Web Site Planning Guide

This document contains guidelines to aid you in the planning stages of your web site. These guidelines will also help launch your web site in a timely manner.

1. **Who is the Content Manager?**
   The Content Manager is the primary point of contact for the web site. He or she is responsible for maintaining the web site content. The Content Manager will work with a Web Team Account Manager to keep the web site updated. The Web Team Account Manager is the Web Designer on the web team assigned to the programming of your site.

2. **What is the purpose of your web site?**
   A web site can serve one or many purposes. Some questions that you may consider are:

   - Will the web site contain general information?

   - Will the web site provide policy information?

   - Will the web site be for an area office or facility?

   - Will the web site provide information about a specific health topic?

3. **Who is your target audience?**
   Is your audience the general public, or a more specific group of people? Knowing your audience will help you tailor the content.

4. **Do you have the content for your web site?**
   Gather, prepare, and develop the information that will be contained on the web site before you submit your Web Site Request Form. Content displayed on your web site must be clear and accurate.

5. **Have you organized the web site content?**
   Once you have decided upon the content, the next step is to categorize the content. The best way to accomplish this task is to create an outline.

   When outlining, generally, you will want to prioritize the information from the most crucial to the least. The home page should provide an overview of the web site. The site navigation (menu) is similar to what you would see in the table of contents of a book or a magazine.

   Here is an example of an outline:

   1. Title of web site and homepage
       1.1. Mission Statement
       1.2. Office Information
           – Org Chart
       1.3. History
       1.4. Programs
           – Program 1
           – Program 2
       1.5. Resources
       1.6. Contacts

   Each section will need a navigation link. These should be short and easy to understand.

6. **Will you require documents (pdf, doc, ppt, xls files) to be posted online?**
   Making all your web content available as a static web page is the best practice. Doing this will eliminate document duplication, outdated documents, and the need to create 508 compliant documents. Also, consider how the audience will be using the information provided.

   - PDF documents may be used for distribution, such as brochures and other marketing material
   - Word documents may be used if the audience is required to download or edit the text in any way.

   The training to make 508 compliant documents can be found on the HHS web site: http://www.hhs.gov/web/508/Training/. You are required to review this information.

   If you have identified web content that is required to be posted as a Microsoft Word document, a Microsoft PowerPoint file, a Microsoft Excel file, or an Adobe Acrobat PDF document, they have to meet Section 508 compliancy requirements before being posted.

   In addition to the HHS standards for linked documents, please follow our IHS guidelines for document naming. These guidelines allow the web designers to update your content in a more efficient manner.

   - Filenames should describe the content.
   - Do not add dates to the file names.
   - Do not use revision numbers.

   Not recommended: Department Conference 2008 (1st Quarter).doc
   Recommended: DepartmentConferenceFirstQuarter.doc

   The document date, file type and size will be shown with the actual link on the web site. For example:

   Department Roster (7/22/2009 – DOC – 35KB)

   To resubmit revised documents, please keep the same filenames as the previously submitted document. This will eliminate file duplication and orphaned files on the web server.

7. **Is the web content free of sensitive data?**
   Scan the web content to ensure there is no sensitive information that does not comply with the HIPAA Act. For more information, review the HIPAA web site at http://www.hipaa.ihs.gov/.

8. **Do you have specific graphics or logos that you would like your Web Designer to use?**
   If your department has a specific logo, artwork or graphic that you want on the web site, submit it to the web designer. Original source files of your artwork (i.e. Photoshop .psd files) are preferred. Other graphic files should be in raw format (jpeg, bmp, gif, png). Please do not submit graphics inserted in a MS Word document or PowerPoint file.

Once the planning guidelines have been followed and the content ready, please complete the Web Site Planning Checklist and submit it along with the Web Site Request.

Web Site Planning Checklist

Please review and complete.

☐	I have read and will comply with the Web Site Planning Guide
☐	A Content Manager has been selected
☐	The purpose of the web site has been determined.
☐	The target audience for the web site has been determined.
☐	The web site content is available for the web designer.
☐	The web site content has been organized in an outline.
☐	The training for Section 508 compliant documents has been reviewed by the appropriate person http://www.hhs.gov/web/508/index.html.
☐	All documents that will be posted to the web site are 508 compliant, if applicable.
☐	The web site content complies with the HIPAA Act.
☐	Department logos, artwork and graphic source files are available for the web designer, if applicable.

Complete By: _____   **Date:** _____

Please submit a copy of this completed checklist along with your Web Site Request Form.