

# WCMS Best Practices

- All “File Names” need to be lowercase letters and hyphen for spaces
- Give page names a clear, short descriptive name. Avoid long page names.

**Folder/ Page System Name DON'T:** Faculty and Staff page

**Folder/ Page System Name DO:** faculty-staff

## Documents

All documents/image names need to be lowercase letters and hyphen for spaces

- ❓ Upload documents in a PDF format
- ❓ Avoid using dates if possible in your document/image system name
- ❓ Any documents/images make sure to add the file extension(.pdf, .jpg)

**Document/Images System Name DON'T:** The Handbook for Students and Teachers

**Document/images System Name DO:** teacher-student-handbook

It's recommended that you keep only the documents in WCMS you are using. Remove any old or outdated documents from your site. Keep copies on your computer or in a group space like BOX or a network drive.

## Images

All documents/image names need to be lowercase letters and hyphen for spaces

- ❓ Any images you would like to have on the website, must be approved by marketing first.
- ❓ The [IUN social media Flickr page](#) has images that are already approved by Marketing
- ❓ It is recommended to upload images in a JPG format(.jpg)
- ❓ Any documents/images make sure to add the file extension(.pdf, .jpg)
- ❓ Once you have chosen an image, send a request to Web Services by contacting the IUN support center so we can compress and optimize the image for the web.

**Document/Images System Name DON'T:** White Koala Bear in the forest.jpg

**Document/images System Name DO:** white-koala.jpg

## Links and Urls

### Urls

- Avoid spelling out the entire URL on a webpage. Make the eyewords a link. For example:

**Avoid:** *Like us on our Facebook page* <http://www.facebook.com>

**Instead:** *Like us on our* [Facebook page](#)

### Links

- Also avoid using the words “Click here”, these linked words do not inform the user of what click here is. Also for ADA Accessibility reasons, “Click Here” is not descriptive for screen readers.
- With “Click here” all that you’re doing is letting the search engines know that your content contains a link.
- If you want to also help the user estimate how relevant that link is, start using keywords in the link text instead.

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