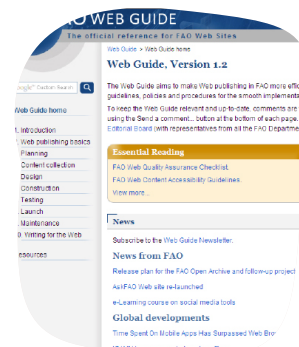


Web Guide for Online Publishing

Web publishing is now much easier thanks to the FAO Web Guide. The guide is aimed at all those who are involved in FAO Web sites - from owners to content providers, designers to system developers. It is packed with information to ensure the successful development and maintenance of Web sites.

The Web Guide starts by getting users to define the purpose, scope, target audience and resources needed for their Web site. The guide is full of practical know-how so that people can create and maintain high quality Web sites which meet the demands of their audience.

The Web Guide contains useful information about the Web clearance process in FAO, and the related checklist and policies that every site owner should read before starting a new Web site.



Guidelines, procedures and policies

The Web Guide has information on relevant guidelines, procedures and policies.

A **guideline** is a recommended course of action in support of a set of principles and specific to a particular area.

A **procedure** is a systematic sequence of events needed to carry out a task.

A **policy** is a FAO corporate standard or goal that requires mandatory compliance. Together they aim to ensure FAO Web sites operate effectively and address their intended audience appropriately.

The Web Guide gives practical tips on content management, accessibility and writing style. This aims to make sure the Web site user-friendly as possible. As many sites incorporate social media such as Flickr, YouTube and Facebook the guide has practical advice on how best to make use of these tools.

The Web Guide is also designed to be used by current site owners. It has advice on how to monitor and evaluate a Web site's usability, efficiency and effectiveness. There is practical information on how to ensure a site is up-to-date, reliable and compliant with Web standards.



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