



V i r g i n i a C o m m o n w e a l t h U n i v e r s i t y

VCU Web Guidelines Checklist

The following checklist highlights the general process for developing a Web site and provides a summary of the university guidelines. For the full listing of guidelines, please refer to the VCU Web Publishing Guidelines site.

Planning a Web site

1. Plan ahead. Create a map of your Web site that indicates the names and number of links.
2. Determine URL of your site.
3. Develop your content. Research appropriate links and pay careful attention to university and medical center nomenclature usage, spelling and grammar, and overall content. Refer to the VCU Identity site for guidelines and examples.
4. Ensure general regulations regarding confidential information, sexually explicit material and copyright laws, etc., are met.

Designing a Web site

1. VCU branding elements have been used properly (refer to the VCU Identity site to download branding elements).
2. Maintain visual consistency across similar Web sites.
3. Choose colors and ensure enough visual contrast in text is used.
4. Ensure signature block of your organization's Web page is included on all pages.

Developing a Web site

1. Use standard HTML code.
2. Ensure all active links are working.
3. Test your site in various browsers, including Netscape and Explorer.
4. Ensure accessibility standards are met (Section 508).
5. Ensure pages load in reasonable amount of time.
6. Contact information provider to post site.

Maintaining a Web site

1. Review site periodically to ensure information is up to date
2. Review site to ensure all links go to active pages.