

Web Documentation Conventions

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Standards Document



SERTUS
CORPORATION

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Table of Contents

PURPOSE AND SCOPE.....	1
WEB SITE CONTRIBUTORS.....	1
SUBMITTING WEB PAGE PROPOSALS	1
TOOLS	2
DIRECTORY STRUCTURE AND IMAGE FILES	2
INTERNAL FILE LINKS	3
FILE STANDARDS AND CONVENTIONS.....	3
FILE EXTENSIONS	3
FILE NAMES	3
HTML CODING STANDARDS	3
QUALITY CHECKING WEB DOCUMENTS	5

Purpose and Scope

The purpose of this document is to identify and describe the documentation policies, standards and conventions that Sertus personnel use when writing and distributing documents for the Sertus Internet or intranet web sites.

Web Site Contributors

Only specified content contributors develop documentation for the Sertus Internet or intranet. Personnel members who have not been asked to write web documentation are invited and encouraged to discuss their ideas for the Sertus Internet and intranet with the Sertus Webmaster and Creative Director.

Submitting Web Page Proposals

Before you create any web files, be sure to submit a web page proposal to the CTO, first, so that an outline of your basic content and the resources necessary to produce it can be approved before you invest time and resources developing it.

Web page proposals should include the following:

- ◆ An outline of your topics
- ◆ A description of the artwork that will accompany the text
- ◆ A list of resources that you need to complete the document(s), such as:
 - personnel (e.g., a request for the Creative Director to create graphics)
 - hardware
 - software
- ◆ A list of all the publications from which you acquired graphics or ideas, including URLs.

See the standard operating procedure *Web Documentation Approval Process* for more information about the procedure for submitting a web page proposal.

Tools

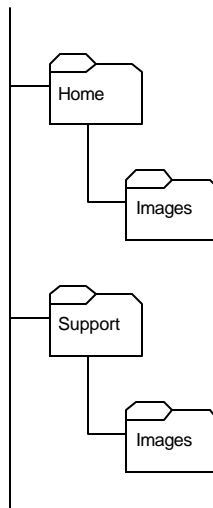
Sertus Corporation has an accepted set of tools for developing web documents. If you are a designated content contributor, see the Sertus Webmaster or Creative Director for specific information about the tools that you should use.



Note: Sertus web documents should **not** be developed by writing documents in MS Word 2000® and saving them as web files. The reason for this is that the type of web file that MS Word 2000 creates is not compatible with the programming standard for the Sertus Internet and intranet.

Directory Structure and Image Files

The directory structure for the Sertus Internet and intranet resembles the design in the following graphic:



This means that the images for your web documents must be located in a folder named *images*, and the position of the folder must be directly subordinate to your project folder, as shown.



Note: When you insert graphics into your web documents, **do not** reference any image folders that are positioned above your own. If you need to use an image that is located in a different folder, copy it to your own image folder and reference it accordingly.

Internal File Links

When coding links to internal web files, use relative URLs (../) or, if you are linking to a file within the same folder, use the file name (e.g., filename.asp). The code for links should not reflect any assumptions about any folders that might exist above your files in the directory structure.

File Standards and Conventions

Use the following file standards and conventions when creating web files for the Sertus Internet or intranet.

File Extensions

In order to be compatible with the Sertus web design, all web page files must be saved as **.asp** extensions, not as .htm or .html extensions.

File Names

Web file names should *not*

- ◆ Include more than 15 characters.
- ◆ Contain any spaces (use underscores instead of spaces).
- ◆ Include any upper case letters.



Exception: *The various file types to which you provide links within the body of web pages, such as .txt, .pdf, .doc, and .rtf files, may have long names that contain spaces and any combination of upper and lower case letters.*

HTML Coding Standards

Adhere to the following standards when coding web documents for the Sertus Internet or intranet, so that your pages will display successfully inside the Sertus navigation bar:

- ◆ Follow the W3C HTML 3.2 standard; do not include any additional HTML or scripting tags.
- ◆ Include *only* those tags that you would include *inside* the <BODY> and </BODY> tags.

In other words, do *not* include any of the following tags:

```

< HTML>
  < HEAD>
    < TITLE> Title of document as seen in browser titlebar< /TITLE>
  < /HEAD>
  < BODY>
  < /BODY>
< /HTML>

```

- ◆ Always start your code set with the following comment:

```
<!-- #include virtual="/includes/header.inc." -->
```
- ◆ Always end your code set with the following comment:

```
<!-- #include virtual="/includes/footer.inc." -->
```
- ◆ Do *not* use the tag or attempt in any way to define the attributes of any text in your web document. The style sheets written for the Sertus Internet and intranet will assign attributes to your text. Refraining from overriding the style sheets enables Sertus to achieve a consistent, professional appearance.
- ◆ Do not include sound files.

Example:

```

<!-- #include virtual="/includes/header.inc." -->
< H1> Sertus Product Line< /H1>
< P> Sertus offers the following suite of products:< /P>
  < UL>
    < LI> Product 1< /LI>
    < LI> Product 2< /LI>
    < LI> Product 3< /LI>
  < /UL>
<!-- #include virtual="/includes/footer.inc." -->

```

- ◆ In summary, you may use any standard HTML 3.2 tag in your Sertus web document *except for* the following (listed in alphabetical order):
 - !DOCTYPE
 - BASE
 - BASEFONT
 - BGSOUND
 - BODY
 - FONT
 - FRAME
 - FRAMESET
 - HTML
 - IFRAME
 - MARQUEE
 - META
 - NOFRAMES
 - TITLE

Quality Checking Web Documents

After you create a web document, your code, text, and the condition of your graphics must be quality-checked by the Webmaster and the Creative Director before you submit the project to the CTO for final approval and signoff.

See the standard operating procedure *Web Documentation Approval Process* for more information about the procedure for quality checking web documentation.