

Accessibility and Writing Standards

Web Content Accessibility Guidelines (WCAG 2.0 AA)

- Your Content Management System (CMS) framework is WCAG compliant, it is up to YOU to maintain compliant content
- The top 5 things that will cause your site to depreciate in compliance:
 - Heading Styles
 - Use the proper order. Example: use the CSS styles from the dropdown list.
 - Lists - Number Lists and Bullet Lists
 - Do not copy and paste lists from Word onto your pages.
 - Paste plain text and reformat.
 - Data Tables (steps to build a responsive and compliant data table)
 - Insert the table and add data; you may need to work with the generated table to adjust size.
 - Right-click any cell and open Table Properties.
 - On lower left column, for CSS class, on the dropdown menu,
 - Select: TableData
 - Click “Accessibility” tab, type number of heading row(s) and/or column(s); (ex. 1 heading row is common)
 - Add a Caption about the table;
 - Verify that “Associate cells with headers” box at bottom is selected;
 - Click OK.
 - Links
 - Link text should be the subject of where you will go or what you will do when you click the link. **DO NOT USE: CLICK HERE**
 - ALL DOCUMENTS AND THE CONTENT THEY CONTAIN MUST ALSO BE COMPLIANT.
 - Images
 - Use Alternative Text (ALT Tag): A short description of what is occurring in the image.
 - Icons/images with text - must have an accurate description of the text within the Alt Tag.
- For examples, guidelines and updated information visit:
<https://www.w3.org/WAI/standards-guidelines/wcag/>

Writing Standards

The following follows *Associated Press* style standards:

Dates	September 21, 2018
Times	1:00 p.m.
Phone Numbers	408-555-5555
Under Construction	Do not use the term “Under Construction” on a page that has no content. Instead, hide the page until it is ready to be published and viewed.
Underlining	Underline hyperlinks only.
ALL CAPS	Avoid the use of All Caps.
Use “&” in headlines and subheads	For Web Use Only: use serial commas at the end of a series of items. Ex. houses, trailers, and boats. Use the 3rd comma. However, Associated Press (AP) Style is followed for news releases and other documents.
Spell out the months in content areas	For Web Use Only: Recommend always spelling out months. However, AP Style is followed for news releases and other documents.
Abbreviate addresses like St., Rd., Hwy.	Always abbreviate addresses unless in a paragraph.
Numbers in addresses	Spell out and capitalize First through Ninth when used as street names and using figures with two letters for 10th and above: Ex. 7 Fifth Ave., 100 21st St.
Use of % vs. percent	For Web Use Only: use the % symbol. Use AP Style for news releases and other documents.
Capitalize the word city	Capitalize the word City when it is referencing the organization. Ex. City of San José, the City.
Email	Email is one word.
Website	Website is one word.

Grammar Style Guide

Use Contractions: Contractions make your content more accessible and readable. People are used to hearing contractions in spoken English. Use them wherever they sound natural (not wherever possible). Example: “Hasn’t” is a contraction for “has not”.

For the full City of San Jose Grammar Style Guide please visit, <http://www.sjcity.net/DocumentCenter/View/54>