

## **Web Site Standards**

This document outlines our standard elements to be included in all websites. It will change from time to time depending on changes in the industry.

1. All web sites whether we are providing seo services or not must include a sitemap page. This content of this page must be automatically generated from the content of the cms, and this page must be linked to from the home page.
2. We should work to integrate components of our tools so that all pages are included in this sitemap page. For example the news module of the cms is not included in the sitemap generation, either are the primis pages.
3. All Web sites must have a favicon that reasonably resembles the sites logo.
4. Copyright year that automatically changes based on the calendar date
5. A link back to our Web Site with link text that depends on the project (should we add a field to the check off sheets
6. All forms must require the entry of a code to reduce the volume of spam.
7. The customers phone number must be prominent on the home page unless the customer expressly states they do not want this.
8. Unless there is some compelling reason, web site navigation should be generated based on content of the CMS
9. A google sitemap file must be generated for all web sites, we should work toward having this sitemap file automatically generated from the cms so that as pages are added or deleted the google sitemap file is updated.
10. Google analytics must be installed on all web sites, and the customer must be given an account for access to this.
11. Design and layout must be done using CSS, not tables.
12. Should we consider taking out bold, italic underline etc. from the cms and require that users utilize the appropriate styles?
13. All Web Sites should have footer navigation that links to all top level pages of the Web Site if appropriate.

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14. When we quote a job to put something in, we need to include taking it out if it is time sensitive. We also need to schedule when it will come out so that it happens seamlessly.
15. We must maintain a change log for all websites for which we are doing internet marketing. Change log to include date and nature of change made. (agent 360)
16. All websites must catch 404 errors (page not found), log the fact of the error and redirect the visitor to the home page so that they do not see an error.
17. When converting a website from one standard to our standard, 301 permanent redirects must be put in place so that the old pages will point to the new pages.
18. When leads are forwarded to the website owner, we should maintain a copy so that should they lose them we can provide backup.
19. Customer will be given a “red book” with access information about their site and documentation on unique components of theirs.
20. Customers will be at least shown how to use the CMS whether they intend to do the maintenance themselves or not.
21. All websites will include a “robots.txt” file to control search engine crawling.
22. If the website is for a “local type business” the website and contact information will be posted to Google, Bing and Yahoo Local and Google Places.