

Page Approval Checklist

Voice/Accessibility:

- Short words?
- Short sentences?
- Short paragraphs?
- Standard word order?
- Active voice?
- Is it friendly, conversational?

Documents:

- In PDF form?
- Rendered accessible?

Images:

- Correct size?
- Descriptive name?
- Complete alt-text?

Web page formatting:

- Are heading styles used correctly and in order?
- Formatting applied in the widget, not pasted from another program; e.g., bullets, numbers, tables?
- Strong (bold) and (italic) text applied correctly?
- Descriptive embedded link text used, not “click here”?
- Correct use of external and internal links?
- Links are live?

Side column widget order:

- Side navigation?
- Buttons (if any)?
- Contact?
- Proper email format?
- Optional: Hours?
- Calendar?
- Optional News OR Social?

Main column:

- Level 1 page: Image buttons?
- Level 2 page: Image, accordion or tabs widget?
- Hide font, share, feedback line?
- Hide free viewer download?

Scheduled review:

- Have you added a review period in Page Details?

Accessibility tested?

- Use <https://www.deque.com/axe/devtools/>

Creating Web Pages for Accessibility and Translation:

Start with the writing. Clear, simple writing can ease understanding and improve translations. The City of Salem goal is to use a friendly, conversational voice. Imagine two neighbors talking over a cup of coffee.

Short words. Use the simplest word for the job; for example, “use” instead of “utilize.”

Short sentences. No more than 15-20 words.

Short paragraphs. No more than 2-3 sentences.

Use standard English word order. subject, verb, object

Use active voice. It’s more direct, better understood and easier to translate.

Break up long noun strings. Too many nouns in a row can cause confusion. Example: Don’t use “computer monitor sun glare;” instead use “the sun glare on the computer monitor.”

Say it the same way. Synonyms get in the way of clarity.

Avoid humor. It rarely translates. Funny in one culture could be offensive in another.

Avoid abbreviations and acronyms. Both are roadblocks to comprehension.

Avoid idioms. Idioms are groups of words that have a meaning not clear based on the individual words. “No use crying over spilled milk” or “raining cats and dogs” are examples.

Add relative pronouns like “that” and “which.” Try them. They may improve understanding.

Refer to the City of Salem Style Guide for more detailed guidance on writing including sections on: Tone, Simplicity, Active Voice, Positive Emphasis, Avoiding Gender Bias, Plain Words and Phrases, Deleting Unnecessary Words, Age- and Disability-Related Terms.

Documents

All documents and their content must also be accessible, including PDFs.

Learn how to create or adjust to accessible PDFs:

<https://support.granicus.com/s/article/Introduction-to-Accessible-PDFs>

Images

Use consistent sizing: 1600x1067 pixels (horizontal) or 1067x1600 vertical for standard photos. You can adjust the size and location where the photo appears on the page by right clicking the image and selecting “Properties.” The aspect ratio should remain locked in properties, even if you change the size. The ratio is about 3:2.

1. Photos for home page hero shots must be 1600x452.

2. Photos for home page video thumbnails must be sized correctly when added to the Images Library at 373x240 pixels.

Name photo to include common search terms. Examples: Image of a birch tree in a park: birch, tree, park.

Always include alternative text (alt-text) that describes what the image contains. If the image has text, also include the text in the alt-text description.

Web Page Formatting for Accessibility

Granicus website pages are built with accessibility in mind. Here are the top things to do to comply with accessibility standards.

Heading Styles: Always use in the proper order (H1, H2, H3...) and don't skip heading sizes. Don't select bold, underline or italic options from the top options. Instead, select HTML from the bottom of the widget and find the text to be bolded or italicized (don't use underline because it will be confused for a link. Bracket the text with the following coding:

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<strong> for bolding</strong>
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<em>for italic</em>
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Numbered and bulleted lists: Don't copy and paste from Word or another Program. Format your lists using the options from the content editing area. Use bullets for lists and numbers for steps.

Links: Use descriptive link text like "Sign up to enter" or "Read more about trees." Never create link that only say "click here." Apply external links from the "chain link" icon. Select links from within the website using the "internal links" window.

Side column order:

1. Side navigation
2. Buttons (if any)
3. Contact:
 - a. "Contact Us" using Headline 2 forms reverse bar (only in side)
 - b. "Department" using strong text
 - c. Address
 - d. Phones
 - e. subject email; i.e., salemparks@cityofsalem.net (if email address runs over one line, simply use "email" linked to the appropriate address)
4. Hours (if needed)
5. Calendar (optional)
6. News OR Social (optional)

Hide these features:

- font, share, feedback, print line
- free viewers (for documents)

Document Folder

Display File Path Breadcrumb
 Yes No

Display Links to Document Viewers
 Yes No

Default File Selection Order

Page Title

Page Title *
Connect with Us

Page Subtitle

Display Title
 Yes No

Display Subtitle
 Yes No

Display Breadcrumb
 Yes No

Display Common Page Actions
 Yes No