

Website Best Practices

- Who Does What?

Below is a summary of website best practices in table form.



Use the "Setup Before Launch" column to check off the processes your municipality can manage without an outside service. All boxes not checked will need outside consulting or management.

After launch, many website best practices need to be monitored and maintained. Check the boxes under "Ongoing Effort" to identify the areas the township plans to manage, with the unchecked boxes to be shared or completely managed by your website service vendor.

ADA Accessibility	Setup Before Launch	Ongoing Effort
Color contrast		
Page heading order		
Page tabbing order		
Alt image descriptions		
Audio available as transcribed content		
Videos available with caption capability		
Labels published for online form fields		
Publish accessibility policy online		

Design Components	Setup Before Launch	Ongoing Effort
Plain language content that covers township services, contacts, documents, and community resources.		
Consistent navigation		
Consideration of internet strength for design elements		
Use of images		
Search		
Social media usage		
Multilingual support needs		

Responsive Design	Setup Before Launch	Ongoing Effort
Content able to logically wrap for different screen sizes		

Content Management System	Setup Before Launch	Ongoing Effort
Content editor		
Announcement management		
Use of categorized content		
Calendar		
Document management		
Image management		
Online forms, PDFs and fillable PDFs		
Video streaming		
3rd party embedding		
Broken link audit		

Hosting, Security, Maintenance	Setup Before Launch	Ongoing Effort
Hosting		
Security		
Maintenance		

Other	Setup Before Launch	Ongoing Effort
Analytics		

Privacy	Setup Before Launch	Ongoing Effort
Cookies consent and privacy notice		
Website privacy notice		