

Web Standards Checklist

The standards established by the Web Standards Group are summarized here in a checklist for quick reference. These standards are explained in full in the UCSB Web Guide at <http://www.ucsb.edu/webguide/>. The standards are expected to evolve, so each time you use this checklist, check the Web Guide for the latest version.

The Three Tiers WSG has grouped types of UCSB Web sites into three tiers.

Compliance with WSG standards is most highly recommended for top tiers:

Tier 1 - Campus-wide, major academic units, student/faculty/staff services.

Tier 2 - Academic departments, research centers and groups, affiliated organizations, course sites.

Tier 3 - Student organizations, individual faculty member sites and pages.

- Identify your tier.

Graphic Identity WSG encourages UCSB webmasters to make a site look like a part of our University and provides resources to do so.

- Display the University's name or logo, and your department's name, clearly above the fold.
- Comply with Graphic Identity terms and conditions when using UCSB trademarks and trade names, including the University Seal and UCSB images and logos.
- Choose your blues and golds. Official UCSB blues for the web are #000099, #000066, #330099, and #330066. Official golds are #FFCC00 and #FFCC33.
- Choose a widely-supported sans-serif font for page content, e.g., Arial, Helvetica, or Verdana.
- Add our recommended footer to all pages. It includes the copyright, department, contact info, link to Terms of Use, modified date, and accessibility link, each of which should be a link. Example:

Copyright © 2007 The Regents of the University of California, All Rights Reserved
Department of Biological Sciences • Contact webmaster@biology.ucsb.edu
Terms of Use • Last Modified April 4, 2006 • Accessibility

Browsers

- Plan browser support for 99% of your target audience - see the Web Guide OS/ Browser chart.

Code Validation

- Add the doctype tag to all of your pages, e.g., `<!DOCTYPE HTML PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN">`.
- Validate your pages for the specified doctype.

Character Encoding

- Specify your character encoding in the <head> section of your pages, e.g.,
Content-Type: text/html; charset=utf-8.

Screen Resolution

- Design your pages for a screen resolution of 800 x 600 pixels.
- Make sure that your page content prints well, or provide a printable alternative.

Title and Meta Tags

- Add a <title> tag to every page.
- Add <meta> tags for content-language, content-type, author, copyright, description, and keywords to every page.

Persistent Links To Global Resources

- Create URIs that "don't go away".

Using Email Aliases WSG recommends that you do not use personal email addresses on your Web site.

- Use non-personal, role-based email aliases, e.g., "webmaster@department.ucsb.edu".

Third-Level Domain Names WSG recommends that public UCSB Web sites be available via both their specific third-level domain name and WWW domain.

- Create Domain Name Service (DNS) entries in your DNS server for both third-level and WWW domain names.

Policy Compliance Your Web pages must comply with UC and UCSB policies.

- Include copyright information in the footer on every page.
- Link your footer to the campus-approved Terms of Use page. The Terms of Use statement is recommended for all campus Web sites. It addresses issues such as restrictions on use of material, and links to third party sites.
- If your Web site collects data, follow guidelines in the UC Business and Finance Bulletin IS-3 on Electronic Information Security - see <http://www.ucop.edu/ucophome/policies/bfb/is3.pdf>.
- Follow guidelines for acknowledgements and advertising on your site.
- Follow guidelines for linking to non-UCSB sites.
- Include the University's Unauthorized Use of Data statement on login pages that give access to privileged data.
- Inform your visitors of your Usage of Data policies when collecting sensitive data.
- Obtain appropriate permission for use of photos.

Web Accessibility Your Web pages must be accessible to people with disabilities. Accessibility is a Civil Rights issue, and inaccessible Web sites violate the "effective communications" requirement of the Americans with Disabilities Act (ADA) as well as provisions of Section 504 and 508 of the Rehabilitation Act.

- Comply with HTML Guidelines - see <http://www.ucsb.edu/webguide/html-guide.shtml>.
- Comply with CSS Guidelines - see <http://www.ucsb.edu/webguide/css-guide.shtml>.
- Request review of your site by the campus Adaptive Technology Specialist.