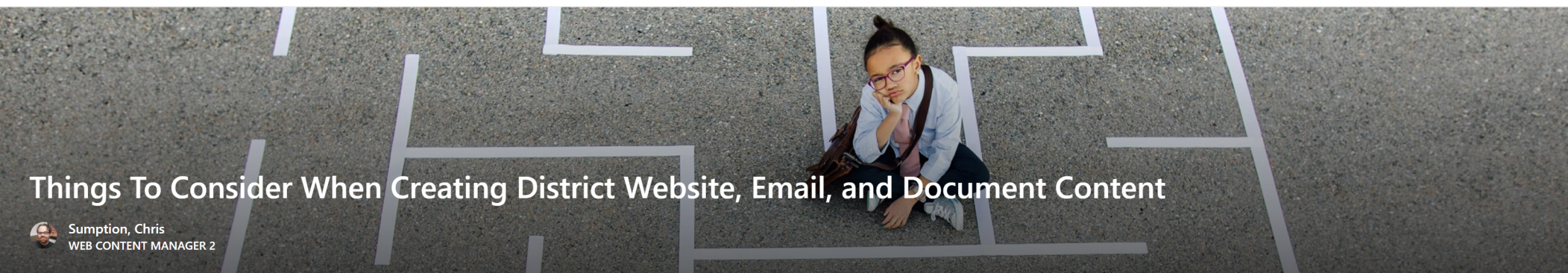


DS District & School Websites
Public group

- Home
- Website Help
- Content Accessibility
- WordPress
- Processes
- Website Channels
- Recycle bin
- Edit

+ New Send to Promote Page details Immersive Reader Analytics

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Things To Consider When Creating District Website, Email, and Document Content

Sumption, Chris
WEB CONTENT MANAGER 2

When viewing web content, it takes people **less than two-tenths of a second** to form a first impression. People spend about **2.6 seconds scanning a website** before focusing on a particular section. ([cxl.com](#))

57% of user page-viewing time is above the fold. 74% of the viewing time is spent in the first two screenfuls. In split tests, long pages often beat shorter pages. But for a long page to be effective, readers must be aware that it's long. Be clear and direct with your users, telling them exactly what you'd like them to do. it's fine to say, "Scroll down this page to..." . ([Nielsen Norman Group](#))

Low-income households have lower rates of in-home Internet connectivity compared with higher-income groups. Connectivity rates are particularly low among HUD-assisted renter households, **who are also more likely to depend exclusively on smartphones and other handheld devices to access the Internet in the home.** ([U.S. Department of Housing and Urban Development](#))

53% of mobile site visits are abandoned if pages take longer than 3 seconds to load. ([thinkwithgoogle.com](#))

[How fast does your website page load?](#)

50 percent of BSD website traffic is from a mobile device. That number grows up to **58 percent** in the evenings (2021 Google Analytics).

Carousels allow multiple pieces of content to occupy a single, coveted space. This may placate organization infighting, but on large or small viewports, people often scroll past carousels. A static hero or integrating content in the UI may be better solutions. ([Nielsen Norman Group](#))

The average American is considered to have a readability level equivalent to a 7th or 8th grader. By not addressing the readability of your content, you could be actively discriminating against users with varying levels of reading ability. ([Center for Plain Language](#))

[Washington State's guidelines for writing to customers in Plain Talk](#)

3.5 percent of community members that use the BSD website access it in a language other than English (2021 Google Analytics).

26 percent (one in 4) of adults in the United States have some type of disability.

- **10.8 percent** of people with a disability have a cognition disability ([CDC website](#))
- **5.9 percent** of people with a disability are deaf or have serious difficulty hearing ([CDC website](#))
- **4.6 percent** of people with a disability have a vision disability with blindness or serious difficulty seeing even when wearing glasses. ([CDC website](#))

Does the content align with the core mission of the district? -- "To serve each and every student..." -- To support [that mission](#), content should strive to be accessible by each and every family and community member.

Does the content align with the district's Equity and Accountability policy? -- [Policy 0130](#) states, "The District is committed to addressing inequities and biases towards students and families whose voice or access has been marginalized in conjunction with their disabilities..."

Does the content align with the district's Language Access Plan policy? -- [Policy 4218](#) states, "The District will provide written translation of vital documents for identified languages, as needed, in alignment with the strategic plan..."

Does the content align with the intent of the Department of Education's OCR Resolution Agreement signed by the Superintendent on April 2, 2018? -- That agreement states, "By July 9th, 2018, the district will establish a plan to ensure that all new online content and functionality developed, procured, or used after the date of this agreement will be fully accessible to individuals with disabilities."

[Read the Department of Education's OCR Resolution Agreement \(PDF\)](#) | [Read the BSD Digital Content Accessibility Overview \(PDF\)](#) | [Learn more about Web Content Accessibility](#)

Additional Resources

- [Communications Process: Website Publishing Best Practices](#)

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Process: Website Publishing Best Practices

Sumption, Chris
WEB CONTENT MANAGER 2

Before you add or update content on the district website, please make sure your content aligns with district user experience best practices and compliance guidelines.

Questions to ask:

- Does your content need to be checked for spelling or grammar errors?
- Have you checked that your links are working correctly? If the links go to SharePoint or OneDrive, [are the links publicly accessible?](#)
- Should this content be published as a Post, Page, and/or Calendar Event?
 - [Posts](#) are used for timely news items that you want to appear in a news feed. Examples include upcoming enrollment news, information session content, etc. Content owners should use the [Website News Posts Process](#) to submit content to the web production team.
 - [Pages](#) are used for static (or "evergreen") content that will remain published year-round. Examples include about, school, program, service, community advisory group, and contact us type pages.
 - [Events](#) appear on the district website calendar. Content owners should use the [Website Calendar Events \(with a Post\)](#) OR [Website Calendar Events \(Calendar Event Only\) Process](#) to submit content to the web production team.
- Does your new or updated content affect other content that is already on the website? Does that other content need to be updated or retired?
- Does your content follow [cyber security best practices](#)?
- [Is your content FERPA Compliant?](#)
- [Does your content need to be translated into other languages prior to website publication?](#)

Recommended user experience best practice and compliance resources:

- [Things To Consider When Creating District Website, Email, and Document Content](#)
- [Washington State's guidelines for writing to customers in Plain Talk](#)
- [BSD Website Style Guidelines](#)
- [Requirements for Accessible Web Pages](#)
- [Requirements for Accessible Word Documents](#)
- [Requirements for Accessible PowerPoint Presentations](#)
- [Requirements for Accessible PDF Files](#)
- [BSD Brand Guidelines](#)