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Cultural Website Quality Principles

A quality cultural website celebrates
European cultural diversity by providing access
for all to digital cultural content.

A quality website must:

- be **transparent**, clearly stating the identity and purpose
  of the website, as well as the organisation responsible
  for its management
- select, digitise, author, present and validate content
  to create an **effective** website for users
- implement quality of service policy guidelines to ensure
  that the website is **maintained** and updated at an
  appropriate level
- be **accessible** to all users, irrespective of the technology
  they use or their disabilities, including navigation,
  content, and interactive elements
- be **user-centred**, taking into account the needs of users,
  ensuring relevance and ease of use through responding
  to evaluation and feedback

- be **responsive**, enabling users to contact the site and receive
  an appropriate reply. Where appropriate, encourage
  questions, information sharing and discussions with
  and between users.
- be aware of the importance of **multi-linguality** by providing
  a minimum level of access in more than one language
- be committed to being **interoperable** within cultural
  networks to enable users to easily locate the content
  and services that meet their needs
- be **managed** to respect legal issues such as IPR and privacy
  and clearly state the terms and conditions on which
  the website and its contents may be used
- adopt strategies and standards to ensure that the website
  and its content can be **preserved** for the long-term

**transparent · effective · maintained · accessible · user-centred
responsive · multi-lingual · interoperable · managed · preserved**

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