PDFs & Downloadable Files

Definition

On a Hibu One SmartSite, client-supplied files can be added as downloadable attachments. Each file will display with a clearly labeled button element (e.g., **"Download [File Name]"**) so users can easily access the content.

PDFs are the **preferred format** because they are universally accessible, consistent across devices, and searchable by Google. Other file formats may be accepted, but whenever possible they will be converted into PDF before publishing.

Fair Use Rules

Per the **Fair Use Content Policy**:

> A site may include up to **50 PDFs (or other downloadable files) total**.
> Files may be placed on individual service pages or grouped on a dedicated downloads page.
> Multiple files may be added to a single page, but the **site total may not exceed 50**.
> Clients may upload additional files themselves using the DIY editor, without limit.

File Formats & Conversion

> **Preferred format**: PDF
> **Other accepted formats** (converted to PDF when possible): doc, docx, xls, xlsx, ppt, pptx, psd, zip, xml, mp3
> **Conversion rules**:
> Hibu will convert Word, Excel, PowerPoint, images, and other supported files into PDF prior to upload.
> Hibu will **not edit client-supplied files** before conversion.
> Hibu will **not create new PDFs** on behalf of clients.

SEO & File Naming Standards

Because **PDFs are indexable by search engines**, their content and embedded links may appear in results. With consistent, keyword-friendly naming, PDFs can rank for relevant queries.

Hibu will rename all PDFs and other downloadable files using the following convention:

Use the **file's subject**, not the web page title (e.g., form, faq, menu, brochure, price list).

All characters in **lowercase**.

Replace spaces with **dashes (–)**, never underscores.

Examples:

mikes-automotive-services-form.pdf

ferrantes-italian-bistro-dinner-menu.pdf

juniors-flooring-and-tile-hardwood-floor-faq.pdf

madison-hardware-rental-agreement.pdf

dr-lou-reed-new-patient-intake-form.pdf

Non-PDF files (e.g., zip, mp3) that cannot be converted should still follow the **same naming convention**.

Internal Notes

Always rename files upon receipt to match naming convention.

Correct typos in file names before upload (e.g., hardward → hardware).

Track file totals against the 50-file site maximum.

Log assumptions if:

Files exceed the Fair Use Policy limit.

A file cannot be converted.

A client requests edits to file content (out of scope).