Website Formatting with Website Editor

For website & subsite directors
Maintain consistent editor layouts between sections.

New pages
- Remember to **click on *Options* and fill in your *App Name*** with the name of your section (since you've named it here, you DO NOT need to type it again into the text field of your new page).
- Remember to **click the box *Show the app name on my page***.

Using this option for each of your apps ensures a consistent look as styling for this option is controlled by the site template.

Text standards
- Font should be *normal*. Do not change font name or size. The default font chosen by the district will be displayed.
- Headers—Use drop-down menu for *headers* (do not change *font size*).
- Color—Black is the preferred color. Avoid red, green or yellow as people with color perception issues may have trouble seeing the text.
- Avoid using flashing or scrolling text as visitors may find it distracting.

Files
- Use Portable Document Format (PDF) when posting files. If you post file types such as DOC, WPD, PUB or INDD, visitors may not have an application to open those files.
- Display DOC, DOCX, XLS, XLSX, PPT, PPTX, PDF and PAGES files with the *Document Viewer* app.

Hyperlinks
Please create hyperlinks rather than URLs or spelled out email addresses. Keep commas or other punctuation outside hyperlink when appearing at the end of a sentence.

Links
Verify links to outside web pages are functioning, current and appropriate.

- Links to outside web pages and files should open in a new window.

Copying and pasting content
- When copying text from Microsoft® Word, consider removing all Word formatting by using *Paste Text Only* and reformatting it in the *Editor*.
- Or use the *Paste from Word*.

Spell check
Run *Spell Check* and correct any spelling errors. Remember that it does not check grammar!

Calendars
- Calendars need to include: title, date, time, location. A short event description will boost attendance.
- Click on link for instructions on exporting/importing calendars from Outlook to webpage and vice versa.

Teacher Home Pages
- Three apps should appear on the teacher home page titled: QuickLinks, Upcoming, and Welcome
- **Open** each app, **click on *Options*** and **click the box *Show the app name on my page***.
- Welcome (Flex Editor App) should contain the following:
  - Professional photo of the teacher set to 150px width.
  - A welcome message that includes your alma mater.
  - Contact information with email and phone number (may use school phone number in lieu of classroom phone).
- Additional Information such as class schedule can be placed underneath.

Blogs
When a classroom website hosts a blog, each teacher is responsible for maintaining the content. Blog postings should include material relevant to curriculum or class discussion. Visitor comments should require approval before being posted.

File sizes
Be aware of the file size of images, documents and podcasts. Large files take a long time to download—visitors may become frustrated waiting for the content. Consider uploading podcasts to a third-party service and use the *Embed Code* app. Schooltube is recommended for video.

Tables
Table appearance may be different, depending on the browser you use.

- Set table width to 90-95 percent to avoid content spilling off the page.
- Be aware of large images which could force a scroll bar to display.
- Set *Image Properties* to wrap text around a photo rather than inserting the image in a table.
- Consider creating your table in a Microsoft Word document and display it using the *Document Viewer* app.

Images*
- Use the *Insert Image* wizard to add images.
- Insert a **photo** that relates to a department. **Clipart is not acceptable on home page**.
- Include meaningful *alternate text* for the image and makes the site ADA compliant. Use screen reader applications for the visually impaired readers who read this too.
- Recommended image sizes when wrapping text is present:
  150 pixels = 1.5 inches: portrait
  250 pixels = 2.5 inches: landscape
- Keep images narrower than 500 pixels wide.
- Accent Images: Keep image width and height between 25-100 pixels. Any accent image with a width greater than 150 pixels is resized to 150 pixels.
- Avoid animated images.
- Use JPG and JPEG images for photos and GIF for poster-type artwork.
- When resizing, it is best to go from a larger image to a smaller one. Making a small image larger can result in a grainy or *pixelated* image.
- Avoid background colors and images on pages. If background colors are used, maintain high contrast between background colors and font for improved readability.

Photos of students*
Check to make sure students are FERPA cleared before posting. If elementary/middle school student, do not use student's last name with the photo.

Photo galleries*
The recommended setting for the *Gallery Width* is 500 pixels.
Use JPG or JPEG images.

Videos*
All videos need to be uploaded to SchoolTube then embedded into the html code of the page.* (Example):

****Copyright*©**: Be certain to give proper credit for content, images, photos and videos posted from other websites. Review district policies for posting content and copyright rules. Copyright infringement occurs when an individual inappropriately reproduces a work that is protected by a copyright. Make a standard practice of requesting permission from the holder of the work if your use of the material has the potential of being considered an infringement.

Apps and page layout
- Choose a page layout suitable for the apps and content to be displayed on the page.
- Use the *Flex Editor* app when no other app will do.

File names should be saved as:
Title case, no spaces
(e.g., FileName)

Apps options
If available, use social media elements to enhance app content by including the options Community Editing, Commenting and Rating.

Contact information page

This is the format all departments should use when listing their contacts.

Hyperlink Email, Title, Department
xxx-xxx-xxxx

Fax: xxx-xxx-xxxx
Street address
City, State Zip

See example below if you have more than one contact (within the same department). Note: *Department* only listed after first name.

Leanna Albrecht, Director, Communications
425-385-4040

Diane Bradford, Executive Staff Assistant
425-385-4040

Linda Carbajal, Administrative Assistant
425-385-4041

Fax: 425-385-4012
4730 Colby Ave.
Everett, WA 98203

Helpful Website Editing Resources:

The *How do I…?* tab is very helpful! Schoolwires Editor Best Practices
Exporting Outlook Calendar
New Logos for the Web