



BuildEasy Website Agency Assets Checklist

Agency partners are expected to provide all assets to the Bristol Myers Squibb (BMS) IT team at initial handoff along with the completed [BuildEasy Intake Form](#).

Following the BMS IT team's review of the Intake Form, the BMS production manager will schedule a review call with the agency and assigned IT project manager.

Preview, Staging, or Production Author URL:

Production URL:

ADOBE ANALYTICS TAGGING – WEB ENGAGEMENT

	ATTACHMENT	DESCRIPTION
☐	Website Tracking	BMS Adobe Analytics (AA) Team will tag websites using standard metrics requirements. Any custom metrics requests will require a review with the website capability & AA lead. For additional information, refer to the MSDP AA standard tagging document .

COPY

	ATTACHMENT	DESCRIPTION
☐	Manuscript for IT-related task	Manuscript should include the following information for all the locale page components (If language is other than English, please provide a translation guide as well): • Universal Navigation Content (up to 8 tiles) ○ Title ○ Content ○ Link URL • Main Navigation Content • Link Warning Components ○ Cross Site Link Warning ▪ See MSDP Standards for the following: • Heading • Text/Message • Confirm Button Title • Cancel Button Title ▪ Blacklist Domains ▪ Blacklist URLs ○ External Link Warning ▪ See MSDP Standards for the following: • Heading • Text/Message • Confirm Button Title • Cancel Button Title

	ATTACHMENT	DESCRIPTION
		▪ Whitelist Domains ▪ Whitelist URLs • Search Component ○ Language-specific text to replace placeholder "Search" ○ Search Image (image file) ○ Image Alt Text ○ Language-specific text for "Frequently Searched Keywords" ○ List of frequently searched keywords for configuration (list of topics) • Header ○ Header Logo (image file) ○ Logo Alt Text ○ Logo Link • Footer ○ Footer Logo (image file) ○ Footer Alt Text ○ Footer Text ○ Copyright Text ○ Additional Logos (if required) ○ List of Footer Link Details (Link Title, Link, Description) • Form design and field names (Gigya Screen Set) File format: .doc

DESIGN

	ATTACHMENT	DESCRIPTION
☐	Favicon	Icon associated with a URL • Bit depth: 32 • File format: .ico • File size: Maximum of 10 KB • Height: 16 • Width: 16
☐	Images	.svg format is preferred for images and cropped to the art board. Fonts in .svg images should be created as outlines. If .gif, .jpg, or .png formats are provided, the images should be cropped to the exact size for each view port (desktop & mobile). This includes images for foreground, background, charts, and graphs. Ensure all background images, in various device sizes, do not interfere with navigation. • File size: Maximum of 50 KB per image • Images will be uploaded directly in DAM path for all locale page components after the initial setup
☐	PDF Download Files	PDF files for download will be hosted in the media library. PDF will be uploaded directly in DAM path for locale page components after initial setup.

PDF properties or metadata within file need to be same as file name on site or blank, see example below.

SEO

NOTE: Website SEO should be determined prior to website build.

	ATTACHMENT	DESCRIPTION
☐	Metadata	SEO HTML metadata such as title tag, meta description, page title, page description, URL, image names, and image alt tag text should be included the top of each page’s content & type of functionality. See Copy section above for more information.

USER EXPERIENCE

	ATTACHMENT	DESCRIPTION
☐	Sitemap	Map of site architecture, overall hierarchy of the site, including section names and page titles

VIDEO

	ATTACHMENT	DESCRIPTION
☐	Video	Brightcove is the standard platform for all streaming video content on the MSDP. Assume the use of Brightcove's standard video player functionality. Functionality outside of the standard functions are custom and will require review by the MSDP capability lead on an as-needed basis. For videos utilizing chapters, provide the title, beginning timestamp, and ending timestamp for each chapter. Specs for videos are as follows: • File type: MP4 • Recommended dimensions: Desktop between 1920x1080 pixels and mobile between 640x480 pixels • Video length: Maximum of 2 hours • Maximum size: 2 GB per video • Video Bitrate: Must be between 192 and 5000 kbps In addition, SRT and/or VTT files should accompany video files for close captioning. For additional specifications please see the Brightcove implementation guide. • Videos to be provided via JIRA or Workfront
☐	Video Thumbnail	Image of the video to display while video file is loading to play. This will be needed for inline video variation (video playing on page instead of pop up) • File type: .jpeg or .png • Video thumbnail to be provided with video files