

WEBSITE GUIDELINES MANUAL

STANDARDS

The purpose of this Guidelines Manual is to provide tips on how to make the CITE web pages easy to understand, and helpful for our members. The key to great web content is to be consistent and accurate. This manual will help to ensure that every webpage is written the same way so that our website looks professional, and is easy to understand. We need our website content to be accurate, ensure that our pages are always up to date, and utilize navigation protocols that make sense.

BUSINESS GOALS

- Help members and visitors serve themselves to find the information they're looking for
- Meet and exceed expectations regarding the information available
- Ensure the website and the information it delivers is usable, topical and up-to-date

STYLE AND TONE

- Strive for a helpful, conversational, forthright, and objective tone
- Speak directly to members
- Use the simple, everyday words used in normal conversation, minus slang and other incorrect habits of speech

BASIC TERMS & DEFINITIONS

PROCESS

There are four levels of responsibility for publishing content to CITE's website:

- **Author:** is responsible for creating new, or editing existing, web pages. Appropriate text and images for publication should be gathered prior to submitting for approval. If an author is unsure whether content is appropriate for the national site (versus one of the Section or Chapter websites), or in what area of the national website it should reside, they should contact the Communications Coordinator for input.
- **Communications Coordinator (CC):** person who reviews all content prior to upload. The accuracy and appropriateness of pages are checked to ensure that Guideline standards are met, text editing performed where required, and ensures that the navigation protocols are followed. The CC has primary responsibility for the CITE website including, but not limited to, managing advertisers, content, and navigation standards. The CC is authorized to approve content without Oversight input, however, most times the Oversight will be notified.
- **Oversight:** certain areas of the website are the direct responsibility of an Executive member (example: Scholarships & Awards are the responsibility of the Vice President). With the exception of the CC, changes and/or additions to these sections cannot be performed without their knowledge. Where no Oversight is defined, that position is filled by the CC (refer to the Navigation portion of this document for further information).

- **Webmaster:** responsible for programming any website updates, maintaining the host server contracts, and email distribution services. The webmaster will only make website updates as received through the CC, with the exception of Job Opportunities.

To summarize, content is created/edited by each author, then sent to the Communications Coordinator for approval. At this time the submission can be approved or sent back for revisions. When submitting content for approval, the author will receive email notification about status (approved or editing required, etc.).

UPDATES & REVIEWS

Updates can be made to the website at any time by following the process outlined. Content reviews are performed quarterly by the CC for timeliness of information. During these reviews each CITE Section and Chapter will be contacted and asked to review their specific pages for updates.

SUGGESTIONS AND/OR SUBMISSIONS

Any suggestions and/or submissions for the website must go through the CC. Requests for specific placement will be duly considered, but the final destination will be determined based on topical relevance.

The CC reserves the right to edit any submissions accordingly to maintain contextual and grammatical consistency.

NAVIGATION

Navigation within the CITE website is achieved by following the site directory structure. This has been designed to make the most sense to CITE members, and allow them access to needed information in the fewest steps possible. The current primary navigation structure has been approved by the Executive, and cannot be changed without their input. Decisions regarding structural changes must be submitted via the CC, who will only send forward to the Executive if the structure change is deemed valid and necessary.

Each page of the CITE website is designed with four (4) defined banner areas that remain visible regardless of the specific webpage loaded:

- Top banner: identifies the website owner as CITE
- Left banner: this is the primary navigation area. Additional levels of navigation (secondary) are shown when specific section landing page is visited to provide quick navigation within that specific topic. The final level of navigation (third) is typically programmed into the page content – a third level is not planned for the banner portion.
- Right banner: this section is restricted to advertisers and upcoming events as follows:
 - Advertisers: these are paid promotions, limited to logo identification only, that are available as an annual subscription. Corporate logos are programmed links to the advertisers website. Note: advertisers must be industry related.
 - Upcoming Events: currently only one event can be promoted at a time. Generally, these are restricted to the national or international ITE meetings/conferences.
- Bottom: website communication standards. Always seen on every page, but will shift up or down according to content.

PRIMARY NAVIGATION (LEFT BANNER)

In this section each primary navigation topic will be described and Oversight identified. Any questions regarding primary navigation should be directed to the Communications Coordinator.

- **Employment Opportunities** (Oversight: Webmaster): This section is directly managed by the Webmaster. Employers must pay a subscription fee to have available positions posted online. The subscription also includes an email notification to all CITE members.
- **Executive** (Oversight: Communications Coordinator): Any updates to this section must directly related to the CITE Executive, and reflect the organization on a national level. Updates are coordinated with the direction of the CITE President.
- **Scholarships and Awards** (Oversight: Vice President): content is strictly related to CITE scholarships and awards managed at the national level. Any scholarships and/or awards provided at the Section or Chapter level will be identified on their individual websites.
- **Sections** (Oversight: Section Presidents): Each CITE Section has one webpage to provide an overview of their Section that includes an introduction, interesting trivia (if applicable), general information, website link (if available), contact email link (mandatory), and a listing of the current Section Executive. Information regarding any Section Chapter will also be listed in this section. This information is reviewed twice yearly for accuracy and applicable updates.
- **CITE News** (Oversight: Communications Coordinator): news bulletins are typically reserved for content or document downloads that are newly added. Additional navigation pages included in this section are:
 - **Events**: all listed events must be industry related and open to attendance by CITE members.
 - **Transportation Talk** (TT): as the quarterly newsletter of CITE content in this section is the responsibility of the TT News Editor. All digital editions of the newsletter are stored in this section, along with information related to advertising opportunities, distribution dates, and deadlines for TT content submissions.
- **Technical Liaison Committee** (TLC) (Oversight: TLC Chair): any content in this section must be directly related to the TLC.
- **Workshops/Training** (Oversight: Communications Coordinator): this section lists any CITE workshop and/or training initiatives implemented at the national level. Upcoming sessions related to specific Sections or Chapters may be listed here if a request is submitted from such.
- **Resources** (Oversight: Communications Coordinator): this is the repository for any general CITE documents that members need to access. NOTE: downloads relating to other primary navigation topics (example: Executive) will be located in those sections.
- **Students** (Oversight: Student Chapter Presidents): Similar to Sections, each CITE Student Chapter has one webpage to provide an overview of their Chapter that includes an introduction, interesting trivia (if applicable), general information, website link (if available), contact email link (mandatory), and a listing of the current Chapter Executive. This information is reviewed twice yearly for accuracy and applicable updates.

STYLE GUIDE FOR WEBSITE

CITE is one of our most visible faces to both our members and visitors alike. Therefore, it is very important that a consistent look to the site is maintained. Following the set navigation protocols will ensure that members get the best value out of the web site.

When making changes or additions to web pages, please ensure that the guidelines listed in this document are followed.

WRITING GUIDELINES

BEFORE YOU WRITE

Before you write, think about:

- the business requirements for your information/project
- CITE member tasks and needs
- the information requirements

WHEN YOU WRITE

1. Write for intended visitors (primarily CITE members).
2. Break the information into manageable topics (chunks). Write a short, relevant heading or subheading for each topic.
3. Cover all the topics that members require — in the order they require them.
 - In each topic or subtopic, include the information members need or want.
 - Keep your pages short.
4. Structure each topic according to information type — procedure, process, principle (policies, criteria, guidelines, regulations), concept, or fact.
5. Focus on the meaning, and make it accessible.
 - Speak (write) directly.
 - Use the words and phrases that are standard in the industry.
 - Use the present tense.
 - Write objectively. (Avoid exaggeration.)
 - Use positive language.
 - Use the active voice.
 - Spell out common and trademarked abbreviations the first time they are used in a topic. (Avoid abbreviations and acronyms.)
 - Be specific.
6. Spell correctly and consistently according to the guidelines in the Canadian Oxford Dictionary.
7. Punctuate and capitalize correctly and consistently.

GENERAL STYLES & CONVENTIONS

ABBREVIATIONS, ACRONYMS, AND SYMBOLS

- Avoid the use of all but universally understood abbreviations and acronyms. When you use an abbreviation or acronym, use it consistently.
- Use the percent symbol (%) rather than percent or per cent.
- Do not abbreviate the names of days and months in normal text. Use the abbreviations in notes, tables and charts.

APOSTROPHES

- Use apostrophes to show possessive. Example: CITE's policy is...
- Do not use an apostrophe to show possessive with "it". Example: CITE releases its financial reports in April... (only use an apostrophe when using a contraction for "it is." Example: It's the policy of CITE....)
- Do not use an apostrophe with acronyms. Example: PDFs; ATMs.

CAPITALIZATION

- Keep capitalization to a minimum to help readability.
- Capitalize occupational titles when they refer to a specific or unique office.
- Capitalize proper names. Examples: a person's name, the name of a university or school, the name of a city, province or country, a trade name, a month or holiday.
- Capitalize the names of Sections and Chapters when used in conjunction with an identifier, or in relation to their use as a noun. Example: Saskatchewan Section.
- Do not capitalize the first word in an items list unless the items form complete sentences.

COMPOUNDS

- Hyphenate a compound adjective that immediately precedes the noun it modifies. Example: three-day vacation
- Do not hyphenate compound verbs that end in an adverb or a preposition. Examples: break away and clip on.

DATES

- Use this format: October 23, 2009.

GENDER-NEUTRAL LANGUAGE

- Use words that do not distinguish between male and female.
- If you need to use the singular for the sake of clarity, use both the male and female pronouns. Example: He/she will receive a letter of confirmation.

HEADINGS AND SUBHEADINGS

- Capitalize the first letter of each word (title case) for headings and subheadings. Use sentence case for any entries under a subheading.

ITALICS/BOLD/UPPERCASE

- Do not use italics in headings.

- Do not use italics in text unless referring to a bylaw, provincial act or third-party report or publication.
- Use bold text sparingly and only for the most important word or phrase.
- Do not use uppercase for emphasis.

LINKS

- Tell visitors what they'll find, and links should be related to the specific topic or profession as a whole.
- CITE's link policy is that we do not link to outside sites except if it is to:
 - a District, Section or Chapter of ITE;
 - affiliated organizations;
 - industry related conferences (can only be listed under "Events")
 - companies providing CITE-sponsored products and/or services (example: Greenmodes).
- Ensure links add value or relate to the information on the page.
- Carefully evaluate if a link is needed. If the user leaves the CITE site, they may not come back.

NUMBERS

- Spell out numbers when they appear at the beginning of a sentence. Example: One snow plow clears....
- Spell out numbers from one to ten when used alone in a sentence; use numerical figures for numbers over ten. Example: CITE has 12 Sections. The exception is to use numbers when it is with a descriptor. Example: 2MB; \$5.
- 1,500
- 70th birthday
- \$1.5 million
- (123) 456-7891 (include area code)

PDFs

- Include "PDF" after every PDF link to inform the user the link will open a PDF document.
- It is recommended that file size be included after PDFs (example: sample.pdf (2705kb)).
- Ideally, PDFs will be programmed to open in a new window.

PREPOSITIONS

- If a sentence ends naturally with a preposition, leave it there. Example: He wants to know what team he'll be on.

PUNCTUATION

- Single space after all punctuation, including periods and colons.
- Use a colon at the end of a sentence that introduces a list. Use a semicolon between each item in the list.

- Use commas between the items in a series, and before the final “and”, “or” or “nor”, to avoid confusion.
- If you use a slash mark to separate alternatives, do not space on either side of the slash mark. Example: and/or.
- Do not use punctuation (commas, semi-colons and periods) at the end of the items in lists unless the items in the list form complete sentences.

SPELLING

- As the Canadian District of ITE, we use the British spelling of words. Example: neighbourhood; labour; metre; centre.

TIME AND TIME ZONES

- Use the 12 hour clock.
- Punctuate the cycles as follows: a.m. and p.m.
- Write a specific time as follows: 2:00 p.m. and 2:30 p.m.
- Use a dash “-” when describing a span of time. Example: 8:00 a.m. - 4:45 p.m.) instead of “to” (8:00 a.m. to 4:45 p.m.)

TERMINOLOGY

To ensure consistency, please use the following spellings/forms for the terms listed below:

- email
- license (verb) and licence (noun)
- online (not on-line)
- Note: Use this format when inserting a “Note:” into content on a page.
- internet (except when referring directly to the Internet)
- website (except when referring directly to the Web)
- on ramp and off ramp (two words)

If you have questions about writing for the web, or suggestions for this Manual, please contact the Communications Coordinator at comm_coordinator@cite7.org