

Committee Support

Review of all website content pertaining to your committee, will help us to complete the updates.

Standards to apply to all content

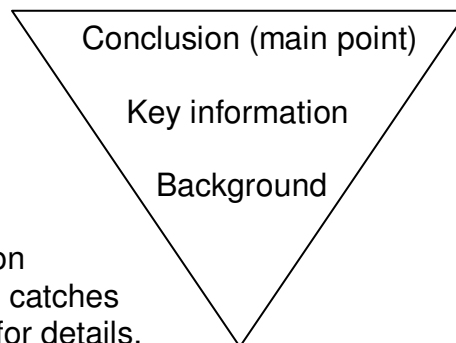
- ♦ The *GGC Style Guide* sets the criteria for our written word. All content needs to be edited, to ensure consistency in our communication. The obvious is our name use; the unobvious is the use of words.

Instead of stating: "...for example we..." state "e.g."

- ♦ The *Graphic Standards Manual* advises what logo, colour and font to use. Think of our text as being the written uniform - it identifies who we are.
- ♦ Record the creation date of the document being linked, in the lower right corner. When documents are amended, it helps us to identify the version.

Key points when writing for the web

- ♦ Style of writing to use is the **inverted pyramid**



Users want key information at the top of the page. If it catches their interest, they'll read for details.

- ♦ Only use underlining for words to be hyperlinked.
- ♦ Do not capitalize an entire word
- ♦ Only use simple, basic language - it helps users to skim the page.
- ♦ Many users do not scroll past the fold in the page (the invisible break between pages). Keep this in mind.
- ♦ White space is friendly, too much black is not

Steps to use to check committee pages

1. Identify and copy all website pages belonging to your committee.
One way to do this is to email the page to yourself, if you're not able to print the screen.
2. Review content and check that its:
 - current
 - relevant
 - correct
3. Omit all dated and duplicate content
4. Advise us of what you'd like archived
5. Rewrite content that is too wordy
6. Check all links attached to your web pages
 - review content of links per item two above
7. Check all underlined words to confirm they are hyperlinks. Remove if not.
8. Determine what content can be delegated to other web pages in our suggested Site Map attached to this hand-out.

Print off your web pages to review content. The hard copy will help you to identify errors or inconsistency quicker.

For questions, please email: website@bc-girlguides.org