

PDF and Linking Best Practices

1) Do not use “click here” or “download the pdf” as linked text. Use the name of the document. Good reasons for doing this include Search Engine Optimization and ADA compliance.

Example:

Learn more about the [Graduate Counseling open house](#).

OR

Register by Oct 15 for [instrumental lessons](#) with the preparatory music program.

2) If you are linking the document multiple places, or replacing it regularly consider naming the file something more generic.

Example: “fall-schedule.pdf” instead of “fall-schedule-2017.pdf” This way when you replace it you don’t have to update links. Don’t do this if you need records of multiple versions (like a catalog).

3) Naming conventions for pdfs

- a. NO spaces in the name
- b. NO capital letters
- c. NO characters
- d. DO use hyphens, lower-case, short names

Example: “really-cool.pdf”

NOT

“This is a really Cool Document you should download.pdf”

4) Upload the file in the correct place

- a. Upload only pdfs (unless you talk to the web manager)
- b. Always upload to the “docs” folder within the file

5) ASK FOR HELP! The Web Content and Strategy Manager is here to help. Content them if you have questions.