

Quality Assurance Checklist For Commonspot Authors

This checklist is for CommonSpot authors to use while creating and editing content on their website to improve the look of the page as well as user experience.

It is based on the document that Web Strategies uses when completing the Quality Assurance (QA) step of website design projects. Please note that these are not just best practices, but requirements based on our [Visual Identity Guidelines](#) unless otherwise noted.

When in the content entry step of your webpage creation, we recommend that you check each of the below items for each page. If your site is in the [process of a redesign](#) with Web Strategies, any content formatted outside of the below requirements will be noted on the QA and you will need to change them before site launch.

Note: RTE = rich text editor

Formatting

- ✓ Content should be formatted using the available templates – tables are not to be used for layout or for anything other than tabular data.
- ✓ Do not use text formatting (bold, italic, underline, etc.) on headings, links, and other elements managed by the style sheet.
- ✓ Phone numbers should be in 111 111-1111 format.

Headings

Headings can be added to text by clicking anywhere in the line/paragraph and choosing the heading style from the dropdown menu on the top of the RTE. All text in that paragraph will change.

- ✓ Headings must be used hierarchically, in sequence.
- ✓ Heading 1 is for page titles only.
- ✓ Heading 4 must not be used in the body of the page – only in the left and right columns/channels.

Links

CSS styles, title text, and specifying where the link will open can all be edited by clicking anywhere in your link text and editing the dropdown menus on the top (for CSS styles) and the bottom (for all other link properties) of the RTE.

- ✓ CSS link styles should be used where appropriate (pdf, external, more, etc.).
 - The link style *internallink* should only be used on links pointing to pages on which users must log in to access content (e.g. Ozone/O2 pages). These links can open in a new window or not as long as you are consistent.
 - The link style *more* is generally used to send users to pages with more information that reside in the same subsite.
 - Links pointing outside the ohsu.edu domain should use the *externallink* CSS style and open a new tab/window.
 - Email addresses need the *emallink* style and look cleaner if linked on descriptive text (like the name of a person or department) instead of being written out.
- ✓ Links to other internal and external pages look cleaner if linked on descriptive text (like the name of the site) instead of being written out.

- ✓ Links to documents (e.g. PDFs, Word docs) should open in a new window.
- ✓ Link text cannot be "click here," "more," or similarly vague language.
- ✓ Links that use abbreviated action text (e.g. Learn more) should have title text.
- ✓ Links embedded in paragraphs should have title text (unless the text is sufficiently descriptive).

Space Use

- ✓ Empty pages are not permitted and will be inactivated.
- ✓ Empty elements will be deleted.
- ✓ Right columns without content should be removed (change to full width template).
- ✓ Excessive white space should be removed.
- ✓ All junk mark up imported from elsewhere (MS Word, styles and classes, etc.) must be removed. This can be avoided by never copying and pasting directly from Word as it brings in background markup. Paste text into Notepad first to make it plain text, then paste it into the text element.
- ✓ In the left-column navigation, three levels of navigation are permitted, with 9 links per level.

Promotions

- ✓ Promotions must conform to [Visual Identity Guidelines](#), including being in JPG or GIF format, using the correct mission color, a call to action (all text within the border), button (optional with call to action, but must use Arial 9pt all caps). Photoshop templates for banners and promotions can be found on our [Visual Identity webpage](#).
- ✓ Vertical promotions must be 169 px wide with up to 282 px height total.
- ✓ Horizontal promotions must be 240 x 146 px.
- ✓ The left navigation area can hold either a single long vertical promotion or up to two short vertical promotions.

Images

- ✓ Images must be of professional quality.
- ✓ Images must be actual size rather than artificially resized on the page and no wider than 560 pixels (or 250 pixels if next to text).
- ✓ Images of patients or students must be cleared for use.
- ✓ If images are protected by copyright, permission must be obtained for their use and proper citation should be used.
- ✓ Images need meaningful alternative text describing what is pictured. (This is what shows up when the image doesn't load and for people using screen readers. Image should be identifiable by its alt text.)
- ✓ File size of image should be under 100 kb.

Landing Page Banner

- ✓ If using the rotating banner, descriptive text should contain link (not required, but highly recommended).
- ✓ For static banner, swoosh color on image must match mission color. Photoshop templates for banners and promotions can be found on our [Visual Identity webpage](#).

Metadata

- ✓ Page descriptions should be 120 to 150 characters and read like summaries or calls to action (e.g. "The OHSU Division of Environmental and Biomolecular Systems offers exceptional training opportunities for Ph.D. and M.S. degree candidates.")
- ✓ Keywords should be unique for each page and reflect the actual content provided on that page.

- ✓ Keywords should be short phrases that are specific to the content of the page (e.g. “diabetes center staff listing”). It is a good practice to include the name of the page.