

Web Presentation Guidelines for Common Look and Feel (CLF)

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INTRODUCTION

Purpose

The purpose of this document is to outline web presentation standards and to provide agencies with information and tools that they can use to develop and modify their web sites to comply with these standards. In addition, the information and guidance provided by this document will help all state agencies dramatically improve the quality of information they provide to customers via the Internet.

Three primary objectives have been identified for state agencies in creating and managing web content. These objectives are listed below.

State of Delaware Agency web pages should be:

1. Engineered to ensure access by the broadest possible audience of customers and citizens.
2. Used to communicate comprehensive, up to the minute information to customers and citizens on an agency's mission, activities, services and goals.
3. Designed to provide a common "look and feel," to help ensure that visitors to State of Delaware pages are able to quickly and easily locate the services and/or information the desire in an intuitive and convenient manner.

Administration

The standards in this document have been approved by the Department of Technology and Information.

The Delaware Government Information Center (GIC) will provide supplements to this document as needed. In addition to the specific tips and suggestions for compliance included in this document, the GIC can also provide assistance, guidance, and training to agencies on how to accommodate these standards and guidelines.

Implementation

The Government Information Center (GIC) with the assistance from a state approved technology vendor has developed a statewide Common Look and Feel (CLF) that incorporates the look and navigation of the state's portal, Delaware.gov, and incorporates the standards outlined in this document. Executive branch agencies websites are now required to use the approved CLF unless they have a

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waiver from the Department of Technology and Information (DTI). Waivers can be issued for agencies that are required to compete with private sector business such as, Division of Lottery, and Division of Tourism. A wavier can also be granted for specific legacy or new web applications that cannot accommodate CLF.

Note: Agencies that obtain a waiver for the CLF must still accommodate the remaining content specification standards and any other approved web standards.

ARCHITECTURAL SPECIFICATIONS

Objectives

Adhering to common architecture standard will help ensure the broadest possible access to agency web pages. When non-industry standard web technologies are used there is a potential to discriminate against particular citizen groups because additional plug-ins, software, or hardware may be required to view the web page correctly. The architectural standards in this section are approved and maintained by the Worldwide Web Consortium (W3C) and if implemented correctly should result in agency web pages being accessible in the broadest number of user agents.

In addition, it should be noted that many of the steps outline to ensure greater accessibility to web pages can dramatically improve the look of web content by different user agents (e.g., hand held Internet devices, Personal Digital Assistants, etc.) This is important because Internet access trends suggests that more and more individuals are using (or will use) handheld user agents to access the Internet.

It is imperative for agencies to develop web content with accessibility as a primary focus since the content of the web pages is a service to the citizens.

Standards

The desired web page architecture specifications for agency web pages can be accomplished by adhering to the following standards.

- Accessibility - Agency web pages should be compatible with special assistive technologies.
- Hypertext Markup Language (HTML) - Agencies should develop web pages to comply with the appropriate HTML specification.
- Cascading Style Sheets (CSS) - Agencies should consider using Cascading Style Sheets and page templates to promote more uniformity.
- Meta Tag Usage - Agencies should use “Meta Tags” in their web pages

Architectural Specifications – Accessibility

Accessibility

Agency web pages should be compatible with special assistive technologies.

Description: Individuals with physical disabilities (e.g., visual impairments) often view the information on agency web sites with the assistance of special technologies. In order for these devices to work properly the HTML code on agency web pages must contain specific elements and attributes. There are a number of resources available to help agencies ensure that their web pages are compatible with these requirements. In many situations basic accommodation can be accomplished by coding according to best practices such as, alt text on images and using standard size/color fonts. The majority of the best practice techniques are checked by the validation tools described in the HTML standard checklist. More information about accessibility is available at the state “Accessibility Central” (gic.delaware.gov/information/access_central.shtml) or by contacting the Delaware Assistive Technology Initiative (www.dati.org).

In some situations additional technologies besides coding practices will be required to accommodate accessibility needs. Typically these special situations depend mainly on the targeted audience and specific business requirements.

Verification Methods: At a minimum, it is recommended that agencies successfully pass all “Priority 1” checkpoints set forth under the W3C’s Web Access Initiative in the Checklist for Web Content Accessibility Guidelines 1.0. Efforts should also be made to successfully pass additional checkpoint items categorized as Priority 2 and priority 3 where possible. In addition to the W3C checklist, an online accessibility tool can assist in gauging and adjusting Priority level.

Note: Websites that are funded with Federal funds are required to meet compliance with section 508 of the federal Rehabilitation Act. Compliance with the W3C Web Content Accessibility Guidelines does not guarantee compliance with section 508. A comparison of the differences in the guidelines can be viewed at the following website: <http://www.jimthatcher.com/sidebyside.htm>.

Verification Checklist: To assist in the verification process the verification checklist below has been developed to ensure compliance with this standard. It is recommended to complete each step in order.

	Completed
1. Provide alternate methods to access all non-text content. Best Practice: http://www.webaim.org/techniques/images/	<input type="checkbox"/>
2. Consider alternative versions of PDF files PDF to HTML: access.adobe.com	<input type="checkbox"/>
3. Ensure that your pages have been designed in a “device independent manner”.	<input type="checkbox"/>

Architectural Specifications – Accessibility

<p>Access Key: http://www.w3.org/TR/WCAG10-HTML-TECHS/#link-accesskey</p> <p>Tabs: http://www.w3.org/TR/REC-html40/interact/forms.html#edef-tabindex</p> <p>General: http://www.webaim.org/tutorials/device</p>	
<p>4. Use tables properly (content v. appearance).</p> <p>Table Summary: http://www.w3.org/TR/WCAG10-HTML-TECHS/#tables</p> <p>Best Practices: http://www.webaim.org/techniques/tables/</p>	<input type="checkbox"/>
<p>5. Think carefully about using frames or iframes</p>	<input type="checkbox"/>
<p>6. Choose your colors and images carefully.</p> <p>Appendix: “Effective Color Contrast”</p>	<input type="checkbox"/>
<p>7. Use graphics judiciously. Include only those graphics that add information value to your site</p>	<input type="checkbox"/>
<p>8. Checklist of Checkpoints for Web Content Accessibility Guidelines 1.0 http://www.w3.org/TR/WCAG10/full-checklist.html</p>	<input type="checkbox"/>
<p>9. Online Validation Checker</p> <p>Hermish: http://www.hermish.com/check_access.cfm</p> <p>WAVE: http://wave.webaim.org</p>	<input type="checkbox"/>
<p>10. Most websites that are associated with federal funds also require that the section 508 guidelines be met.</p> <p>http://section508.gov/</p>	<input type="checkbox"/>

Architectural Specifications – Hyper Text Markup Language

HyperText Markup Language (HTML)

Agencies should develop web pages to comply with the appropriate HTML specification.

Description: Hyper Text Markup Language, or HTML, is an online publishing language used to create Web documents. It includes support for a variety of useful elements such as, graphics, lists, and forms. Products supporting both the creation of original HTML documents and the conversion of existing documents to HTML formats are available. These "authoring" tools vary widely in orientation, capabilities, and the quality of HTML they generate. Generally speaking, creating HTML documents, even with a WYSIWYG editor, still requires some rudimentary knowledge of programming syntax and a basic understanding of HTML.

Verification Methods: HTML conformance can be verified using several available validation tools. Since the W3C maintains the current HTML 4.0 standards it is recommended to use online validator tools located on their website. The W3C online validator will indicate what line of code is not compliant and provide a brief description of the offending error.

Verification Checklist: To assist in the verification process the verification checklist below has been developed to ensure compliance with this standard. It is recommended to complete each step in order.

	Completed
1. Replace all reserved characters in titles and in links with proper HTML encoding (i.e. &, ', ", space). Bad Entries: http://validator.w3.org/docs/errors.html#bad-entity Amp: http://www.htmlhelp.com/tools/validator/problems.html#amp	<input type="checkbox"/>
2. Use HTML Tidy or equivalent code cleanup utility Tidy: http://www.w3.org/People/Raggett/tidy/	<input type="checkbox"/>
3. W3C's HTML Validation Service W3C Validator: http://validator.w3.org/	<input type="checkbox"/>
4. Replace all deprecated tags (i.e. <u> <i>) Index of Elements: http://www.w3.org/TR/html4/index/elements.html	<input type="checkbox"/>

Architectural Specifications – Cascading Style Sheets

Cascading Style Sheets (CSS)

Agencies should use Cascading Style Sheets and page templates to promote more uniformity.

Description: “Cascading Style Sheets (CSS) is an industry standard technique for adding style (e.g. fonts, colors, spacing) to Web documents.” (<http://www.w3c.org/Style/CSS/>) CSS allows the style elements (presentation) to be “stripped” from the HTML (content) and placed into an external file. The external CSS pages can be linked from the web page which allows the same styles to be referenced from multiple HTML pages.

The separation of the presentation and content layer has many benefits such as increased control over text and graphics layout and display, cross-browser compatibility, cleaner HTML code, easy of web page authoring and uniformity due to inheritance of style elements, and web page download optimization.

The World Wide Web Consortium (W3C) maintains the CSS specification. Currently CSS1 and CSS2 are widely accepted and in use. The official CSS1 and CSS2 specifications are located respectively at <http://www.w3.org/TR/REC-CSS1> and <http://www.w3.org/TR/REC-CSS2>. At the time of this document CSS level 3 had not been finalized by the W3C.

Verification Methods: There are numerous utilities available to generate and verify CSS. Since the W3C maintains the current CSS specifications it is recommended to use the online CSS validator located at their website.

Verification Checklist: To assist in the verification process the verification checklist below has been developed to ensure compliance with this standard. It is recommended to complete each step in order.

	Completed
1. Reduce, where appropriate, basic presentation elements from HTML code (i.e. , <i>, , bgcolor, padding) and link to a CSS with the required presentation elements.	<input type="checkbox"/>
2. W3C’s CSS Validation Service W3C Validator: http://jigsaw.w3.org/css-validator/	<input type="checkbox"/>
3. CSS Optimization Remove blank lines, logically group elements, use short naming conventions, use shorthand hex colors, and remove unneeded comments. Additional Options: http://www.websiteoptimization.com/speed/7/	<input type="checkbox"/>

Architectural Specifications – Meta Tag Usage

Meta Tag Usage

Agencies should use “Meta Tags” in their web pages.

Description: Some structural elements provide information about the document itself called "metadata". Well-crafted metadata can provide important orientation information to users and other online tools such as indexing tools, search engines, text translation scripts, and navigation tools.

A more detailed description of Metadata and a complete list of possible meta elements and attributes are available at the following websites:

- <http://dublincore.org/documents/dces/>
- <http://www.w3.org/TR/WCAG10-HTML-TECHS/#document-meta>

Note: Some meta elements such as keywords and description need to be unique to the web page to prevent erroneous search engine results and/or confusion in some text browsers.

Verification: Meta tag usage can be verified by confirming the presence or absence of the required source code of a web page. A browser capable of viewing document metadata can also be used to check a web page meta tags.

Verification Checklist: To assist in the verification process the verification checklist below has been developed to ensure compliance with this standard. It is recommended to complete each step in order.

	Completed
1. Presence of appropriate page language Example: <code><html lang="en-us"></code>	<input type="checkbox"/>
2. Presence of appropriate character encoding Example: <code><meta http-equiv=Content-Type content="text/html; charset=us-ascii"></code>	<input type="checkbox"/>
3. Presence of an unique page title <code><title>Unique, Brief Description of Page Content</title></code>	<input type="checkbox"/>
4. Presence of unique keywords that describe the page content <code><meta name="keywords" content="keyword1, keyword2, etc "></code>	<input type="checkbox"/>
5. Presence of a unique description that describe the page content <code><meta name="description" content="This page contains..."></code>	<input type="checkbox"/>

LOOK AND CONTENT SPECIFICATIONS

Objectives

The primary goal of the standards in this section is to increase the usability and the overall user satisfaction and confidence of agency websites while also decreasing the development and planning time required by agency staff.

The goals of this section are accomplished by provide a common look and feel that integrates with the state's web portal, increasing usability by having a common navigation, ensuring frequently requested information is readily available, and that important policies are visible.

Standards

- Common Look and Feel - Agencies should invest less time and resources in developing a unique look or appearance for their web content.
- Common Navigation – Agencies should have similar navigational structures.
- Common Components - Agencies should provide core information on their web sites.
- Website Policies - Agencies should develop and display a web privacy, security, and linking policy.

Common Look and Feel

Agencies should invest less time and resources in developing a unique look or appearance for their web content.

Description: “Branding” and product differentiation have a place in private markets however; to a large extent, the activities that governments are involved in are the exclusive domain of governments – there is no private firm that competes with the Division of Motor Vehicles to register automobiles, or with the Department of Natural Resources to license hunters. Most government web sites do not have the same audience or the same needs as private sectors sites. As such, and given the finite resources available to agencies for all activities, it is critical that agencies do not misdirect resources toward the development of a special appearance or look for their site to entice visitors, or to increase web traffic. The best way for agencies to increase the number of visitors to their site is to improve its level of accessibility (Refer to the approved Architectural Standards) and to ensure that it contains convenient services and quality information and services.

Additionally, as visitors navigate through the Delaware.gov Portal, it will be important to understand when the information they have accessed is being provided by a Delaware State agency, or an outside source. The underlying philosophy behind the Portal is that, from the user’s perspective, the divisions between agencies (and even other levels of government) are irrelevant. The Portal was constructed around the intentions of the visitor, not the separations between state entities. The unique design of the Portal aside, state agencies are accountable to their customers for the quality of information and service they provide. Regardless of how a visitor navigates to a state page, once they arrive there it is important that they know that the State of Delaware is ultimately accountable for the quality of information and level of service provided.

The Government Information Center (GIC) with the assistance from a state approved technology vendor has developed a statewide Common Look and Feel (CLF) that incorporates the look and navigation of the state’s portal, Delaware.gov, and accommodates the architectural standards approved by the Department of Technology and Information (DTI). To accomplish the goal of decreasing agency resources in website development executive branch agencies websites are now required to use the approved CLF unless they have a waiver from the Department of Technology and Information. Waivers can be issued for agencies that are required to compete with private sector business such as, Division of Lottery, and Division of Tourism. A wavier can also be granted for specific legacy or new web applications that cannot accommodate the CLF.

Note: Agencies that obtain a waiver for the CLF must still accommodate the remaining content specification standards and any other approved web standards.

Look and Content Specifications – Common Look and Feel

Verification Methods: An overview of the CLF, templates, and an implementation guide can be downloaded from the DTI standards and policies page located at: <http://dti.delaware.gov/information/standards-policies.shtml>.

Verification Checklist: To assist in the verification process the verification checklist below has been developed to ensure compliance with this standard. It is recommended to complete each step in order.

	Completed
1. Obtained the latest CLF distribution from the Government Information Center.	<input type="checkbox"/>
2. Read the CLF Overview documentation.	<input type="checkbox"/>
3. Determine a useable Services and Information taxonomy strategy for your content.	<input type="checkbox"/>
4. Follow the steps in the CLF Implementation Guide.	<input type="checkbox"/>

Look and Content Specifications – Common Navigation

Common Navigation

Agencies should have similar navigational structures.

Description: It is important that agency websites are usable and that citizens can quickly obtain basic information. Standardizing the navigation available of agency web pages ensures the site is usable and prevents the users from having to re-learn navigation on each agency website they visit. To accomplish these goals agencies website should including at minimum the following information in all of their web page:

Header

1. Links to all three branches of Government
2. Link to Elected Officials

Navigation

1. Home taxonomy containing links to agency core and optional components (see common components section)
2. Services taxonomy containing links to online services and/or agency service offerings
3. Information taxonomy containing links about agency information and/or documents

Footer

1. Link to the state’s portal (Delaware.gov).
2. Link to the state’s privacy policy.
3. Link to an agency contact for questions, comment, and complaints

Verification Methods: The required header and footer information is built into the approved statewide Common Look and Feel (CLF). Unless a wavier has been obtained agencies should implement the CLF to accommodate this standard. The Government Information Center owns and maintains the Common Look and Feel (CLF). An overview of the CLF, templates, and a detailed implementation guide can be downloaded from the DTI standards and policies page located at: <http://dti.delaware.gov/information/standards-policies.shtml>

Verification Checklist: To assist in the verification process the verification checklist below has been developed to ensure compliance with this standard. It is recommended to complete each step in order.

	Completed
1. Presence of required links in the page header.	<input type="checkbox"/>
2. Presence of agency core components, services, and information in navigation.	<input type="checkbox"/>
3. Presence of required links in the page footer..	<input type="checkbox"/>

Look and Content Specifications – Common Components

Common Components

Agencies should provide basic minimum information on their web sites.

Description: It is essential that agency websites are user friendly and that citizens can quickly obtain basic information. Similar to the concept of standardizing the navigation, standardizing basic links available on agency website will also increase the usability of the website. To accomplish this goal agencies website are required to provide at minimum the agency specific components outlined in the Common Look and Feel Overview guide.

In addition, to providing the basic information identified the location of the basic information should be intuitive and in a consistent location to prevent the user from “hunting” or searching.

Verification Methods: The required basic minimum information pages are built into the approved statewide Common Look and Feel (CLF). Unless a waiver has been obtained agencies should implement the CLF to accommodate this standard. The Government Information Center owns and maintains the Common Look and Feel (CLF). An overview of the CLF, templates, and a detailed implementation guide can be downloaded from the DTI standards and policies page located at: <http://dti.delaware.gov/information/standards-policies.shtml>

Verification Checklist: To assist in the verification process the verification checklist below has been developed to ensure compliance with this standard. This checklist encompasses the required core components of the CLF at the time of this document but the CLF Overview should be consulted.

	Completed
1. Presence of an About the Agency web page.	<input type="checkbox"/>
2. Presence of an Office Location web page.	<input type="checkbox"/>
3. Presence of a Contact Information web page.	<input type="checkbox"/>
4. Presence of an Agency Site Map web page.	<input type="checkbox"/>
5. Presence of date and time stamps on all web pages.	<input type="checkbox"/>

Look and Content Specifications – Website Policies

Website Policies

Agencies should develop and display a web privacy, security, accessibility, and general content disclaimer policy.

Description: To instill user confidence and/or to be compliant with federal or state laws all agency websites need to contain a privacy, security, accessibility, and general content disclaimer policies or provide a link to the appropriate policies. Agencies are encouraged to link to the general policies available on the state's portal (Delaware.gov) unless the content or services on their website require a more detailed or specific policy.

General Polices available on Delaware.gov

Privacy Policy	http://portal.delaware.gov/help/privacy.shtml
Security Policy	http://portal.delaware.gov/help/security.shtml
Accessibility Statement	http://portal.delaware.gov/help/accessibility.shtml
Content Disclaimer	http://portal.delaware.gov/help/disclaimer.shtml

Verification Methods: Links to the required security polices are part of the “About this Site” section of the header in the approved statewide Common Look and Feel (CLF). Unless a wavier has been obtained agencies should implement the CLF to accommodate this standard. An overview of the CLF, templates, and a detailed implementation guide can be downloaded from the DTI standards and policies page located at: <http://dti.delaware.gov/information/standards-policies.shtml>

Verification Checklist: To assist in the verification process the verification checklist below has been developed to ensure compliance with this standard. It is recommended to complete each step in order.

	Completed
1. Presence of a link to a Privacy Policy.	<input type="checkbox"/>
2. Presence of a link to a Security Policy.	<input type="checkbox"/>
3. Presence of a link to an Accessibility Statement.	<input type="checkbox"/>
4. Presence of a link to a Disclaimer.	<input type="checkbox"/>

AGENCY WEBSITE DEVELOPMENT

Objectives

For any form of media to be truly useful and successful the potential viewing audience needs to be gauged and relevant material provided for the audience. This concept also applies to websites. In the private sector one of the major goals of a website is sales/ecommerce. However, one of the main goals of a public sector website is to provide easy and organized access to government information.

The standards in this section are intended to ensure agencies are providing appropriate information to the citizens of Delaware in a functionally and easy to find manner. These standards also will help agencies identify and facilitate popular usage trends.

Standards

- Non-Technical Input - Agencies should encourage public and community relations, and customer service personnel to take part in the development of web content.
- User/Customer Perspective Testing - Agencies should test their web site from the user's perspective.
- Portal Integration - Agencies should ensure integration of their pages with the Delaware.gov Web Portal.
- Statistic Monitoring - Agencies should use web traffic statistics to modify and improve the information posted on their sites.

Agency Website – Non-Technical Input

Non-Technical Input

Agencies should encourage public and community relations, and customer service personnel to take part in the development of web content.

Description: Web sites are a tool that agencies can use to provide information and services to their customers. In order for this tool to be most effective, the information on agency web sites must reflect what customers want. The standard state agency model for managing web content usually involves customer service and/or policy staff generating materials during the normal course of business that are subsequently taken and made "web ready" by a specifically designated individual in the organization – typically referred to as the webmaster or a web manager. In this model, there is sometimes a disconnect between the personnel who understand the business/policy process (and the underlying needs of the agency's customers), and the person who publishes material out to the web. In some cases, the person functioning as web manager has never interacted with a customer or implemented a department policy. Agencies should give serious consideration to adopting a different model for managing their web content, one that includes input from the personnel in the agency that have direct interaction with customers and responsibility for implementing agency policies.

The goal of this standard is not to eliminate or limit the technical expertise of the webmaster role but to encourage non-technical, customer orientated personnel to be more responsible for content. Current technology trends are leaning towards web content management applications that will allow this process to be more transparent. Agencies are encouraged to refrain from spend resources on obtaining a content management solution since a statewide solution is anticipated in the future.

Verification Methods: Since this is only a recommended way of conducting business there are really no solid verification methods besides simply ensuring non-technical personnel assist with the development of web content.

Verification Checklist: To assist in the verification process the verification checklist below has been developed to ensure compliance with this standard. It is recommended to complete each step in order.

	Completed
1. Non-technical personnel provided input with content	<input type="checkbox"/>

Agency Website – Perspective Testing

User/Customer Perspective Testing

Agencies should test their web site from the user's perspective.

Description: Invariably, visitors to agency web sites will be using different types of browsers or user agents, (i.e., Firefox and Internet Explorer, PDAs, cell phones). Colors, the placement of graphics, and other elements can look very different to citizens using different user agents than how they appear in the browser/desktop configuration in which they were designed. Plus some browsers limit the functionality of websites.

Verification Methods: As agencies develop web sites, or add new pages, it is important that they test this content in multiple user agents. As stated in the HTML Specification standard compliance to the W3C HTML standards "make pages more accessible to more people using a wider variety of hardware and software" therefore the first step to testing the user perspective of a web page is to use the W3C validation tool. Additional tools are also available for a fee that will allow testing of web pages in simulated browsers however, the most cost effect and normally the most accurate form of user perspective testing is for the designer of the web page to install and test in multiple browsers on their development computer.

Verification Checklist: To assist in the verification process the verification checklist below has been developed to ensure compliance with this standard. The tests listed are for a baseline of browsers that are current at the time this document was developed.

	Completed
1. W3C's HTML Validation Service W3C Validator: http://validator.w3.org/ (Should have been preformed in previous checklist)	<input type="checkbox"/>
2. Test in Microsoft Internet Explorer version 6.0 and higher	<input type="checkbox"/>
3. Test in Apple Safari version 3.2.2 and higher	<input type="checkbox"/>
4. Test in Mozilla Firefox version 2.0 and higher	<input type="checkbox"/>
5. If available test in additional web browsers. Examples: Opera, Netscape, Chrome, Mac based browser	<input type="checkbox"/>
6. If available test in a PDA/handheld	<input type="checkbox"/>

Portal Integration / Placement

Agencies should ensure integration of their pages with the Delaware.gov Web Portal.

Description: The Delaware.gov web portal is the primary gateway to State of Delaware web services and information. In order for visitors to have the quickest, most intuitive access to the information and services on agency pages, it is important that new or modified web content be reflected on the Portal. Each state agency has designated specific individuals to act as liaisons with the Portal management team. These individuals should understand the Portal update process and be in regular contact with the Portal management team at the Government Information Center to ensure that any changes to agency content are reflected in the Portal.

In addition to corresponding new and updated pages to the Portal management team, it is imperative for agencies to design their web pages so the statewide search engine is able to accurately index/spider the pages. For more information about proper design refer to the approved Architectural standards with an emphasis on the Meta Tag usage standard.

Verification Methods: Compliance with the content portion of this standard requires dedication from the agency portal liaisons to ensure their pages are included in the appropriate tabs and topics of the Portal. It should be noted here that the approved Common Look and Feel incorporates the integrate requirements of a link to the Portal and search engine compliant architecture. Additionally the CLF has the same header and footer as the Portal which shows a complete integration with the Portal. The Government Information Center owns and maintains the Common Look and Feel (CLF). An overview of the CLF, templates, and a detailed implementation guide can be downloaded from the DTI standards and policies page located at: <http://dti.delaware.gov/information/standards-policies.shtml>

Verification Checklist: To assist in the verification process the verification checklist below has been developed to ensure compliance with this standard.

	Completed
1. Notify the Government Information Center of content that needs to be added to the Portal. Contact Form: http://smu.portal.delaware.gov/cgi-bin/mail.php?contact_us	<input type="checkbox"/>
2. Implement Common Look and Feel unless a wavier is obtained.	<input type="checkbox"/>

Agency Website – Web Traffic Monitoring

Web Traffic Monitoring

Agencies should use web traffic statistics to modify and improve the information posted on their sites.

Description: Agencies that host their web site through the Department of Technology and Information can obtain access to a service that provides statistical details of the traffic to their web sites. These reports (which must be explicitly requested by agencies) provide invaluable information about the web site usage. Sample reports include the number of unique visitors, the most frequently requested files, the less frequently requested files, the user agent used to view the website, and the amount of time spent at the website. Other reports are also available for analysis. To be useful and productive web sites require constant refinement and adjustment. The information contained in these reports is an excellent source to identify the components of a web site that need refining or that can be highlighted. For example, the Government Information Center uses these reports to determine content placement on the state Portal (Delaware.gov).

Verification Methods: Compliance with this standard depends on the dedication of the agency webmasters however; external evidence can be seen by the placement of frequently asked content on the website.

Verification Checklist: To assist in the verification process the verification checklist below has been developed to ensure compliance with this standard. It is recommended to complete each step in order.

	Completed
1. Establish contract with DTI to produce a report (currently AWStats) based on the appropriate web server log files.	<input type="checkbox"/>
2. Monitor the reports for frequently requested pages.	<input type="checkbox"/>
3. Monitor the reports for frequently reported errors.	<input type="checkbox"/>
4. Monitor the reports for the amount of time spent on web pages.	<input type="checkbox"/>
5. Monitor the reports for frequently used browsers.	<input type="checkbox"/>