



# [Thematic projects] Getting your website online

## Technical checklist

### I. HOMEPAGE

Sections	Instructions	Compulsory	Ready
<b>Navigation menu</b>	The menu must NOT be modified (no change of name, no additional items). All pages displayed on the menu have to be published. The menu items not filled are hidden.	Yes	
<b>Introduction text</b>	The presentation of the project is drafted and displayed.	Yes	
<b>News</b>	There should be at least 3 news (you can publish past news. <i>Remember that this is a website that should reflect the entire life of the project, from the beginning</i> ).	Optional	
<b>Events</b>	There should be at least 3 events (you can publish past ones. <i>Remember that this is a site that should reflect the entire life of the project, from the beginning</i> ).	Optional	
<b>Key figures</b>	Put 3 key figures (one mentioning the Interreg funds co-financing + other 2 e.g. partners number/countries number/total budget/project duration...).	Yes	
<b>Contact</b>	Create link to whether a contact form or the email address of the project	Yes	
<b>Languages</b>	The website is available in English.	Yes	
<b>Languages</b>	The website is available in French.	Optional	
<b>Social media links</b>	Create links to the social media accounts of the project (if you have any). If you don't have social media accounts, you can the ones of the Programme.	Yes	
<b>Footer - Legal notice</b>	The text is a template. Please adapt the content according to your project and internal resources.	Yes	
<b>Footer - Privacy policy</b>	The text is a template. Please adapt the content according to your project and internal resources.	Yes	



## II. CONTENT (pages, menu items, etc.)

Sections	Instructions	Compulsory	Ready
Pages	<p>All empty and unfinished pages are disabled.</p> <p>A minimum of critical pages is completed:</p> <ul style="list-style-type: none"> <li>- <b>Homepage</b></li> <li>- <b>What we do</b></li> <li>- <b>Our story</b></li> <li>- <b>Events</b></li> <li>- <b>News</b></li> <li>- <b>Media kit</b></li> </ul> <p>There is enough content for anyone to understand what the project is about, its objective(s) and what activities are undertaken.</p>	Yes	
Page Media kit	<p>The media kit will ease the work of medias or your partners.</p> <ul style="list-style-type: none"> <li>■ Description of the project in one sentence</li> <li>■ Description of the project in one paragraph</li> <li>■ Logo</li> <li>■ One photo depicting the project of 300 dpi, and which is not of "abstract" style</li> <li>■ One secondary photo or visual that can be abstract (300 dpi)</li> <li>■ Social media references</li> </ul> <p>Regarding its location in the menu, your website has been delivered with the media kit as a secondary menu in the "News " section. You can keep it as it is or move it to the "Our Story." Menu still as secondary menu.</p>	Yes	
Page – What we achieve (Project results)	<p>Project results will be published at a later stage in the "What we achieve" page.</p> <p>Once ready and approved by the JS, deliverables will be published in this page</p>	Optional	
Forms	<p>The template at your disposal must be customized with your project details:</p> <ul style="list-style-type: none"> <li>- Change the name of the project in the GDPR sentence in the form fields (at the end) - <a href="#">Tutorial</a></li> </ul>	Yes	



	<ul style="list-style-type: none"> <li>- Modify the name of the project in the notifications and confirmations in Settings (cf. WordPress guidelines to proceed)</li> <li>- Check your project email inbox (projectname@interreg-euro-med.eu) to be sure that it is activate.</li> </ul>		
<b>Sections</b>	All empty and unfinished sections are disabled.	Yes	
<b>External links</b>	All external links are properly working.	Yes	
<b>Events</b>	You got templates at your disposal in the backend that you can duplicate. you can publish past events. <i>Remember that this is a site that should reflect the entire life of the project, from the beginning.</i>	Optional	
<b>News</b>	Change the name of the project in the News Categories	Yes	
<b>News</b>	You got templates at your disposal in the backend that you can duplicate. You also can publish past news. <i>Remember that this is a website that should reflect the entire life of the project, from the beginning.</i>	Optional	
<b>Download links</b>	All download links are properly working.	Yes	
<b>Buttons</b>	All buttons are properly working.	Yes	
<b>Forms</b>	If you are using forms, test them first.	Optional	

**For more guidance, please read the [WordPress user manual](#) and watch the [tutorials on YouTube](#).**



### III. General recommendations for an improved website

#### Writing for the web

- Always try to **go straight to the point** in the first paragraph, with a very small sentence, followed with more details;
- **Use searchable (Google) keywords** in the text and specially in the titles and in the teasers;
- Do not write sentences longer than 20-25 words;
- **Each paragraph is an idea.** Start by the most important (what is new for your public) then the least important;
- Use the “who, what, whom, when, how, where, why” technique to explain;
- **Avoid** all cooperation and technical **jargon** or **explain it in plain language**;
- **Avoid acronyms** and numbers in the **titles** (they are impossible to be found in Google searches);
- In the text, **describe acronyms** in full followed by the acronym between brackets, in the first mention, then in the subsequent mentions use just the acronym;
- For the teaser, do not use more than 300 characters;
- For a better referencing of your pages, compare words for the titles in <https://trends.google.com/trends/explore?q=compare>.

#### Website map

- Organise your site pages in a logical way: internet users should be able to understand your project story easily and reach the information they wish in no more than 3/4 clicks.

#### Pictures

- Use good contrast and **good resolution pictures** but no bigger than 1.5 Mb.
- Use appropriate size pictures and **resize** them if necessary.
- Use **alternative text** to describe the pictures for a greater accessibility.

#### Videos

- Upload all your videos to your **YouTube/Vimeo channel** and copy the **embed** code to your website page.