

Web standards checklist for page authors

(The following web standards are mandatory for the public website, s-net, documents and microsites)

Page titles, metadata and keywords

- Keep your page titles short by using fewer than 80 characters.
- Do not include symbols or punctuation other than: - ? ' , () ! . : " £ \$ €
- Make page titles meaningful as they may be viewed out of context (eg in search engine results).
- Use capital letters for the first letter of the first word and for proper nouns.
- Add keywords and a description to the [metadata](#) and make sure keywords are included in the bodytext as well.

Headings and sub headings

- Use H2 headings and H3 sub headings to break up long pages into subject areas.
- Use headings in order, ie H2 before an H3 and H3 should not be used without H2.
- Format headings and sub headings using the headings button in Squiz Matrix (public web pages) or the Formatting menu in Lotus Notes (s-net).
- Do not use bold to format headings or sub headings.
- Do not use headings and sub headings as links, nor to change the appearance of body text.
- Only use column headings in tables as information must read from left to right.

Page layout

- Use anchor links for long pages.
- Add "Return to top" links at the end of sections.
- Do not use horizontal rules (lines) as a substitute for headings.
- Format lists correctly and use numbered lists for nine or more items.
- Do not use tables to create columns for body text or to position images on a page.

Text format

- Format text as Paragraph style.
- Avoid large blocks of bold text spanning more than one line and do not use block capital letters.
- Check spelling and grammar are correct and follow the council's house style (on s-net).

Links

- Do not include http:// in the link text in the body of a page, eg use www.surreycc.gov.uk or twitter.com.
- Do not use 'click here' or similar generic terms for link text. Do not use identical text for links to different target pages.
- Check all links work and go to the correct internal or external web page.
- Use See also links only for related pages in other categories on the website.
- Make sure you link to all child (sub) pages in 'In this section' or in the body of parent (category) page, not in See alsos.
- Use Survey Monkey for online surveys (guidance on s-net).
- Do not use mailto: (live email) links in public web pages and remove those generated automatically by Squiz Matrix.
- Make sure external links meet our standards. Do not add links to third party discussion sites or forums.

Images and maps

- Do not use images to replace text.
- Do not use images larger than 30k.
- Make sure images conform to one of our standard dimensions.
- Use .jpg or .gif format. Do not use animated images.
- Create meaningful and short Alt text for all images (except those created and set as Decorative).
- Include a text description for pie charts, diagrams, etc.
- Make sure you have copyright permissions for maps, photographs and artwork.

Attachments

- Do not add file types other than PDF without the agreement of Web and Digital Services.
- Make sure attachments meet council publication guidelines and [PDF standards](#) (metadata, keywords etc).
- Make sure attachments are not larger than 1Mb and are at least five pages in length (for exceptions: [PDF standards](#))
- Use lower case for filenames with no special characters (except hyphens/underscore to replace spaces)
- Do not use punctuation or special characters in asset titles. Make sure file asset titles and descriptions are grammatically correct and meaningful.
- [Create accessible PDFs](#) with the appropriate metadata and keywords.
- Always add attachments as 'Files available to download'. When also linking to attachments in body text, the link text should state document title and file type eg Self-directed support leaflet (PDF).

Contact

- Do not use individual staff phone numbers or email addresses without the permission of the Head of Customer Services. Contact Web and Digital Services with your requests.

For help with web standards and web enquiries about shortcut URLs, multimedia, audio, video and Web 2.0, contact Web and Digital Services: Tel: 020 8541 8788 Email: Web and Digital Services/COM/SCC or digital@surreycc.gov.uk