

## Procedure for University staff for creating a new Web site

The World Wide Web Advisory Board **strongly** advises that Web sites should be created and maintained in house. Discuss your needs with your Web Officer and IT Services in the first instance to determine whether support is available for the technology needed for your Web site.

### If Yes:

**Approach your designated Web Officer to discuss your requirements.**

Request live and development Web space and authentication via ICT Service Desk ([ictservicedesk@bradford.ac.uk](mailto:ictservicedesk@bradford.ac.uk), x3333).

Be aware of and adhere to the Code of Practice: Web-based materials at [www.brad.ac.uk/webid/](http://www.brad.ac.uk/webid/).

Be aware that LSS provides Web authoring training and support: [www.brad.ac.uk/dev-prog/index.php?section=it](http://www.brad.ac.uk/dev-prog/index.php?section=it) and useful Web resources: [www.brad.ac.uk/lss/it-services/internet/resources/](http://www.brad.ac.uk/lss/it-services/internet/resources/)

Ensure that someone within your department who is involved in updating/maintaining/developing the Web site joins the Information Providers Group (coordinated by the Web Administrator and Information Officer within LSS).

### If No:

**You would need to recruit an external company to build it.**

The company must build an accessible, standards-compliant Web site using (X)HTML and CSS. This must undergo accessibility and cross-browser testing, and all pages must validate to W3C (X)HTML standards.

The company must demonstrate knowledge, understanding and importance of SENDA and the DDA, and show that they can build a site to be compliant with these, meeting all W3C WCAG 1.0 level AA (Priorities 1 and 2) requirements.

1. Provide the company with the Code of Practice: Web-based materials.
2. Include IT Services in discussions and seek guidance on contracts.
3. Consult Marketing and Communications regarding branding for the Web site.

### It is important to consider:

- a) where the site will be hosted. Options are:
  - on an LSS server (this is the most straightforward option but the web pages must fit in with our existing facility).
  - located on-site but on a dedicated server (this gives the department more freedom in their choice of service but they must address the funding and support costs).
  - hosted externally (only as a last resort. In this case, the Janet web hosting service is recommended. IT Services probably will not be able to support anything hosted externally, especially if different technologies are used).
- b) how long the company will include maintenance for the site, and what will happen after this period has ended.
- c) what will happen in the event of the company disbanding.
- d) how users will search the Web site from within the University Web site.
- e) how it will be ensured that a take-down notice can be complied with within the required time frame and how this will be linked to internal procedures for acting on such notices.