

WEBSITE AUDIT CHECKLIST

Branding

	Colour	Use the Western University and the Schulich School of Medicine & Dentistry's official colours: purple, grey (silver), and white. Purple PMS 268 Cool Grey PMS U10
	Typography	When copying and pasting text into CASCADE the word formatting code is copied as well. For best results copy and paste text into Notepad first and then to CASCADE. This step will ensure the CASCADE style guide is in effect and will format the pages correctly. An acceptable substitute "system font" is Arial. Arial is a readily available font in all computer applications.
	Images	Use images that best represent your faculty/department/lab. Not just any stock image you can locate.
	Videos	Embed videos using the embed code provided by the source.
	About Us Page	This page tells website users who you are and what you do, while aligning with the school's overall vision, mission and values. Please have a write up for this page.
	Active Voice	Use active voice. Active voice shows the subject doing the action. "Jane loves Western." Jane is the subject who is doing the action, which in this case, is loving Western.
	Abbreviations/acronyms	Spell out all abbreviations/acronyms as not all your website users will know what the abbreviations/acronyms mean. This is especially important on your landing page.
	Alumni	Alumna (s.), alumnae (pl.) for women who graduated from the university; Alumnus (s.) and alumni (pl.) for men who graduated from the university; Alumni for a group of men and women who graduated from the university; Never use alum.
	Building Names	Capitalize the proper name of buildings, including the word 'building,' if it is an integral part of the proper name. Never use abbreviations/acronyms.

	Bulleted Lists	<p>The introductory sentence is usually an independent clause and ends with a colon. Each bulleted item should begin with an uppercase letter and end with a semicolon until the last entry, which should end in a period.</p> <p>Use CASCADE Format – Custom - Squarelist</p>
	Class of ...	<p>Capitalize and use full, not abbreviated, date.</p> <p>Jane Smith, Dentistry Class of 2019 and event organizer.</p>
	Dates	<p>Write all information in Time, Day/Date, Location order.</p> <p>The meeting has been moved to 9:30 a.m. Tuesday, Nov. 11 in University College 2130.</p> <p>Abbreviate names of months more than five letters when followed by a date. (Jan. 1, Feb. 1, March 1, April 1, May 1, June 1, July 1, Aug.1, Sept. 1, Oct. 1, Nov. 1 and Dec. 1.)</p> <p>Do not use suffixes -st, -nd, -rd, -th.</p> <p>Use year only when referring to one other than the current year.</p> <p>The group first met on April 5, 2009. They have accomplished little since that date. At a Sept. 13 meeting, they hope to get back on track.</p>
	Days of the week	<p>Spell out. Never abbreviate days of the week.</p>
	Degrees	<p>It is acceptable to spell out the degree or to abbreviate it, depending on the context. When spelling out a degree, use upper case.</p> <p>There are many baccalaureate degrees.</p> <p>He earned a Bachelor’s Degree. She is working toward a Master’s Degree.</p> <p>She has a Bachelor of Arts in English. He has a Master of Arts degree.</p> <p>When abbreviating a degree, omit periods and punctuation marks.BA, MA, PhD and LLB</p> <p>Within a graduate profile, shorten as much as possible, degree and year of graduation without a space between the two.</p>

		Jane Smith, MA'10, is now pursuing doctoral work at Harvard University.
	Dr./PhD	<p>Dr. only in cases of a medical practitioner and/or dentist, and then only in the first reference. Subsequent references are last name only. If necessary for clarity or to establish academic credentials, use PhD following the first reference.</p> <p>Dr. John Smith performed the first-of-its-kind operation. Smith said it was his crowning achievement.</p> <p>Western University professor Jane Smith, PhD, now works in Guam as a consultant.</p>
	Email	Not e-mail or Email.
	Extension	Abbreviate as Ext. in all cases except for email signature, which is simply e.
	Exclamation marks	Do not use exclamation marks in any written material, on any banners or next to any photos.
	First Nation(s)	Capitalize in all instances.
	Health care	Health care (n.)
	London	Avoid using Ont. Unless needed for clarity please use ON
	Months	<p>Spell out when referring to the month generally. Abbreviate names of months more than five letters when followed by a date. (Jan. 1, Feb. 1, March 1, April 1, May 1, June 1, July 1, Aug.1, Sept. 1, Oct. 1, Nov. 1 and Dec. 1.)</p> <p>Let's get together in September.</p> <p>Let's meet on Sept. 5.</p> <p>Let's meet in May, perhaps somewhere around May 5.</p>
	Numbers	<p>As a rule, spell out numbers between zero and nine, use numerals for 10 and higher or lower than zero.</p> <p>Always spell out a number that begins a sentence. That is, unless it is a year. If the number is large or would be cumbersome to spell out, reword the sentence so the number doesn't begin it. The goal is readability.</p>
	Time	<p>Use figures except for noon and midnight. Use a colon to separate hours from minutes. 5 p.m. 10:30 a.m.</p> <p>Write all information in Time, Day/Date, Location order.</p>

		The meeting has been moved to 9:30 a.m. Tuesday, Nov. 11 in University College 2130.
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Design

	Consistent Website Formatting	Use a consistent template format for navigation, headers, text, typography and hyperlinks. Subpages of the main navigation need to stay consistent in that if one subpage has a banner image, all subpages need a banner. Please add banners to all subpages or remove the banners.
	Focused Layout	Use the layout of your site to highlight the most important content. Place critical content above and allow less important content to follow.
	Organize Content	Follow the clear and consistent structure from one block to another without overwhelming the user.
	White Space	Use white space to separate content. White space helps reduce the cognitive load of users, it also make it easier for users to segment and digest the information presented.
	Banners	Use banners to draw attention to important content or call to actions. Plan to take horizontal photographs to fit the banner size. Websites using the 2017 web design: Homepage (banner/slide) 1920 x 600 Sub-page banner 880 x 300 News image 408 x 197 2-column images 415 x 286 3-column images 272 x 183 Right sidebar 245 x 110 Faculty/staff directory 160 x 180 Use banner text captions for title and summary of the banner. https://www.schulich.uwo.ca/communications/services/web_design/image_guidelines_and_resources.html Limit the number homepage banners to six.
	Call to Action	Use words or phrases that encourage/prompts users to take action. (i.e. Submit an abstract, register today, watch video)
	Control the Bling	Limit bling. Limit “pop” or “sparkle” at the cost of the user experience. Consider using banner to draw attention to important content. Do not use

		exclamation marks in any written material, on any banners or next to any photos.
	Spacing	Check spacing between banner and titles on the web page. Check spacing between banner and content. Make sure it is consistent.
	Images	<p>Use correctly size images for different sections of the website. Check that images are not stretched or pixelated.</p> <p>Websites using the 2017 web design: Homepage (banner/slide) 1920 x 600 Sub-page banner 880 x 300 News image 408 x 197 2-column images 415 x 286 3-column images 272 x 183 Right sidebar 245 x 110 Faculty/staff directory 160 x 180</p> <p>https://www.schulich.uwo.ca/communications/services/web_design/image_guidelines_and_resources.html</p>
	Image Galleries	<p>Use image gallery code when showcasing a number of photos. Do not put a series of photos one after the other on a web page. Photos must be always placed in context if they are not in a banner or embedded in feature story.</p> <p>https://communications.uwo.ca/comms/web_design/standards/instructions.html</p>
	Naming Convention for images and PDFs, Word documents	Images and uploaded documents should not have spaces in the name. Use dashes or underlines between words or leave no spaces but capitalize each word (e.g. ThisIsTheName or this_is_the_name)
	Header	School logo and faculty/department/lab name displayed.
	Footer – Contact information	<p>Must include contact information</p> <p>© 1878 - 2019 Western University</p> <p>Faculty/Lab name Building Name, Room # London, Ontario, Canada, N6A 5C1 Tel: 519.661.3459</p> <p>Privacy Web Standards Terms of Use Accessibility</p>
	Footer – Social Media	All social media icons must link back to the following main accounts, unless discussed otherwise.

		https://www.facebook.com/SchulichMedicineAndDentistry/ https://twitter.com/SchulichMedDent https://www.instagram.com/schulichmeddent/ https://www.youtube.com/view_playlist?p=A0E847DD01BOFA01 https://www.linkedin.com/school/westernuniversity/
	Footer – Popular Resources	Check often to make sure links are not broken. Update regularly.

Coding

	Accordions	Check that all accordions are working correctly.
	Links	<p>Check that all links to internal and external URLs are not broken.</p> <p>External URLs and PDFs should open in a new window.</p> <p>URLs should be written in full, do not use “Click Here” as this is not ADOA compliant.</p>
	Tables	Avoid Table. Use appropriate blocks for the same effect. Tables present a variety of problems including support for mobile devices.

Usability

	Layout Meets Best Practices	Every website should include sections dedicated to a header, content, and footer. Include sidebars, or sections to the right or left of content, when appropriate.
	Navigation Used Appropriately	Every website should include a navigation in the header and should list the important pages. Navigation options should be no more than three levels deep.
	Content is Free of Spelling and Grammatical Errors	<p>Make sure website content is free of spelling errors, properly edited. Run spell check and check grammar.</p> <p>Always have two proof readers.</p>

	Readability Level is Appropriate	Make it simple enough so a majority of the target audience can understand it. If a user cannot digest the content, they will not stay on the website.
	Check Browser Rendering	Does your browser perform well across all major browsers and operating systems? A cross browser check is worth the time, as many browsers do render website differently.

Content

	Consistent	Content marketing requires regular publishing of content that is consistent in nature. Users will return if they see new content. The best way to do this is to set publishing goals and execute them.
	Relevant	Cover topics relevant to your faculty/department/lab.
	Engaging	Use a light tone that will bring in users, captivate them, and encourage them to discuss and share content in social media.
	Consolidate	Consolidate pages that are no longer relevant.
	Research Links	When listing other research resources always include: https://www.schulich.uwo.ca/research/ https://www.uwo.ca/research/