

## Website Quality Assurance Checklist

The purpose of this checklist is to provide a method of validation for web developers at ECU to assist with meeting the minimum requirements set out in the Web Content Management policy (ref) and the Corporate Web Style guidelines (ref). You should aim to ‘Pass’ all three parts of the checklist.

Further information can be obtained from the Digital Marketing, Experience and Analytics Team:

- Senior Web Analyst  
Krishanka Gunasekera ([k.gunasekera@ecu.edu.au](mailto:k.gunasekera@ecu.edu.au))

### PART A: WEB-BASED PUBLICATION STANDARDS AND USABILITY

If the website is managed through the WebCMS, most of the following are automatically managed, however you should review items A3, A5 and A8 before skipping to Part B. Otherwise web developers will need to verify all the elements identified in this part.

Item	Issues <i>Description / Test to be applied</i>	Met criteria Pass / Fail
<b>A1</b>	<b>Document Type Declaration (DTD)</b> The web-based content has the correct DTD code at the top of each document.	
<b>A2</b>	<b>Markup (XHTML)</b> Each webpage should contain valid XHTML markup, validated within the WebCMS using the HTMLTidy and Accessibility validation tools, or using the W3C Markup Validation Service ( <a href="http://validator.w3.org">http://validator.w3.org</a> )	
<b>A3</b>	<b>Metadata</b> Each webpage should contain appropriate metadata in accordance with ECU Metadata Standards.  ( <a href="http://intranet.ecu.edu.au/staff/centres/marketing-and-communications-services/our-services/managing-web-content/how-to-guides-and-other-resources/making-content-searchable">http://intranet.ecu.edu.au/staff/centres/marketing-and-communications-services/our-services/managing-web-content/how-to-guides-and-other-resources/making-content-searchable</a> )	
<b>A4</b>	<b>Styles, graphics, and layout</b> Design of websites/webpages conforms to the current corporate web style (ref). This includes; <ul style="list-style-type: none"> <li>• All style and formatting is done through the use of Cascading Style Sheets.</li> <li>• All pages comply with the Corporate Web Style guidelines.</li> <li>• In the case of ‘Web Applications’ appropriate ‘grading’ has been applied.</li> </ul> ( <a href="https://intranet.ecu.edu.au/staff/centres/brand-and-marketing/our-services/managing-web-content/our-styles-and-templates">https://intranet.ecu.edu.au/staff/centres/brand-and-marketing/our-services/managing-web-content/our-styles-and-templates</a> )	

<b>A5</b>	<p><b>Hyperlinks</b></p> <ul style="list-style-type: none"> <li>• All hyperlinks internal to the website are relative, not absolute.</li> <li>• All hyperlinks are tested for broken links.</li> </ul>	
<b>A6</b>	<p><b>Browser compatibility</b></p> <p>The website is compatible with the following base set of browsers:</p> <ul style="list-style-type: none"> <li>• Microsoft Internet Explorer 8+</li> <li>• Mozilla Firefox 3.6.8+</li> <li>• Apple Safari 5+</li> </ul>	
<b>A7</b>	<p><b>Navigation aids</b></p> <p>The website/webpage should provide alternative navigation aids such as; (breadcrumbs, navigation footers, skip to the content, back to top)</p>	
<b>A8</b>	<p><b>Media independence</b></p> <p>Are all hyperlinks worded in a media independent way and include appropriate "title"? (text descriptive and embedded, rather than the typical "click here")</p>	
<b>A9</b>	<p><b>Client side scripting</b></p> <p>No essential information of the website/webpage requires client side scripting.</p>	

**PART B: WEB-BASED CONTENT**

All web developers will need to verify all the elements identified in this part regardless of whether the web content is implemented in the WebCMS or not.

<b>Item</b>	<b>Issues</b> <i>Description / Test to be applied</i>	<b>Met criteria</b> <b>Pass / Fail</b>
<b>B1</b>	<p><b>Spelling, Grammar, Punctuation</b></p> <p>All content, including any titles, headers, menus, links, has been checked for spelling, grammar and punctuation. (It is preferable for this to be done by someone other than the webpage creator.)</p>	
<b>B2</b>	<p><b>Rich Media</b></p> <p>If the web site contains any elements, such as Flash, Video, Audio, and DHTML:</p> <ul style="list-style-type: none"> <li>• Alternative media types been supplied for those without correct plug-ins? (Such as plain-text alternatives, transcripts of spoken word).</li> <li>• Links are provided for downloading the correct plug-in.</li> </ul>	

<b>B3</b>	<p><b>Dynamic Content</b></p> <p>If the website derives any of its content from a dynamic source outside of ECU, such as a database:</p> <ul style="list-style-type: none"> <li>• The dynamic source been tested thoroughly to ensure it functions correctly.</li> <li>• The security of the database, and its hosting been approved by ITSC.</li> <li>• If the dynamic source contains sensitive data it should be encrypted.</li> <li>• The website/webpage “fails gracefully” when the source is unavailable (standard system error messages are not acceptable).</li> </ul>	
<b>B4</b>	<p><b>Dynamic Applications</b></p> <p>If the website uses any Web 2.0 dynamic elements:</p> <ul style="list-style-type: none"> <li>• The dynamic application been developed using progressive enhancement.</li> <li>• The website operates without the enabling technology.</li> <li>• The visitor is able to select whether or not to use the enhanced functionality.</li> </ul>	
<b>B5</b>	<p><b>Viruses</b></p> <p>All files, including Microsoft Word, and PDF documents have been scanned for viruses prior to be being placed on the web.</p>	

**PART C – ACCESSIBILITY**

(All ECU websites/webpages are expected to obtain a minimum W3C Web Content Accessibility Guidelines 2.0 Level AA conformance).

If the website is managed through the WebCMS, most of the requirements are automatically managed, with only a subset of critical guidelines shown below. Otherwise web developers will need to verify all the required elements that form the WCAG 2.0 Level AA conformance. Guidelines available online at <http://www.w3.org/TR/WCAG20/>

<b>Item</b>	<b>Issues</b> <i>Description / Test to be applied</i>	<b>Met criteria</b> <b>Pass / Fail</b>
<b>C1</b>	<p>Guideline: 1</p> <p><b>Equivalent alternatives to auditory and visual content are provided.</b></p> <ul style="list-style-type: none"> <li>• All non-text elements, such as images (including buttons, spacers) have meaningful alternative “alt”, or long description (longdesc) text.</li> <li>• Rich media elements have meaningful alternatives presented.</li> </ul>	

<p><b>C2</b></p>	<p>Guideline: 2</p> <p><b>Don't rely on colour alone.</b></p> <ul style="list-style-type: none"> <li>• Where information is conveyed with colour, it is also provided without colour.</li> <li>• Foreground and background colour combination provides sufficient contrast for both images and text.</li> </ul>	
<p><b>C3</b></p>	<p>Guideline: 3</p> <p><b>Use markup and style sheets and do so properly.</b></p> <ul style="list-style-type: none"> <li>• Use markup rather than images to convey information.</li> <li>• Relative, rather than absolute, measurements for property values are used, such as DIVS, FONTS, PADDING, MARGINS.</li> <li>• Header elements are used to convey document structure, such as H1, H2</li> <li>• Correctly markup quotations.</li> <li>• List elements are used for generating lists, such as UL, OL, LI.</li> </ul>	
<p><b>C4</b></p>	<p>Guideline: 4</p> <p><b>Clarify natural language usage.</b></p> <ul style="list-style-type: none"> <li>• Abbreviations and/or acronyms are expanded.</li> </ul>	
<p><b>C5</b></p>	<p>Guideline: 5</p> <p><b>Tables that transform gracefully.</b></p> <ul style="list-style-type: none"> <li>• CSS positioning rather than tables are used for layout.</li> <li>• Table elements are used describe table structure, such as TH, CAPTION, SUMMARY.</li> </ul>	
<p><b>C6</b></p>	<p>Guideline: 6</p> <p><b>Pages featuring new technologies transform gracefully.</b></p> <ul style="list-style-type: none"> <li>• Page content is ordered and structured in a way that it can be ready with any</li> <li>• associated style sheets turned off, or not supported by the browser, such as Lynx.</li> <li>• Equivalentents for dynamic elements are available and updated concurrently.</li> <li>• Page content is usable when scripting and dynamic applications are turned off, or not supported by the browser.</li> <li>• For dynamic elements, event handlers are input---device independent, not to include handles such as MOUSE-UP, MOUSE-DOWN, MOUSE-OVER</li> </ul>	

<b>C7</b>	Guideline: 7 <b>Ensure user control of time-sensitive content changes.</b> <ul style="list-style-type: none"><li>• Moving, blinking, scrolling or updating objects may be paused or stopped.</li><li>• Animations, such as Flash, have a “skip” option.</li><li>• Page redirects are handled by the web server, and not rely on the web browser to perform actions.</li><li>• Do not periodically auto-refreshing pages.</li></ul>	
<b>C8</b>	Guideline: 9 <b>Design for device-independence.</b> <ul style="list-style-type: none"><li>• All elements of the page can be operated regardless of the device used.</li><li>• Logical tab order has been applied through page elements, using the “tabindex” element property.</li></ul>	