

## Best Practices for the Web – Do’s and Don’ts

	Do’s	Don’ts
<b>Images</b>	<ul style="list-style-type: none"> <li>• Provide appropriate alternative text (“image description”)</li> <li>• Re-size image files before uploading</li> <li>• Re-name files before uploading</li> </ul>	<ul style="list-style-type: none"> <li>• Do not use images in place of text</li> </ul>
<b>Links</b>	<ul style="list-style-type: none"> <li>• Ensure links make sense out of context</li> </ul>	<ul style="list-style-type: none"> <li>• Do not write links as “here,” “click here,” or “read more”</li> <li>• Do not use the URL as the link text</li> <li>• Do not copy and paste dotCMS URLs from the browser’s address bar</li> </ul>
<b>Email Addresses</b>	<ul style="list-style-type: none"> <li>• Type out the entire email address as the link text</li> <li>• Select “OK” when asked to add a mailto: prefix</li> </ul>	<ul style="list-style-type: none"> <li>• Do not use mailto: links for anything besides email addresses</li> <li>• YES: <a href="mailto:communications@coloradocollege.edu">communications@coloradocollege.edu</a></li> <li>• NO: <a href="#">Contact Us</a> (linked to <a href="mailto:communications@coloradocollege.edu">mailto:communications@coloradocollege.edu</a>)</li> </ul>
<b>Headings</b>	<ul style="list-style-type: none"> <li>• Provide appropriate, hierarchical document headings</li> </ul>	<ul style="list-style-type: none"> <li>• Do not skip heading sizes</li> <li>• Do not format text (e.g., bold) in place of headings</li> <li>• Do not use headings for content that is not a heading (e.g., paragraphs)</li> </ul>
<b>Styles</b>	<ul style="list-style-type: none"> <li>• Use the “intro” format if you have an introductory paragraph that you would like to stand out</li> </ul>	<ul style="list-style-type: none"> <li>• Do not bold, italicize, or use headings for entire paragraphs</li> <li>• Never underline text</li> </ul>
<b>dotCMS-specific</b>	<ul style="list-style-type: none"> <li>• Unpublish a PDF directly in the folder that it lives in when removing an outdated PDF from a page</li> <li>• Be specific when titling web page content</li> </ul>	<ul style="list-style-type: none"> <li>• Do not edit over someone else’s existing widget. Make a new widget instead.</li> </ul>