Web editorial standards – cheat sheet

With the implementation of new web pages and editing, cleansing of web content and documents it is important to have a consistency of standards to aid a user friendly experience, web accessibility and search engine optimisation (SEO).

Rather than simply applying this library of standards to our current pages, we will need to ensure we base our content, function and appearance to the standards before any page creation.

Capitalisation

- Sentence' case is used for all headers – only the first letter is capitalised
- Capitalise the first letter of names
- Avoid capitalisation of non-names. For example "…means that Concessionary Bus Pass Holders are…", should be "…means that concessionary bus pass holders are…"

Headings

- H1 – used only once, automatically formatted as your page title
- H2, H3, H4 etc… – must be used in order. For example, you cannot place a H4 directly after a H2.

Writing style

- Use "we", "us" or "our" instead of "Warwickshire County Council", "the authority", "the council". It's quicker and more personable
- Avoid using '&'s
- Keep sentences brief and to the point
- Understand what your audience needs to know. Write in a way that they will understand and will answer their query quickly.

Bullet lists

Full stop should be added at the end of the last bullet point.

Links to external sites

- Avoid adding links in the middle of sentences and paragraphs.
- If linking to a specific page within the site, include the organisation/name of the site followed by a '-', then the specific page.
  - E.g. – Directgov – Marriages
- If just linking to the homepage of a site, just include the name of the site.
  - E.g. – Home Office

Links to other WCC pages

Use the shortcut address when linking to other pages e.g. www.warwickshire.gov.uk/webauthors. If you're not sure of the shortcut...ask us!

Warwickshire County Council

Working for Warwickshire

Links to file

All documents need to be added to EDRMS before being added to the website.

Using your visual editor tools (the kitchen sink)

- There won't be many occasions that you will need to use B or bold. If it's a heading use the appropriate header
- If you need to give something some emphasism use the I however, please use this sparingly and not for complete paragraphs. If it's a quote you can use the "symbol to produce a blockquote
- Try to refrain from using the U feature, links are usually underlined and will confuse users
- We keep text black and left aligned
- Here you can choose to use an ordered bullet list (the bullet points with the numbers) or an unordered bullet list.

Preview your page

Take a look at your page, do see anything unusual? Does not look quite right? If so, then don't make the page live, try and fix the issue or contact a member of E services to help you.