

Website Do's and Don'ts Checklist

The Do's

- **Manage Day-to-Day Content:** Handle small, immediate updates like spelling corrections, phone directory changes, fee updates, and broken image links.
- **Ensure Bilingual Standards:** Upload English and French documents simultaneously to keep information aligned.
- **Prioritize Accessibility:** Format all content to comply with AODA requirements, as our website is audited by the provincial government.
- **Optimize for Search Engines (SEO):** Use plain, everyday language that residents type into Google to help them easily locate your services.
- **Organize Media Properly:** Upload images and banners only into their designated media folders, organizing them strictly within the English (EN) or French (FR) folder structures.

The Don'ts

- **Do Not Create New Pages:** Do not design new page categories, sections, or menus yourself. Submit a request to the Communications Team instead.
- **Do Not Leave Old Files on the Server:** Do not just update the text link to a new document. You must completely delete old files from the server, so they disappear from search engines.
- **Do Not Post Unauthorized News:** Do not use the news module unless your department has received explicit authorization from the Communications Team.
- **Do Not Put Temporary Info on Landing Pages:** Keep fleeting updates off your department landing pages. These should be handled via social media or a news notice published by the Communications Team.