

Canadian Society of Dowzers Webmaster's Guidelines

The Board's objective for the website is that it should be professional, current, useful and consistent. The following design suggestions are to be used as guidelines in achieving that objective.

If the Board feels that the website is not meeting its objective, then the Marketing Development member will review the site with the Webmaster to correct the situation.

- 1) All images should be compressed and be in either a .gif or .jpg format (Internet image standards)
- 2) Use a neutral coloured or textured background with black or dark text. Deep background colours, busy background patterns/textures obscure content and frustrate visitors.
- 3) Limit the use of different fonts to three at most. Remember that the user may not have a unique font on their computer. Use BOLD or ITALICS to differentiate text rather than using a different font. Use headlines sparingly. Do not use all capital letters in a sentence.
- 4) Provide "white space" to the left and to the right of the page for easy readability. Some browsers are set to 640 x 480 and the user may have to scroll back and forth to read text that goes across the entire page.
- 5) Do not use too many colours. They are normally used to indicate some type of division or action. If you use too many different colours, your viewers will become confused as to their meaning and the effect you were trying for becomes ineffective.
- 6) Use only the Canadian spelling of English words, e.g. "cheque" not "check", "colour" not "color", "centre" not "center", etc.
- 7) Break long documents into multiple web pages, using hyperlinks to navigate between them. Ensure hyperlinks work.
- 8) If you use them, use only standard plug-ins (Acrobat/PDF, Java, Windows Media Player, etc.) and use them sparingly. Java applets delay page loading.
- 9) Moderation is the key in the use of graphics. Many users have slower modems that limit how fast the graphics and text will appear.
- 10) The website navigation bar/buttons is to be as close as possible to the top of the page. Positioning it at the bottom of the page forces users to scroll all the way down.

- 11) Aids that encourage viewers to visit often should be employed. One example is the use of the phrase "Site last updated on July 23rd, 2002" positioned on the main page. This is not an automated feature and the webmaster needs to ensure that the date is changed and the main page uploaded whenever an important change is made anywhere on the CSD Website.
- 12) The use of an automatic "counter" on the main page is recommended. It is an excellent tool for determining the number of times the CSD Website is visited. The "counter" needs to be un-obtrusive in nature and positioned at the very bottom of the main page. It should state the date the "counter" was added, e.g. "You are the 236 visitor since August 21st, 2002".
- 13) The website is to contain accurate and current information which is free from spelling and grammatical errors. Inaccurate information lowers reader's trust.
- 14) No personal files or files unrelated to CSD are to reside on the CSD Website.
- 15) Ethical considerations, including copyright compliance must be applied when using graphics, pictures, text material, or other material from an outside source. Give credit for quoted material.
- 16) If a graphic or logo is used from another site as the link, written permission must be obtained for the use of the graphic or logo. A regular link to another site does not require prior permission.
- 17) Links to all the major Dowsing Societies should be provided. Inform each site that our CSD Website has a link to their website and request a reciprocal link (if one does not already exist.)
- 18) Links to other sites must be strictly dowsing related. The website should be reviewed in its entirety to ensure the views and contents of the owners does not contain any offensive, objectionable or inappropriate material, e.g. racism, pornography, hate literature, etc. When in doubt consult the CSD President.

NOTE: Links to other websites that are not Dowsing Societies should be kept to a minimum.

- 19) Check all links periodically to be sure they are valid.

NOTE: The above-mentioned guidelines are not all-inclusive. Nor are they "written in stone". At times instructions from a board member to the webmaster may contravene, or be in addition to, any of the above. Regardless, the webmaster is to follow the direction exactly as given.