

# Naming Conventions

- firstinitial\_lastname for site folder
- Start page: either index.htm or index.html or default.htm or default.html
- Start page: easy to find (e.g., not in sub-folders)

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# Page/Media Issues

- Alt tags for ALL images
- Titles for ALL pages
- No “working” pages or “working” media
- No broken links (de-link if necessary)
- 80k or less per page with very rare exceptions

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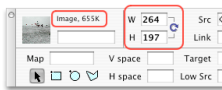
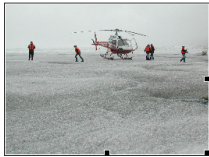
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or This...



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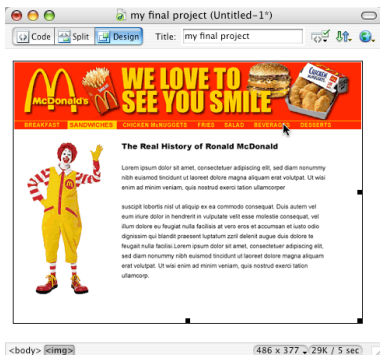
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or This...



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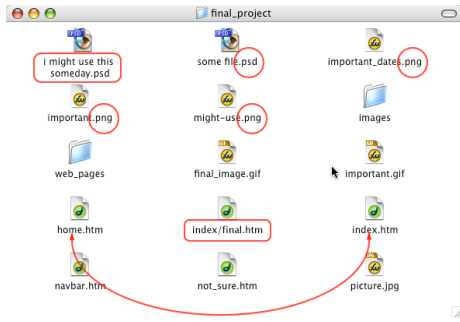
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# Don't Do Any of These!



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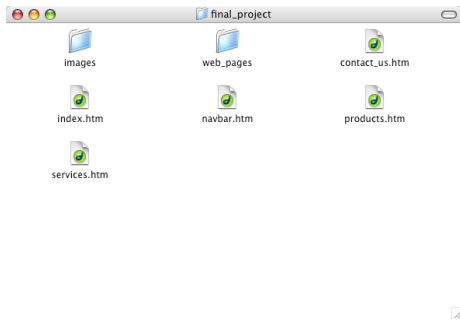
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# No Problems Here



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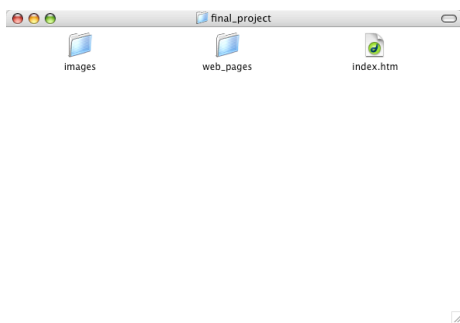
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# Great Stuff!



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