Questions?

For questions or comments about these guidelines, please contact [Joel McPherson](#), 541.851.5480.