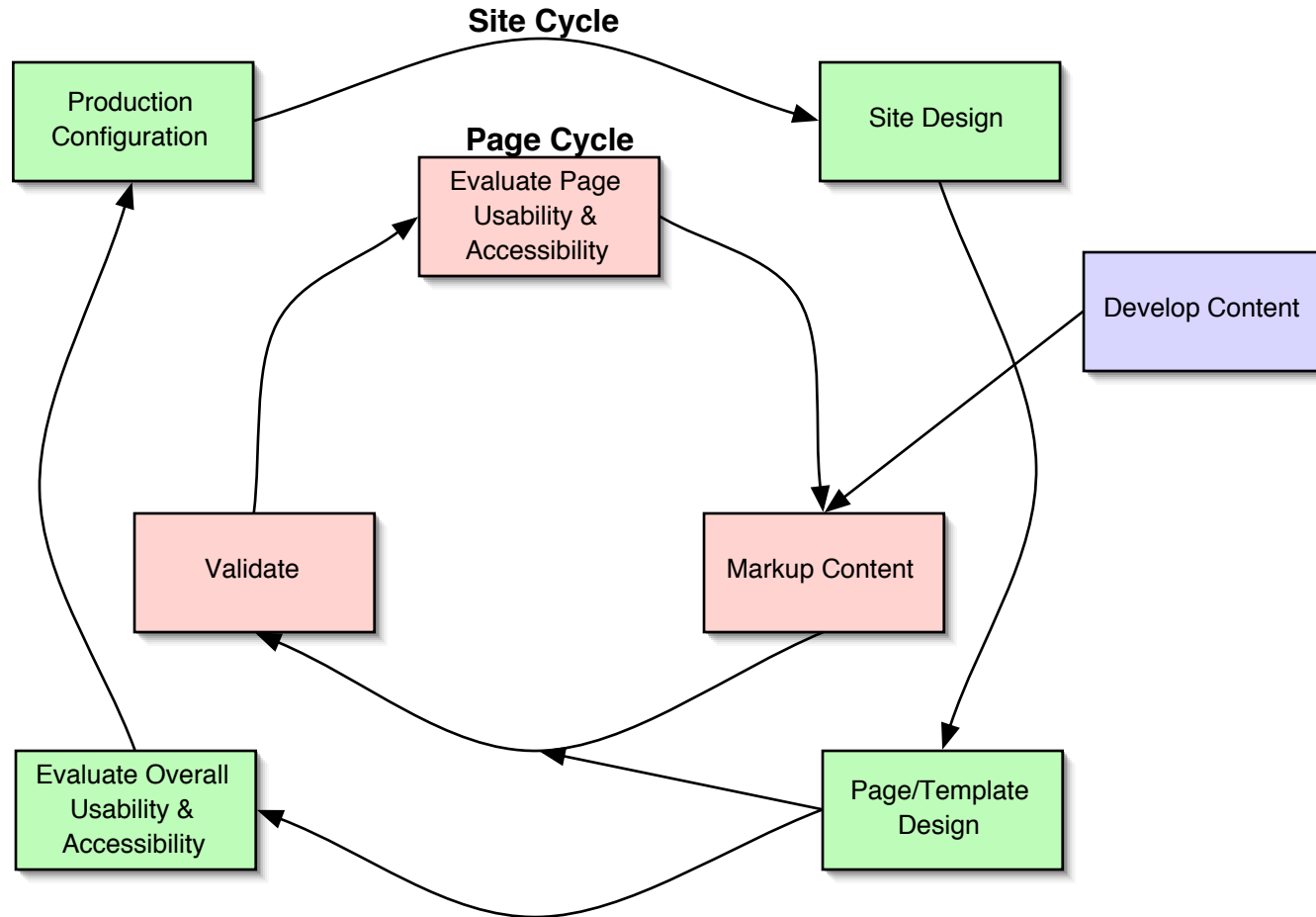


Site and Page Cycles



Site Design
 Information architecture
 - hierarchy
 - Cross linking

Develop Content
 Succinct
 Clear role definition
 User perspective
 Correct grammar and syntax

Markup Content
 Well formed (non overlapping) elements
 Semantic (logical) markup
 Content accessibility attributes
 - Alternative text
 - Labeling

Page/Template Design
 Linearity
 - Overall page
 - Skip to content
 Navigation
 - Overall site
 - Within page
 Template accessibility attributes
 - Alternative text
 - Labeling

Production Configuration
 Environment
 - DreamWeaver, GoLive, etc.
 - CMS
 Settings
 - DOCTYPE
 - Prompt for alt text, labelling

Evaluate Page Usability & Accessibility
 Evaluators
 - W3C, 508
 Linearity
 - Within table
 - Within form
 Timing

Validate
 Standards Based
 - HTML/XHTML
 - ECMA
 - CSS

Evaluate Overall Usability & Accessibility
 Evaluators
 - W3C, 508
 Linearity
 - Header + footer + navigation + content
 - Across site
 Keyboard navigable