

School websites quick tips and best practices

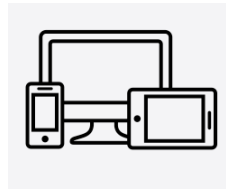
Bilingualism

All content on your website must be published in English and in French to comply with OQLF requirements.

Content must be made available in French at the same time as the English content.

This means any newsletter, pdf document, image with captions, memos, and more need to be translated into French before posting on the website.

To facilitate the translation process, you can use our professional license with Reverso, an automatic translation tool. Please reach out to the Communications team for credentials and training videos on the tool. (<https://www.reverso.net/text-translation>)



Responsive website

Because people access websites with different devices, your website needs to be responsive and adjust to the different screen sizes making the information available to all regardless of the device they use.

Since the CMS is making sure that the information displays correctly, please use the appropriate tools in the CMS for displaying information.

Currently:

- 49.9% of parents use a mobile phone
- 48.3% use a laptop and
- 1.8% use a tablet

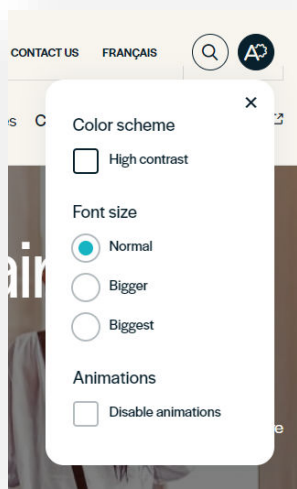
It is imperative that we consider offering a similar navigation experience to all our visitors.

Accessibility



Web-based content or service is considered accessible when anyone, regardless of their abilities, can understand, navigate and interact with it. Web accessibility is an important element for social integration and participation in the collective life of the population.

Click on this link to access the [Standard sur l'accessibilité des sites web](#) on which the schools websites have been built.



On the top left corner, you will see an icon on which visitors can click to help them navigate more efficiently the website.

Therefore, it is important to limit the use of wording embedded on picture, using colors to differentiate content and animation to convey important information.

Please keep this in mind when updating content on the CMS.

Mandatory documents

According to the Education Act, the following information must be made available to your school community. The website is the perfect vehicle for this purpose. Here is a list of mandatory information to be posted on the school's websites. Don't forget that all these documents must also be

available in French since they will be housed on the website.

- 1) Complaint process (Student Ombudsman)
- 2) Educational project
- 3) Evaluation of educational project
- 4) Services offered by the school and report on services rendered
- 5) ABAV and its results
- 6) Governing Board - date, time and place of meetings
- 7) Code of Conduct - must be updated at the beginning of each school year

Best practices



Remove all dates and years from documents

Unless the information is time-sensitive, refrain from including dates and years on documents (especially pdf documents) that will be housed on the website. These dates will make visitors question if the information on the whole website is updated with the latest information.

Keep in mind that the website is not an archive for past information. Any information and documents that may be out of date, need to be removed. Should you want to keep the information for future reference, you can keep it in an archive folder on your computer.

Use the Quick Links section for popular topics

The Quick Links section can help visitor quickly find information they are searching for. For example, the most popular reason parents will be using the website will be to consult the school calendar. Make sure that information is included in the Quick Links section so parents can easily find what they are looking for.

Also, you can change these quick links easily and at any moment. Make a habit of changing it up to make important information easy to find. For example, use the quick links for quick access to school supplies at the end of a school year or use the quick links to access registration and re-registration information in January. Make this section your own and ease your visitors experience on your school websites.

Toponymy

When indicating an address, like the school's address, your need to respect the toponymy as indicated below:

- 1) Québec official place names, including street names, are not to be translated. If necessary, consult the website of the [Commission de toponymie's Bank de noms de lieux du Québec](#).
Examples of what not to do: Magdalen Islands, Ottawa River, St. Lawrence River.
The English forms "Québec City" and "Quebec City" are not acceptable. Instead, they prefer "city of Québec" or "Québec city".
- 2) The place names "Montréal and "Québec" always have an accent.

PDF is the way to go

Downloadable documents **MUST** be in a pdf format on your website. If it is not in the correct format, the CMS will not allow you to upload it in the media library.

To ease the maintenance of current and updated information, please refrain from having the same pdf document on two different pages on the website. Should you need to reference a pdf document on a given page, please use a link to reference the existing pdf document. In this manner, when you will need to update the pdf document, you will be assured that no outdated information lingers behind on the website.

For example, you can have the Judicial form for volunteers located in the school policies page. Should you want to reference this form in your OPP / Home & School section, the link should bring visitors to the school's policies page so they access the document.

Images



The use of images on your website is highly encouraged. When uploading photos, please make sure that you have written consent for any and all use of student's images before posting.

Should you not have images available, you can always refer to the SWLSB bank of images that was created for this purpose. The bank of images is accessible here:

[SCHOOL WEBSITE Photobank](#)

When uploading your own images to the website, make sure the images are the following size:

1920 px x 370px
72 dpi

Feel free to reach out to the Communications if you need help resizing your picture.