

The three golden rules for a good website

We have to consider...

- User behavior and wishes
 - Clear structure of the content to facilitate reading
 - A trustworthy website needs to be kept relevant and up-to-date
- Accessibility
 - Correct formatting will allow text-to-speech programs to take your website into consideration
 - Meaningful names
- Search engine optimization (SEO)
 - Formatting, given that the HTML-code is considered by search engines
 - Web adequate writing, so that keywords are correctly placed
 - No orthographic mistakes
- LMU corporate design*
 - Consistent design is valid for the whole university

1. Transparency

- Meaningful and understandable headings
i.e. „Registration for written exam“
- Use clear names for downloads file types and sizes of your file
i.e. “The three golden rules for a good Website” (PDF, 120 KB)
- Short and understandable sentences
- Verify if links are up-to-date
- Name and title need to reflect one another and be meaningful
 - Name: with a maximum of 30 characters, lower case, no blanks
Note: Umlauts are automatically converted!
i.e. „doerte_schaeferbiss“ instead of „Dörte_Schäferbiß“
 - Titel: Standard orthography, i.e. „Profil von Dörte Schäferbiß“

2. Clarity and structure

- Paragraphs need to be separated by „Enter“ (not tab/space)
- We recommend paragraphs of 3-4 sentences only
- Insert a heading for each paragraph. This summarizes the content and provides a scaffold for the reader
- Arrange content by relevance. The most important bits on top, the less important below

3. Formatting

- Format your headings correctly by selecting „Überschrift 2“ or „Überschrift 3“ (‘heading’)
- Use lists and paragraphs instead of running text
- Paragraphs always need to be separated by „Enter“
- Format lists by using “Enter” and the tool “Aufzählungszeichen” (‘bullet points’)
- Avoid tables

*Note: The useful “LMU Corporate Design Manual” can be downloaded from our website (<http://www.internetdienste.verwaltung.uni-muenchen.de/service/index.html>)

Which legal aspects need to be considered?

The internet is not outside legal jurisdiction! Please consider the following aspects when creating a web page:

1. Copyright*

Only use content...

- which does not underlie external copyright (i.e. when copyright is out of date)
- you have created yourself (Attention: Photo and video with a person on it → privacy)
- for which the LMU holds copyright (i.e. "LMU-Bilderpool")

Exceptions: purposes of teaching and research

- content with restricted access (with Password)
- content, which is restricted to limited number of users (e.g. LMU-Teams, Moodle, LSF, Sync&Share)
- only limited amounts of data (e.g. short movie excerpts)

This exception count **till autumn 2017**, it can be changed later.

2. Privacy

- Employees decide themselves which personal data need to be available online
- Collect a signed declaration* of consent in written form

Exceptions: in necessary cases

- Minimal amount of information is required by regulation in specific cases (i.e. lectures)

3. Accessibility

- Web pages need to be created in a way which makes it possible for disabled people to access information 'in the usual manner, without exceptional difficulties, and generally without the help of another person' (BGG §4).
- WCAG (Web Content Accessibility Guidelines) and BITV (Ger. Barrierefreie-Informationstechnik-Verordnung) are obligatory for the LMU!
- Avoid the tables and graphics. Follow the formatting rules (See "The three golden rules for a good website")

**Unsure?
Do not release the content!**