City of Shakopee Website Editing Guidelines

After reviewing these guidelines in full, please sign the City of Shakopee Website Editing Access Agreement and email to alillie@ShakopeeMN.gov to receive site access and login credentials.

Updates that Require Communications Approval

- Creating or deleting a web page
- Editing a department home page (same template as site home page)
- Changing an existing page's template
- Updating or editing Quick Links on any page

Accessibility REQUIREMENTS

- **Alt text** is required for **all** images! Describe the content, not emotions. *Keep it simple – ideally five words or less!*
    - Example: "Children playing at park" (NOT just "photo")
    - For a graphic: "Flyer for SandVenture sale" or "Budget timeline graphic"
- Avoid relying only on graphics or images to convey important information.
    - If you use a graphic (such as an event flyer), make **sure all vital information is also included as plain text** on the web page for accessibility and searchability.
    - Keep in mind: maintaining both a graphic and a text version of the same content may create extra work — **using text alone is often the simpler, more accessible choice**.
- Use "Heading" styles (Heading 2, Heading 3, etc.) to structure content.
    - Always move in descending order (H2 → H3 → H4) without skipping levels.
    - On pages with only one or two headings, use H5 or H6.
- Use descriptive text when embedding a hyperlink.
    - Avoid generic language like "Click here."
    - Use specific phrases like "Learn more about permit requirements."
- When possible, avoid using PDFs to convey visually complex or technical information like maps, blueprints, studies with multiple visual elements, etc.
    - If available, upload ADA-compliant PDFs.
    - As the City transitions to all PDFs being ADA compliant, the Communications Division is here to help with identifying accessible options. Given proper lead time, we can assist you with implementing alternate solutions until PDF accessibility training is available.

Image Upload Guidelines

- Compress images to below 2MB before uploading to improve page load speed.
  - Recommended tool: **TinyPNG** — free and easy to use.
- Crop and resize images to the correct dimensions before uploading, if possible.
  - In most cases, the recommended dimensions will be in the info box where you upload the image.
- *ALWAYS* add alt text describing the image content for accessibility.

Best Practices for Uploading Documents

- When uploading PDFs, use clear and consistent file names that include the document title, date of publication or date last updated, and "_ADA" if you're certain the document is ADA-compliant
  - Standard format: **Document-Title_YYYY-MM.pdf** or **Document-Title_YYYY-MM_ADA.pdf**
    - Community-Engagement-Brochure_2025-06.pdf
    - Weekly-Aquatics-Schedule_2025-04-15_ADA.pdf
    - Downtown-Parking-Map_2024-11.pdf
- If a document is being replaced with a new version, you will need to go back into the document folders and delete the old version once it's replaced.
  - This is necessary because uploading a new file does not overwrite the existing one or retain the same URL **unless** the new document has the exact same name as the old

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Style & Formatting Notes

- Capitalize "City" when referring to the City of Shakopee as the organization.
  - Example: "The City is responsible for maintaining the parks."
  - Do not capitalize when using "city" generically. Example: "There are many parks across the city."

Support

- All training materials will be available under the Communications tab on CityNet – unless your issue is urgent, please use these as your first reference when seeking support, clarity, or answers to questions.
- Communications will be uploading additional mini-videos to CityNet for tips that are specific to the Shakopee site and weren't covered in the Revize training. Stay tuned.
  - Contacts for Questions or Issues: Communications Manager Amanda Lillie (alillie@ShakopeeMN.gov); Communications Specialist Andrew Coons (acoons@ShakopeeMN.gov)