Appendix D - Pre-Publish Checklist

Review and Complete Before You Publish All Should Be Yes or N/A			
YES	**NO**	**N/A**	**PROCESSES**
User Experience (UX) **The following guidelines are specific to webpages hosted at ttuhsc.edu. For an in-depth understanding of the TTUHSC brand, please visit the [brandguide](#).**			
			Ensure all code and markup is valid and meets current standards. • [Validate HTML](#) • [Validate CSS](#)
			Verify that any RSS feed if present is working correctly. [Validate RSS feed](#)
			Verify that all external and internal links are working and that image source links are pointed to a properly uploaded image. [Validate Links](#)
			Review navigation to ensure the page is properly linked.
			Check for cross-browser compatibility.
			Check page load speed. https://developers.google.com/speed
Accessibility **TTUHSC is committed to ensuring equal access to web based information and services for all constituencies as well as complying with standards outlined within the [Texas Administrative Code, Title 1, Part 10, Chapter 206 State Web Sites](#) and the [Federal Government Section 508](#) standards. [For more on our accessibility policy, click here](#).**			
			Ensure pages comply with the Texas Administrative Code (TAC) §206, State Websites, TAC §213, Electronic and Information Resources, and applicable University policies. • [Web Accessibility Initiative](#) • [Cynthia Says Portal](#) • [US Section 508 Tools](#) • [WebAIM WAVE Tool](#)
			Verify all images include appropriate alt text, titles and captions where appropriate.
Identity Guidelines **TTUHSC brand standards are designed to aid in consistently representing TTUHSC as a leading educator, health care provider and research institution in all communicative formats. For an in-depth understanding of the TTUHSC brand, please visit the [brandguide](#).**			

			Verify any custom styles do not overwrite university approved fonts, sizes or colors - make sure you have approval for customizations from brandapproval@ttuhsc.edu
			Ensure that all headings conform to university approved styles

Content
Content creators should keep an audience-first mindset when planning content. Website choices should prioritize content that is accurate, timely and relevant to the needs of its users.

			Verify page has a unique meta title and description that uses appropriate keywords
			Ensure that the page's primary heading includes the h1 tag
			Ensure that subheadings include h2 tags, and subsequent information includes h3, h4, etc. tags
			Update contact section with appropriate departmental information
			Verify all information for timeliness and accuracy
			Check for spelling and grammatical errors and ensure proper use of punctuation
			Verify all graphics are saved at the web optimized resolution of 72dpi, sized for their intended display location and in the appropriate format for their content (JPG, GIF, PNG)
			Ensure that the submenus for the page's root folder and included pages have been updated
			Test all forms. Ensure the data is saved somewhere, sends appropriate notifications and sends to thank you page

Legal/Compliance
The website must comply with all legal obligations, including data protection regulations, intellectual property rights and user privacy policies.

			Confirm that the page does not include copyrighted music, movies or other material, lobbying for a specific politician/political party, or ecommerce retail for profit without approval.
			Confirm academic accreditation compliance requirements are correctly included.
			Ensure compliance with Texas Senate Bill 17. Content updates must reflect the university's alignment with state law and maintain the clean audit received in 2024. Any references to questionable content should be reviewed/approved in advance, revised or removed at the direction of the Office of Institutional Excellence and Culture.

			Ensure that any new or updated content adheres to Board of Regents Rule 3.01.2e, "TTUHSC is prohibited from giving preferential treatment to any private or public organization or individual." For example, by linking to any outside vendors' website fromTTUHSC's website, TTUHSC could be viewed as giving this vendor preferential treatment.