

News Team Web Cheat Sheet

Use these best practices to improve your news story and keep the UAEX website in good shape. This is not a complete list, but rather documentation for common problems. If you have questions or need help, contact [Amy Cole](#) or [Kristena Merritt](#).

1. Use descriptive links
2. Avoid using bitlys if you can
3. Set external links to open in a new window
4. Set title property for links
5. Optimize photos for the web (don't upload giant image files)
6. Upload image files to the "images" folder
7. Add alt text to meaningful graphics
8. If you change the file name of the news story- update the RSS item

1. Use Descriptive Links to Improve Accessibility – Avoid Generic Hyperlinks like “Click Here”

Links should be clear and descriptive. What does this mean for accessibility? When a visually impaired client reads your news story, they may use assistive technology to skim the links on the page page to find relevant resources. Out of context, “click here” or “learn more” does not give the user any indication of what they are about to click on.

Here is an example of how to make a link more meaningful:

Instead of: For more information on accessibility, [click here](#).

Use this: Reference the [Accessibility Checklist](#) for more information.

The hyperlink should be able to standalone and still provide meaning, so a good way to test your links is to read them aloud out of context.

2. Avoid Using Bitlys on the Website

You should either use descriptive hyperlinked text, a short link, or the full uaex URL. Here's why:

1. A descriptive hyperlink will always be better than the full URL, but if you want to include the URL to appear in text that's fine, our website address needs the visibility, especially after the domain switch.
 - Here is the [short links list](#). You can also [request a short link](#).
2. When you use a bit.ly instead of a descriptive hyperlink it's not accessible, and it doesn't give sighted people any indicator of where the link is going. Some people are reluctant to even click a bit.ly because of perceived security risks.
3. Third, listing the actual link will let people know where to find that resource later, especially if your news story appears in print. The reader will know to go to uaex.uada.edu for those types of resources. And later if they forget the specific link, they can more easily navigate to it.
4. Fourth, bit.lys are case sensitive where our links are not. And they might even expire eventually which causes broken links down the road.

3. External Links Should Open in a New Window

Links to PDF's and external websites need to open in a new window. This is important for a few reasons. The biggest reason is to keep the page's bounce rate low. (A "bounce" occurs when someone visits a webpage and leaves without interacting further with the site.) When the link or PDF opens in a new window (aka new tab) the reader can more easily come back to the news story tab. We never want to send people off the website.

To make a link open in a new window use the drop-down in the "Insert/Edit Link" dialogue box and select "New window."

4. Set the Title Property for Links

To make your link even more accessible for the screen reader user, you can set the title property to include information about the link destination. Here's a title property example for an external link: "Link opens in a new window to rice and soybean field day photo album on Flickr."

See screenshot below on where to set the title property and make the link open in a new window.

Insert/Edit Link



Basic

Advanced

URL



Text to display



Title

Open link in...

Class

Custom Class

CANCEL

SAVE

5. For the Web, JPG Files Are Always Better Than PNGs

Avoid uploading PNGs files to the website unless you need a graphic with a transparent background. Using large image files on your news story is going to significantly slow down the web page load time.

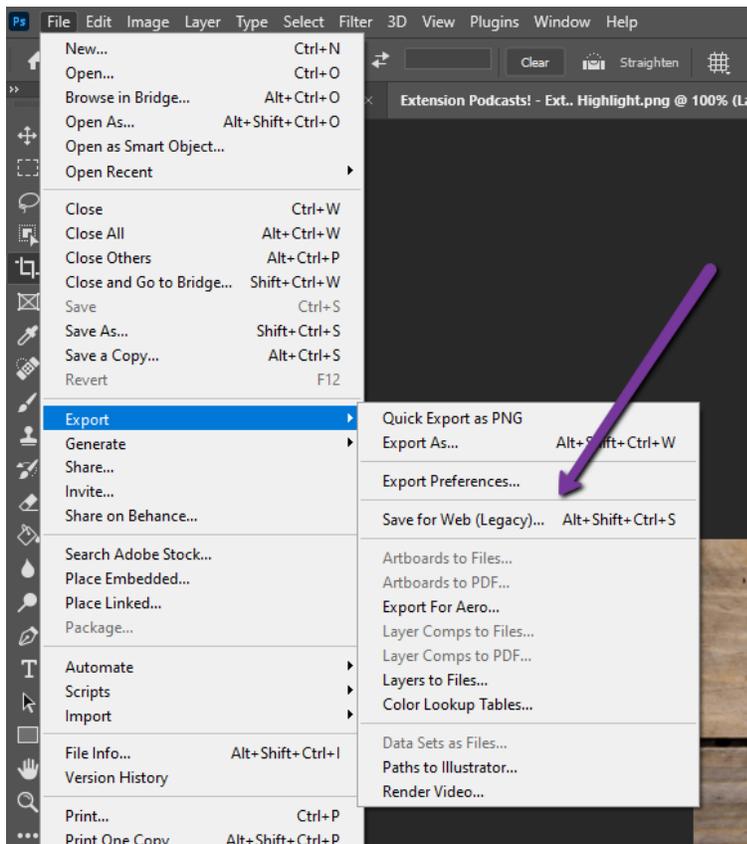
You shouldn't ever need to upload anything over 200 KB. For a news story, the standard layout convention is to include images that are 400 px wide or less, so the file size should usually be smaller than 100 KB unless there's a ton of detail in the photo.

Use [tinyPNG to compress the file size of images](#) before uploading to the website.

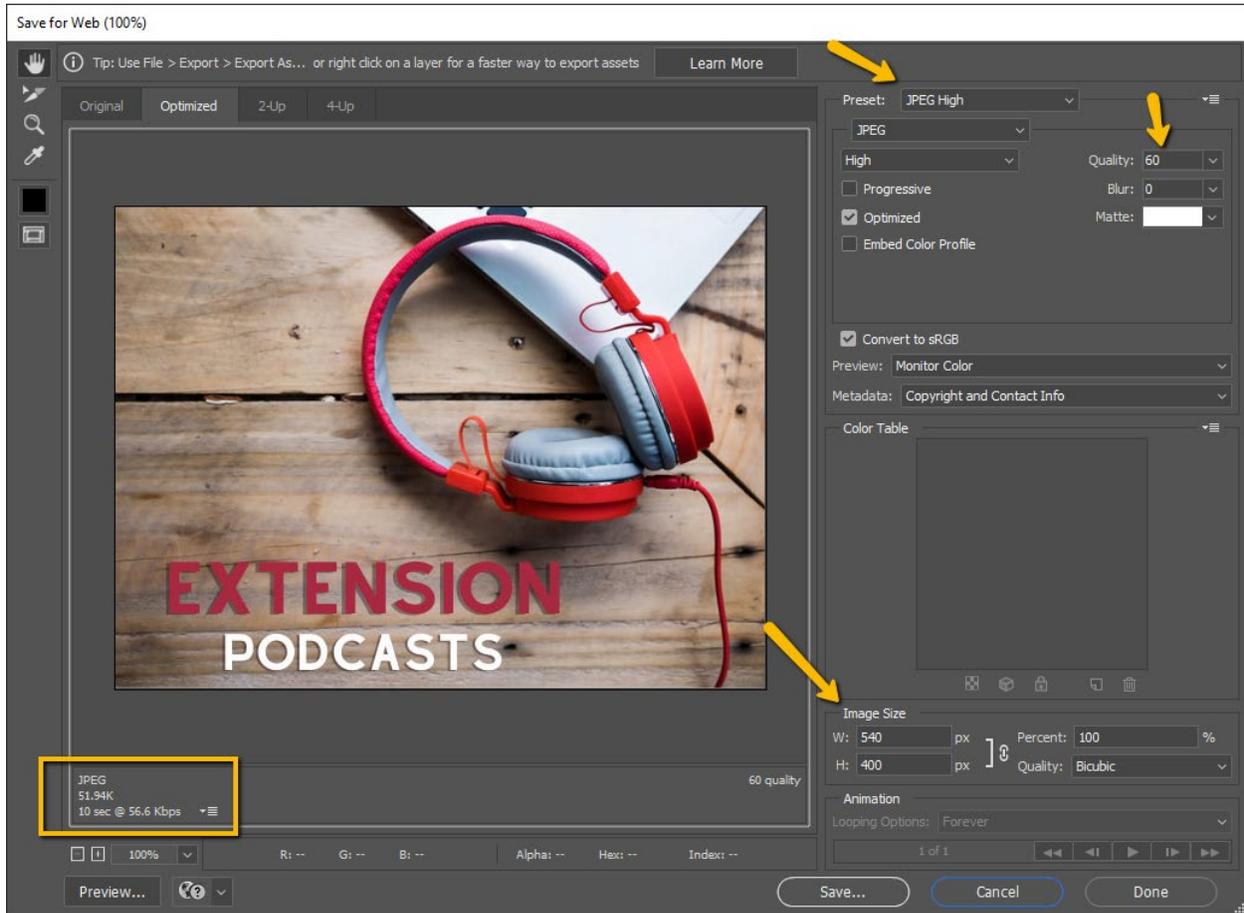
OR

Use Photoshop to Export Images for Web Legacy

Photoshop is handy for optimizing images! With the image open, go to "File>Export>Save for Web (Legacy)." Keyboard shortcut: ctrl+alt+shift+s



In the dialogue box that appears, you can change the file type, resize the image, and adjust the quality to make file size adjustments. (See screenshot below). The web team suggests using the preset “JPEG High” with the quality set to 60.



6. Upload Image and Doc Files to the Correct Folders – Images or Docs

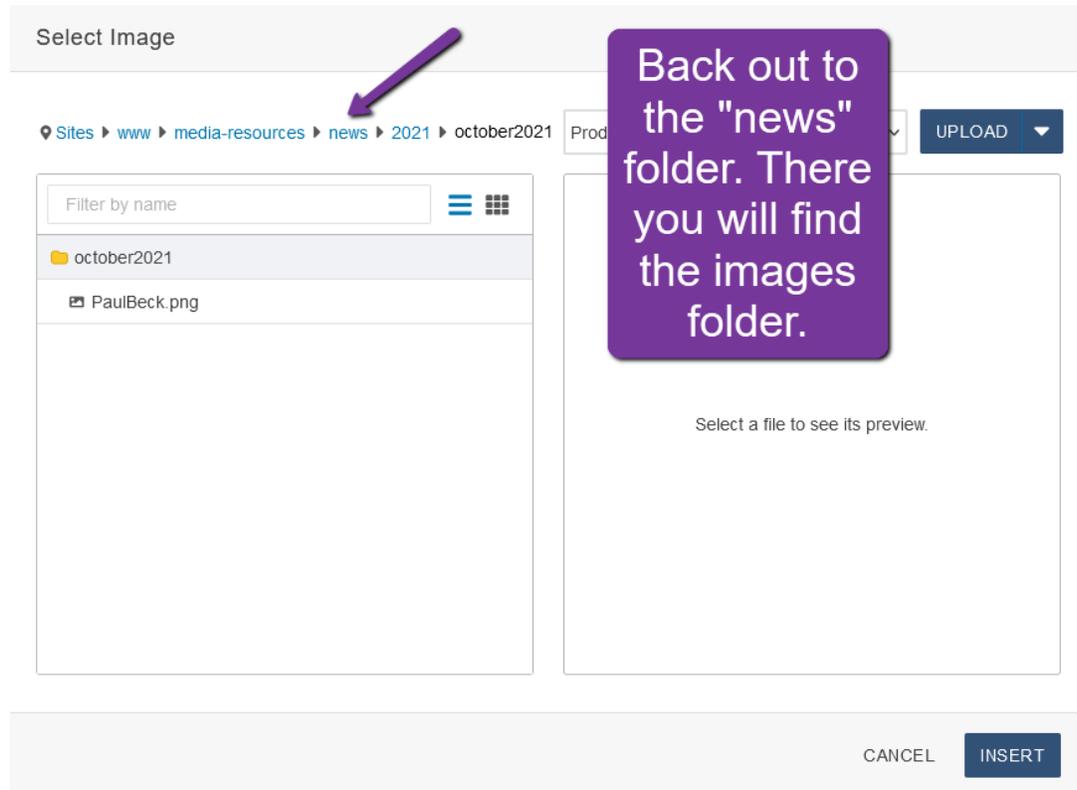
Images should always go under your section’s “images” folder. Likewise, with documents they should always go into your section’s “docs” folder.

Whenever you’re about to upload an image or document, ensure that you’re in the correct folder location.

Once you select the image or the link icon in the toolbar, you will be able to navigate to the correct folder using OU’s file manager.



There should be an images and docs folder in the month folder you're working in, but if it's not you will need to back out of your folder and select the "images" folder under the main "news" folder. See screenshots below or [watch this video on how to locate the correct folders for file uploads.](#)



Tip: When using the image snippets for captioned photos (the ones labeled 30% float right etc.) you will need to delete the default file path to avoid uploading images into the “_resources” folder.

7. Add Alt Text to Meaningful Graphics

Adding effective alternative text, or 'alt text', to your images increases the accessibility of your digital images. By including alt text, you can make sure that your images meet accessibility standards. Visit our [image accessibility webpage](#) for more information.

Insert/Edit Image ✕

General

Advanced

Source

Accessibility

Image is decorative

Alternative description

Image title

Width Height

Class

Custom Class

ID

8. Need to update the RSS feed that shows on the main [uaex page](#)? This is how you update the title, description, and/or news link.

[Watch this short video](#) or use these steps below.

1. Log into the page that needs updating on the feed.
2. With the page checked out, go to "Properties."
3. Select "RSS" in the left-hand menu and edit the RSS feed item.

The screenshot shows the 'Properties' page for an RSS feed item. The breadcrumb path is: < Back to Pages /media-resources/news/2021/september2021/09-22-21-Ark-COVID-research-in-food-service.pcf. The page title is '09-22-21-Ark-COVID-research-in-food-service.pcf'. The left-hand menu is expanded to show 'RSS', which is highlighted with a yellow arrow. The 'Properties' tab is selected and highlighted with a yellow box. The 'Title and Metadata' section contains the following fields: Title (Researchers pursue best procedures to keep dine-in customers safe from CO), Description (Arkansas researchers are working to answer one of the leading questions on Americans' minds as the country struggles to recover from the ordeal of COVID-19: Is it safe to eat out?), Keywords (news; Arkansas; division; agriculture; COVID; restaurants; dine-in; diners; food; safety), and Tags (Filter by Tag). The 'Custom Settings' section contains the following fields: Breadcrumb Title (Researchers pursue best procedures to keep dine-in customers safe from CO), Layout (Two Columns), and Page Options (Main Content checked, Image Blocks unchecked). The 'SAVE' and 'PUBLISH' buttons are visible in the top right corner.

PROPERTIES

- Parameters
- Title and Metadata
- Custom Settings
- RSS
- Access
- Reminders
- Log
- Personalization

< Back to Pages /media-resources/news/2021/september2021/09-22-21-Ark-COVID-research-in-food-service.pcf

09-22-21-Ark-COVID-research-in-food-service.pcf

Preview Edit Source Properties Versions

SAVE PUBLISH

Title and Metadata

Title: Researchers pursue best procedures to keep dine-in customers safe from CO

Description: Arkansas researchers are working to answer one of the leading questions on Americans' minds as the country struggles to recover from the ordeal of COVID-19: Is it safe to eat out?

Keywords: news; Arkansas; division; agriculture; COVID; restaurants; dine-in; diners; food; safety

Tags: Filter by Tag

Custom Settings

Breadcrumb Title: Researchers pursue best procedures to keep dine-in customers safe from CO

Layout: Two Columns

Page Options: Main Content Image Blocks

4. Once you update with the correct link, click "rebuild feed." Then, republish the page.

Back to Pages /media-resources/news/2021/september2021/09-22-21-Ark-COVID-research-in-food-service.pcf

09-22-21-Ark-COVID-research-in-food-service.pcf

Preview Edit Source Properties Versions

RSS Items (1)

<input type="checkbox"/>	Title	Publish Date
<input type="checkbox"/>	Researchers pursue best procedures to keep dine-in customers safe from COVID-19	9/22/2021 11:10 AM (GMT-06:00)

REBUILD FEED IMPORT ITEMS PUBLISH

Filter

Additional Resources

- [Links and Accessibility](#)
- [Making Images Accessible with Alt Text](#)
- [Making Documents Accessible](#)
- [Online File Compressor Tool](#)