

American Rose Society

Rose Society Web Site Guidelines

Web Site Requirements

<p>Minimum Requirements for Web Sites</p>	<p>The following chart explains the minimum requirements that have been defined for all district and local rose society web sites to be recognized by the ARS. These requirements have been established to provide a consistent method for web site development.</p> <p>Compliance with these requirements will allow district and local rose society web site owners to display the official "ARS Accredited Web Site" logo on their site. These requirements must be adhered to if your web site is entered into the Annual Web Site Competition.</p> <p>Web sites entered into this competition must have been posted to the web by the end of April for the year of the contest. Continuous editing and updating throughout the year is allowed.</p>		
<p>Content Requirements</p>			
<p>Item</p>	<p>Description</p>	<p>Home Page</p>	<p>Every Page</p>
<p>Link to ARS site</p>	<p>Provide a link to the American Rose Society's home page at http://www.ars.org.</p>	<p>Required</p>	<p>Not applicable</p>
<p>Published / last modified date</p>	<p>Keep current with creation and/or last revision date. The site should be modified/updated at least every six months.</p>	<p>Required</p>	<p>Suggested</p>
<p>Copyright notice</p>	<p>The recommended form of notice for Web sites is: (copyright symbol "©")(year of publication)(name of copyright owner). All Rights Reserved.</p> <p>Example: © 2002 American Rose Society. All Rights Reserved.</p>	<p>Suggested</p>	<p>Suggested</p>

<Meta> Tags	Used to embed document metadata not defined by other HTML elements and used by document-indexing tools and search engines for accurate page content definitions. (See end of page for detailed explanation.)	Required	Required
Privacy Statement	If you are going to collect user data, it's considerate to offer a privacy statement on what you will or will not do with users' personal data.	Suggested	Suggested
Site Contact Link	A mail link on the home page for either the person maintaining the site or a local society officer.	Required	Suggested
Using information or graphics not created by you	If you would like to use information or graphics that were created by someone other than you or a member of your society, remember to get express permission from the copyright owner before the graphic or full text of a published article or paper is included in the site. Attribute any copyright material to the proper source.	Required	Required

Technical Requirements

Item	Description	Home Page	Every Page
<Title> Tag	Accurate and specific web page titles in <Title> tag. The text in the Title tag is what displays in the browser window and in bookmark/favorite lists. For example: <TITLE> ARS Web Site Requirements </TITLE>	Required	Required
<H> Tags	Accurate and specific page headings in <H1> tags. Used by document-indexing tools for accurate page content definitions.	Required	Required

 Tag	If images are used, the "ALT" attribute, used inside the <IMG=>tag, must clearly describe the image.	Required	Required
Text Links	If image maps or images as navigation elements (buttons) are used, text links must also be included for those who haven't enabled their graphics viewer. All documents must be functional for browsers in "text only" mode.	Required	Required
Image Attributes	All image tags must have height and width attributes defined to maximize display speed.	Required	Required
Browser Compatibility	Sites should be thoroughly tested on all current browsers. At a minimum, sites should function when viewed with Microsoft Internet Explorer; Netscape Navigator; Opera and AOL Versions. Test your site on a Mac as well as a PC.	Required	Required
Frames	Frames are strongly discouraged unless meta tags are used on each content page due to indexing and searching problems.	n/a	n/a
Meta Tag Requirements			
Meta-tags	Meta-tags are an important element of your Internet web site. This code enables accurate site indexing by Internet search engines.	Required	Suggested

	<p>Include meta tags in the header HTML code of your document, as shown below.</p> <ul style="list-style-type: none">• The "description" section should be a sentence of 25 or less words describing the site. This is what most search engines use when looking for content-specific sites.• The "keywords" section should be words that users may use when searching in a search engine. Place the most important words at the beginning of the list (some engines only index the first 20 or so). Do not repeat words, or use words inappropriately. Search engines will remove your site from their index if keywords are blatantly misused.• The "rating" section attribute should be "general." Other attributes are used for sites with specific audiences or utilizing content advisory ratings, i.e., adult-only sites.		
	<p>EXAMPLE:</p> <pre><HTML> <HEAD> <TITLE>Olympia Rose Society, Olympia WA USA</TITLE> <meta name="description" content="The Olympia Rose Society is a non-profit organization dedicated to the promotion and education of the National Floral Emblem of the United States; the Rose."> <meta name="keywords" content="rose, rose society, growing roses, rose care, olympia, washington, pacific northwest"> <meta name="rating" content="general"> </HEAD></pre>		