



Successful use of a Website

- A successful Website is one that is kept current and works consistently every time it is visited. If section and pdf names are kept consistent year after year, changes will not have to be made to the foundation web pages that house these links. If web section names are "aptly named" and kept consistent, users of our website will remember them and feel confident about finding them on our site. If our Website is kept up-to-date, parents and staff alike will come to rely on it for their primary source of information.
- After you have posted your pages don't forget to change your voice mail messages and email signature block to include a reference to information available on our Websites:
 - For example:
 - Summer School registration and general information is available at:
www.acalan.es.k12.ca.us/summerschool
 - Content Standards and Benchmarks and Courses of Study are available at:
www.acalan.es.k12.ca.us/curriculum
 - Student forms are available for download at: www.acalan.es.k12.ca.us/forms
 - Notice in the above examples, the Friendly URL has been used to simplify the web address. If you need help determining if there is a "friendly URL" that should be used, please refer to your School's Friendly URLs and Email Aliases list or email the [District Webmaster](#),
- In follow-up emails, include the hyperlink to the information requested. For example: This information is available for download at: <http://www.acalan.es.k12.ca.us/summerschool>. Unless you absolutely have to, **do not send a form as an attachment.**
- **Multiple copies of the same form or documents are never posted on websites.** Multiple copies of the same forms cannot successfully be kept current. Instead, please inform others (PTSA, Booster Sites, etc.) to always link to the district supported form – send them the hyperlink to the district or school site. Then all renderings of the form will always be current. **Always post one copy and link to it on many sites and as many times as needed.**
- Conceptually to get the greatest return on our investment our primary distribution of information should be from the Web. Our primary form of communication should be email. This means when we design, produce and distribute informational documents / forms the primary creative focus should be on how it can be most easily accessed via the Web. The following sections detail how this can be done.

Fonts, Styles and Margins

- Each site has chosen **custom font faces/styles/size and color schemes** that are embedded within our Schoolwires content management system.
- When using the **content editor in Schoolwires**, fonts will automatically appear in Times New Roman but when posted, they will be automatically rendered as the sites' chosen embedded custom font.
- **All hyperlinks should be bolded.**
- **Copying text directly from a Word Doc into your web page can be very difficult!** The Microsoft Word formatting of your text will be contained within the copy and make it very difficult for you to adhere to your sites chosen custom fonts and color schemes. Instead, either **remove all HTML formatting from the Word Doc** before using it to copy text or **copy the text into the Notepad** application on your computer and **then copy the text from the Notepad into the Schoolwires content editor.** The other option is to use the **Schoolwires Word copy functions.** Instructions for how to use these functions are found in our [Staff Technology FAQs webpage Copying from Word](#).
- **Fonts within documents** should be **changed to Arial.** PDF conversion of other fonts can occasionally corrupt the document and other fonts are not supported by all versions of all Web Browsers.
- **Do not use Justified Alignment** for text within a document. You will be unable to quickly edit justified text within a PDF.

- All posted PDF documents should have **top, bottom and side margins set to ½ inch.**

Composition Style

- In any pages or PDFs that will be posted on the Web, bold or italicized fonts should always be used for emphasis, grammar formatting. **UNLESS THE PHRASE IS HYPERLINKED, UNDERLINES MUST NEVER BE USED.**
 - When referring to book titles, always use the *italic* format.
Correct: *The Associated Press Style Book* is an essential source for journalists, students, editors and writers.
Incorrect: The Associated Press Style Book is an essential source for journalists, students, editors and writers.
 - When emphasizing information, always use the **bold** format.
Correct: The **deadline** for submission is **March 3, 2010.**
Incorrect: The deadline for submission is March 3, 2010.
- If you are **repurposing an MSWord DOC**
 - **Remove** any phrases like: “**Please visit us at our Website at...**” because when the document is posted the viewer is already on our website.
- **Before copying the Text** into the Schoolwires editor, to remove the Word formatting, **copy it from Word into Notepad.** Then **copy the Text from Notepad into the Schoolwires Content Editor.** The other option is to use the **Schoolwires Word copy functions.** Instructions for how to use these functions are found in our **Staff Technology FAQs webpage** [Copying from Word](#).
- Hyperlinks to addresses within your domain should always be set to open that areHyperlinks to outside web addresses should always open in a **NEW WINDOW.**
- Whenever possible, link to internal pages should always be set to either the “Relative Link” or if there is one, the page’s Friendly URL. If you need help determining if there is a “friendly URL” that should be used, please refer to your School’s Friendly URLs and Email Aliases list or email the [District Webmaster](#),
- **DO NOT SHOW THE URL or MAILTO WEB ADDRESS.** Within paragraph text, embed hyperlinks. For example:
Correct: Please [email the Webmaster](#)
Incorrect: Email our office at: webmaster@acalanes.k12.ca.us
Correct: The meeting dates are posted on our [Calendar](#).
Incorrect: The meeting dates are posted at: <http://www.acalanes.k12.ca.us/calendar>
- **If you have an email alias (job position), always use it** on a web page or in any of the supporting documents. Always embed email addresses that we have created for Web use. Currently active and available aliases include: [Summer School](#), [Student Services](#), [Accounts Payable](#), [Adult Education](#), [AHS Principal](#), [CHS Principal](#), [LLHS Principal](#), [MHS Principal](#), etc. Many of the appropriate email addresses available are linked on our website [Contact](#) page. If you need an additional email alias, please email the [AUHSD Helpdesk](#).
- You may choose to use the **Schoolwires Link Library page** if you have more than **3 links** to display. Please remember, links to outside websites should be **frequently tested** to make sure they still function and meet your page content needs.

- **DO NOT USE “click here” or “linked here” or phrases that don’t identify your linked content.**
One of the functions included in Schoolwires “Options” is the ability to:
 - **Link a Section directly to a supporting PDF or to another webpage.**
 - **Link a Page directly to a supporting PDF or to another webpage.**

Section Options

Modify the general and advanced options for your section.

General Advanced

Friendly Web Address:
Enter the text for your friendly web address without spaces. (Example: athletics)
If you entered athletics in this field, visitors could type <http://www.acalanes.k12.ca.us/athletics> to navigate directly to this area of your website.

Map Section to Web Address:
Direct visitors to this web address. Enter a full web address or browse your site.
<http://www.acalanes.k12.ca.us/cms/lib01/CA01001364/Centricity> Browse...

Navigation Options:

☐ Hide Section in Channel Navigation

☐ No Left Navigation

☐ Allow Navigation Imagery for Pages

☒ Enable Classic Hierarchy Navigation

Additional Options

☐ Display Last Modified Date

☐ Activate Restricted Formatting
Editors can only use pre-defined styles when formatting content.

Section Code
Allows you to create a relationship between the section and another system.
An example of a section code would be teacher ID from an existing SIS.

Save Cancel

Page Options

Page Name:
Test Dates for: ACT, PSAT, CAHSEE, SAT I & II

General Display Duration Background Image Advanced

☐ Hide this page from website navigation.

☐ Always show pages nested under this page.

☒ Show a bullet image next to this page.

Map Page to Web Address:
When a visitor navigates to your page, they will be directed to this web address. Enter a full web address (e.g., <http://www.schoolwires.com>).
testdates

Save Cancel

- For more information, read [“4 Reasons to Avoid Using “Click Here” in Link Text”](#).

Hyperlinks

- When the “Get Link” function is used to copy over a hyperlink, the shorter “Relative Web Address” should always be used.

Get Web Address

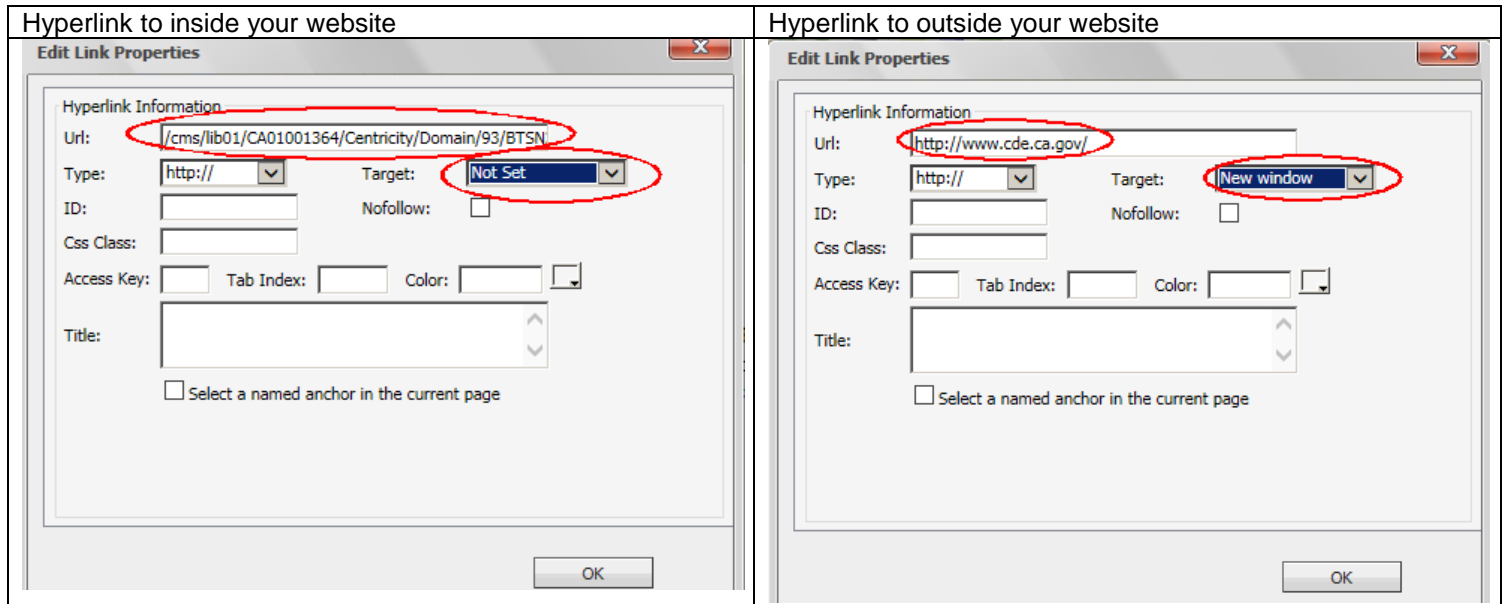
Right click a web address to copy it to your clipboard.

Full Web Address:
<http://www.acalanes.k12.ca.us/cms/lib01/CA01001364/Centricity>

Relative Web Address:
/cms/lib01/CA01001364/Centricity/domain/7/bizservices/FY_13-14

Close

- **Don't automatically set every hyperlink to open in a new window.** The “Open in new window” option for hyperlinks should only be used if it is going to a site outside of ours... Board Docs, Dept of Ed, etc.
- On pages with many collateral PDFs linked if someone was to click on all of the links and they were all set to open in a “new window” it would open each PDF in a new tab... if they are trying to find their way back to the original page, it can become very frustrating.
- You can either leave the option as “Not set”(defaults to the same page) or choose the “Same Window” option. The easiest workflow to use is to not touch this field unless the hyperlink it is going to an “outside” site.



Terminology to use:

- **ALWAYS use the more modern gender neutral terms of “they” and “their”** rather than he/she or hers/his, **student** rather than son/daughter and **parent/guardian** rather than mother/father.
- The technically correct spelling of email is email not e-mail.
Correct: email
Incorrect: e-mail
- The technically correct spelling of website is website not web-site.
Correct: website
Incorrect: web-site

Use Document Footings:

Copyright- All Rights Reserved, website address, date last updated, name of the document and page numbers.

For those Docs that are created by an AUHSD staff member, insert the following words as a footer paragraph:

©“Current Year” All rights reserved by Acalanes Union High School District

Date Last Updated: “MM/DD/YY”

“Document Title” Page “#” of “#”

Use of Specific Dates for Documents and Links:

- **Do not needlessly include a specific date in your referenced link text.** If the link on your page includes a date, please remember that the document hyperlinked will have to be updated within the time frame stated or your website will appear out of date. In reality, the document may not need to change from one date range to the next. Also, specifically dated documents can often not be supported in the stated date range. **Needlessly “dating” a referenced document or link will greatly increase website support time.**

Correct: Link = Volunteer Auto Use Form

Document Header: Volunteer Personal Automobile Use

Incorrect: Link = 2013-2014 Volunteer Auto Use Form

Document Header: 2013 – 2014 Volunteer Personal Automobile Use

- The above referenced form has actually only required one real update once in the last five years. If it had been date referenced, the website would have to have been updated 4 other times just to change the referenced date.
- **Do not include a specific date in your file name.** If your file names include dates, then every year supporting links on your website must be updated regardless of whether or not the actual file contents changed. Needlessly “dating” a document file name will greatly increase website support time.

Use of Scanned Documents

- **DO NOT POST NON OCR* FORMAT SCANNED DOCUMENTS ON OUR WEBSITES.**

This type of scanning converts your text to a graphical image:

- This image may not be straight or bright enough to be easily read.
- This image cannot be read by an ADA compliant reading application and can compromise our ADA Compliance.

To enable a scanned document to be OCR formatted in Adobe Acrobat use the Document Function, OCR Text Recognition, Recognize Text Recognition. When it has finished perform a “Save As” to reduce the file size of the document for Web posting.

*OCR = Optical Character Recognition. Technology used to identify characters in a digitized document - refers to the process by which scanned images are electronically “read” to convert them into editable text. This conversion is performed after scanning, and may output formatted text or text-only files (flat ASCII files). Text generated by OCR is often input into text search databases, allowing retrieval of the original scanned image based on its content.

Use of Word or Excel Formatted Documents

- Word and Excel and other MS Office documents that are used on “Public” website pages of our websites **must be converted to PDF format**. This allows for easy access by many different technology platforms.
- If you find that a .docx or .xlsx format **must be used**, then it should be **posted only on the “Private Portion”** of our websites and where access is only **available based on login permissions**.

File Names, File Storage, Active/Inactive Pages

- **Do not change the file names** that are currently set for your documents that have already been posted on the website. **If the file name changes, broken links will result in “page not found” errors on the Website.**
- The **file naming schema** for all “new” hyperlinked PDFs is without spaces or special characters (hyphens are okay to use) i.e.:
Correct: NewDocForposting.pdf
Incorrect: New Document for posting.pdf
This schema must be followed to enable LDAP interface to work correctly with older mail clients (clickable links within emails are clickable regardless of the email program the recipient is using).
- **Limit your file name to a maximum of 20 characters.** The shorter the file name, the better. Some Adobe versions encounter problems when trying to process extremely long file names.
Correct: WelcomeSeniors.pdf
Incorrect: AnnualWelcomeToAllGraduatingSeniors.pdf
- **Names of replacement documents/pdf(s) must be the same as the original.** If the name of the replacement document/pdf is not the same, **broken links will result in “page not found” errors on the Website.**
- **Do not include a specific date in your file name.** If your file names include dates, then supporting links on your website pages will also need to be updated whenever a newly dated file is posted to your website. Needlessly including a date in a document/PDF file name will add additional support time.
Correct: AnnualWelcome.pdf
Incorrect: AnnualWelcome2014.pdf
- **DO NOT USE** the Schoolwires Server as a file storage server.
 - **If a PFD file stored in Tools/File & Folders is no longer used, delete it from the Schoolwires server.**
 - If you want to use the file as a template, save it to the Website folder that has been created on your schools’ “Shared” drive and then delete it from the Schoolwires server.

- If a **PAGE stored within a section** is **no longer used**, **unlink all references** to it from all of your webpages and **then delete it**.
- If a **PAGE** is used only **for a specific time period** of the year, don't forget to **set the Display Duration** to determine when your active page displays on your website. It will automatically become inactive when its End Date current usefulness is completed.
 - Inactive pages can be either deleted, if they will never be used again – or
 - If the content will be reused in the future, inactive pages can be kept and updated with next year's dates. This is a great way to preset content to automatically appear (and disappear) in a timely manner.

Page Name:
Season's Greetings!

General **Display Duration** Background Image Advanced

Display Duration ?
Display duration determine when your active page displays on the end-user website.

Start Date:
12/01/2014

End Date:
01/04/2015

Save Cancel

- **For Headline / Latest News entries always remember to set a Start Date and End Date.** A timely update process will allow you to take advantage of having many of your headlines be automatically published and removed in a timely manner. It is also helpful to resort headlines so that their order appears somewhat chronologically. For ease of management “one-off” entries should be deleted after their display time period has passed. **Quarterly review of “EXPIRED and INACTIVE” entries is recommended for updating of content and entry of new upcoming dates and display time periods.**

Edit Headline

Headline Headline Body Author Viewers Tags

Headline Title:
AUHSD Schools Install Solar Panels

Teaser Text (optional):
Summer 2016 Projects

Accent image (optional)
Displayed to the left of the title
Browse...

Height:
[]

Width:
[]

Alt Text:
[]

When will this item be displayed

Start Date:
6/1/2016 2 PM 00

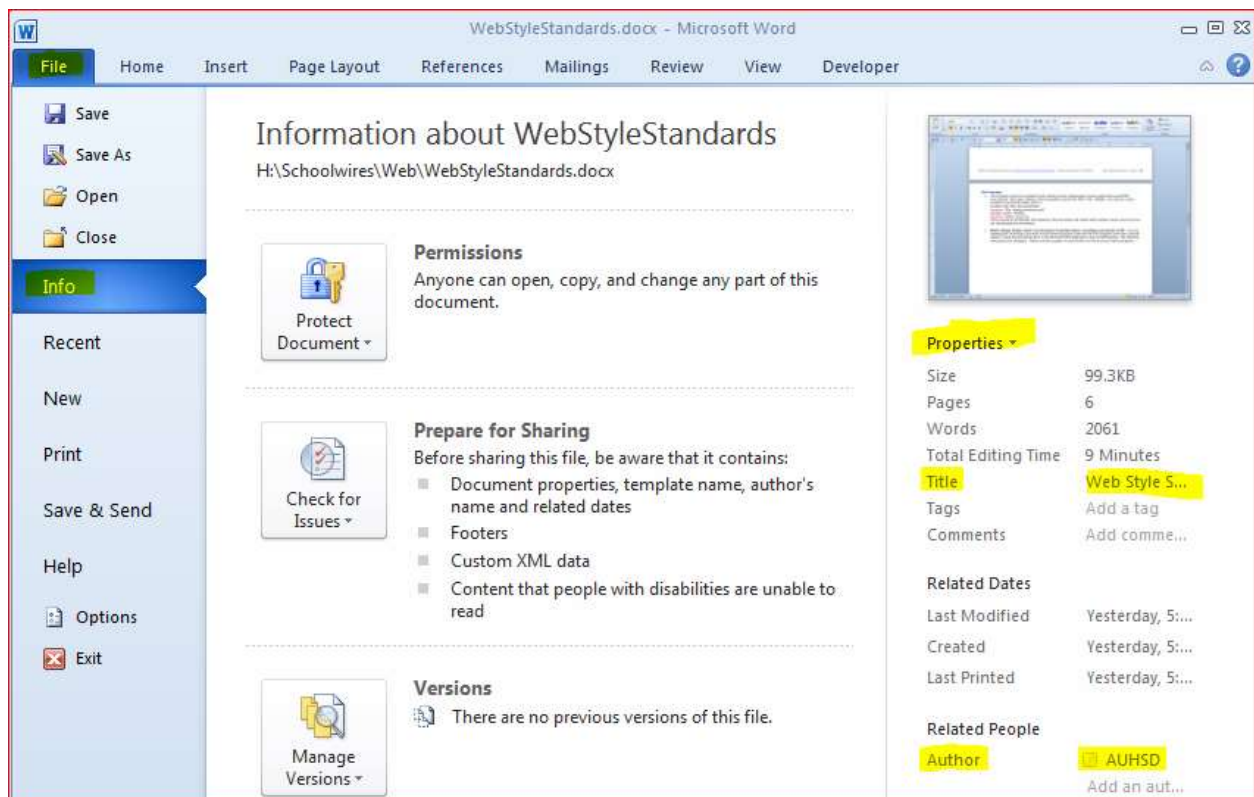
End Date:
8/22/2016 1 PM 00

☒ Activate on my page

Save Cancel Create E-Alert

File Properties

- File Properties must be completed for all currently posted, replacement or newly posted documents/PDF. Conventional "Title Case" naming schema should be used for the PDFs' Title. AUHSD, not a person's name, should be used for the Author entry i.e.:
Correct: Title: New Document Name
Incorrect: Title: newdocumentname.pdf
Correct: Author: AUHSD
Incorrect: Author: Jane Doe
If this schema is not followed, the Properties of the documents will contain staff members' names when the forms are downloaded from the Internet.
- NOTE: Always Double Check Your Document Properties before converting a document to PDF.** If you are updating and converting a document to pdf format for posting, make sure the File Properties have been correctly entered. Using the top function bar in in any Microsoft Office application, click on File/Info. The following dialog entry box will appear. Please note the example of correct entries for this Word document's properties:



- **NOTE: Always Double Check Your PDF Properties after converting a document to PDF.** If you are updating an already converted pdf format file for posting, make sure the File Properties have been correctly entered. Using the top function bar in Adobe, click on File/Properties. The following dialog entry box will appear. Please note the example of correct entries for this pdf document properties:

Document Properties

Description | Security | Fonts | Initial View | Custom | Advanced

Description

File: WebStyleStandards.pdf

Title: Web Style Standards

Author: AUHSD

Subject:

Keywords:

Created: 12/16/2013 5:09:49 PM

Modified: 12/16/2013 5:10:09 PM

Application: Microsoft® Word 2010

Additional Metadata...

Advanced

PDF Producer: Microsoft® Word 2010

PDF Version: 1.5 (Acrobat 6.x)

Location: H:\Schoolwires\Web\

File Size: 236.85 KB (242,537 Bytes)

Page Size: 8.50 x 11.00 in

Number of Pages: 6

Tagged PDF: No

Fast Web View: Yes

Help OK Cancel

Reduce the size of your PDF Files – **VERY IMPORTANT!**

- Always make sure that “**Fast Web View**” function is enabled for your PDF files. See the indicator in the above example. If Fast Web View shows as “No”, after opening the PDF in Adobe, perform the **File/Save As** function and resave it as your current file name. This should enable Fast Web View. After performing the “**Save As**” function, you will be able to confirm this setting by again reviewing the PDF’s Properties.
- If the file size is still large (over 3 Megs) use the “**Reduce File Size Function**” function for PDFs.

Double check your Document Footings:

Copyright- All Rights Reserved, website address, date last updated, name of the document and page numbers.

- Make sure that any PDF created by an AUHSD staff member, contains our standard footer paragraph:

©"Current Year" All rights reserved by [Acalanes Union High School District](#)

Date Last Updated: "MM/DD/YY"

"Document Title" Page "#" of "#"

Never duplicate postings.

- All district level forms and information must be linked to the district site rather than reposted to individual school websites. Duplication of posted material will inevitably lead to incorrect data appearing on forgotten pages.
- Find and browse to the document on the District Website. Copy its Relative Web Address (anything that appears after the ".us" i.e.: /cms/lib01/CA01001364/Centricity/shared/district/forms/CollegeCareerCenter.pdf) from the website address line and use it for your active link that you need to post on your site.
- If you don't know how to link the district document, please email the [District Webmaster](#) for assistance.

File sizes & Images

- Always consider the load time when posting large files and or images on pages. The bigger the file size the longer it takes a web page to load. Try to compress posted items so that they are rendered in the smallest file size possible. Please keep in mind that the viewers of our Website may not have computers that can support large files.
- No pictures of students may be posted on any website without a signed Media Release agreement on file. Contact your registrar and ask them to check the student's records before posting student pictures.
- All pictures must be compressed and reduced in file size to not only decrease our webserver load but decrease download times on the website.

Website Changes - Check and double check

- Changes made to websites should always be checked to make sure they work.
- Check your website on a regular basis for stale dated information and to make sure any links to "outside" sites are still active and working.