



Getting your website online: Checklist

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Before launching the website online, we recommend webmasters to use this document as a tool to check if the website is complete and has sufficient content to display. Please use it thoroughly.

Websites being important tools to showcase projects and results, it is most relevant to enhance them.

We remind that the launching of the website has to be made by the JS as only Platform administrators can do it.

Please note that the Joint Secretariat will also perform a quality check of each project website before posting them online.

This document is structured as follows:

1. **Homepage**
2. **Content (pages, menu items, etc.)**
3. **General recommendations for an improved website**

1. Homepage

SECTIONS	RECOMMENDATIONS	Compulsory	Ready
Navigation menu	All planned pages are displayed. Empty sections are hidden.	Yes	
Introduction text	The presentation of the projects is drafted and displayed.	Yes	
News	There should be at least 3 news (you can publish past news. <i>Remember that this is a site that should reflect the entire life of the project, from the beginning</i>).	Yes	
Events	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>).	Yes	
Key figures	You may put 3 key figures, the same ones you use in the poster.	Optional	
Contact	Create link to whether a contact form or the email address of the project	Yes	
Languages	The website is available in English.	Yes	
Languages	The website is available in French.	Optional	
Social media links	Create links to the social media accounts of the projects.	Yes	
Footer - Legal notice	The text is a template. Please change it to comply with local rules.	Yes	
Footer - Privacy policy	The text is a template. Please change it to comply with local rules.	Yes	
Library section	The library displays automatically the deliverables from JEMS.	Optional	

2. Content (pages, menu items, etc.)

SECTIONS	RECOMMENDATIONS	Compulsory	Ready
Menu items / site tree	Your site tree is up-to-date and consistent with your project objectives and activities. No item (page) should be left empty or they should be hidden so they cannot be seen in the navigation menu.	Yes	
Sections	All empty and unfinished sections are disabled.	Yes	
Pages	All empty and unfinished pages are disabled. A minimum of critical pages is completed>Homepage/Our story/Our work/News&Events There is enough content for anyone to understand what the project is about, its objective(s) and what activities are undertaken.	Yes	
External links	All external links are properly working.	Yes	
Download links	All download links are properly working.	Yes	
Buttons	All buttons are the ones from the template. All buttons are properly working.	Yes	
Forms	If you are using forms, test them first.	Optional	
Translation	All pages to be translated in French version are published.	Optional	

3. 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 30 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>.

For further advise, please follow our **training [here](#)**.

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 channel and copy the embed code to your website page.

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