

Very Important Reminder:

NEVER copy/paste from Microsoft Word. This will insert unwanted HTML code into the web page, and will alter the way the page displays.

File Names:

- All file names **must** be in lower case. This includes folder names, image files, PDF files, the the page title, and all other uploaded files.
- A file name may **NEVER** contain the following special characters: &,*,#. These characters are not recognized by the content management system we use, and will cause page errors.

Page Titles:

- Page Titles appear in the top part of the browser window
- Page titles must be short and describe the content of the page
 - Page titles are displayed in search results—if someone reads your page title, can they figure out what the page is about?
 - The words "KBS" or "Kellogg Biological Station" should appear in the page title

Text Appearance:

- To bring attention to words in a sentence (provide extra emphasis), ONLY **bold** or *Italic* styling may be used.
- Underlining text for emphasis should NOT be used (confuses user by suggesting it may be a link).
- Colored text may NOT be used for emphasis.
- Increasing or decreasing text size, or changing font type, may NOT be used for emphasis.
- Occasional capital letters may be used for emphasis, as in this section, but do not place entire paragraphs in all caps.
- Do not use right-justified text blocks.
- Bulleted Lists must begin with a capital letter. Periods at end of bulleted lists are optional, but must be consistent within each individual page.
- Text should not be sized using absolute size values.

Images:

- All images **MUST** have an "alt" description. This alternative description is read aloud by text readers, or displayed when users turn images off for faster loading.
- Images should be resized to the size you need on the page before upload. (Even if you tell Joomla to make the image smaller, it will still load the larger image before it resizes it—and thus slow down the page and the site.)

- Image formats appropriate for the web are .jpg, .gif, and .png. No other image file formats may be used.
- Image files must be 50K or **LESS** in size.
- If you need higher resolution/larger images than 50K, contact the web administrator (Gwen).
- Images should have a minimum 5px padding around them (set when you insert the image; see user manual for details)
- Image files should have a descriptive name. For example, "DSC10028", a common camera file name, needs to be changed to "cow-photo" or some other relevant short name. This will also help you find it later on!
- Images should be stored in the appropriate */stories/* folder. This directory will open automatically when you use the *Insert/Edit image* button on the editor.

Page Arrangement:

- Tables should only be used for Tabular data, not for arranging text or graphics. This is an accessibility/screen-reader issue.
- Whenever possible, remove tables from existing pages.

Documents:

- Only PDF documents should be used to distribute printable information on the website. In some instances, Word or Excel files will be allowed, but only if PDF is not a workable substitute (ex: data sheets, etc.).
- PDF documents should be compressed before upload so that they are less than 1 MB (1 megabyte = 1024 KB) in size
- If a Word or Excel file is used, the file **MUST** have all hidden data/track changes removed before upload. Publisher files are not allowed.
- Documents should be stored in the appropriate */docs/* folder. The directory containing that folder should open automatically when you click the *Insert/Edit file* button.
- You may create new folders within the */docs/* folder if that helps you better organize your documents.

If I can't copy/paste from Word, do I have to re-type everything?

Nope! Here is an example of why we don't want you to copy paste—the HTML code it generates is full of Microsoft gibberish.



```
<meta equiv="Content-Type" content="text/html; charset=utf-8"><meta name="ProgId"
content="Word.Document"><meta name="Generator" content="Microsoft Word 12"><meta
name="Originator" content="Microsoft Word 12"><link rel="File-List"
href="file:///E:%5CDOCUME%7E1%5Cdeepak%5CLOCALS%7E1%5CTemp%5Cmshtmlclip1%5C01%5Cclip_filelist.xml"
rel="themeData"
href="file:///E:%5CDOCUME%7E1%5Cdeepak%5CLOCALS%7E1%5CTemp%5Cmshtmlclip1%5C01%5Cclip_themedata.tl
rel="colorSchemeMapping"
href="file:///E:%5CDOCUME%7E1%5Cdeepak%5CLOCALS%7E1%5CTemp%5Cmshtmlclip1%5C01%5Cclip_colorscheme
<!--[if gte mso 9]><xml> <w:worddocument> <w:view>Normal</w:View> <w:zoom>0</w:Zoom>
<w:trackmoves/> <w:trackformatting/> <w:punctuationkerning/> <w:validateagainstschemas/>
```

However, if you **first** copy your information into Notepad (PCs) or TextEdit (Macs), then *re*copy it and paste it into the webpage, this formatting will be stripped out.

It's an extra step, but it eliminates a lot of "why won't the text/images/etc. do what I want?" issues.

It also means that our web pages load faster, generate fewer errors, and are more accessible.