

YORK UNIVERSITY



WEBSITE STYLE GUIDE

MAY 2012

yorku.ca/yorkweb/standards

INTRODUCTION

This document outlines the web standards and guidelines to be followed for creating, re-designing or managing the design of a new or existing website on the yorku.ca domain. Adhering to this style guide will help ensure a consistent web experience for users as well as the integrity of the York identity.

In this document, the Design Overview describes web page layouts, elements and font/colour specifications; the Content Development Guidelines offer general information about employing these standards, guidelines for use of images, editorial tips, and adding other standardized tools and elements to a York website.

The York Web [Production Guide](#) that accompanies this guide gives technical guidelines and specifications for creating webpages/sites when using the York template.

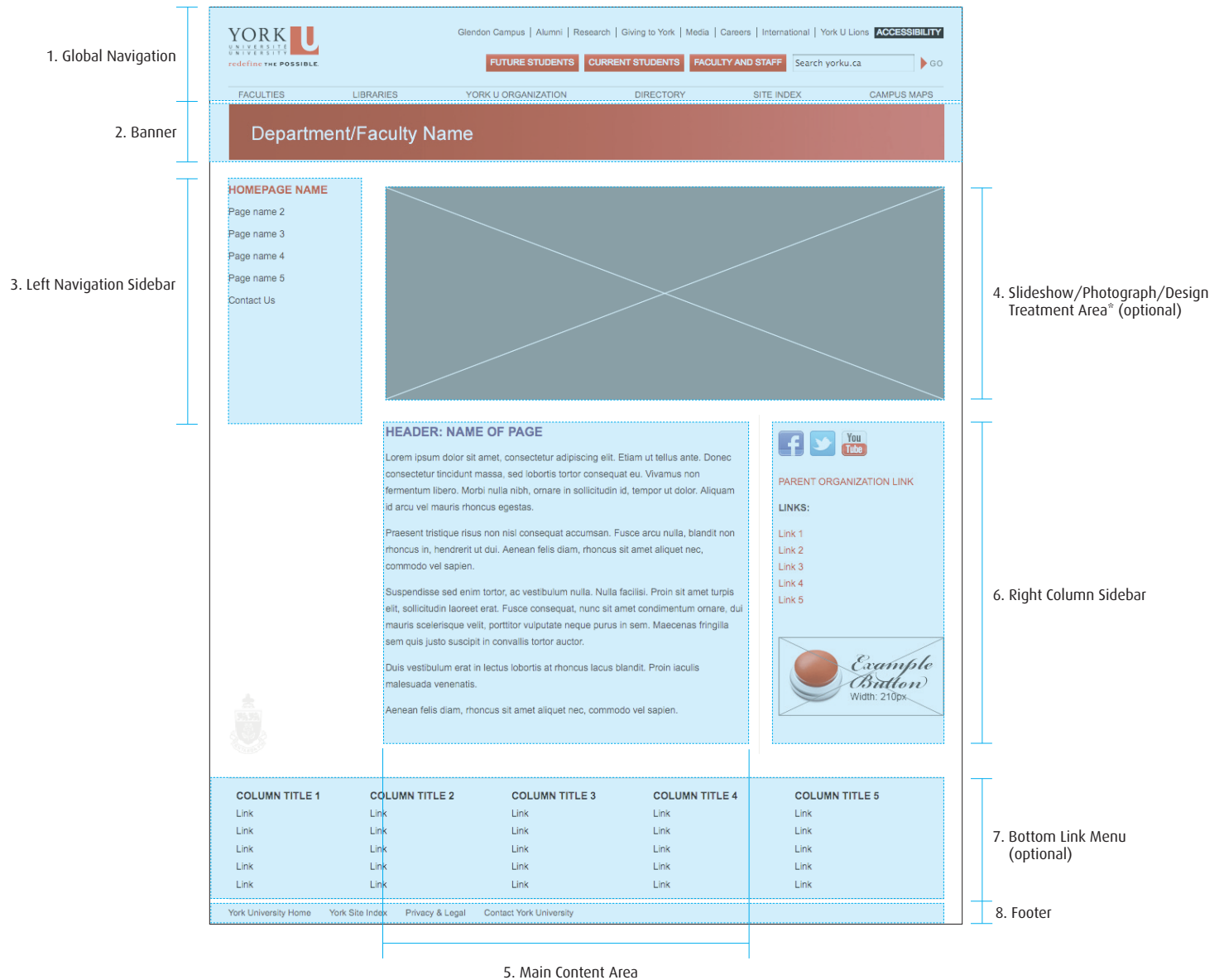
These documents address general needs in website development. For aspects that are not addressed, please contact [Marketing & Creative Services](#).

The yorku.ca template design incorporates the top Global Navigation header and the overall yorku.ca home page style. It is intended to create a clean and inviting site with user-friendly fonts, bursts of York red and plenty of white space. It also takes into account the most recent accessibility standards.

LAYOUT SECTIONS:

The web page template contains common layout sections to maintain consistency, as well as some variations to address different page needs.

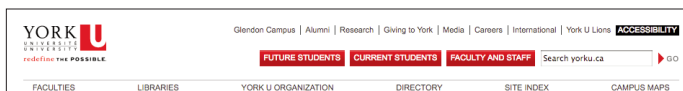
DESIGN OVERVIEW



1. GLOBAL NAVIGATION

Purpose: To clearly indicate that the website is part of the larger York University site.

This area remains consistent throughout all web pages on all York University websites. It makes a web page easily identifiable as a York-affiliated entity and gives navigation options to visitors.



There are two versions of the Global Navigation:

Internal: To be used for a primarily internal (York-based) audience, such as Finance, HR and the President’s website

External: To be used for a predominantly external (public) audience, such as Future Students, Careers, Alumni and Development (Giving to York) websites

The default is internal, however, if your site audience is predominantly external, please contact [Marketing & Creative Services](#).

This page element is mandatory and cannot be modified.

2. BANNER

Purpose: Consistent visual identification of website name

Guidelines for Banner Use:

- The banner must span the template width
- The title in the banner must be the title of the website (i.e. not a section title or page title) and must be consistent throughout the site. Page titles will be placed in the content area
- The banner must be a static image (i.e. not a slideshow)

Photoshop source files are provided with the [York template](#) to create these banners, and instructions of how to insert them in the template are outlined in the [Production Guide](#).

Banner Options:

There are three banner options to accommodate different types of websites:



Tall banner with site title and image

- Allows for a right-aligned image in the banner
- Icons, buttons and design treatments cannot be placed in the banner
- For use with Home Page Examples 1, 2 or 3 (see below)
- Ideal for use on a home page where photography, slide show or design treatments are not the main focus of the content area
 - Dimensions of red area: 675px x 180px
 - Dimensions of image: 235px x 180px
 - Total width of the banner image: 910px
- Font: 18pt Arial, #ffffff (white)
- Image is right-aligned
- Gradient: Dark red to medium red



Tall banner with only site title (no image)

- For use with Home Page Examples 1, 2 or 3 (see below)
- Ideal for use on a home page where a photograph is better placed in the content area
 - Dimensions of red area: 910px x 180px
- Font: 18pt Arial, #ffffff (white)
- Gradient: Dark red to medium red

Department/Faculty Name

Short banner with title (no image)

- For use with Home page Examples 1, 2 or 3, and all Secondary Pages (see p.8)
- Ideal for use on a home page where other content, such as a slideshow, video or design treatment is the focus of the content area
- Mandatory for all secondary pages
 - Dimensions of text area: 910px x 70px
 - Font: 18pt Arial, #ffffff (white)
 - Gradient: Dark red to medium red

3. LEFT NAVIGATION SIDEBAR

Purpose: To provide *primary navigation* to the user in order to access the main sections or pages of a website. To be implemented as HTML text to allow for easy updating.

- Must include only the site title and links to main sections or pages within the website itself (internal links)
- Generally no more than two levels of the website (sections and subsections) should be displayed. Only one expanded section with its subsections listed are to be displayed at a time. In the case where a website is deep and other means of navigation is not sufficient, three levels may be allowed with consultation with Marketing & Creative Services
- The number of sections and subsections within a section should be kept at a minimum
- Each page on the website should have the appropriate section/subsection bolded
- The left navigation sidebar must be consistent on all pages of the site, except when a section is expanded
- The first link should link to the main page of the website and use the name of the website. The last link in the sidebar should link to a contact page
- Links should be short, descriptive and as similar as possible (or identical) to the linked page titles
- If there are links to other York or external websites, promo buttons or other items, place them in the right column sidebar
- Links are dark grey and turn red and underlined on rollover. When a link is the currently selected item, it is red and bold. The first link to the home page is in all caps. This formatting is coded into the template stylesheet
- No additional spacing or lines between sections should appear in the left navigation.

The left navigation sidebar is implemented as a static menu on web pages. Flyout menus must not be used.

The left navigation sidebar should not include any other elements (e.g. text, images, text images, buttons, etc.)

4. SLIDESHOW/PHOTOGRAPH /DESIGN TREATMENT AREA* (OPTIONAL)

Purpose: To showcase important imagery/design to help enhance the content on a homepage or on a high traffic page only.

If using a slideshow/photograph or design treatment, it can be placed above the main content area within the specific width. It should only be used to highlight main features on a home page or other high-traffic page.

Images should be no wider than 710px or 455px (depending on the home page option you have selected). There is no mandatory height requirement. Text in the slideshow should be kept to a minimum so as to not compete with the header area above.

For advice on photography, video or design treatments, please contact [Marketing & Creative Services](#).

For guidance on implementing a slideshow, please refer to the [Production Guide](#).

*Design treatment refers to a Faculty/Department's unique "look" made up of a combination of design elements that may or may not include photos, or graphical elements.

5. MAIN CONTENT AREA

Purpose: To communicate the page's main messages.

Examples of typical content include:

- Text
- Photos
- Design elements*
- Videos

The width of the content area is fixed at 455px which ensures an optimal text line length. To ensure the template is displayed properly in browsers, please ensure the items do not exceed this width.

The Main Content Area has a white background and a vertical rule on the right side to separate it from the right column sidebar. The background colour and vertical rule should not be modified.

Formatting styles for common text elements such as headings, paragraphs, links and lists are specified in the main template stylesheet. Links in the main content area are red and turn underlined on rollover. If there are style needs that are not addressed here, please contact [Marketing & Creative Services](#) for clarification.

*Design elements refer to graphical or text elements that are part of an entire design treatment.

Headers

<H1> tags should only be used with the first header of the page (the page title). All other headers used should be H2 or lower.

Headers should not be made into links. Instead, use the text that proceeds it to send people elsewhere on the web.

Tabs

Use of tabs to navigate between layers of information within a section of the main content area is acceptable; however, use of tabs to navigate between pages is strongly discouraged.

6. RIGHT COLUMN SIDEBAR

Purpose: To be used for *supplemental* elements to the content on a given page.

If there are no items relevant for this area, keep it empty. When placing content in this area, consider upkeep. If content repeats itself across many pages, consider using an include file to reduce maintenance work.

Examples of primary elements include:

- Social media icons/feeds
- Parent organization link (optional)
- Link lists (e.g. links to other York sites, external links and/or links to specific page on your website.)

If these elements are being used, they should be included in the above listed order.

Additional elements that may appear in the right column sidebar include (but are not limited to):

- Photos
- Announcements
- Event listings
- Promo buttons
- Question boxes
- Targeted info "bulletins"
- Profiles
- Forms
- Videos
- Calendars
- Search functions
- Targeted quick links
- Extra info (contact, etc.)

Items that should *not* be placed in your right column sidebar include:

- Top-level navigation items (these should be placed in your left navigation area)
- Core content or large blocks of text (these should be placed in your main content area).

Primary Supplemental Elements

Social Media Icons:

Purpose: To provide quick links to relevant social media channels. These buttons should appear at the top of the right column sidebar on the page.

Some of the more popular examples include:

- E-mail (generic)
- Facebook
- Flickr
- Google+
- LinkedIn

- Picasa
- RSS
- Twitter
- Vimeo
- YouTube

A full list can be found in the [Production Guide](#)

Each icon should link to the unit's account at each social media service/website.

If there are more than five icons to display, display five icons in a row, then begin a new row of icons directly below.

Social Media Feeds:

Purpose: To provide a more detailed snapshot of activity on your social media channel.

If a feed is desired, use a widget that is provided by the social media service/website.

Whenever possible, widgets should be styled using York colours (see the Font Colour section of this guide). Styling for Twitter and Facebook widgets are specified in the [Production Guide](#).

Parent Organization Link:

Purpose: To show relevance and organizational structure.

It refers to the division, Faculty or department (e.g. Faculty of Liberal Arts & Professional Studies, or Research) that your unit (e.g. Department of English, or CITY Institute) is a part of or associated with. The Parent Organization Link links to the parent organization site and is displayed in all-caps.

Link Lists:

Purpose: To link to content relevant to the site (e.g. links to other York sites, external links and/or links to specific page on your website).

Each item listed should use the name of the site being linked to, not a descriptive link.

Secondary Supplemental Elements

Photographs:

Purpose: To provide interesting visuals to accompany text.

Photos placed in the right column sidebar should be a maximum width of 210px – anything larger will distort the page. No padding should be placed around the image as there is already left and right padding coded into the section.

Announcements:

Purpose: to highlight important information that is time sensitive.

- Keep text brief (30 words or less) and timely
- Default styling is black text on white background. Alternative options are black text on light grey background or white text on red background. See the [Production Guide](#) for details.

Events Listings:

Purpose: To highlight time sensitive events that can be either manually maintained by the site's webmaster or can be generated by an RSS feed from an event tool such as York's event system (<http://www.yorku.ca/yuevents/index.asp>).

Promotional Buttons:

Purpose: Meant to be simple, clear images that highlight items on the website. They should be a temporary image that highlights noteworthy content with a limited duration to maximize impact.

- Should be placed in the right column area only.
- Width should be 210px – anything wider will distort the page. Height is dependent on content included.
- Any font style and/or image can be used. The link tag, "title" and "alt" information must be provided to ensure accessibility.
- It is strongly recommended that a maximum of three promotional buttons to be used on one page to maximize impact.

7. BOTTOM LINK MENU (OPTIONAL)

Purpose: To highlight or complement the main navigation (found in the left navigation area) of the site. This menu should only appear at the bottom of the home page of a website and is optional.

Details:

- Must contain at least three and at most five columns
- Each column has a header/title that summarizes the list below
- The link names should mirror the title of the page being linked to, not a description of the page
- To be used for navigational links only, not content

8. FOOTER

Purpose: To provide consistent links on all York pages.

The Footer appears on all pages and is made up of links to the following York web pages:

- The York homepage
- Site Index
- Privacy & Legal
- Contact York University (which is different than the Contact Us info you provide for your website)

HOME PAGE EXAMPLE LAYOUTS

The following are three main layout examples that demonstrate layout section usage. There are further permutations with different size banners etc., but these examples represent the combination of layout sections that are allowed on a home page. For banner options, please see p. 5

HOME PAGE, EXAMPLE 1 RIGHT COLUMN, WITH BOTTOM LINK MENU

YORK U
UNIVERSITY OF YORK
redefine the POSSIBLE

Glendon Campus | Alumni | Research | Giving to York | Media | Careers | International | York U Liens | ACCESSIBILITY

FUTURE STUDENTS CURRENT STUDENTS FACULTY AND STAFF Search yorku.ca GO

FACULTIES LIBRARIES YORK U ORGANIZATION DIRECTORY SITE INDEX CAMPUS MAPS

Department/Faculty Name

HOME PAGE NAME
Page name 2
Page name 3
Page name 4
Page name 5
Contact Us

HEADER: NAME OF PAGE

Facebook Twitter YouTube

PARENT ORGANIZATION LINK

LINKS:
Link 1
Link 2
Link 3
Link 4
Link 5

Example Button
Width: 210px

COLUMN TITLE 1	COLUMN TITLE 2	COLUMN TITLE 3	COLUMN TITLE 4	COLUMN TITLE 5
Link	Link	Link	Link	Link
Link	Link	Link	Link	Link
Link	Link	Link	Link	Link
Link	Link	Link	Link	Link
Link	Link	Link	Link	Link

York University Home York Site Index Privacy & Legal Contact York University

HOME PAGE, EXAMPLE 2 RIGHT COLUMN, WITH SLIDESHOW/PHOTOGRAPH/DESIGN TREATMENT AREA AND BOTTOM LINK MENU

YORK U
UNIVERSITY OF YORK
redefine the POSSIBLE

Glendon Campus | Alumni | Research | Giving to York | Media | Careers | International | York U Liens | ACCESSIBILITY

FUTURE STUDENTS CURRENT STUDENTS FACULTY AND STAFF Search yorku.ca GO

FACULTIES LIBRARIES YORK U ORGANIZATION DIRECTORY SITE INDEX CAMPUS MAPS

Department/Faculty Name

HOME PAGE NAME
Page name 2
Page name 3
Page name 4
Page name 5
Contact Us

HEADER: NAME OF PAGE

Facebook Twitter YouTube

PARENT ORGANIZATION LINK

LINKS:
Link 1
Link 2
Link 3
Link 4
Link 5

Example Button
Width: 210px

COLUMN TITLE 1	COLUMN TITLE 2	COLUMN TITLE 3	COLUMN TITLE 4	COLUMN TITLE 5
Link	Link	Link	Link	Link
Link	Link	Link	Link	Link
Link	Link	Link	Link	Link
Link	Link	Link	Link	Link
Link	Link	Link	Link	Link

York University Home York Site Index Privacy & Legal Contact York University

HOME PAGE, EXAMPLE 3 RIGHT COLUMN, WITHOUT BOTTOM LINK MENU

Glendon Campus | Alumni | Research | Giving to York | Media | Careers | International | York U Lions **ACCESSIBILITY**

FUTURE STUDENTS **CURRENT STUDENTS** **FACULTY AND STAFF** Search yorku.ca **GO**

FACULTIES LIBRARIES YORK U ORGANIZATION DIRECTORY SITE INDEX CAMPUS MAPS

Department/Faculty Name

HOMEPAGE NAME

Page name 2
Page name 3
Page name 4
Page name 5
Contact Us

HEADER: NAME OF PAGE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam ut tellus ante. Donec consectetur tincidunt massa, sed lobortis tortor consequat eu. Vivamus non fermentum libero. Morbi nulla nibh, ornare in sollicitudin id, tempor ut dolor. Aliquam id arcu vel mauris rhoncus egestas.

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Duis vestibulum erat in lectus lobortis at rhoncus lacus blandit. Proin lacus matesuada venenatis.

Aenean felis diam, rhoncus sit amet aliquet nec, commodo vel sapien.

PARENT ORGANIZATION LINK

LINKS:

Link 1
Link 2
Link 3
Link 4
Link 5

Example Button
Width: 210px

York University Home York Site Index Privacy & Legal Contact York University

LANDING PAGES

Landing pages are to be used only in circumstances where a page is a stand-alone page and does not require a left navigation area. Landing pages must include the top global navigation, banner, right navigation and York footer.

Landing pages are appropriate in the following situations:

- when the page is a main hub page (e.g. Current Students page) that directs users to other York websites
- when the page is a home page of a division, unit, faculty or department website that has no other pages (but which may link to sub-sites that have their own left navigation)
- when the page is a promotional page that is part of paid campaign that includes materials distributed off-campus

Landing pages are used in limited situations and therefore require approval by [Marketing & Creative Services](#).

SECONDARY PAGE EXAMPLE LAYOUTS

The following are three layout examples for Secondary pages.

SECONDARY PAGES, EXAMPLE 1 RIGHT COLUMN

Glendon Campus | Alumni | Research | Giving to York | Media | Careers | International | York U Lions | ACCESSIBILITY

FUTURE STUDENTS CURRENT STUDENTS FACULTY AND STAFF Search yorku.ca

FACULTIES LIBRARIES YORK U ORGANIZATION DIRECTORY SITE INDEX CAMPUS MAPS

Department/Faculty Name

HOME PAGE NAME

Link 1

Link 2

Link 2a (same name as header in content area)

Link 2b

Link 2c

Link 3

Link 4

Link 5

Contact Us

HEADING: NAME OF PAGE

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam ut tellus ante. Donec consectetur lincidunt massa, sed lobortis tortor consequat eu. Vivamus non fermentum libero. Morbi nulla nibh, ornare in sollicitudin id, tempor ut dolor. Aliquam id arcu vel mauris rhoncus egestas.

Praesent tristique risus non nisi consequat accumsan. Fusce arcu nulla, blandit non rhoncus in, hendrerit ut dui. Aenean felis diam, rhoncus sit amet aliquet nec, commodo vel sapien.

Suspendisse sed enim tortor, ac vestibulum nulla. Nulla facilisi. Proin sit amet turpis elit, sollicitudin laoreet erat. Fusce consequat, nunc sit amet condimentum ornare, dui mauris scelerisque velit, porttitor vulputate neque purus in sem. Maecenas fringilla sem quis justo suscipit in convallis tortor auctor.

Duis vestibulum erat in lectus lobortis at rhoncus lacus blandit. Proin lacus malesuada venenatis.

Aenean felis diam, rhoncus sit amet aliquet nec, commodo vel sapien.

PARENT ORGANIZATION LINK

LINKS:

Link 1

Link 2

Link 3

Link 4

Link 5

Example Button Width: 210px

York University Home York Site Index Privacy & Legal Contact York University

SECONDARY PAGES, EXAMPLE 3 NO RIGHT COLUMN, NO BOTTOM LINK MENU

Glendon Campus | Alumni | Research | Giving to York | Media | Careers | International | York U Lions | ACCESSIBILITY

FUTURE STUDENTS CURRENT STUDENTS FACULTY AND STAFF Search yorku.ca

FACULTIES LIBRARIES YORK U ORGANIZATION DIRECTORY SITE INDEX CAMPUS MAPS

Department/Faculty Name

HOME PAGE NAME

Page name 2

Page name 3

Page name 4

Page name 5

Contact Us

CONTACT US

Office Name

Name	Position	416-736-2100 x 12345	name@yorku.ca
Name	Position	416-736-2100 x 12345	name@yorku.ca
Name	Position	416-736-2100 x 12345	name@yorku.ca
Name	Position	416-736-2100 x 12345	name@yorku.ca
Name	Position	416-736-2100 x 12345	name@yorku.ca
Name	Position	416-736-2100 x 12345	name@yorku.ca
Name	Position	416-736-2100 x 12345	name@yorku.ca
Name	Position	416-736-2100 x 12345	name@yorku.ca

York University Home York Site Index Privacy & Legal Contact York University

To be used in exceptional circumstances, when content is too wide for the standard layout. Examples include: organization charts, pages requiring two equal-width column layout for bilingual content, and content that cannot be presented in a less wide format.

SECONDARY PAGES, EXAMPLE 2 EMPTY RIGHT COLUMN

Glendon Campus | Alumni | Research | Giving to York | Media | Careers | International | York U Lions | ACCESSIBILITY

FUTURE STUDENTS CURRENT STUDENTS FACULTY AND STAFF Search yorku.ca

FACULTIES LIBRARIES YORK U ORGANIZATION DIRECTORY SITE INDEX CAMPUS MAPS

Department/Faculty Name

HOME PAGE NAME

Link 1

Link 2

Link 2a (same name as header in content area)

Link 2b

Link 2c

Link 3

Link 4

Link 5

Contact Us

HEADING: NAME OF PAGE

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam ut tellus ante. Donec consectetur lincidunt massa, sed lobortis tortor consequat eu. Vivamus non fermentum libero. Morbi nulla nibh, ornare in sollicitudin id, tempor ut dolor. Aliquam id arcu vel mauris rhoncus egestas.

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Aenean felis diam, rhoncus sit amet aliquet nec, commodo vel sapien.

York University Home York Site Index Privacy & Legal Contact York University

CONTENT DEVELOPMENT GUIDELINES

This guide provides recommendations and guidelines for web page development and maintenance.

CONTENT EDITING TOOLS

The following are two content editing tools for content editors to edit content on a website without having to use a full web authoring tool such as Dreamweaver.

- **Contribute:** a software program that allows content editors to edit a website that has been implemented using Dreamweaver templates. The program provides a user-friendly interface to edit content. The program needs to be purchased and installed on each individual computer.
- **WordPress:** a web content management system (CMS) that allows content editors to use a user-friendly web-based interface to edit content. The system is web-based so can be accessed over the internet.

To set up a Wordpress website visit [Request a Blog](#).

Front Page is not a recommended or supported web authoring tool.

FONTS

The font used in the York web template is Arial. It is available on most computers as a system font and is considered easy-to-read on-screen because it is a sans-serif font.

Arial
ABCDefgh1234


Arial Italic
ABCDefgh1234


Arial Bold
ABCDefgh1234

Arial has been specified for common text elements such as headings, paragraphs, links, and lists and are specified in the main template stylesheet.


Font/Background Colours

The website's font/background colours mirror York's colours: Red, Black, Grey and White. All colours have met accessibility guideline rules for colour contrast when used as noted below:

 #cc0000
Red is used for text links and should not be used for text otherwise. It can also be used to highlight content as a background colour when used with white (#ffffff) text.

 #252525
Very dark grey is used for text. Using this colour is easier on the eye when reading online.

 #e0e0e0
Light grey can be used as a background colour to highlight content. Use with very dark grey text (above, #252525) to meet accessibility guidelines.

 #333366
Grey-blue is used for page headings. It meets accessibility guidelines for colour contrast on screen with a white background. It should be used for H1 title tags only.

Other colours should not be introduced to the site unless it is a campaign- or Faculty-specific element. For advice on use of colour, please contact [Marketing & Creative Services](#).

USE OF IMAGES (INCLUDING PHOTOS)

When dealing with images, keep the following tips and guidelines in mind:

- Photos / images should be relevant to, complement and enhance the information on the same page
- Avoid using any unnecessary images
- Text equivalents such as alt text should be provided for all images unless they provide no additional purpose other than decoration on a page
- Images with little colour gradation (i.e. larger solid blocks of colour) that otherwise make limited use of colour should be presented in .gif or .png format
- Photographic-quality images should be rendered as .jpg files and compressed/optimized to offer the smallest file size without significant loss in acceptable image quality
- Images should not be placed in the left navigation area.

EDITORIAL TIPS

One of the goals of websites under the York domain is to communicate with users in the clearest and most user-friendly manner possible. A website's job is to get the information to users in the most effective and efficient way by simplifying information.

Text

- Put the most important information first
- Use plain language to ensure information is reaching the target audience
- Do not use internal language
- Use one idea per paragraph with sub-headings so that the user has an indication of what they are about to read
- Use bullet points where possible
- Minimize scrolling by being succinct and avoiding redundant text

- Keep blocks of text small and use action headings
- To properly emphasize information, separate it from the rest of the content (with line breaks or a bullet list); bolding text can also be used sparingly, however, underlining text should be avoided
- Underlining should only be used to highlight hyperlinks within the main body content
- Stay relevant! Only include information on the page that is relevant to the topic at hand – any other information should go on a dedicated page
- Be consistent in the use of terms and acronyms – spell them out in their first occurrence referring to the acronym in brackets (i.e. York University (York))
- Titles should not be hyperlinks – embed a link within the following content instead
- Do not use “click here” or “click on” for hyperlink text – instead, use the title of the page being linked to
- Use an informal, friendly, conversational, but consistent voice throughout the site
- Avoid the use of synonyms for key terms (i.e. use consistent naming conventions throughout your text)

Grammar & Punctuation

- Capitalize the first word of each sentence, otherwise capital letters should only be used to indicate proper nouns and acronyms
- Italics should not be used in titles, navigation or in bulleted lists in the right or left areas of the page, however, they may be required within the main content area of the page
- Only one space should be entered after a sentence (i.e. after a period), not two spaces
- All spelling is in English (United Kingdom) – content as well as spelling and grammar on York’s websites is reflective of York as an institution of higher learning it must be correct
- Titles/page headers should follow “title case”, meaning that all nouns, pronouns, verbs and all other words of four or more letters are capitalized

SEARCH ENGINE OPTIMIZATION (SEO)

The best way to achieve a good page rank on a search engine result is to consider what search terms a user would use in a search engine to find your content. Use those terms often (and properly) in the content you write.

Tip: [Use of Google Webmaster Tools](#) can help determine what keywords Google has found on the pages and what keywords/search terms people are using to find your page.

A second thing to do is to keep file size as small as possible by using include files, CSS for layout and optimizing images. Google favours (gives higher page ranking to) web pages that load quickly.

PAGE TITLES

Page titles appear at the top of a browser window and should begin with the page’s content title followed by the site name followed by York University.

E.g.: Page Name | Site Name | York University

A page title should be limited to no more than 64 characters – search engines, browser history and other tools will truncate anything longer. The use of dashes and ampersands is encouraged in order to keep the character count low.

Each page should have a different title that explains what specific content is found on each page to help with search engine optimization (SEO).

GOOGLE ANALYTICS

The Global Navigation includes Google Analytics code that can be used to provide web stats for your site. To enable statistics to be parsed for your site, please refer to the [Production Guide](#). Please note that statistics cannot be parsed retroactively.

ADDITIONAL FUNCTIONALITY

UIT has standard solutions for additional functionality such as: events & news, feeds, forms, slideshows, etc. Please see the [Production Guide](#) for more info.

YORK WEB [PRODUCTION GUIDE](#) AND YORK WEB PAGE TEMPLATE

For instructions on how to implement the standards using the template files please refer to the York Web [Production Guide](#). To download the template files, please see the [Templates section](#) of the York Communications Standards website.