

**WEBMASTER BEST PRACTICES GUIDE**

**Web Content Best Practices:**

1. **Copying and Pasting from external sources:**
   1. Use “Paste as plain text” when copying from another web resource site
   2. You can paste content from a Word document as long as it has district approved formatting applied to it.
   3. When pasting hyperlinks, do verify that the links are trust-worthy and valid
   4. Do NOT copy paste images from other sites onto your page
2. **Fonts and Formatting:**
   1. Use District approved fonts and styles only on content pasted from other web sources
   2. Format Word created content using District approved style specifications

**District Approved Specifications:**

Font Type(s):  
 Font Color(s):  
 Hyperlink Color:

**Samples:**

1. **Links**
   1. Hyperlinks to external resources (PDF files/Web Sites) should be set to open in a new window
   2. Text used as hyperlinks should be self-explanatory
   3. Use tooltips to describe the links
   4. Use the Document Container tool to create a page with a collection of links
2. **Content Flow**
3. Use a tabbed portlet if you need to fit a lot of information on a single page
4. Use content portlets if you need to layout content in a multi-column fashion
5. Do NOT create pages with long flowing content which introduce scrolling