

Managing your School Website: Guidelines & Tips for HISD Campus Websites

Homepage Guidelines & Tips

General

- [HISD shared apps](#) must remain on your homepage. The apps can be moved to different areas on the homepage, but they cannot be deleted.
- Balance your homepage vertically. Content on the left, in the middle and on the right should be about the same length, if possible.
- Limit vertical scrolling. Not everything belongs on the homepage. Move less important content to inside, secondary pages.

Links

- Use only one row of channels — more commonly referred to as tabs or links — along the top of your website.
- Be sure the 'Contact' icon links to 'Contact' page, which displays basic contact information about the school and its administration.
Ex. <http://www.houstonisd.org/Page/11149>
- Make sure you don't have any broken links or missing images.

Logos

- Check for missing logos. Your school logo should automatically display at the top of every page. If your logo is missing, you'll need to send it to gjoyce@houstonisd.org

Content

- Do not use Google Translations. If you need help with translations, please contact the [HISD Translations Department](#) at translations@houstonisd.org. *The department has five full-time translators include three Spanish translators, one Vietnamese translator and one Arabic translator. An external agency can be contacted for a fee for all other languages.*
- Placeholder or Lorem Ipsum text should not be visible to the public.
- The 'Contact Us' page and website footer should be updated with current contact information including school address, phone, fax, etc.
- Show [header names](#) as much as possible.

Photos/Videos/Audio

- Templates allow for a homepage photo gallery, but each requires specific dimensions for photos. Use properly-sized photos that meet the specifications for your template.
- Do not set videos on auto-play.
- Do not include music or audio that auto-plays.
- Use a [consistent image size](#) per app (ex: Headline & Feature app)
Ex. <http://www.houstonisd.org/walnutbendes>

Advertising

- Advertising and fund raising on school websites is now allowed, but it must meet [district guidelines](#).

Secondary Pages Guidelines & Tips

- Use [consistent image size](#) on each app (ex: Headline & Feature app).
- Show header names as much as possible.
- Hide blank channels, sections and pages.
- Fix or replace broken links or missing images.
- Limit vertical and horizontal scrolling.
- Make sure placeholder text (Lorem Ipsum or dummy text) isn't visible to the public.