



## WOW Pushbutton Websites WEBSITE CHECKLIST

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U.S Coast Guard Auxiliary  
Information Technology Group  
User Support & Services

### *Requirements (Must be met)*

- Use canonical unit numbers (e.g., 1-5, 7-3, 12-13, 3-15) to describe your flotilla.
- When using photographs or graphic images, include an “alt tag” (i.e. alternative text) text identification with each image.
- Check that your website displays correctly and consistently using IE 8 and above, Chrome (all), Firefox 3 and above, and Safari 4 and above.
- The site shall not contain any commercial advertisements, nor appear to endorse any commercial product. Sites must not contain inappropriate information, including specific advice, endorsement or approval of a product or service, or sponsorship information.
- The site shall present a professional web appearance, and must not bring discredit or embarrassment to the Coast Guard or the Auxiliary.
- Make sure your site does not include materials that infringe on the rights or privacy of an individual, or violate copyright restrictions. (Note: Auxiliary websites are not copyrightable).
- Make sure your site does not display the “official” Auxiliary or Coast Guard Seal. The Auxiliary logo is OK.
- Make sure there is contact information for your unit on your website.
- The site shall not contain any blank pages or under construction notices, and all links must be live (i.e., no dead links).
- The site may not play auto-start music or video, nor display animated GIFs. Rotating slide shows (without audio) are acceptable.
- All persons who have personal email addresses or phone numbers posted on any non-protected portion of the website must have given you written or email permission to post their information, or opted in in AuxDirectory (AuxOfficer).
- Any outside links must support Auxiliary objectives. Make sure they are in good taste, and do not bring discredit to the Auxiliary.
- Make sure your site limits access to sensitive information by putting such information on protected pages. Role-based protection
- Check and make sure your site does not violate Operational Security (OPSEC) guidelines, which are the same for protected as well as non-protected pages.
- Make sure your links to onsite material are permalinks (i.e. a7029.pdf vs. a7029H-Rev2.pdf).
- Make sure you have parental permission for any pictures of minors displayed on the site, along with a signed copy of the CGAux Parental Release form.

## WOW: Pushbutton Website Platform, Version II WEBSITE CHECKLIST

### *Best Practices (Should be met)*

- Crop and reduce your photographs to their final size *before* uploading them to WOW.
- Make sure none of your links to on-site materials contain embedded spaces.
- On the *About This Unit* page, consider having at least one officer show their phone number or email address. This counts as “contact information”, from the requirements, above.
- Alt tags should be descriptive, and generally kept to 50 characters or less.