



# City of Longview Polices, Procedures and Guidelines

Policy Name: <b>Web Page Design Guidelines</b>		Effective Date: October 2, 2000
Supercedes: 6/17/97	Originating Office: Human Resources	Approved by:

## PURPOSE OF THIS POLICY:

To establish basic guidelines, standards and instructions for creating and editing City of Longview Internet site web pages.

## DEPARTMENTS AFFECTED:

All

## DEFINITIONS:

*City's Internet site* is the City's physical presence on the Internet (ci.longview.wa.us).

*Designated web contact* is the person in each department who is responsible for creating and/or updating their department's portion of the City's Internet site.

## POLICY/PROCEDURE:

The City of Longview Internet site is our connection to the citizens of Longview and the outside world. This policy has been established by the City of Longview's Web Standards Committee to represent Longview in the best possible light.

- There will be only one official City of Longview Internet web site. The City of Longview web site will represent the best interest and image of the City.
- The City's web site will not be used to promote private enterprise.
- The Web Standards Committee is responsible for the structure of the City's web site. Information Services maintains the technical aspects, as well as the structural integrity of the City's web site.
- The City's Internet site will have a consistent look and feel from page to page and department to department, allowing each department room for limited creativity by following the guidelines and standards established by the Web Standards Committee.
- All City web pages will be created or edited using Front Page. Standards, guidelines and instructions for creating or editing pages have been established in Updating City of Longview Web Pages using Front Page and Guidelines, Standards, Styles and Tips for City Publications. This also applies to any other publication that may be linked to the City's Internet site.
- Each department is responsible for its portion of the City's site and following accepted standards and guidelines approved by the Web Standards Committee.

- It is the responsibility of each department head to designate a web person to create or edit the department's web pages. The name of the responsible individual should be forwarded to the Webmaster and the Public Information Specialist. The designated web contact shall be granted certain permissions to folders on the Thor directory so that changes can be made to that department's Internet site.
- Web statistics will be kept and made available for internal use through the Intranet.

## **REFERENCES:**

- [Updating City of Longview Web Pages using Front Page](#)
- [Guidelines, Standards, Styles and Tips for City Publications](#)
- [Use of the Internet Policy](#)