

Checklist of Web page Guidelines

DICE co-conveners have put together a checklist of suggestions and resources to ensure that web pages are more inclusive, accessible, inoffensive and usable. This list does not address items related to marketing, logos, colors or technology but offers general guidelines. When updating or revising a web page, consider these when approaching your page. These may also be applied to written content documentation embedded on your web page.

Inoffensive & Usable Language

- ✓ Incorporate gender-neutral language
- ✓ Use bias-free language (words and phrases that are considered prejudiced, offensive, and hurtful) and/or inoffensive language. Attempts should be made to consciously choose language and images that do not reflect power dynamics, such as racism, ableism, sexism, etc.
- ✓ If the image is important to the message, use alt-text to convey the message. When you hover over an image on a website, the words that pop up are called alt-text tags. If the image is decorative, mark it as null with "" (open and closed quote).
- ✓ For videos create caption or subtitles
- ✓ Embedding a link: "Describe" the link versus stating "click here"

Usability

- ✓ The what & why of usability: <https://www.usability.gov/what-and-why/user-experience.html>
- ✓ Factors that influence user experience represented by Peter Morville Honeycomb: http://semanticstudios.com/user_experience_design/
- ✓ Usability evaluation basics: <https://www.usability.gov/what-and-why/usability-evaluation.html>

Accessibility

- ✓ Introduction to web accessibility: <https://www.w3.org/WAI/fundamentals/accessibility-intro/>
- ✓ Include an accessibility link on your main page similar to BBC: <http://www.bbc.co.uk/accessibility/>
- ✓ Usability & accessibility: <https://www.usability.gov/get-involved/blog/2013/01/accessibility-and-usability.html>
- ✓ Test for accessibility: <https://www.section508.gov/test/trusted-tester>
- ✓ Information and Communication Technology (ICT) Final Standards and Guidelines: <https://www.access-board.gov/guidelines-and-standards/communications-and-it/about-the-ict-refresh/final-rule>

Please keep in mind for usability and accessibility, some of this may be beyond our control due to the web tools/platforms that we are using. Test the website and web pages on mobile devices to ensure they are usable and accessible. Additionally, your own country may have guidelines and requirements that should be reviewed.