

GOALLINE

Goalline – Website Best Practices

- Website Best Practices are a collection of guidelines that can be used to ensure consistency in both the design of your website and the way you communicates your brand. It allows for a consistent and cohesive experience for all website users. Furthermore, it provides standard design elements that increase efficiency for the Administrator. Organizations should consider documenting their website best practices as a guide to follow.

Webpage Formatting

- Inconsistent formatting, and the redundant styles it creates, can be avoided by following some of these rules:
 - **Typography:** Always choose the appropriate style before typing new text, headings, etc.
 - Take advantage of the pre-set heading options found in the “Styles” drop down list. (e.g. Heading 1 – used for main heading on page, Heading 2 – used for subheading)
 - Text is aligned Left
 - Text that should be emphasized is **bolded**
 - **Spacing:** Be mindful of spacing when adding your main heading, subheadings and body text. Here are a few suggestions:
 - 1 space at top of page
 - No space between Heading and Subheading
 - No space between headings and body text
 - 2 spaces between body and the next header
 - **Lists and Tables**
 - Bullet all lists
 - Align lists consistently (e.g. To left, center, to right)
 - Table contents in body font (paragraph, small)
 - Table properties: Border – 1 pt. Cell Padding – 5 pt. Cell Spacing – 0 pt.
 - **Links:** Can be used for adding a direct link to a URL, text on webpage, uploaded file or email address.
 - All uploaded file links should be set to open to a new window, this is adjusted when creating the link in the target menu.
 - All external links should be set to open to a new window or a pop out in the target menu, this is adjusted when creating the link in the target menu.

Home Webpage Design

- The home page is the first stop for many people interested in getting involved with soccer. The first impression they need is important in connecting with your audience and making sure they are able to access information easily.
 - **News Articles:** Give you the ability share information with images and information.
 - Keep relevant information published, on slider to continuously rotate on top of page.
 - Image for News Rotator is 580 x 390 pixels – Basic design only
 - **Callout Boxes:** Add images that grab the viewers’ attention. Useful for fast navigation to important content. These are found within your communication tools “Site Configuration.”
 - Call out box (3 boxes under banner) graphic dimensions are 410 x 480 pixels – Basic Design



- Call out box (3 boxes under banner) graphic dimensions are pixels 550 x 560 pixels - Responsive Design
- PicMonkey is an online photo editing and design service. It can be used to create the perfect picture for your call out boxes! Visit www.picmonkey.com for more information.
- **Facebook, Twitter and News Additions:** Eliminate the need to repost SSA News, Facebook and Twitter information on your homepage!
 - To add these communication tools go to "Site Configuration." (for Responsive Design users click on "Launch Home Page Customization Tool")
 - Customize the RSS Feed to have the SSA's news appear in one of the call out boxes on your homepage by entering this link: <http://site2040.goalline.ca./rss.php>
 - Add your Facebook page – [Responsive design only](#)
 - Add your Twitter feed
- **Menus and Dropdowns:** Assist with navigation, menus can consist of 2 rows.
 - Edit Main Menu Titles – Make menu titles easy to understand for new viewers. Do not abbreviate menu titles (e.g. 'Youth Soccer' not 'YS')
 - Turn any menu titles not in use to "Not Displayed in Menu"
 - Use '&', not 'and', in drop downs
- **URL:** The URL is the address of your webpage, each site is assigned a Goalline URL once it is created but you are able to change your URL by purchasing a new domain name for your site! Here are a few suggestions on how to pick the perfect domain name.
 - Make it easy to type
 - Make it memorable
 - Keep it short
 - Avoid numbers and hyphens
 - The Canadian Internet Registration Authority, maintains a list of accredited domain registrars.

Site Meta Data

- Metadata is data that describes your site. Throughout the Web Metadata is used to describe individual pages on websites, allowing search engines to understand what each page portrays. To find your site metadata click on "Site Configuration" found in the communication tab.
 - **Title**
 - Edit the title to allow search results to be more transparent (e.g. SSA-Rosetown change to Rosetown Soccer)
 - **Description**
 - The description is defaulted to Goalline's information paragraph, edit the description to give a brief explanation of your organization.

Extra Help

- Need additional help and tips? Check out Goalline's useful webinars and help menu: <http://faq.goalline.ca/faq/webinar-schedule>
- Contact Eden Rakochy, SSA Registrar – 306-975-0870 or registrar@sasksoccer.com
- After hours, contact GOALLINE Support – 1 866 443 4625 or support@goalline.ca



WWW.SASKSOCCER.COM