

municode



BASIC WEB TRAINING

WORKBOOK



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User Account & Login

1a - User Account

Your user account includes a username, a password, and has permissions assigned to it by your user administrator.

The permissions assigned to you determine what sections of the website you have access to edit and add content to as well as what type of actions you can take across the website.

1b - Login

1. Click [Staff Login](#) [in the footer of your website].
2. Type your unique credentials in **Username** and **Password**.
3. Click [Log in](#).

Your dashboard will be the next screen to appear where you can choose what action(s) you would like to take on your website.

Tip: If you are not directed to or you click away from the dashboard and would like to locate it again, you can access it by one of the following steps:

- Type the internal path **https://[type your domain here]/dashboard** [into your web browser].
- Click [Dashboard](#) [in the footer of your website].

1c - Personal User Account Management

After logging into your website, you can manage your own username and password at any time.

1. Click [User Account](#) [in the button section on your dashboard].

NOTES

Title & Body with Basic Content

You can create content for your website by visiting your dashboard and clicking on one of the content creation buttons.

2a - Page with Basic Content

1. Click [Create Page](#) [in button section on your dashboard].

2b - Page Title

1. Type in text in **Title** (*required field).

The **page title** will appear as a **Heading 1** at the top of the page. There is no character limit for this field.

**See [APPENDIX D](#) for best practices and tips.

2c - Microsite

1. Select and assign your page to a **microsite** (*required field).

By selecting a microsite, it assigns and places your page into a specific department, board, commission or section of your website which can only be edited by those who have specific permission to add and edit content within that microsite.

2d - Body with Toolbar

1. Type or paste in your content.

Tip: The **Body** automatically adds double line spacing to the text whenever you type **Enter** from your keyboard.

To create a single line spacing in your paragraph, hold **Shift** down as you type **Enter** from your keyboard.

**See [APPENDIX A](#) for more tips.

2e - Heading Tags


1. Place your cursor on a new line of text in the **Body**.
2. Click **Normal** and select **Heading 2** [in the toolbar].

**See [APPENDIX D](#) for best practices and tips.

2f - Hyperlinks in the Body

1. Select a word or phrase in the **Body**.

Tip: Double-click on the word to highlight it with your cursor.

2. Click **link** [icon in the toolbar] (i.e. ).
3. Select an option in **Link Type**.
4. Enter the page **Title** or **Path**.

Link Type Options:

- **Internal path (i.e. internal web page):** begin typing the page title you are linking to and the field will auto-complete with a list to select from of internal pages.
- **URL (i.e. external website):** paste the URL for the external website (e.g. <https://www.google.com>).

Tip: If you type out a full email address (e.g. info@) in the **Body**, it will automatically create a **mailto:** hyperlink for the email address. You do not need to manually enter the Email hyperlink using the link icon in the toolbar.

NOTES

File Attachment(s)

On the page you are creating, you can add different types of files to display as attachments available for viewing and download.

3a - Files

1. Click [Files](#) [tab in the edit options of your page].
2. Click [Choose File](#).

Tip: Click [Advanced Upload](#) to upload more than one file at a time. You can drag and drop files into the box that appears.

3. Select a file to attach (.PDF, .DOCX, or another format) and click [Upload](#).
4. Type a user-friendly name in **Description** for your file.

Tip: Use a short and descriptive file name.

3b - Page Categories

1. Click [Page Categories](#) [tab in the edit options of your page].
2. Check the box next to one or both **Standard Page Categories** options to select whether the file is a key document, form, or both.

Depending on the categories you select, the file you upload will be added to the Key Documents and/or Forms view on your website.

To locate these views on your website:

- **Documents, Reports, and Presentations → Key Documents**
Visit [https://\[type your domain here\]/documents](https://[type your domain here]/documents).
- **Forms, Permits, and Applications → Forms**
Visit [https://\[type your domain here\]/forms](https://[type your domain here]/forms).

NOTES

Image Attachment(s)

On the page you are creating, you can add a primary image or video towards the top of the page as well as additional images lower on the page.

4a - Primary Image/Video

1. Click [Images](#) [tab in the edit options of your page].
2. Click [Primary Image/Video](#).
3. Select whether you are uploading an image or video.
4. Select the **Placement** (**required field*) for where you would like this image/video to appear on the page.

Placement Options:

- **Left** - image/video appears on the top left side with text wrapping on the right.
- **Right** - image/video appears on the top right side with text wrapping on the left.
- **Center** - image/video appears in the top center with text below.
- **Center Extra Wide** - image/video appears expanded in the top center with text below.
- **Exclude from Main Page Display** - image/video does not appear on the page and is used as placeholder image/video when the page is embedded into another page.

Primary Image

1. Click [Choose File](#) to select the image file.
2. Select the image file from a folder on your computer and click [Upload](#).
3. Type a description of the image in **Alternate text** (**required field*) as if you are explaining the image to someone who can't see the image.

****WEB ACCESSIBILITY REQUIREMENT:** Screen reading software uses the text you type and save in **Alternate text** to describe your image out loud to the listener. **Do not use** words like *Image of...* or *Picture of...* as **Alternate text**. Instead, let your listener know (in the least amount of words) the key details about the image. See [APPENDIX C](#) for more tips.

4. Type a description of the image in **Title** to be used as a tooltip when the viewer hovers over the image.

Primary Video

If you select **Video** for [Primary Image/Video](#), the **Primary Video** section will appear where you can embed your video onto the page using your video YouTube or Vimeo URL.

Type or paste the YouTube or Vimeo URL (i.e. external website) of the video in **Video URL**.

4b - Additional Image(s)

1. Click [Images](#) [tab in edit options of your page].
2. Click [Additional Images](#).
3. Select how you would like the image(s) to appear lower on the page.

Format Options:

- **Image Slideshow** - a lightbox will pop-up containing image(s) upon click
- **Image/Text** - align image left
- **Image/Text** - align image right
- **Image/Text** - image alignment alternates right, left, right, left...

****Image/Text options** allow you to display wrapped text next to each **additional image** using the **Additional Text Blocks**.

Tip: How you save the order of images and text blocks is important! A text block will display text next to the image that shares its same order (i.e. the first text block will display next to the first additional image, and so on...).

4. Click [Choose File](#) to select the image file.
5. Select the image file from a folder on your computer and click [Upload](#).

Tip: Click [Advanced Upload](#) to upload more than one file at a time. You can drag and drop files into the box that appears.

6. Type a description of the image in **Alternate text** (***required field**) as if you are explaining the image to someone who can't see the image.


****WEB ACCESSIBILITY REQUIREMENT:** Screen reading software uses the text you type and save in **Alternate text** to describe your image out loud to the listener. **Do not use** words like **Image of...** or **Picture of...** as **Alternate text**. Instead, let your listener know (in the least amount of words) the key details about the image. See [APPENDIX C](#) for more tips.

7. Type a description of the image in **Title** to be used as a tooltip when the viewer hovers over the image.

When an Image/Text Option is selected:

8. Add text in **Additional Text Blocks** to display to wrap around each additional image.

Tip: One **Additional Text Block** is given to you when you first click [Additional Images](#). You can add more text blocks to go with each additional image by clicking [Add another item](#).

9. Click and drag the four arrows icon () next to the text block to rearrange the display order and click [Save](#) [at the bottom of your page].

NOTES

Sidebar Menu Navigation

When you are creating a page, you can add the page to a microsite sidebar menu.

If your user account has the **_Menu Administrator** role, you can also update any sidebar menu from your dashboard.

5a - Menu Settings on New Page

1. Click [Menu settings](#) [tab in edit options of your page].
2. Check the box next to **Provide a Menu Link**.
3. Edit or leave the text as is for the title in **Menu link title**.

Tip: **Menu link title** does not have to be the official page title that is generated when you first click [Menu settings](#). You can shorten the title to avoid text from wrapping in the menu and distorting the display.

4. Select the microsite sidebar menu you want your page to display under in **Parent item**.

Tip: **Parent item** will typically be the microsite you selected when you created the page. Department home pages are within the angle brackets (e.g. **<Public Works>**).

5. Leave the **Weight** at **0** to display your menu in alphabetical order.
 - a) Enter a **negative number** to display the page **higher** in the menu sidebar.
 - b) Enter a **positive number** to display the page **lower** in the menu sidebar.

5b - Display Order on Sidebar Menu

[FOR USER ACCOUNTS WITH **_MENU ADMINISTRATOR** ROLE ONLY]

If the appropriate **Weight** is hard to determine when adding your page to a microsite menu sidebar, then you can update the display order on that microsite menu from your dashboard.

1. Click [Update Menu Links](#) [in button section on your dashboard].
2. Find the microsite (i.e. department) menu you want to manage and click [list links](#).
3. Click and drag the four arrows icon (↕) next to the page title to rearrange the display order and click [Save configuration](#).

Tip: When you click and drag to change the display order, it will assign weights to each of your menu links. This can potentially cause problems later if you want to add new links in and have them sort alphabetically.

4. Review weight fields after using the click and drag option. You can see all the weights by clicking [Show row weights](#) in the top right corner.

5c - Internal Page Link/External Page Link in Sidebar Menu

[FOR USER ACCOUNTS WITH **_MENU ADMINISTRATOR** ROLE ONLY]

You can display your new web page on more than one microsite menu sidebars. You can also create a menu item to an external website on one or more microsite menu sidebars.

Note: If you have already added your new web page to a microsite menu sidebar using the **menu settings** on the page itself, then follow the below steps to display the page on an **additional** microsite menu sidebar.

1. Click [Update Menu Links](#) [in button section on your dashboard].
2. Find the microsite (i.e. department) menu you want to add the page to and click [add link](#).
3. Type the text you would like displayed in the menu for your page in **Menu link title field**.

Tip: The text does not have to be the official title of the page. You can shorten the menu title if needed to avoid text from wrapping in the menu and distorting the display.

4. Type the URL path (i.e. https://[insert the internal domain or external domain name here]) for your new web page or an external web page in **Path** (*required field).
5. Add a **Description** (optional) and click [Save](#).
6. Click and drag the four arrows icon (↕) next to the page title to rearrange the display order and click [Save configuration](#).

Tip: When you click and drag to change the display order, it will assign weights to each of your menu links. This can potentially cause problems later if you want to add new links in and have them sort alphabetically.

7. Review weight fields after using the click and drag option. You can see all the weights by clicking [Show row weights](#) in the top right corner.

NOTES

Publishing & Unpublishing

Content you create can either be **published** or **not published**. If content is unpublished, then it is in “*draft*” or “*preview*” mode, and you can still access the page to make edits.

To protect you from accidental occurrences, you will **not be able to delete content from your website**.

6a - Published Page

Once you’ve reviewed your work and feel ready, you can publish your content to be **live** on your website. Your content is checked as **Published** by default.

1. Click [Save](#) [at the bottom of your page].

6b - Unpublished Page

If you would like to leave a page you’re creating in draft/preview mode or you want to remove content from your website, you can unpublish a page.

1. Click [Publishing options](#) [tab in edit options of your page].
2. Uncheck the box next to **Published**.
3. Click [Save](#) [at the bottom of your page].

Unpublishing a page will remove it from all menus and other areas of the website.

To View Unpublished Pages:

Only staff who are logged into the website will be able to see unpublished content via the **Manage Content** page (i.e. [https://\[type your domain here\]/manage-content](https://[type your domain here]/manage-content)).

1. To access the Manage Content page, click [Manage Content](#) [in button section on your dashboard].
2. Use the top filters and fields to search for your page.
 - a) Use **Search** to find the page by page title.
 - b) Select **No** in **Published** to filter for not published pages.

NOTES

Meeting & General Events

A Meeting or Event page is a basic page with additional fields visible to fill in and organize your data.

7a - Meeting Event

If you have agendas, minutes, and other formal meeting documentation associated with an event, then we recommend creating a **Meeting** page.

1. Click [Create Meeting](#) [in button section on your dashboard].
2. Type in text in **Title** (*required field).
3. Select and assign your page to a **microsite** (*required field).
4. Click [Event/Meeting](#) [tab in edit options of your page].
5. Click [Event/Meeting Basics](#).
6. Enter date information in **Calendar Date**.

Tip: **DO NOT** check the box next to **Repeat** for meetings. You will want each meeting to be an individual page to keep the appropriate dates and meeting attachments organized on the **Meetings** page (i.e. [https://\[type your domain here\]/meetings](https://[type your domain here]/meetings)).

Tip: Click [Clone Content](#) [tab at top of page] to quickly make a copy of a meeting to not have to input all content over again. Be sure to replace information for Date and all attachments (i.e. agendas, packets, minutes, etc.).

Be careful! Sometimes it's easy to forget to replace Date and all attachments.

7. Attach specific document types to corresponding fields to the meeting event.
 - a) Click [Agendas](#) to attach agenda documents.
 - b) Click [Packets](#) to attach agenda packet documents.
 - c) Click [Minutes](#) to attach meeting minute documents.
 - d) Click [Other Attachments](#) to attach other documents.
8. Click [Save](#) [at the bottom of your page].

Your meeting will now show in the following locations on your website:

- **Upcoming Events** of the microsite you selected.
- Sitewide **Calendar** (i.e. [https://\[type your domain here\]/calendar](https://[type your domain here]/calendar))
- **Meetings** page (i.e. [https://\[type your domain here\]/meetings](https://[type your domain here]/meetings))

7b - General Event

If you do not have agendas, minutes, or other formal documentation associated with an event, then we recommend creating a **General Event** page.

1. Click **Create Event** [in button section on your dashboard].
2. Type in text in **Title** (*required field).
3. Select and assign your page to a **microsite** (*required field).
4. Click **Event/Meeting** [tab in edit options of your page].
5. Click **Event/Meeting Basics**.
6. Enter date information in **Calendar Date**.

Tip: USE the check box next to **Repeat** for recurring events. Be sure to update any information or fields that need updating.

7. Click **Save** [at the bottom of your page].

Your meeting will now show in the following locations on your website:

- **Upcoming Events** of the microsite you selected.
- Sitewide **Calendar** (i.e. [https://\[type your domain here\]/calendar](https://[type your domain here]/calendar))

NOTES

Add Features to a Page

Customize Your Page - Page Type Options

In addition to creating a basic page or meeting/event page, you can include and organize other types of data on your page by unlocking additional fields.

8a - News/Press Release

1. Click [Customize Your Page](#) [just below the page title].
2. Check the box next to **News/Press Release** [in Select a Page Type].

Tip: By checking this box, you have now added **News** [tab in the edit options of your page].

3. Click [News](#).
4. Select **Press Release** or **Public Notice** in **News Type**.
5. Enter the date you would like this news item to publish to your **News** page (i.e. [https://\[type your domain here\]/news](https://[type your domain here]/news)).

Tip: If you enter a date in the future, your news item will not display until that date.

6. Click [Save](#) [at the bottom of your page].

8b - Embed Pages

1. Click [Customize Your Page](#) [just below the page title].
2. Check the box next to **Embed Pages** [in Advanced Features].

Tip: By checking this box, you have now added **Embed Pages** [tab in the edit options of your page].

3. Click [Embed Pages](#).
4. Choose **Select Individual Pages**.
5. Choose a display option in **Select a Display Option** (e.g. **Display Option Buttons: Title Only**).
6. Enter and select the title of the page(s) you wish to embed in **Embed Individual Pages**.

Tip: Begin typing the page title you are embedding, and the field will auto-complete with a list to select from of internal pages.

7. Click [Add Another Item](#) to embed additional pages.
8. Click [Save](#) [at the bottom of your page].

8c – Maps

1. Click [Customize Your Page](#) [just below the page title].
2. Check the box next to **Maps** [in Advanced Features].

Tip: By checking this box, you have now added **Maps** [tab in the edit options of your page].

3. Click [Maps](#).
4. Enter a location or select a **Standard Location**.
5. Click [Save](#) [at the bottom of your page].

8d - Page Redirect

You can redirect your page to a different website or internal web page.

1. Click [Customize Your Page](#) [just below the page title].
2. Check the box next to **Page Redirect** [in Advanced Features].

Tip: By checking this box, you have now added **Page Redirect** [tab in the edit options of your page].

3. Paste in the external or internal path of the website or internal page you want your user to be redirected to when clicking to this page.

Tip: do not use teamaha.com, internal paths, or the beginning slash.

4. Click [Save](#) [at the bottom of your page].

If you are logged in and click to re-access the page that is being redirected, you will receive a confirmation pop-up box asking if you would like to be redirected. Click [Cancel](#) on this pop-up box to edit the page.

The general public and users who are not signed in will not see this pop-up message and will be taken directly to the redirect path with little delay.

8e - Alternate Information

1. Click [Customize Your Page](#) [just below the page title].
2. Check the box next to **Alternate Info** [in Advanced Features].

Tip: By checking this box, you have now added **Alternate Info** [tab in the edit options of your page].

3. Enter an alternate page title in **Alternate Title** or upload an alternate primary image in **Alternate Image**.
4. Click [Save](#) [at the bottom of your page].

These alternate fields will be used when embedding this page into another page.

8f - Contact Information

If the contact information for the page differs from the main microsite contact information or you would like to add additional department-specific contact information, you can customize the contact information for your page.

1. Click [Customize Your Page](#) [just below the page title].
2. Check the box next to **Contact Information** [in Advanced Features].

Tip: By checking this box, you have now added **Contact Information** [tab in the edit options of your page].

3. Click [Contact Information](#).
4. Check box to hide main microsite contact information (optional).
5. Display Individual Listing, Group Listing, or Custom Contact Information.
6. Click [Save](#) [at the bottom of your page].

8g - Frequently Asked Question (FAQs)

To add a FAQ list to your page, you first need to add each FAQ to the FAQ directory by clicking [Create FAQ](#) [in button section on your dashboard].

1. Create your new FAQ(s) and assign to a category.

Tip: If your category already exists, then it will pop-up in the field as you type it.

2. Return to the page where you would like to add the FAQ list.
3. Click [Customize Your Page](#) [just below the page title].
4. Check the box next to **FAQs** [in Advanced Features].

Tip: By checking this box, you have now added **FAQs** [tab in the edit options of your page].

5. Click [FAQs](#).
6. Select the **FAQ Category for Display**.

Tip: You can only display one category per page.

7. Click [Save](#) [at the bottom of your page].

8h - Links

In addition to in-text links, you can also add links in a special section labeled **Weblinks** at the bottom of page.

1. Click [Customize Your Page](#) [just below the page title].
2. Check the box next to **Links** [in Advanced Features].

Tip: By checking this box, you have now added **Links** [tab in the edit options of your page].

3. Click [Links](#).
4. Enter user-friendly text to mask link in **Title** (e.g. *Click here to visit the web page*).
5. Enter external or internal path in **URL**.
6. Click [Save](#) [at the bottom of your page].

8i - Revision information

1. Click [Customize Your Page](#) [just below the page title].
2. Check the box next to **Revision Information** [in Advanced Features].

Tip: By checking this box, you have now added **Revision Information** [tab in the edit options of your page].

3. Click [Revision Information](#).
4. Enter text to provide an explanation of the changes you are making in **Revision log message**.
5. Click [Save](#) [at the bottom of your page].

These revision notes can help other team members understand your motivations for making changes to a page.

8j - Scheduling options

1. Click [Customize Your Page](#) [just below the page title].
2. Check the box next to **Scheduling options** [in Advanced Features].

Tip: By checking this box, you have now added **Scheduling options** [tab in the edit options of your page].

3. Enter the date to be published and/or unpublished.

Tip: Leave **Published on** blank if you want the page to be published today.

4. Click [Save](#) [at the bottom of your page].

NOTES

Additional Quick Tips

Below are a few additional quick tips we believe will be helpful to you as you continue to get to know your website.

9a - My Recent Content & Manage Content

You can find content you created quickly by visiting your dashboard and viewing the following:

- **My Recent Content** [below the button section on your dashboard]
- **Manage Content** (i.e. [https://\[type your domain here\]/manage-content](https://[type your domain here]/manage-content))
 1. Click [Manage Content](#) [in button section on your dashboard].
 2. Use the top filters and fields to search for your page.

Manage Content is also a great way to see when pages others have created for each microsite was last updated.

9b - Revisions

If you would like to view or re-publish a previous version or revision made on the page, you can use **Revisions**.

1. Click [Revisions](#) [tab at top of an individual page].

Tip: Each version of the page is listed chronologically.

2. Click revision **timestamp** [in left column] to view and verify it's the version you are interested in.
3. Click **back arrow** on web browser.
4. Click [revert](#) [in right column] next to the version you are interested in to revert this page back to this previous version.

NOTES

Keyboard Shortcuts

There are shortcuts you can use with your keyboard for almost everything you regularly do on a computer.

Below is a list of a few shortcuts we believe will be helpful to you and your team as you continue to edit, build, and maintain your website.

Web Browser

You can enter different combinations of keys on your keyboard while you have a web browser (i.e. Microsoft Edge, Google Chrome, Mozilla Firefox, etc.) window or tab open.

SHORTCUT	ACTION
CTRL + A	Select all text.
CTRL + C	Copy selected text item.
CTRL + X	Cut selected text item.
CTRL + V	Paste copied or cut text items.
CTRL + Z	Undo the last keyboard action.
CTRL + SHIFT + Z	Redo the last keyboard action.
CTRL + L	Select the current URL [in your web browser].
TAB	Select the next item.
SHIFT + TAB	Select the previous item.
CTRL + T	Open a new web browser tab.

Text Editor Bar

You can enter different combinations of keys on your keyboard while you are editing the **Body** [text area field] of a web page on your website.

SHORTCUT	ACTION
TAB	Indent a list item.
SHIFT + TAB	Outdent a list item.
SHIFT + Enter	Add a single spacing between text lines.
HOME	Move cursor to the start of a text line.
END	Move cursor to the end of a text line.
CTRL + B	Toggle selected text to be bold .
CTRL + I	Toggle selected text to be in <i>italics</i> .
CTRL + U	Toggle selected text to be <u>underlined</u> .

Internal URL Path Directory

Your website has built-in features/pages that will help you organize your information.

Below is an internal URL path directory on where to locate each feature.

STANDARD FEATURE	URL PATH
CALENDAR	https://[insert your domain here]/calendar
DOCUMENTS	https://[insert your domain here]/documents
FREQUENTLY ASKED QUESTIONS	https://[insert your domain here]/faqs
FORMS	https://[insert your domain here]/forms
JOB OPPORTUNITIES	https://[insert your domain here]/jobs
NEWS	https://[insert your domain here]/news
MEETINGS	https://[insert your domain here]/meetings
ORDINANCES	https://[insert your domain here]/ordinances
RESOLUTIONS	https://[insert your domain here]/resolutions
REQUEST FOR PROPOSALS (RFPs)/BIDS	https://[insert your domain here]/rfps
STAFF DIRECTORY	https://[insert your domain here]/directory
CONTACT US	https://[insert your domain here]/contact

ADVANCED FEATURE	URL PATH
EMAIL SUBSCRIPTIONS	https://[insert your domain here]/subscribe
BUSINESS DIRECTORY	https://[insert your domain here]/business-directory
PARKS DIRECTORY	https://[insert your domain here]/parksites
PROPERTY DIRECTORY	https://[insert your domain here]/properties
PROJECT DIRECTORY	https://[insert your domain here]/projects

Web Content Accessibility - Watchlist

We believe information should be accessible to all. When you are building a web page, make the content easy to understand no matter whether your user can view the web page or listen to your content using a screen reader.

Below are a few key guidelines to keep in mind when crafting your web page content.

TEXT CONTENT

Pay Close Attention While Using...

- **Headings**

Use headings to organize your content into meaningful sections on a web page.

Why? See **APPENDIX D** for more information.

- **Tables**

Include a table caption with a table to make it clear to your user what information the table is providing.

Why? Screen reader software can jump between table content on a web page. Table captions can help provide greater context to a listener who may have landed on a table without knowledge of prior content.

- **Hypertext**

Include descriptive and informative hypertext when creating a hyperlink to make it clear to your user where they will be taken after clicking on the link.

Why? Screen reader software can jump to hyperlinks on a web page. Descriptive hypertext can help provide greater context to a listener who may have landed on a hyperlink without knowledge of prior content. For example, using hypertext that says, "[Click here to view the agenda and minutes for the latest City Council meeting](#)" is a lot more informative than using hypertext that simply says, "[Click Here](#)."

Try to Avoid Using...

- **ALL CAPS Text**

Avoid using ALL CAPS for a word or phrase to express emphasis.

Why? Screen reader software will read ALL CAPS aloud as individual letters rather than a complete word. For example, a listener would hear the text "IMPORTANT" as "I...M...P...O...R...T...A...N...T" which may be confusing in understanding the word or the meaning behind the emphasis of the word.

- **Underlined Text**

Avoid underlining text [if it is not a hyperlink].

Why? Underlined text on a web page typically represents a hyperlink that will take the user to further information elsewhere. A user may try to click the underlined text expecting to be taken to a new web page.

Web Content Accessibility - Watchlist

IMAGE CONTENT

Pay Close Attention While Using...

- **Alternate Text for Images**

Use a very brief and informative description of the image for Alternate text [a ***required field** when uploading and adding images to your web page].

Why? Screen reader software will read the Alternate text when it lands on an image to let a listener know there is an image on the web page. Brief and descriptive Alternate text can help share what is happening in the image without the user needing to see the image.

Try to Avoid Using...

- **Page Title for the Alternate Text of an Image**

Avoid using the web page's Title for Alternate text.

Why? The web page's Title will likely be short and not very descriptive of what is happening in the image. A lack of descriptive alternate text for an image may cause confusion for a listener who is expecting to learn additional information from the screen reader about what is being displayed in the image.

- **Images with a lot of Information**

Avoid adding images with a lot of information (e.g. a flyer) to a web page.

Why? Screen reader software will read the Alternate text when it lands on an image to let a listener know there is an image on the web page. The Alternate text field has limited space and likely can't include all the information.

Instead, include the image information as text in the Body of the web page to be accessible to all.

Web Content Accessibility - Headings

Headings provide structure and separate your content into meaningful sections on your web page.

Web Accessibility

Headings are also a key element to building strong navigation on a web page for your users (both viewers and listeners).

Screen reader software can easily guide a listener to different sections of a web page if headers are used properly to break up the content.

The listener types a specific combination of keys on the keyboard to navigate from header to header. This ability to jump around a page to find specific content without being forced to listen to all content will provide listeners with the same capabilities as someone who can see the web page.

Proper Structure

There are six different levels of heading tags: **H1**, **H2**, **H3**, **H4**, **H5**, and **H6**.

Heading tags work in order from most important (H1) to least important (H6). H1 is only used once on a web page and is automatically taken by the page title.

Tip: Avoid using heading tags beyond H3. If your content includes H4 - H6 heading tags, your copy may be too lengthy for one web page and should be broken up into multiple web pages.

See the sample text below.

EVENTS & ACTIVITIES [H1 Tag]

The City of Municode hosts a full calendar of events and activities throughout the year.

CITY HALL EVENTS [H2 Tag]

City Hall sponsors several annual events for people of all ages.

New Year's Eve Fireworks Show [H3 Tag]

On the eve of December 31st, the City of Municode will sponsor a firework show and celebration.

RECREATION EVENTS [H2 Tag]

The City of Municode Parks & Recreation Department hosts several recreation events accessible to people of all abilities. See event descriptions below.

...and so on.

Tip: Use headings in moderation. Too many headings can sometimes make it hard to navigate a web page.