W3C Standards Compliance

W3C®

About W3C (The World Wide Web Consortium)

Tim Berners-Lee, who invented the World Wide Web, and others created W3C as an industry consortium dedicated to building consensus around Web technologies.

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W3C primarily pursues its mission through the creation of Web standards and guidelines. Since 1994, W3C has published more than ninety such standards, called W3C Recommendations. W3C also engages in education and outreach, develops software, and serves as an open forum for discussion about the Web. In order for the Web to reach its full potential, the most fundamental Web technologies must be compatible with one another and allow any hardware and software used to access the Web to work together. W3C refers to this goal as "Web interoperability." By publishing open (non-proprietary) standards for Web languages and protocols, W3C seeks to avoid market fragmentation and thus Web fragmentation. In other words, W3C Standards are all about compatibility, accessibility, ease of use and reliability.

W3C Guidelines Checklist

An understanding of the W3C recommendations will provide an insight into the way in which Intunet will develop your Web project.

- Keep pages simple

- Use HTML as the default information format

- Browser-specific HTML or scripting methods should not be used in the website

- Keep the use of images to a minimum consider the use of thumbnails

- Do not rely on colour to convey information

- Text colour must always contrast with background

- Only use clear, commonly used fonts

- Use HTML to structure the document, not style it

- Use Cascading Style Sheets to format and style basic elements of a website

- Any font sizes defined in the Cascading Style Sheet must be customisable by the end user; do not hard code

- Any colour used must be customisable by the end user

- HTML page should validate against specified version of HTML

- All important images must have an 'alt' attribute and description

- 'alt' descriptions should be meaningful

- A consistent text navigation bar should be used along with a 'skip navigation link'

- Other forms of navigation should be available for users who cannot use pointing devices

- If used, imagemaps should always be in client-side format

- A text alternative must be offered if a client-side imagemap is used

- An alternative text version of any information offered in audio or video format must be supplied

- Any information offered in a format that requires a plug-in must also be offered in HTML

- All web pages must comply to the World Wide Web Consortium's Web Accessibility Initiative (WAI) 'A' standard

- The appropriate WAI logos can be displayed on the organisation's homepage to illustrate compliance with W3C ecommendations

Intunet is committed to compliance with W3C standards.

This means that our Clients' web-based applications will have world-wide compatibility across all platforms and any integrated systems to maximise their business potential.

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