

NATIONAL WEATHER SERVICE INSTRUCTION 60-101

February 17, 2006

Information Technology

Technical and Content Requirements for Internet Servers

STANDARD WEB PAGE LAYOUT

NOTICE: This publication is available at: <http://www.nws.noaa.gov/directives/>.

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Type of Issuance: Emergency

SUMMARY OF REVISIONS: This Instruction supercedes NWSI 60-101, Standard Web Page Layout, dated May 12, 2005. Changes made are: 1) Added “Home” link requirement (Page 3, item 4) 2) Made “Site Map” link optional (Page 3, Item 5) 3) Added requirement for consistent menus (Page 4, Item 9) 4) Updated “About Us” link requirement to conform to new DOC policies (Page 4, Line #18) , and 5) Updated Dublin Core Meta Tag Requirements (Page 5, Section 3.4)to conform to new Office of Management and Budget Best Practices

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Standard Web Page Layout

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1. Introduction: All NWS World Wide Web presentations will use a consistent page layout and contain specific required links in order to comply with all OMB, DOC, NOAA, and NWS standard content requirements as defined in NDS 60-1.

2. NWS Standard Web Page layout, meta data, and graphics.

2.1 NWS Standard Compliance. All NWS Main pages will comply with standard banner, left menu, and standard footer with required links as illustrated below.

2.2 Main Page Content. Main page content will not exceed 525 pixels to allow for printing. Second layer pages that require greater width may drop the left navigation menu.

The screenshot shows the NOAA National Weather Service Forecast Office website. At the top right, the URL 'www.weather.gov' is annotated with '1'. The NOAA logo is annotated with '2'. The NWS emblem is annotated with '3'. The navigation menu includes 'Home' (4), 'Site Map' (5), 'News' (6), 'Organization' (7), and a search box (8) with the text 'Enter Search Here' and a 'Go' button. The main content area features a 'Named Anchor #contents' link. Below it are two boxes: the first contains 'News Headlines, local images, etc' and a note that the maximum height between the bottom of the banner and the top of the WFO WWA map is 80 pixels; the second contains a note that the 'contents' of the page should not exceed a maximum width of 525 pixels to allow for printing, and that the main content for the WFO home page is the Watch/Warning/Advisory map. The left sidebar includes a 'Local forecast by "City, St"' section with a search box (9) and 'Go' button, followed by 'Category 1' (Link 1, Link 2, Link 3) and 'Category 2' (Link 1, Link 2, Link 3, Link 4). The 'Contact Us' section includes 'Web master E-mail' and 'Web site survey' (10). At the bottom left is the 'FIRSTGOV.gov' logo (11). The footer contains contact information for NOAA's National Weather Service (12), including address, phone number (13), page author (14), and web master's email (15), as well as a 'Date of last page update' (16). On the right side of the footer are links for 'Disclaimer' (17), 'Privacy Policy' (20), 'Credits' (18), 'About Us' (21), 'Glossary' (19), and 'Career Opportunities' (22).

Links legend:

- 1 – Spacer graphic within banner (alt tag – Skip Navigation Links) and linked to a named anchor at the top of the page main contents is required by Section 508 to allow users of screen readers and other Assistive technologies to skip the repetitive links in the left menu. (required)
- 2 – NOAA logo must be linked to NOAA home page (required)
- 3 – NWS emblem must be linked to NWS home page (and label above emblem weather.gov) (required)
- 4- Home (required) – Links to home page for each site
- 5 – Site Map (optional) – If used, Site maps must be kept current
- 7 – News – links to either regional news page (for example <http://www.srh.noaa.gov/srh/srnews/index.htm>) or to national PA site (<http://www.weather.gov/pa/>). If link to regional news page is used, the regional page must link to the national PA site (required)
- 7 – Link to organizational page (weather.gov/organization.php – being revised to include maps of WFO CWA, RFC, and CWSU) (required)
- 8 – Search text box – must use First Gov search code (required). Search code listed in NWS Instruction 60-102
- 9- - Standard Left Menu (required). Standard left menu items for WFO and RFC’s defined in NWS Instruction 60-102
- 10 – Link to WFO Web Site Satisfaction Survey (option)
- 11 – Firstgov.gov logo and link to Firstgov (required)

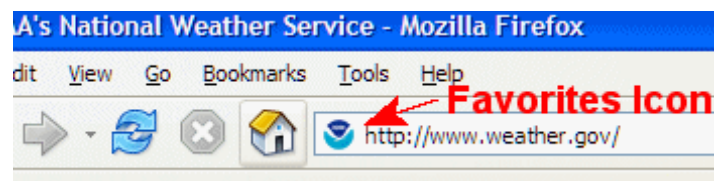
- 12 – Office mailing address (required)
- 13 – Office phone number (optional) (recorded forecast line strongly encouraged for WFO pages)
- 14 – Page Author (optional)
- 15 – Web master email (method for users to submit comments electronically is required)
- 16 – Page last modified – (required)
- 17 – Disclaimer – link to <http://www.weather.gov/disclaimer.php> (required)
- 18 – Credits – link to weather.gov/credits.php required. This page will also link to plug-ins used on NWS sites such as Adobe Acrobat, PowerPoint Viewer, etc as required by Section 508 (required)
- 19 – Glossary – link to weather.gov/glossary/ (required)
- 20 – Privacy Policy –link to weather.gov/privacy.php (required)
- 21 – About Us – link to <http://www.weather.gov/admin.php> (required)

This page will have links to:

- a) the agency's strategic plan and annual performance plans;
 - b) descriptions of agency organizational structure, mission and statutory authority;
 - c) information made available under the Freedom of Information Act;
 - d) summary statistical data about equal employment opportunity complaints filed with the agency and written notification of "Whistleblower" rights and protections as required by the No Fear Act of 2002;
 - e) the agency point of contact for small businesses as required by the Small Business Paperwork Relief Act of 2002
 - f) the agency linking policy (this document)
- 22 – Career Opportunities – link to <http://www.weather.gov/careers.php> (required)

3. Required Page Coding Elements

3.1. A favicon (short for "Favorites icon"), also known as a page icon, is an icon associated with a particular website or webpage. Many graphical web browsers can make use of them. Browsers that support favicons may display them in the browser's URL bar, next to the site's name in lists of bookmarks, and next to the page's title in a tabbed document interface. Favicon.ico file will be stored in the root directory of each domain (for example www.prh.noaa.gov/favicon.ico). The favicon for all NWS sites will be the NOAA logo.. See following example:



3.2. Relative links to common CSS files. All pages will point to a common css file stored on each server farm. This common css file will be named main.css

```
<link rel="stylesheet" type="text/css" href="/main.css" />
```

3.3. Required Dublin Core Meta Tags

3.3.1 Element Name: Title

Comment: This will be the individual page title. The title should be a phrase describing the contents of the individual page. Since many tools used to generate site maps use the page title, use of the same title, i.e., "National Weather Service" should not be used.

```
<meta name="DC.title" content="Graphical Forecasts">
```

3.3.2. Element Name: Description

Comment: A brief description of the contents and purpose of the individual page

```
<meta name="DC.description" content="River and Lake levels for the Central Savannah River Area">
```

3.3.3. Element Name: Creator

Comment: The content owner; this should be the name of the organization

```
<meta name="DC.creator" content="US Department of Commerce, National Oceanic and Atmospheric Administration, National Weather Service">
```

3.3.4. Element Name: Date Created

Comment: The original creation date of the page in ISO8601 format (YYYY-MM-DD)

```
<meta name="DC.date.created" scheme="ISO8601" content="2001-01-01" >
```

3.3.5. Element Name: Date Reviewed

Comment: The date the page contents were last reviewed in ISO8601 format (YYYY-MM-DD) Since the content on many NWS pages update dynamically, this will be the date the page layout or format was last reviewed

```
<meta name="DC.date.reviewed" scheme="ISO8601" content="2001-01-01" >
```

3.3.6. Element Name: Language

Comment: Declares to users the natural language of the document being indexed. Search engines which index websites based on language often read this tag to determine which language(s) is supported. This tag is particularly useful for non-English and multiple language websites.

```
<meta name="DC.language" scheme="DCTERMS.RFC1766" content="EN-US">
```

3.4. Optional Meta Tags - Dublin Core

3.4.1. Element Name: Publisher. Comment: Publisher will be the agency name.

```
<meta name="DC.publisher" content="NOAA's National Weather Service">
```

3.4.2. Element Name: Contributor

Comment: This will be the office/branch name. Examples of Contributor include Weather Forecast Office Columbia SC, National Weather Service Office of Hydrology, National Weather Service Pacific Region Headquarters Internet Team' etc. Individual names will not be used.

```
<meta name="DC.contributor" content="Mid Atlantic River Forecast Center">
```

3.4.3. Element Name: Rights

Comment: Typically, Rights will contain a rights management statement for the resource, or reference a service providing such information. Rights information often encompasses Intellectual Property Rights (IPR), Copyright, and various Property Rights.

```
<meta name="DC.rights" content="http://www.weather.gov/disclaimer.php">
```

3.4.4. Element Name: Meta Robots Tag

Index: allows the spider to index that page.

Noindex: instructs the spider not to index the page.

Follow: instructs the spider to follow the links from that page and index them.

Nofollow: instructs the spider not to follow links from that page for indexing.

```
< meta name="DC.robot" content="index, follow">
```

```
< meta name="DC.robot" content="noindex, follow">
```

```
< meta name="DC.robot" content="index, nofollow">
```

```
< meta name="DC.robot" content="noindex, nofollow">
```

3.4.5. Element Name: Tag – global only

‘Global’ specifies that your web page is for mass distribution.

```
< meta name="DC.Distribution" content="Global">
```

3.4.6. The meta-tag author attribute will not be used. Attribution of pages will be to offices only, and will use the Meta Tag Element “Contributor.

3.4.7. Use of the meta-tag refresh attribute for auto refresh may be approved for use of specific pages by the appropriate organizational authority. For WFO and RFC pages, the Regional HQ may approve use of auto-refresh prior to implementation on pages. For National Center Pages, NCEP will have approving authority for auto refresh tags. For National HQ pages, the OCIO will have approving authority.

3.4.7.1. Approval of auto refresh tags must be obtained prior to implementation and logged in a database maintained by the OCIO

3.4.7.2. In no case will the auto refresh rate be set for less than 3 minutes.

3.5. Example Web Page Meta Tags Header

```
<html>
```

```
<head>
```

```
<title>Page Title</title>
```

```
<meta name="DC.title" content="NOAA's National Weather Service" />
```

```
<meta name="DC.description" content="National Weather Service Home page." />
```

```
<meta name="DC.creator" content=" US Department of Commerce, National Oceanic and Atmospheric Administration, National Weather Service " />
```

```
<meta name="DC.publisher" content=" US Department of Commerce, National Oceanic and Atmospheric Administration, National Weather Service " />
```

```
<meta name="DC.contributor" content="NWS Internet Services Team" />
```

```
<meta name="DC.date.created" scheme="ISO8601" content="2001-01-01" />
<meta name="DC.date.reviewed" scheme="ISO8601" content="2005-09-22" />
<meta name="DC.language" scheme="DCTERMS.RFC1766" content="EN-US" />
<meta name="DC.format" content="text/html; charset=iso-8859-1" />
<meta name="DC.Distribution" content="Global" />
<meta name="DC.robot" content="index, follow" />
<link rel="schema.DC" href="http://purl.org/dc/elements/1.1/" />
<link rel="schema.DCTERMS" href="http://purl.org/dc/terms/" />
<link rel="DC.rights" href="http://www.weather.gov/disclaimer.php" />
<link rel="stylesheet" type="text/css" href="/main.css" />
</head>
```