

2008

Code Of Ethics For Website Design



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Code Of Ethics for Web Site Design

We believe very strongly that web designers have a responsibility to make the Internet as safe, as efficient, and as non-invasive as possible. Unfortunately, many designers employ their skills to create web sites that frustrate and even abuse their visitors. Some of the more grievous examples are discussed below:

- Site owners often force visitors to provide email addresses or other information before they can enter the site, when the data demanded is totally unnecessary except for compiling into lists which are then sold to spammers.
- Unnecessary graphic animations and new technologies that waste visitors time downloading. Some sites will not allow the visitor to enter unless the visitor's browser has the latest plug-ins.
- Cookie files that are loaded into visitors' computers to track their web activity OUTSIDE the host site.
- Pop-up windows that interrupt the visitor's surfing experience, usually to display unsolicited advertisements.
- Redirecting URLs, which are often used to force the visitor to visit a site other than the one they requested. This is often necessary, as in cases where a site is under development, but it is also used to force visitors into ad-laden web sites so the sites can accumulate a high number of "hits," thereby fooling their advertisers into paying more for their advertisements. This works because some sites bill sponsors based on the amount of traffic they receive. Redirecting URLs artificially drive up the sites traffic volume, resulting in more ad revenue for site owners.
- New browser windows that open automatically and in rapid succession have a result to redirecting URLs.
- Sites designed in a manner that will not allow the visitor to use the back button on their browser to exit the site, thereby locking the visitor in for a longer period of time until they can figure a way out-- often only through closing the browser.
- Confusing sites that provide too many similar options often force the visitor to click on an unintended link, with the result being similar to that of redirecting URLs.

Our Pledge:

Client Confidentiality

- We will never sell, trade, or otherwise make available our client list to any third party. Individual client names and contact information will only be provided to third parties by express written permission from the client.
- We will never disclose to a third party any information regarding client business operations, marketing objectives, product information, Internet objectives, or other confidential information, without express written permission from the client.
- We will never "trick" any client into unknowingly granting permission for their information to be shared with other organizations.

Web Site Design Ethics

- We will not participate in, link to, provide services to or promote "adult" material, pornography, exploitation of women, children, racial and ethnic division, violence and hate groups.
- We will not design any web site employing excessive and unnecessary animations or graphics, which result in unnecessarily long download times.

- We will not design sites using cookies without making the site visitors aware of the purpose of any cookies used.
- We will not employ any web technology which does not result in the majority of site visitors enjoying a more efficient, more informative, more pleasurable experience. New technology will not be included simply for the sake of designing sites with the "latest and greatest" bells and whistles. If it doesn't make the site better from the visitor's perspective, it will not be used.
- We will not utilize pop-up windows in the design of any web site, unless they are necessary to provide information the visitor has requested. They will never be used for displaying advertisements.
- We will not utilize, in the design of any web site, redirecting URL's to force the visitor to sites or pages they did not expect.
- We will not utilize, in the design of any web site, repeating windows or loops which lock the visitor into the web site.
- We will only design web sites which allow the visitor to maintain control of how they navigate the site.
- We will not design web sites in a manner that intentionally confuses the visitor into taking an unanticipated action, such as jumping to another web site.
- We will not take personal advantage of the inexperience or lack of knowledge of our clients, customers, or potential clients or customers.
- We will not intentionally violate any laws. This involves the deliberate and continued violation of copyright, trademark, service mark, or laws related to spamming as they may exist at the state, federal, or international level.
- We will continually seek to create web sites that are visitor-friendly and which treat each visitor with respect.

SEO Ethics

- We will use only ethical search engine optimisation methods. We will use techniques that produce lasting results and don't offend search engines or cause a website to be permanently banned.
- We **DO NOT** use or promote these methods:
 - ❖ automatically generated doorway pages
 - ❖ cloaking and false redirects
 - ❖ keyword stuffing (too many key words on a page)
 - ❖ hidden text or hidden links
 - ❖ pages loaded with irrelevant words
 - ❖ duplicated content on multiple pages
 - ❖ misspelling of well-known web sites
 - ❖ unrelated and centralised link farms
 - ❖ other methods that try to trick search engines
- We will not intentionally violate any specifically published and enforced rules of search engines or directories. Should rules and guidelines change (as they often do), will promptly take action to comply with the changes as they apply to all clients
- We will not intentionally violate any laws. This involves the deliberate and continued violation of copyright, trademark, service mark, or laws related to spamming as they may exist at the state, federal, or international level.

- We will work to the best of our ability to increase or retain the rankings of client sites.