

## Website Review Checklist

For more information on how to check for and/or fix each item, go to:  
[it.usu.edu/web/documentation/website-review](http://it.usu.edu/web/documentation/website-review)

- Site Editors updated.** Are the group editors current? If you know of any changes to your website editors in the last year, email [pad@usu.edu](mailto:pad@usu.edu) to have editors added or removed. Please include the full name and A number for any person being added or removed.
- Double-check **top navigation menu**. Is it clear and easy to use? Are there duplicate links that could be removed? Look for any opportunities to be more concise.
- Keyboard Accessibility. Can you tab through your navigation using only your keyboard? If you can't see a visual indicator of your cursor when you use the keyboard, contact [pad@usu.edu](mailto:pad@usu.edu).

### Pages (Names & Content)

- All page titles should follow this structure: "Page Title | Site Name | USU"
  - "**| USU**" is appended to the end of every page title automatically, so **don't manually type it out**, just the page title and site name.
- Check every page and update regularly!
  - Remove old content - (Does this landing page for an event from 2014 need to stay around, or can it be deleted?)
  - Consolidate - (Could these three pages with one paragraph each be combined into one page?)
- Publish pages at least once every year, even if it's just to confirm the page is still relevant and in use. Pages not getting published at least once every 12 months may be flagged and reviewed by the IT Web team. (Note: It is possible to publish the entire site at once, but it's strongly recommended that each page receives a review, to make this step worthwhile.)

### Links

- Should be meaningful text, keywords (check out any Wikipedia article for a great example)
- Reword any "Click here", "PDF", "More info", etc., links. These phrases don't describe the link destination, and provide no substance for users with visual disabilities. Link text should indicate a destination.

Note: It isn't necessary to show the full URL on a page, instead of regular text. If someone wants to copy a link, they can right-click on the link and copy the URL.

- Internal links should open in tab
  - Links to other pages **within** your website should open in the same tab
- External links, and files, should open in new tab
  - PDFs and links to other sites will take the user away from your site
  - Rule of thumb: if you can't see your site's navigation anymore, it should open in a new tab
- Should visually appear as a link, underlined and/or blue, or as a button

- If a header is a link, it doesn't have a color or underline, so it's not an obvious link to your users. Consider using a different way to emphasize your text, besides header text, so your hyperlinks will show up properly.
- ❑ If an image is also a link, the link title should indicate the link destination, while the image description text should describe the image.
  - If the image is a picture OF text, it should be styled text instead of an image. Buttons are supposed to be styled in code, not linked pictures.

## Headers

- ❑ Headers are for STRUCTURE, not necessarily design. Properly-nested headers should look nice, but they are primarily for content structure and hierarchy.
- ❑ Only one H1 per page - the page title.
  - If a page contains an H3, it should first have an H2 - properly nest.
  - This affects Search Engine Optimization (SEO) and accessibility!
- ❑ Shouldn't be links!
  - Headers aren't designed to look like hyperlinks, so the links aren't as obvious on your page if they're in header text. Consider a style change for any linked headers.
- ❑ "Empty header" accessibility issues
  - ❑ Edit content with Show Blocks tool turned on. Are you using <p> containers for white space between content, or <H> containers? <H> containers must have content or they are considered "empty headers," a common accessibility issue. <p> or "paragraph" containers are more appropriate for adding aesthetic white space to your page.

## Images

- ❑ Alt text/descriptions - images that add context to the user's experience on your website should have meaningful descriptions. If the image is purely for decorative purposes, it can be simply marked as "decorative" in edit mode
- ❑ Fuzzy images should be replaced with better copies or different images
  - If an image takes a long time to load on a page, it might be too big! Try resizing the image and uploading a smaller version so it loads faster. (Note: This requires using a smaller, different version of the image, not just resizing it in the Insert/Edit Image pop-up. Changing the dimensions in this pop-up will alter the visible size, but not the actual size of the image. If you need help cropping images within OU Campus, or on your desktop, reach out to [pad@usu.edu](mailto:pad@usu.edu).)