UNIVERSITY *of* TASMANIA

# Web Publishing Guidelines


# September 2011

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## Executive summary

This document provides content and design guidelines for all stakeholders involved in the web publishing process for all websites representing the University of Tasmania (UTAS).

UTAS websites are an official record and publication of UTAS and a public interface for UTAS business and are required to comply with relevant legislation and achieve international best practice standards for websites.

The guidelines cover:

- ownership and responsibilities
- breaches
- branding and the Web Visual Standard
- legal requirements for websites
- web addresses, web hosting and redirections
- quality assurance and site audits
- content standards
- search engine optimisation.

## Using these guidelines

Requirements in these guidelines are categorised as either **Mandatory** or **Recommended** as UTAS or industry best practice. This is a technical document, so it is understood that it needs to be supported by training and advice.

## More information

For further information, contact the IT Resources Service Desk:

Email:      service.desk@utas.edu.au

Phone:      03 6226 1818 or 1300 304 903
            (local call charge within Tasmania, mobiles excepted).

## Mandatory requirements

Web publishing is a key strategy for conducting UTAS business, and as such, ALL UTAS websites must adhere to the following mandatory requirements:

1. Be relevant to the teaching and learning, research, administration, community engagement, marketing and communication functions of UTAS as outlined in the Policy on Allowed Access to AARNet.
2. Be authorised by the head of the relevant organisational unit[1] (indicated in the footer of all pages).
3. Meet mandatory content standards.
4. Comply with relevant international standards.
5. Comply with relevant legislation.
6. Comply with UTAS policies such as the Visual Standards for UTAS Material Policy, and the ICT Services and Facilities Use Agreement.

Failure to comply may constitute a breach and will be dealt with through the processes referred to in the section on Breaches and misconduct.

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[1] For the purposes of the Web Policy and these guidelines an "organisational unit" is defined as any College, Faculty, School, Division, Department, Centre, Institute, formal discipline group, University Business Enterprise or other discrete body where there is a direct or indirect reporting line to the Vice-Chancellor.

**Example of mandatory requirements** – **Accessibility:**

- Web Content Accessibility Guidelines (WCAG) 2.0
- The Disability Discrimination Act 1992 (Cwlth) with reference to the Disability Standards for Education

WCAG 2.0 (Success Criteria) has three levels of conformance based on the impact on the user. Satisfying the requirements for WCAG WCAG 2.0 Level A is **mandatory**.  In accordance with Australian Government requirements, all UTAS web-based materials must be WCAG 2.0 Level A compliant by December 2012 and Level AA compliant by December 2014.

**Recommended requirements**

Following the **Recommended** requirements in these guidelines, which are based on industry or UTAS best practice, will increase the quality of the user experience as well as improve search engine rankings.

**Example of recommended requirements** – **Accessibility:**

- Web Content Accessibility Guidelines 2.0 (WCAG2.0)
- The Disability Discrimination Act 1992 (Cwlth) with reference to the Disability Standards for Education

WCAG 2.0 (Success Criteria) have three levels of conformance based on the impact on the user. Satisfying the requirements for:

- WCAG 2.0 Level AAA is **recommended**.

**Guidelines approval**

**Endorsing committee**

Web Services Steering Committee

**Authorising entity**

Responsible Officer - Provost

**Date guidelines effective**

February 2010

**Guidelines review**

Web & Learning Services

## Benefits of web standards

Adopting web publishing standards will provide:

- effective promotion of the UTAS identity, vision and reputation, through maintaining a high profile and clear, consistent image of all published material
- greater consistency and coherence across the UTAS web presence
- higher external search engine rankings
- improved user experience and greater interaction
- increased quality and effectiveness of information
- increased local, national and international recognition of UTAS
- compliance with UTAS's legal obligations.

The advantages of web standards for staff include:

- that all sites are adequately maintained
- a consistent approach to document and site production
- simpler site administration
- easier transfer of site administration to new staff.

## Site ownership and responsibilities

**Site approvers** and **Site coordinators** are responsible for:

- ensuring web pages use the current Web Visual Standard
- adhering to the mandatory requirements of these Web Publishing Guidelines
- using their own unique user name and password to access the website (in accordance with the ICT Services and Facilities Use Agreement)
- completing appropriate training.

**Site authors** are responsible for:

- adhering to the mandatory requirements in these Web Publishing Guidelines
- using their own unique user name and password to access the website (in accordance with the ICT Services and Facilities Use Agreement)
- completing appropriate training.

**Site authorisers** are responsible for:

- justifying the presence of the website and ensuring that content applies only to teaching and learning, research, administration, community engagement, marketing and/or communication activities of UTAS
- incorporating training for site authors, approvers and coordinators into performance management planning
- recruiting appropriately qualified staff to maintain websites and ensuring that these staff are adequately trained
- authorising content in accordance with the Web Policy and these Web Publishing Guidelines; this responsibility cannot be delegated
- establishing quality assurance processes developed to create and maintain websites (refer to the section on Quality assurance)
- complying with the current Web Visual Standard, content standards and legal requirements on their respective area websites
- requesting approval for new web addresses.

The **Web Services Steering Committee** (WSSC) is responsible for:

- reviewing web services at a strategic level
- establishing frameworks and investments needed to develop and maintain web services at the level required for competitive success
- approving all web guidelines and recommending web policy for approval by the Vice-Chancellor.

The **Web Services Operations Group** (WebSOG) is responsible for:

- undertaking quality assurance tasks such as reviewing policies, guidelines, standards, compliance issues and training needs in conjunction with relevant internal organisational units
- providing expert technical and web development knowledge and advice
- acting as a major channel for the investigations undertaken to develop more effective services
- monitoring and advising on web services projects, clarifying priorities, facilitating project implementation and establishing working group requirements
- developing channels of communication with the UTAS websites stakeholders.

The **Manager, Web & Learning Services** is responsible for:

- providing strategic leadership to ensure that web services and underlying technologies meet UTAS requirements
- driving institutional change as it relates to web services
- monitoring and auditing UTAS websites to ensure compliance with policies and guidelines
- working within the UTAS Web Services governance framework.

The **WebSOG Reference Groups** (Web Innovation and Development Reference Group and Web Marketing Reference Group) are responsible for providing advice within their area of responsibility as determined through their terms of reference.

**Information Technology Resources** is responsible for access to AARNet and for managing the UTAS web platform.

**Web & Learning Services** is responsible for:

- coordinating and implementing university-wide service developments in alignment with strategic plans and other WSSC decisions
- approving all new web addresses
- coordinating the development of all new websites and/or the major redevelopment of existing websites published under the UTAS domain
- providing support and training for the university web content management system
- providing advice and support in the interpretation of, and compliance with, web policies and guidelines.

## Breaches and misconduct

Websites that constitute breaches in any of the areas outlined in the Web Policy will be taken down, removed or blocked depending on the specific nature of the breach.

Misconduct will be managed through the processes outlined in the Web Policy.

## Promotion and third party activities

### Advertising

Advertising on the UTAS website must relate to UTAS activities, programs and/or services and must be consistent with the UTAS mission.

Advertising on the UTAS website for programs and services of external agencies and organisations, commercial or non-commercial (e.g. National Science Week, Innovation Week) may be approved by the **Provost** (or delegate). If permission is granted for such advertising the process will be managed through Web & Learning Services, with advice from the Web Marketing Reference Group as required.

### Sponsorship acknowledgements

Approval of the Provost (or delegate) must be obtained prior to sponsorship acknowledgements being placed on UTAS websites, and approval will only be granted where the sponsorship arrangement is an official and significant contribution to a UTAS program (e.g. PICSE), research centre (e.g. ACROSS), unit or event.

The sponsorship must have a clearly defined and finite presence, and must not damage the reputation of UTAS.

Placement of sponsor's logos must be associated with a description of the relationships (e.g. 'in partnership with') and should be located below the program, centre, unit or event item. The sponsor's logo should be smaller than the UTAS logo.

### Third party websites

Consideration will be given to hosting of third party websites for not-for-profit organisations and/or those with an affiliation with UTAS on UTAS web servers. A hosting charge may apply. Third-party websites with a non-UTAS commercial purpose will not be hosted. Hosting and associated service agreements will be negotiated with Web & Learning Services on an individual basis.

## Web addressing

### Mandatory requirements

1. UTAS will operate only one Domain Name Server (DNS) service for business purposes; this service will be managed by IT Resources.
2. All web addresses under the UTAS domain (www.utas.edu.au) must be hosted within the UTAS network (IP address range).
3. All UTAS organisational units must use a web address under the UTAS domain and therefore must comply with the UTAS Web Policy and the mandatory requirements of these guidelines. Where operational and/or strategic benefits or alliances dictate, an application may be made to the Provost for approval to operate additional web addresses.
4. All web addresses within the UTAS domain will be allocated and administered by Web & Learning Services.
5. Web addresses for UTAS services must be formally requested via the IT Resources Service Desk and approved by Web & Learning Services; a statement of justification must be provided.
6. Web addresses must not be used or advertised prior to formal approval being received.
7. Sites aimed at recruitment and marketing will be reserved at a university level, such as www. utas.edu.au/open-day/, and will not be available to an individual College, Faculty, Institute or School.
8. Web addresses must be meaningful, i.e. reflect the name of the organisational unit or UTAS-wide service to which it is assigned e.g.www.utas.edu.au/research/.
9. Web addresses must be unique (not allocated to another party).
10. Web address components must be composed entirely of lower case letters, digits and hyphens, with the last character not being a hyphen.
11. In general, consistency of naming and abbreviations will be adopted for UTAS web addresses. Other abbreviations, initials, shorthand or full names may be acceptable in some situations, for example, because it has already been associated uniquely with that organisational unit in some other context, or could reasonably be expected to be so associated. In this situation, consistency will be achieved through use of aliases or redirects.
12. Subunits of an organisational unit, or services offered by an organisational unit, should normally be allocated sites within that domain, rather than sub-domains under that organisation's name.
13. Other than for subunits (as above), web addresses should not attempt to reflect the structure of UTAS. Organisational structures may change, requiring the web address to change, and hence should be avoided where possible.
14. No offensive name (or one that could be expected to give offence) will be allowed; names should not undermine the reputation of UTAS.
15. Unused, or apparently unused, web addresses may be withdrawn or reallocated to another organisational unit by Web & Learning Services. Web & Learning Services will endeavour to locate the organisational unit responsible for such lapsed names, before withdrawal or reallocation.

### Redirections after a change of web address

When website content is moved or transferred to a new location, the web address may need to change. If the web address changes, permanent redirections (a 301 HTTP status code meaning that a URL has been permanently changed) will be required to ensure external search engines can find the new site.

Redirections at the server level should be used in preference to page-level redirects as outlined by WCAG2.0 Success Criterion 3.2.5 Level AAA.

For advice on redirection techniques to maintain existing search engine rankings and on making websites visible to search engines, contact Web & Learning Services via the ITR Service Desk, service.desk@utas.edu.au or phone 03 6226 1818 or **1300 304 903** (local call charge from within Tasmania, mobiles excepted).

**Web hosting**

1.  Occasionally, domain names other than of the form 'www.utas.edu.au' may be registered and hosted within the UTAS IP address space, for example, .edu, or .org addresses. Any organisational unit wishing to do so must obtain the prior approval of Web & Learning Services by lodging a written application stating the reasons. Web & Learning Services will use its discretion in approving or disallowing this.
2.  All non-UTAS domains hosted by UTAS must be registered and managed by Web & Learning Services.
3.  Hosted sites not under the UTAS domain will be charged for at cost-recovery rates.
4.  Hosted sites not under the UTAS domain do not have to comply with the Web Visual Standard however a condition of hosting will be compliance with points 1 to 5 of the Mandatory Requirements of these guidelines and must not use a variation or modification of the Web Visual Standard. (Other requirements may be outlined in a hosting agreement negotiated with Web & Learning Services).
5.  Websites that are hosted externally may only contain official UTAS content with the written permission of the relevant UTAS site authoriser and must not duplicate content found on a UTAS website hosted internally.
6.  Domain names containing .com or .com.au will not be hosted within the UTAS network.

## UTAS website brand identity

The UTAS logo is the University's public brand. It is a vital element in the positioning and recognition of UTAS as possessing an attractive, distinctive and unique character. Correct usage of the brand will contribute to UTAS' reputation and supports its strategic objectives.

The Visual Standards for UTAS Material Policy and associated UTAS Brand Identity Guidelines guide the objective to create web pages that effectively brand and communicate UTAS's key messages to local, national and international target audiences.

The correct size, placement and colour of the logo and the banner on web pages are essential. In addition, the design of, and the content on, UTAS websites contribute to the UTAS brand.

For maximum branding consistency, the development of all UTAS websites must follow the Web Visual Standard (and associated style guide and templates) incorporating appropriate use of the logo and the banner, without any adjustments to the HTML or CSS (cascading style sheets). The future management of all UTAS websites within the University Web Content Management System (UWCMS) will ensure that these elements are not adjusted.

Exceptions to the use of the Web Visual Standard for UTAS websites can only be approved by the Provost or nominee. Initial queries are to be directed to the Manager, Web & Learning Services.

## UTAS home page content

To ensure the UTAS home page reflects the strategic goals of UTAS, the Provost, with advice from the Web Services Operations Group and Web Marketing Reference Group, has overall responsibility for home page content. Day-to-day responsibility for managing requests for content is delegated to the Manager, Web & Learning Services.

Specific regions of home page content are managed as follows:

- right-hand promotional panel by the Director of Marketing
- News by Communications and Media
- Events by the Director, Events & Protocol.

## Permanent links and core information areas

Permanent links from the home page have significant prominence. For this reason owners of permanent links and core information areas on the UTAS home page must consult with Web & Learning Services if they wish to:

- change the visual standard used on their site
- restructure their sites, or
- change the audience, focus or function of their site; for example, place an intervening page between their site and the UTAS home page.

Minor content updates are acceptable. All permanent links and core information areas must:

- enhance the profile of UTAS
- meet the strategic needs of UTAS.

## Announcements, news and events

Announcements to be displayed on the UTAS home page must meet the following criteria:

- have UTAS-wide impact in a marketing/promotional/informational context
- relate strongly to the core business of UTAS
- be time sensitive.

For example, UTAS orientation information qualifies because it:

- impacts on the recruitment and retention of new students
- impacts on the educational experience for students

- applies mostly to the first few weeks of semester.

Proposals for changes to any content on the UTAS home page, including permanent links, announcements, news, events and conferences, should be submitted to the IT Resources Service Desk (service.desk@utas.edu.au) supplying the following information:

- the content to be added or changed
- a brief statement supporting the reason for the change or addition
- a date required for the change or addition.

## UTAS website quality

Quality sites with regularly updated content, consistent visual design and validated pages will:

- increase the credibility of the information on the UTAS website
- provide higher external search engine rankings for the UTAS website.

For more information on ensuring quality refer to the section on Quality assurance.

The tables used for the remainder of these guidelines list the various requirements and the corresponding legislation, policy, guideline or WCAG (Web Content Accessibility Guideline) Success criteria (WCAG 2.0) that support them. In some cases it is these guidelines that support these requirements because they represent best practice or a specific business and/or marketing need. Requirements are considered either **Mandatory (M)** or **Recommended (R)**. All requirements are provided to assist with producing high-quality, accessible content for site users.

Please note: these Guidelines are not exhaustive with respect to the WCAG guidelines, which should be referred to as the authoritative source of guidance and techniques.

**Please note** that WCAG 2.0 Success Criteria have three levels of conformance based on the impact on the user. Satisfying the requirements for:

- WCAG 2.0 Level A is **mandatory (M) – by December 2012**
- WCAG 2.0 Level AA is **recommended (R) – by December 2014**
- WCAG 2.0 Level AAA is **recommended (R)**.

A site satisfying all three levels of conformance has the greatest chance of removing any obstacles for users.

## Web Visual Standard

The following design categories are described for websites under the UTAS domain as well as other sites that UTAS has agreed to host. The current standard for each Category can be found on the Web Services website.

### Category 1

All websites associated with a College, Faculty, Institute, School, Division or department must adhere to this core UTAS Web Visual Standard. All websites associated with a centre, institute, formal discipline group or University Business Enterprise must also adhere. These websites all have a mandatory requirement (refer to Web addressing) to use a web address under the UTAS domain (utas.edu.au). The only exceptions are those institutes specified under Category 2.

### Category 2

All websites associated with the three UTAS university institutes: the Menzies Research Institute Tasmania, the Australian Maritime College and the Institute of Marine and Antarctic Studies.

## Category 3

Any collaborative group or partnership formed with UTAS (State, national or international) e.g. Australian National Network in Marine Science (ANNIMS), Pathways Project. These websites must use an appropriate web address outside the UTAS domain (refer to Web hosting).

## Category 4

Any not-for-profit organisation associated or affiliated with UTAS e.g. Australian Clearinghouse for Youth Studies (ACYS). These websites must use an appropriate web address outside the UTAS domain (refer to Web hosting).

## Category 5

A website managed by a UTAS organisational unit that has a specific requirement for an alternative design e.g. a marketing 'brochure-style' site, a gallery or event site or a staff site with a specific purpose outside the standard profile page. As outlined under the UTAS website brand identity, approval must be given by the Provost, or nominee, for a website in this category. Initial enquiries are to be directed to the Manager, Web & Learning Services.

### Sites for which the UTAS Web Visual Standard is mandatory

All websites under the UTAS domain (utas.edu.au) must adhere to the UTAS Web Visual Standard and must use a Category 1 or Category 2 design.

### University Web Content Management System (UWCMS)

To help website owners easily comply with the UTAS Web Visual Standard, all new websites under the UTAS domain are required to use the **UWCMS**, currently MySource Matrix.

Exceptions may be considered where a strong business case can be made to manage the site in another way.

The **UWCMS** provides templates that comply with the Web Visual Standard, including:

* visual design
* CSS (cascading style sheet) styles
* legal requirements
* requirements for page features such as metadata, the header and footer.

The **UWCMS** has an easy-to-use interface and will assist with:

* easy access to update website content
* content maintenance on a regular basis
* templates with built-in styles, layout, navigation and UTAS website-wide requirements.

When using the **UWCMS**:

* no code should be added that modifies the UTAS Web Visual Standard
* core styles in CSS style sheets must not be modified and additional CSS styles must not be added without approval
* layout or editable areas must not be modified
* templates must be used correctly e.g. index pages applied to correct levels
* menus must be used correctly (menus are for navigation only and do not contain content; no dynamic other than those provided are to be used)
* UTAS logo requirements must be met.

**Faculty Content Management System (FCMS)**

Currently, all College, Faculty, Institute and School websites must be managed through the FCMS and must comply with the 2005 Web Visual Standard and the former Web Content Standards. For all enquiries, contact the IT Resources Service Desk on 1818 or email service.desk@utas.edu.au.

All websites currently managed within the FCMS will be migrated to the new **UWCMS** by the end of 2011 and will conform with the 2009 Web Visual Standard.

**Compliance**

The publishing of new websites outside the UWCMS and/or not conforming to the Web Visual Standard will, in general, not be permitted due to the impact on the UTAS brand, image, reputation and recognisability. A process of auditing will begin from 2010 for those sites created or re-developed after the release of the new Web Policy and these guidelines. Websites that do not comply with the policy and the mandatory requirements of these guidelines will be managed as outlined under Breaches and misconduct.

**Web-related language specifications**

The following specifications are used in the Web Visual Standard and are recommended for the development of all websites:

W3C HTML Hypertext Markup Reference:

– Specification: www.w3.org/html
– Validator: validator.w3.org.

W3C Cascading Style Sheets– Specification: www.w3.org/Style/CSS

– Validator: jigsaw.w3.org/css-validator.

Other W3C standards should be followed for web applications: www.w3.org.

**Graphical elements of the Web Visual Standard**

**UTAS logo**

On the UTAS home page and all home pages other than those of the University institutes, the vertical form of the logo appears with the outline of the heraldic lion in white with the 'U' in UTAS being bold and completed with a white underline. The size of the lion, text and underline must not be altered in relation to each other.

On all second-level pages, the horizontal form of the logo appears with the outline of the lion in white, the 'U' in UTAS being bold and completed with a white underline. The size of the lion, text and underline must not be altered in relation to each other.

Brand architecture for faculties and schools must not appear on the UTAS website as this is designed for the back cover of printed publications.

No other logo may appear in the banner of Category 1 websites.

**Logo**

| Requirements | M or R | Legislation, policy, guideline or WCAG checkpoint/success criterion |
|---|---|---|
| Logo must appear at the top left of every page of all organisational unit websites | M | UTAS Brand Identity Guidelines |
| Logo must have a non-text equivalent (i.e. 'alt tag' text) | M | WCAG 2.0 Success Criterion 1.1.1 (Level A) |
| Logo must only appear once on each page | M | UTAS Brand Identity Guidelines |
| Logo must be used without modification of proportions, colour or size | M | The UTAS logo is a registered trademark and therefore must not be changed or altered in any way |

## Navigation

| Requirements | M or R | Legislation, policy, guideline or WCAG checkpoint/success criterion |
|---|---|---|
| Navigation menu follows the organisation of site content | R | WCAG 2.0 Success Criterion 3.2.3 (Level AA) Mandatory after December 2012 |
| Navigation menu links appear and behave in a consistent manner | R | WCAG 2.0 Success Criterion 3.2.3 (Level AA) Mandatory after December 2012 |
| Navigation menus do not contain content, i.e. must add functionality, not content | R | WCAG 2.0 Success Criterion 3.2.4 (Level AA) Mandatory after December 2012 |

## Header

If a website is being created outside the FCMS or the UWCMS, the header requirements are:

| Requirements | M or R | Legislation, policy, guideline or WCAG checkpoint/success criterion |
|---|---|---|
| UTAS logo on the top left of all pages is linked back to the UTAS home page | M | Web Visual Standard |
| A UTAS Home link is available – linked to the UTAS home page at www.utas.edu.au | M | Web Visual Standard |
| Contacts link is available – linked to http://www.utas.edu.au/contacts/ | M | Web Visual Standard |
| Search box for UTAS is added to the top of each page | M | Web Visual Standard |

## Footer

Due to legislative requirements, the Web Visual Standard must have the following items in the footer:

| Requirements | M or R | Legislation, policy, guideline or WCAG checkpoint/success criterion |
|---|---|---|
| Authorised by xxx – add in the site authoriser – must be position title of the head of the organisational unit, not sub-section manager | M | Refer to Site ownership and responsibilities |
| © University of Tasmania, Australia | M | Web Visual Standard |
| ABN 30 764 374 782 | M | Web Visual Standard |
| CRICOS Provider Code 00586B – linked to http://www.utas.edu.au/cricos/ | M | Australian Government ESOS Legislation |
| Privacy – linked to the Website Privacy Statement at http://www.utas.edu.au/privacy/ | M | Personal Information Protection Act 2004 (Tas) |
| Copyright – linked to the Copyright Statement at http://www.utas.edu.au/copyright-statement/ | M | Copyright Act 1968 (Cwlth) |
| Disclaimer – linked to the Website Disclaimer Statement at http://www.utas.edu.au/disclaimers/ | M | Web Visual Standard |
| Accessibility – linked to accessibility information at http://www.utas.edu.au/accessibility | M | W3C WCAG2.0 Disability Discrimination Act 1992 (Cwlth) with reference to the Disability Standards for Education Building an Inclusive Community: 2009-2010 University of Tasmania Equity and Diversity Plan on the Human Resources website |
| Site feedback & queries – linked to a generic email address or accredited feedback page | M | Refer to guideline on Feedback requirements |
| Postgraduate Coursework – linked to http://www.postgrad.utas.edu.au/ | M | Web Visual Standard |
| International Students – linked to http://www.international.utas.edu.au/ | M | Web Visual Standard |

| Requirements | M or R | Legislation, policy, guideline or WCAG checkpoint/success criterion |
|---|---|---|
| Future students – linked to http://www.futurestudents.utas.edu.au/ | M | Web Visual Standard |
| Research – linked to http://www.research.utas.edu.au/ | M | Web Visual Standard |
| Last Modified: xxx – add in the date the page was last updated | M | Web Visual Standard |

### Contact page

All websites will have the following minimum contact information.

| Requirements | M or R | Legislation, policy, guideline or WCAG checkpoint/success criterion |
|---|---|---|
| Postal address using the Australia Post 'clean' format<br>Clean Mail is machine addressed (without punctuation) with the last line in uppercase containing the suburb, state, and postcode.<br>Example: SANDY BAY TAS 7005 | M | Web Publishing Guideline |
| Phone number and fax<br>Must include both the following including spacing shown:<br>Australia: 03 XXXX XXXX<br>International: +61 3 XXXX XXXX | M | Web Publishing Guideline |
| Web address | M | Web Publishing Guideline |
| Email<br>Preferably a group/generic email for an organisational unit | M | Web Publishing Guideline |
| Campus<br>Location of main office, with reference to campus map or Google map | M | Web Publishing Guideline |
| Building location<br>Location of building on campus map or Google map | M | Web Publishing Guideline |

### Content standards

Web content includes:

- text
- multimedia: images, sound, animation, video
- non-HTML files or items
- software.

### Content download speed requirements

It is recommended that whole pages take not more than 8 seconds to download. This will depend on the connection speed of the target audience and the size of the webpage (see the formula below). Individual files can take longer, but the file size should be included in the link text (see Link requirements).

$$Download\_Speed(\sec) = \frac{File\_Size(bytes)\,x8}{Connection\_Speed(bits/\sec)}$$

Pages can also be analysed at WebSiteOptimization.com, or Google's Page Speed Lab

## Content maintenance

| Requirements | M or R | Legislation, policy, guideline or WCAG checkpoint/success criterion |
|---|---|---|
| Establish a process for regular review of content, particularly content with specific timelines | M | Web Publishing Guideline |
| Check for spelling and grammatical errors | M | Web Publishing Guideline |
| Check for broken links prior to publishing and at regular intervals | M | Web Publishing Guideline |
| Delegate content responsibility if site is large | M | Web Publishing Guideline |
| Remove old versions of files and content | M | Web Publishing Guideline |

## Content quality

### Code quality

| Requirements | M or R | Legislation, policy, guideline or WCAG checkpoint/success criterion |
|---|---|---|
| Correctly identify the human language of the page in its mark-up | M | WCAG 2.0 Success Criterion 3.1.1 (Level A) |
| Optimise content for increased search engine rankings | M | Refer to Search engine optimisation |
| All mark-up (HTML, CSS, scripting languages) will adhere to current standards and validate without errors | M | WCAG 2.0 Success Criterion 4.1.1 (Level A) |
| Use CSS styles, defined in a single place, to control the appearance of text content | M | WCAG 2.0 1.3.1 (Level A) |
| Identify wherever the human language within a page changes | R | WCAG 2.0 Success Criterion 3.1.2 (Level AA) Mandatory after December 2012 |
| Allow text to resize | R | WCAG 2.0 Success Criterion 1.4.4 (Level AA) Mandatory after December 2012 |

### Visual layout and formatting quality

| Requirements | M or R | Legislation, policy, guideline or WCAG checkpoint/success criterion |
|---|---|---|
| Layout of content must be professional and reflect well on UTAS | M | Web Publishing Guideline |
| Use structural mark-up appropriately, e.g.: headings, (not just large bold fonts) | M | WCAG 2.0 Success Criterion 1.3.1 (Level A) |
| Use dot point lists instead of long paragraphs and large blocks of text to assist readability | M | WCAG 2.0 Success Criterion 1.3.1 (Level A) |
| Break long scrolling pages into smaller pages where possible | R | Web Publishing Guideline |
| Use minimal punctuation – easier for some site users to read website without unnecessary punctuation (e.g. delete commas at the end of information listed in bullet points and delete colons at the end of page headings and sub-headings) | R | Web Publishing Guideline |
| Avoid using large blocks of italics, bold text or other structural formatting, doing so reduces on-screen readability | R | WCAG 2.0 Guideline 3.1. Note: there is no specific Success Criterion associated with this requirement, but following it will make content more accessible to more people |
| Avoid centrally justified or fully justified text | R | WCAG 2.0 Guideline 3.1. Note: there is no specific Success Criterion associated with this requirement, but following it will make content more accessible to more people |

## Communication, language and style quality

| Requirements | M or R | Legislation, policy, guideline or WCAG checkpoint/success criterion |
|---|---|---|
| Do not publish:<br>• offensive, demeaning, defamatory, inappropriate, discriminatory, plagiarised or confidential material<br>• Information that supports or incites terrorist acts<br>• information that does not substantially relate to the business of UTAS, including commercial content for third parties<br>• content that constitutes a trade practices breach and includes misleading or deceptive content | M | Web Policy |
| Do not create pages with 'Under construction' messages | M | Web Publishing Guideline |
| Use inclusive language, (e.g. 'refer to' or 'go to' or 'visit' instead of 'see' or 'view' or 'watch') | M | University Policy: Guide to Inclusive Language |
| Use active voice, rather than passive voice (e.g. Active voice: 'The manager signed the contract' instead of the passive voice: 'The contract was signed by the manager") | M | WCAG 2.0 Guideline 3.1. Note: there is no specific Success Criterion associated with this requirement, but following it will make content more accessible to more people |
| Use standard (i.e. 'plain speaking') register, (i.e. 'tone' of information – formal vs informal)<br>(e.g.: Formal: The Board is required by ordinance to 'monitor the quality of supervision of candidates'.<br>Informal: Supervisors are checked out by the Board.)<br>Standard: The Board monitors the quality of research supervision. | M | WCAG 2.0 Guideline 3.1. Note: there is no specific Success Criterion associated with this requirement, but following it will make content more accessible to more people |
| Language is appropriate for intended audience (not too formal or informal) | M | WCAG 2.0 Guideline 3.1. Note: there is no specific Success Criterion associated with this requirement, but following it will make content more accessible to more people |
| Use easy to read simplified words that can be easily understood by a variety of target audiences | M | WCAG 2.0 Success Criterion 3.1.3 and 3.1.4 (Level AAA) |
| Write in the inverted pyramid style, with important information at top of pages and in the first two words of dot points | R | Web Publishing Guideline |
| Explain or expand abbreviations or unusual words | R | WCAG 2.0 Success Criterion 3.1.3 and 3.1.4 (Level AAA) |
| Ensure content is written for target audience | R | WCAG 2.0 Success Criterion 3.1.5 (Level AAA) |

## Server configuration requirements

| Requirements | M or R | Legislation, policy, guideline or WCAG checkpoint/success criterion |
|---|---|---|
| Restrict access to sensitive information where appropriate and protect sensitive files from indexing by search engines | M | Web Publishing Guideline |
| Use customised error pages when possible, that include a contact for more assistance | M | WCAG 2.0 Success Criterion 3.3.1 (Level A) |
| Use server level redirects in preference to page level redirects unless the page level redirect is instant | R | WCAG 2.0 Success Criterion 3.2.5 (Level AAA) |

## Image requirements

| Requirements | M or R | Legislation, policy, guideline or WCAG checkpoint/success criterion |
|---|---|---|
| Include a text equivalent for all images | M | WCAG 2.0 Success Criterion 1.1.1 (Level A) |
| Ensure a Personal information Consent - Photographs Form has been signed by all people in the images (available from the Governance and Legal website) | M | UTAS Personal information Consent Form |
| An image of a person, or persons, under the age of 18 cannot be displayed on a UTAS website without the consent of their legal guardian | M | UTAS Personal information Consent Form |
| Ensure the file size of images are as small as possible to reduce the download speed (Refer to Content download speed requirements) | M | Web Publishing Guideline |

## Link requirements

| Requirements | M or R | Legislation, policy, guideline or WCAG checkpoint/success criterion |
|---|---|---|
| Ensure links are distinguished from surrounding text by underlining and colour | M | WCAG 2.0 Success Criterion 1.4.1 (Level A) |
| Use link text that makes sense when read out of context (e.g. do not use link text such as 'click here' or 'read more') | M | WCAG 2.0 Success Criterion 2.4.4 (Level A) |
| Include the format and size of non-HTML files in the link text e.g. Policy (PDF 25KB) or Policy (Word 85KB) | M | WCAG 2.0 Success Criterion 2.4.4 (Level A) |
| Ensure URLs are not used as link text | M | WCAG 2.0 Success Criterion 2.4.4 (Level A) |
| Don't use the same link text to point to different URLs (unless the title attribute is used) | M | WCAG 2.0 Success Criterion 2.4.4 (Level A) |
| If a link opens in a new window, warn the user in the link text or title attribute | M | WCAG 2.0 Success Criterion 3.2.1 (Level A) |
| Related links are grouped | R | Web Publishing Guideline |
| On long pages, provide 'back to top' links at the bottom of the page and at regular intervals throughout the page | R | Web Publishing Guideline |

## Metadata requirements

| Requirements | M or R | Legislation, policy, guideline or WCAG checkpoint/success criterion |
|---|---|---|
| Page title must be unique and include metadata title – the title of the page that can contain the same text as the &lt;title&gt; HTML element, must be under 65 characters in length:<br><br>&lt;meta name="DC.title" content="Home – UTAS - The University of Tasmania, Australia" /&gt; | M | WCAG 2.0 Success Criterion 2.4.2 (Level A) |
| Description – a description of the page, must be under 150 characters in length;<br><br>&lt;meta name="DC.description" content="a summary of the page" /&gt;<br>And:<br><br>&lt;meta content=" a summary of the page " name="Description"&gt; | M | WCAG 2.0 Success Criterion 2.4.2 (Level A) |
| Identifier - a unique identifier, the production URL of the page:<br>&lt;meta content="page URL" scheme="URI" name="DC.identifier"&gt; | M | Web Publishing Guideline |

| Rights – the URL to the copyright statement:<br><meta name="DC.rights" scheme="URI" content="http://www.utas.edu.au/copyright-statement/" /> | M | Web Publishing Guideline |
|---|---|---|
| Publisher – the name of the organisation:<br><meta name="DC.publisher" content="The University of Tasmania" /> | M | Web Publishing Guideline |
| Content Type – the type of document:<br><meta http-equiv="content-type" content="text/html; charset=utf-8" /> | M | Web Publishing Guideline |
| Date Modified – the date the page was last modified, presented in ISO 8601 format:<br><meta name="DC.date.modified" content="YYYY-MM-DD" /> | R | Web Publishing Guideline |
| Date Created – the date the page was created, presented in ISO 8601 format:<br><meta name="DC.date.created" content="YYYY-MM-DD" /> | R | Web Publishing Guideline |
| Creator – the entity responsible for authorising the site, presented as the position title:<br><meta name="DC.creator" content="Position Title" /> | R | Web Publishing Guideline |

## Form requirements

| Requirements | M or R | Legislation, policy, guideline or WCAG checkpoint/success criterion |
|---|---|---|
| Provide users enough time to read and use content | M | WCAG 2.0 Success Criterion 2.2.1 (Level A) |
| Provide labels and instructions when content requires user input | M | WCAG 2.0 Success Criterion 3.2.2 (Level A) |

## Table requirements

| Requirements | M or R | Legislation, policy, guideline or WCAG checkpoint/success criterion |
|---|---|---|
| Format tables correctly using table headers, scope and summary attribute | M | WCAG 2.0 Success Criterion 1.3.1 (Level A) |

## Copyright requirements

| Requirements | M or R | Legislation, policy, guideline or WCAG checkpoint/success criterion |
|---|---|---|
| Copyright and Third Party material is used with permission from owners | M | Copyright Act 1968 (Cwlth) |
| A link in the footer called 'Copyright' – that links to the Copyright Statement. | M | Copyright Act 1968 (Cwlth) |

## Feedback requirements

| Requirements | M or R | Legislation, policy, guideline or WCAG checkpoint/success criterion |
|---|---|---|
| Ensure feedback goes to appropriate person | M | Web Publishing Guideline |
| Inform user their feedback has been received | M | Web Publishing Guideline |
| Link to feedback is present in footer of every page | M | Web Visual Standard |

## Non-HTML content requirements

Guidelines for ALL non-HTML files (i.e. Video, sound, PDF, Word, RTF, etc) provided on a UTAS website:

| Requirements | M or R | Legislation, policy, guideline or WCAG checkpoint/success criterion |
|---|---|---|
| Provide a text equivalent for every non-text file or element (e.g., provide alt text for images, transcripts for video and sound files) | M | WCAG 2.0 Success Criterion 1.1.1 (Level A) |
| Provide the name and contact details of someone who can provide more information or assistance with the non-HTML content | M | Web Publishing Guideline |
| Provide a unique title in the Document Properties | M | Web Publishing Guideline |
| Identify the human language of the file in the Document Properties | M | Web Publishing Guideline |
| Update the text equivalent whenever the non-text object changes | M | Web Publishing Guideline |
| Ensure content has a logical reading order | M | Web Publishing Guideline |
| Text in the link to the non-HTML files needs to be unique, descriptive and make sense when read out of context (e.g. do not use link text such as 'click here' or 'read more') | M | Web Publishing Guideline |
| Include the format and size of non-HTML files in the link text e.g. Privacy Policy (PDF 25KB) or Privacy Policy (Word 85KB) | M | WCAG 2.0 Success Criterion 2.4.4 (Level A) |
| Use lower case file names | R | Web Publishing Guideline |
| Don't include spaces in file names | R | Web Publishing Guideline |
| Except where the version or year of a document is relevant to its content (e.g. Annual Report 2008), don't include the version number or year in file names. This allows for revised versions to easily replace superseded versions of the same document | R | Web Publishing Guideline |
| Optimise the non-HTML files to the smallest possible size, thereby decreasing the download time and increasing the accessibility of files (Refer to Content download speed requirements). | R | Web Publishing Guideline |
| Use clear simple language appropriate for the site users | R | Web Publishing Guideline |
| Consider if the non-HTML file could be a HTML file instead – which is more easily accessible by a larger variety of site users | R | Web Publishing Guideline |
| Consider the size of the non-HTML file – it may be necessary to break document into sections because each section will take less time to download (Refer to Content download speed requirements) | R | Refer to Content download speed |

## Specific PDF requirements

In addition to the Non-HTML file requirements above, when loading PDFs on a UTAS website, please note the requirements in the table below:

| Requirements | M or R | Legislation, policy, guideline or WCAG checkpoint/success criterion |
|---|---|---|
| Use real text, not a scanned image of text | M | WCAG 2.0 Success Criterion 1.1.1 (Level A) |
| Use structural tags and navigation aids in the parent WORD document such as headings (not just large bold fonts), lists, links and a table of contents | M | WCAG 2.0 Success Criterion 1.3.1 (Level A) |
| Create Tagged PDF by using Adobe Acrobat 5.0 or higher, which has better accessibility features than earlier versions. Tagged PDF allows PDF files to apply a logical document structure that can be used by small-screen devices and alternative browsing software such as screen readers, and are therefore more accessible for the visually impaired | M | Web Publishing Guideline |

## Specific MS Word document requirements

In addition to the Non-HTML file requirements above, when loading an MS Word document on a UTAS website, please note the requirements in the table below:

| Requirements | M or R | Legislation, policy, guideline or WCAG checkpoint/success criterion |
|---|---|---|
| Use structural tags and navigation aids in the parent document such as headings (not just large bold fonts), lists, links and a table of contents | M | WCAG 2.0 Success Criterion 1.3.1 (Level A) |

## Note: Converting MS Word files

Copying Word files into web pages can bring with it custom tags that may cause some browsers and screen readers to misinterpret and therefore render the page incorrectly. To aid the use of structural tags and navigational aids the custom tags need to be removed. The UWCMS and Adobe Dreamweaver have built-in capabilities for 'cleaning up' Word HTML, and these

## Specific MS PowerPoint presentation requirements

In addition to the non-HTML file requirements above, when loading MS PowerPoint presentations on a UTAS website, please note the requirements in the table below:

| Requirements | M or R | Legislation, policy, guideline or WCAG checkpoint/success criterion |
|---|---|---|
| Use structural tags and navigation aids in the parent document such as slide title (not just large bold fonts), lists and links | M | WCAG 2.0 Success Criterion 1.3.1 (Level A) |
| Don't rely on colour alone to convey information – also use text and shapes | M | Web Publishing Guideline |
| Choose high contrast colours for text on a background – test by changing the monitor display to black and white, or print the page on a black and white printer | R | Web Publishing Guideline |

## Specific Flash requirements

In addition to the Non-HTML file requirements above, when loading Flash on a UTAS website, the Flash item must be accessible to people with disabilities, which will also increase the usability for non-disabled users. Please follow these guidelines:

| Requirements | M or R | Legislation, policy, guideline or WCAG checkpoint/success criterion |
|---|---|---|
| **Hearing disabilities**: provide synchronised captions for any audio that conveys content | M | WCAG 2.0 Success Criterion 1.1.1 (Level A) |
| **Blindness:**<br>• ensure screen reader accessibility or provide an accessible alternative<br>• provide textual equivalents for all non-text elements that convey content or provide a function<br>• ensure keyboard accessibility<br>• warn users of screen readers if a self-voicing item will play and give them the option of stopping the audio, but do not interfere with screen reader audio or keyboard commands. | M | WCAG 2.0 Success Criterion 1.1.1 (Level A) |
| **Low vision**:<br>• provide plenty of contrast<br>• allow the Flash content to scale to a larger size – note that Flash is based on vector objects (mathematically defined lines and shapes) rather than raster (pixels of differing colours) technology, therefore most Flash content can be easily scaled to any size without distortion. Individuals with low vision may be able to interact with Flash content in ways not possible with HTML content. | M | WCAG 2.0 Success Criterion 1.4.1 (Level A) |
| **Cognitive disabilities**:<br>• give users control over time sensitive content<br>• be consistent, and provide easy to use controls and navigation schemes<br>• use the clearest, simplest language appropriate to the content | M | WCAG 2.0 Success Criterion 2.2.1 (Level A) |
| **Photo epilepsy**: remove strobing content that flashes between 4 and 59 times per second | M | WCAG 2.0 Success Criterion 2.3.1 (Level A) |
| **Motor disabilities**: ensure the Flash content does not require the fine motor skills of a site user and that the content is keyboard accessible (not just mouse operated) | M | WCAG 2.0 Success Criterion 3.3.1 (Level A) |

## Website planning

Creating a plan of the structure of a website is the essential first step in establishing a new website or reviewing an existing website. Careful planning can be the difference between producing a website where information is easy to find or difficult to discover for more information refer to the section on Website planning on the Web Services website.

## New websites

All new websites must follow a planning process focused on the users of the site. For hints and tips on planning a new website, refer to the Web Services website.

## Existing websites

To assist with the task of redeveloping an existing website, refer to the Web Services website for an outline of the planning process.

## Search engine optimisation

The aim of these guidelines is that assist all client groups or site users to find relevant information through search, either externally or through the UTAS search engine. Pages from the UTAS web presence found by search (landing pages) will be of the highest possible quality and relevance to users.

| Requirements | M or R | Legislation, policy, guideline or WCAG checkpoint/success criterion |
|---|---|---|
| Use structural mark-up appropriately, e.g.: headings, (not just large bold fonts) italics for emphasis | M | WCAG 2.0 Success Criterion 1.3.1 (Level A) |
| Page Title – must be unique for each page and under 65 characters in length: <title>a unique page title</title> | M | WCAG 2.0 Success Criterion 2.4.2 (Level A) |
| All mark-up (HTML, CSS, scripting languages) will adhere to current standards and validate without errors | M | WCAG 2.0 Success Criterion 4.1.1 (Level A) |
| Write in the inverted pyramid style, with important information at top of pages and in the first two words of dot points | R | Web Publishing Guideline |

## Quality assurance

## QA process

To assist with managing content and producing quality websites, a quality assurance process needs to include:

- an editorial review process, including ensuring the continuity of editing and publishing duties
- training for staff, such as writing for the web and using the UWCMS
- an approval process for content on the website where dictated
- a maintenance schedule that covers staff workload issues on large sites
- a checklist of items to be tested prior to publishing each page (including metadata, markup, broken links, page size, cross browser check, accessibility, spelling, etc)
- a site audit, known as a 'Health Check', conducted on the site on a regular basis – at least every two years. For more details, refer to the section in these guidelines on Site audits
- a site metrics review on a regular basis to:

  - note traffic patterns
  - find pages that are not used and could be deleted
  - collate popular search terms used by target audiences
  - ensure the site is in UTAS search engine collection, and
  - an appropriate feedback mechanism.

**Site metrics**

UTAS search engine statistics reveal the content on the site that users are searching for and if the site is effective. This information:

- provides a valuable insight into the information needs of target audiences, and
- indicates content that could be improved or deleted.

**Website testing**

Websites can be evaluated using a variety of testing methods. Website testing covers usability and accessibility issues that can impact on the site's ability to perform at the highest level.

Site Coordinators can undertake testing using these methods or contact Web Services via the ITR Service Desk on service.desk@utas.edu.au or phone 1818 for more information.

**Site audits**

The following site auditing services are offered by Web & Learning Services.

**Health checks**

A site audit, known as a Health Check, focuses on criteria representing best practice for website quality.

It is recommended that a Health Check be conducted:

- at least every second year
- when relevant legislation or standards change
- if a new site coordinator is appointed, and
- if the site becomes the responsibility for another section/site authoriser.

To request a Health Check, contact the ITR Service Desk on 1818 or email service.desk@utas.edu.au.

**Compliance auditing**

Web & Learning Services will independently audit websites for compliance with the Web Policy, the Web Visual Standard and these Guidelines.

Websites that do not comply with the mandatory requirements of these guidelines will be managed as outlined under Breaches and misconduct.

## Website and web page retention

Certain types of information on UTAS websites must be captured and stored in a recordkeeping system in compliance with the UTAS Records Management Policy and Records Management Guidelines to comply with the requirements of the Tasmanian *Archives Act 1983*[2]*.* Information that must be captured includes:

- significant versions/variations in content, including previous versions of information containing significant variations in content, which should be retained as required by the *Archives Act 1983* as described by the Records Management Policy[3] and Records Management Guidelines[4]
- information describing the difference between significant versions
- information that is evidence of business transactions.

As such, UTAS web servers, standard server backup regimes and content management systems are not to be used as recordkeeping systems, as they cannot capture the required transaction information and associated information describing the changes. This must be done in a UTAS-mandated recordkeeping system. For further advice, please contact the UTAS Records Management Unit.

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[2] *Archives Act 1983* ([www.thelaw.tas.gov.au](www.thelaw.tas.gov.au))
[3] Records Management Policy ([www.utas.edu.au/governance_legal/rmu/rmpolicy.pdf](www.utas.edu.au/governance_legal/rmu/rmpolicy.pdf))
[4] Records Management Guidelines ([www.utas.edu.au/governance_legal/rmu/rmguidelines.pdf](www.utas.edu.au/governance_legal/rmu/rmguidelines.pdf))

## Glossary

| Term | Definition |
|---|---|
| AARNet | Australian and Academic Research Network (http://www.aarnet.edu.au/) |
| Content | Includes text, images, non-html files (such as PDF, Word and RTF documents), metadata, sound, pictures, animation, video, software, etc, whether combined or separately used on a website |
| CRICOS | Commonwealth Register of Institutions and Courses for Overseas Students |
| DNS | Domain Name Server |
| Domain name | The unique name that identifies an Internet site, separated by dots. |
| FQDN | Fully Qualified Domain Name |
| Home page | The front page of a website |
| ITR | Information Technology Resources |
| Mark-up | The background 'code' of a page, e.g. HTML |
| Organisational unit | Any College, Faculty, School, Division, Department, Centre, Institute, formal discipline group, university business enterprise or other discrete body where there is a direct or indirect reporting line to the Vice-Chancellor. |
| Screen reader/Assistive technology | A software program that interprets the contents of the screen aloud to a user. Screen readers are used primarily by individuals who are visually disabled |
| Search engine ranking | The ranking given to a search term in a list of results produced by a search engine |
| Site approver | A staff member who approves the website content created or updated by a site author. |
| Site author | A staff member who creates or edits content on the website. |
| Site authoriser | The head of a UTAS organisational unit who is responsible for that organisational unit's website(s). |
| Site coordinator | A staff member who manages the site and may also be the site approver (Note: this person must NOT be the Site Authoriser as identified in the footer). |
| Site user | Also known as a site visitor, a site user visits a site and attempts to find information or interact with the site |
| UWCMS | University Web Content Management System, currently MySource Matrix |
| URL | Stands for Uniform Resource Locator and is also known as a web address. It specifies where a website can be found and provides a mechanism for retrieving it |
| Virtual server | A fully functioning web server that resides within the UTAS domain |
| W3C | World Wide Web Consortium |
| W3C WCAG | Stands for World Wide Web Consortium Web Content Accessibility Guidelines. These two sets of guidelines (1.0 and 2.0) help website content to be accessible by a range of site users. |
| Web address | Refers to the address of the web page e.g. www.utas.edu.au/council. A web address is also known as a URL |
| Web browser | Software that enables a site user to display and interact with content on a web page |
| Web page | Contains information and can be accessed through a web browser and displayed on a computer screen and read assistive technology |
| Website | A collection of related web pages usually accessible via the Internet |

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