CAC WEBSITE GUIDELINES

These guidelines are listed to provide a general framework for publishing content. They are not meant to be restrictive, but to encourage web content authors to be attentive to a website's structure and style so that visitors to the website are able to quickly locate accurate information. For more information on these items or if you have questions, contact Emily Elliott at emelliot@crossroadsbsa.org or (317) 813-7066.

Realize all information on the website is public and accessible worldwide. Users can find your website just by typing the right words into a search bar. Think before adding content that could be controversial or draw unwanted attention. Do not make claims that you cannot back up.

All pages must be approved by the web administrator prior to the content being published (with the exception of unit websites). Web administrators will be checking the following criteria:

- Textual accuracy
- Eliminate all errors, typos, spelling and/or grammatical errors
- Adherence to the CAC Branding and Style Guidelines and Standards
- · Appropriate placement of content
- Content images do not violate copyrights, restrictions and/or agreements

The majority of **website content** is date sensitive and should be removed accordingly. Website editors should not create a "running" webpage where new content is added at the top of page and old content is pushed to the bottom.

Keep content brief.

- Include who, what, when, where, why and how. This will eliminate information gaps and provide users will all needed information.
- Make content paragraphs approximately 60 words. Use bullet points if appropriate. Users tend to skim webpages for just the needed information.
- Avoid rhetorical questions. Users are looking to the website for answers, not questions.

Make sure content is relevant. Think about the information users are seeking.

Images files should be placed in an appropriate folder and given a representative title.

Incorrect: 548902_AHDS.jpg

Correct: CubFunDay_Archery.jpg

Make sure content has a consistent voice. Content should be clear and concise. This can be ensured by using only one or two website editors.

Condense similar information to one page. For example- district committee information, contact information and the district map can all go under an "About Us" page. Combining pages into one menu item makes the website look more organized and professional.

Link to other pages within the website instead of duplicating information over several pages.

Text should not be underlined unless it is hyperlinked. Use the bold option if you need to draw attention. Underline text signals a link to a website user.