

FINAL PROJECT SPECIFICATIONS

development guidelines

Production, Design and Development

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| Resolution | Defined for intended Media |
| Browser | IE, Safari, Chrome, Firefox |
| Platforms | Windows, Mac |
| Connection Speed | Defined and optimized for Target Audience |
| Page Weight | Average download size established and adhered to globally. Know the total weight of your key content. |
| Load Time | Page speed - analyzed/optimized |
| Rating | Know YSlow stats for total page weight, number of HTTP requests and overall site grade. Address issues. |
| Flash | Use Javascript detect with redirect or install method present. |
| Presentation | Separate presentation from underlying structure and semantics. For example, externalized CSS. |
| Behavior | Externalized where possible - .JS, .AS, etc. |
| Forms | Method of validation implemented. PHP injects prevented. Use of CAPTCHA, etc. |
| Frames | Use of frames/framesets avoided |



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| Rich Media | Use of mobile A/V present. |
| Output Media | Present as part of CSS and fully tested: Screen, Print, Aural, Handheld, TV, Projection, Braille/Embossed |
| Viewport | Space defined for intended platforms (e.g. iPhone, Browser, etc.) 960 current target width. |
| Validation | XHTML 1.0 Strict or HTML 5 with Graceful Degradation. W3C Check. |
| Comments | Present with correct application/format |
| Meta | Description, Title, Author - present globally. Key phrases logically applied. Meaningful. Include a no-archive, no-index, no-follow Meta tag for any area you do not wish indexed throughout the site. |
| Usability | ALT tags applied |
| Mark-up | Meaningful semantic application |
| Analytics | Script present on all key sections/pages throughout site. Stats available upon project deliverable. |
| Robots | .txt file present. No-Follow for media folders and all other content where indexing is not desired. |
| Favicon | Present |
| HTTP Requests | Optimized - have a limit in mind. For example 5 max per page. |



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| Progressive Enhancement | Effective methods integrated |
| Copy | Optimized for Search. Relevant. Contextual. Grammatically correct. |
| Image Format | Proper use of JPG, PNG, etc. Optimal compression applied. |
| Anchor Tags | Tested, active, 404 free. Pseudo-class rules applied: e.g. link, visited, focus, hover, active |
| Hierarchy | Logical wide/narrow application clearly demonstrates find-ability and user direction driven design. |
| Organization | Effective directory structure |
| Sitemap | Present and submitted for SEO |
| DOCTYPE | Declared |
| ID / NAME | Use of ID and Name attributes for fragment identifiers |
| Reserved Characters | Encoded as HTML entities |
| Deprecated Markup | Avoided globally |
| Absolute URLs | Applied in place of relative as needed. Use of root relative paths when necessary instead of relative. e.g. "../page.html" |



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| In-line Scripting | Minimal application, applied only as necessary |
| Empty Elements | Tags closed |
| CSS Naming Conventions | Helpful, descriptive names applied to Class and ID selectors. Location based titles avoided (e.g. "left" or "right.") |
| Print | External CSS print media style sheet present |
| Accessibility | Adhere to W3C WCAG (content accessibility guidelines) 1.0 Priority 1 or better. |
| Flicker | Flickering/Flashing avoided |
| Character Encoding | Declared e.g. <meta http-equiv="Content-Type" content="text/html; charset=utf-8"/> |
| Lang | Specified globally e.g. <html xmlns="http://www.w3.org/1999/xhtml" lang="en" xml:lang="en"> |
| Media | Use of multiple style-sheet references to target specific media, for example - Print. |
| Keywords | Keywords used sparingly, Key phrases utilized, use of Plurals |
| Redirects | Meta refresh tags not present (could result in search blacklisting). 301 Permanent redirects in place to prevent vanity URLs from showing up in search results. |



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| Cloaking Content and eMail | Should not be implemented for most content (i.e. hiding content to affect SEO). However, some type of cloaking should be employed to prevent eMail harvesting/SPAM. |
| Google Webmasters Tool | Site added with and without WWW to Google Webmaster tool to improve search results and accurate stats. Parked domains added. Update tool so it is aware of the new location for the site. |
| Colophon | When applicable list the tools, technology, frameworks, etc. used in the creation of your Final Project. Example: drastudio.com |
| SEO | Avoid linking to slow sites. Degrades search results. |
| Javascript | Use of some form of client side JS expected |
| Data | PHP or Coldfusion implementation. |



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