

Tip Jar for PHSA web & POD editors

In this issue

We've created a quiz, mostly based on past Tip Jar articles. Test your web editing knowledge! If you get a perfect score, you may call yourself "Web Editor Grandmaster."

Web editor grandmaster quiz

1. What is good content for PHSA web pages?
 - a. Accurate information about PHSA programs and services, created by you or your colleagues
 - b. Information and media copied from other websites
 - c. Long lists of links to other websites
 - d. A and C are correct

2. How do you highlight important information?
 - a. Use red font or all capitals
 - b. Put it at the top of the page
 - c. Use headings to organize the information
 - d. B and C are correct

3. Should you lay out information using a frequently asked questions (FAQ) format?
 - a. Yes, because you see it on other web pages
 - b. Yes, because people browse web pages with questions
 - c. No, because you might need to update the list of questions
 - d. No, because your content becomes longer, more repetitive and harder to read in the question-and-answer format

4. How should you copy and paste your web content from Word?
 - a. Use the right-button menu on your mouse. Select your text in Word. In the mouse menu, select "copy." Click your web page, select "paste" in your mouse menu
 - b. It doesn't matter if you use keyboard shortcuts or your mouse menu to copy your content. You must "paste as plain text."
 - c. Copy your content from Word into a plain text editor like Notepad. Then copy and paste your content into your web page.
 - d. Both B and C are correct

5. It is important that the information we provide patients, clients and their families is accurate. What can you do to ensure that your web page(s) remains up-to-date?
 - a. Have at least two trained web editors assigned to each page
 - b. Make calendar alerts to update your pages at minimum every 6 months
 - c. Read the "Tip Jar" to learn best practices and reach out to webhelp@phsa.ca with any questions
 - d. All of the above

6. What are the benefits of uploading images with a small file size?
 - a. Web pages with small images load more quickly
 - b. Small images benefit people who cannot afford expensive data plans or people who live in rural areas with poor networks
 - c. Small images consume less energy to load, reducing our carbon footprint
 - d. All of the above

7. You have a new version of a document that's already on the website. How should you name the new version?
 - a. Give the new document the same name
 - b. Put "2" at the end of the document name
 - c. Add the new date in the document name
 - d. Give the new document a different name

8. Which of the following is a benefit of web accessibility?
 - a. It's essential for people who rely on assistive technology to navigate web pages
 - b. It helps search engines and voice assistants (Siri, Alexa, Cortana, etc.) better understand the content on your web page
 - c. It helps people with low digital literacy access your information
 - d. All of the above

9. Alt text ensures that people of all abilities can see images. What information should alt text contain?
 - a. The names of objects in the image. The less info, the better.
 - b. Start with the words "Picture of" at the beginning
 - c. Describe the tone, mood, context and purpose within 100 characters
 - d. None of the above

10. You need to link to the asthma page on HealthLink BC. A good example of a link name is:
 - a. asthma page at HealthLink BC
 - b. here
 - c. learn more
 - d. click here

Correct answers to the quiz with explanations

- 1. A) Accurate information about PHSA programs and services, created by you or your colleagues** is good web content.
 - Do not copy information and media from non-PHSA websites as we don't own the copyright.
 - Use long lists of links carefully. Good web content is content you've created yourself. Also, links break quickly. Ask yourself whether your users really need this information, and whether your team has the capacity to maintain this information.
- 2. D) Both B and C are correct.** You can highlight important information by putting it at the top of the page and by using headings to organize the information.
 - Do not use red text as it is not readable by people with different visual abilities.
 - Do not use all capitals as it's harder to read than sentence case.
- 3. D) No, because your content becomes longer, more repetitive and harder to read in the question-and-answer format.**
 - Although you may see FAQ formats on other web pages, it is not good web practice. Using FAQ format makes it harder for people to find the information they need. For example, "Applications are due September 1" becomes "When are applications due? Applications are due September 1."
 - Read about [the downsides of the FAQ format](#) on the BC Government website.
- 4. D) Both B and C are correct.** If you are copying content from Word, you must paste as plain text or paste your content into Notepad first.
 - If you do not paste as plain text or paste into Notepad first, you will carry over extra coding which can make your content look strange and prevent your web page from performing optimally.
- 5. D) All of the above.** To ensure that your web page(s) remains up-to-date, you should have at least two trained web editors assigned to each page. Also, you can create calendar alerts to review and update your pages at minimum every six months. And don't forget to read the "[Tip Jar](#)" to learn best practices and reach out to webhelp@phsa.ca with any questions.
- 6. D) All of the above.** Images with a small file size load more quickly, which benefits everyone including people who cannot afford expensive data plans or living in rural areas with remote networks. Small images also consume less energy, reducing our carbon footprint. We have [instructions on resizing images](#).
- 7. A) When you have a new version of a document, you should give the new document the same name as the old document.**
 - If you give a new version of the document a different name (by adding 2, the date, etc.), you won't be able to override and replace the old version of the document correctly. You are also changing the document's URL so any existing links to it will break.
 - Learn how to [correctly replace documents](#).
- 8. D) All of the above.** Web accessibility is about ensuring that people of all abilities can access our web pages. It's essential for some people, but its focus on user design benefits everyone. You can learn more about [web accessibility](#) on Editor Hub.

9. **C) Describe the tone, mood, context and purpose within 100 characters.**
 - You do not need to add “Picture of” at the beginning of alt text because assistive technology already tells users that it’s an image.

10. **A) asthma page at HealthLink BC.** Link names should concisely describe where you’re sending people or what they’ll achieve when clicking on the link. Good link names are essential for people using assistive technology.

Your action this month

If you got any questions wrong, learn more about the correct answer.

Also, would you like to use plain language on your web page but you’re not sure where to start? Email webhelp@phsa.ca. We’re looking for a web page to improve and feature in a future edition. We’ll help you improve the content for patients or clients!

Created by the Web Strategy Team (PHSA Communications)

No longer a POD or web editor? Questions or comments? Please email webhelp@phsa.ca

[Resources for PHSA web editors](#)

[Read past Tip Jar articles](#)
