

Web 101 – Quick Reference Sheet

Area	Best Practices	Avoid
Images	<ul style="list-style-type: none"> • Use descriptive “alt” tags to describe the function of each image. • Resize your image before you upload it to the web • Get permission before you post images of students, faculty or staff in a non-public setting 	<ul style="list-style-type: none"> • Images that take up all of your viewable page • Animated images unless it adds meaning to the content
Fonts	<ul style="list-style-type: none"> • Use websafe fonts such as Arial or Verdana. • Use default text sizes so that users can easily scale to enlarge text in their browser. • Use header styles (H1, H2, etc) 	<ul style="list-style-type: none"> • Copying text from MS Word without cleaning or pasting as plain text. •
Links	<ul style="list-style-type: none"> • Use web standard blue color with underline • Use descriptive text (eg Multicultural Newsletter) • Left justify lists, including links • Bring up a new window when linking to a PDF or a non-COCC web page. 	<ul style="list-style-type: none"> • Using a different color for links • Underlining text that is not a link • Using click here • Centering link text
Color	<ul style="list-style-type: none"> • Use black or dark grey text on a light background • Highlight important items using bold or italics rather than color 	<ul style="list-style-type: none"> • Colors that are difficult for color-blind viewers to distinguish (red/green) • Highlighted text
Writing	<ul style="list-style-type: none"> • Write content relevant to your audience • Put main content points at the beginning (Inverted pyramid) • Use clear concise headlines and headings to organize content • Keep sentences/content short, omit unnecessary words • Write in plain text, avoid marketing speak or jargon • Use bullet points, lists, or tables 	<ul style="list-style-type: none"> • Writing in all caps • Blah, blah, blah text • Wall of words