

Agenda:

- Site Structure
- Keep Organized
- Department Web Site Best Practices
- Other Tips
- Accessibility
- Documentation

Site Structure:

Navigation: The primary form of navigation we use is the left side navigation file (left nav). Use the *Primary Subpage Left Navigation* template and name the file `navigationlocal.html` (referred to as left nav).

The left nav file is called an ‘include.’ This means the file will show in almost every page on your web site (except those templates not including the left nav). That way you do not need to recreate links to your pages in every web page.

Recommended links for the left nav file:

- Links to pages/files in your web site.
- Links to directory pages for accounts above or below your account can be programmatically inserted. Contact webmaster@oswego.edu.

These are not recommended for the left nav file:

- Links to pages outside of your site.
- Links to pages not on SUNY Oswego’s web site. Instead, put these links in the body of the page or on the right side of the page. On the right column, use the title “Related Links”
- Graphics are generally not recommended.



Index.html

Every directory (folder) must have an `index.html` file. This is especially important because it is the default page that is served when a user clicks on a directory name in the breadcrumb navigation.

Keep organized

For new sites, plan ahead. Draw an org chart of how you plan to organize the site.

Best Practices for Established Sites:

- Group similar files together in one folder.

Caution: *If you move files, you will need to update links to those files.*

- Delete old, unused files from the production server.
- Keep files as small as possible. Here are links to reduce the size of PPT and image files.
 - http://www.oswego.edu/training/newsletter/ou_news_summer_2008.html#PPT .
 - <http://www.oswego.edu/administration/guides/photo.html>

Uploading files

Files such as images, Word, PDF, Excel and PPT are automatically uploaded to the production server.

- Images *should* automatically go to the image folder in the root of your account on the *production* server but sometimes they don't.
- For other files, we recommend you create an *Uploaded_Files* directory. To upload to this directory, navigate to the directory before uploading.

Department Web Sites

Faculty Pages should reside within a directory titled "faculty" or "faculty_and_staff" in the top level of your site with an index page and links to each individual faculty and staff member's page.

- Make home page attractive to perspective students by including images and brief summaries of information.
- Put vision and mission statements on inside pages

Other Suggestions:

- When **Publishing**, add a note about the change you made.
- Creating Pages
 - *Title*: this shows up in the title bar of your web page and is used by search engines
 - *Description*: used by search engines. Enter information that tells a user what is on this page in one or two sentences
 - If you choose a *template* with a placeholder image, be sure to replace that image before publishing.
- **Check the files in.** Go to Content > Pages. Click on the yellow light bulb.
- **File names** always need an extension – no spaces or special characters.

Sample_file.pdf

NOT

sample file

Accessibility:

Here are some things we can do to make our web pages more easily accessible for handicapped users.

Alt tags for Images: When inserting an image you fill in a description that communicates the *purpose* of the graphic, not its *appearance*.

Use the 'Format' drop-down in OmniUpdate:

These head tags are controlled by Cascading Style Sheets and screen readers make use of them.

OU Campus Documentation

Accessibility: <http://www.oswego.edu/administration/guides/accessibility/index.html>

Best Practices: http://www.oswego.edu/administration/guides/best_practices.html

FAQs: <http://www.oswego.edu/administration/guides/faq.html>

Forms: <http://www.oswego.edu/administration/guides/forms.html>

Media Button: <http://www.oswego.edu/administration/guides/media.html>

Newsletter: <http://www.oswego.edu/training/newsletter/index.html>

OmniUpdate Guide: <http://www.oswego.edu/administration/guides/external.html>

OmniUpdate Information: <http://www.oswego.edu/administration/guides/>

Photo Resizing: <http://www.oswego.edu/administration/guides/photo.html>

Types of Web Pages: <http://www.oswego.edu/administration/guides/opportunities.html>

Writing Guidelines: <http://www.oswego.edu/administration/guides/writers/index.html>

Lastly but most important – Keep information updated.
