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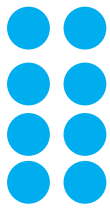
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## WEBSITE MANAGEMENT

### 10.1

#### Website Management Team

The success of any endeavour depends upon the backing of a strong and enthusiastic team. In case of a Government website, the role of a Website management team assumes paramount importance in ensuring its credibility amongst its patrons.

**10.1.1** Departments MUST appoint a Web Information Manager whose role shall be to ensure that there is a proper flow of content to the site and that content quality and user satisfaction issues are taken care of. To achieve this she/he has to coordinate with the various groups within the Department. The Web Information Manager should undertake the following activities with regard to the Indian Government website being maintained by her/him.

- Formulation of policies concerning management of content on the web through its entire life cycle viz. Creation, Moderation, Approval, Publishing and Archival. Ensuring that all content on the website is always authentic, up-to-date and obsolete information or services are removed.
- Set a mechanism for periodically validating links to related information. An automated report can provide a list of broken links on the site, which can be immediately corrected.
- Ensuring the entry of the website at a prominent rank in all the major search engines so that the site's visibility is enhanced and users are made aware of its address.
- Web Information Manager is overall responsible for quality and quantity of information and services on the website. The complete contact details of the Web Information Manager must be displayed on the website, so that the visitor could contact him/her in case of some queries or requirements.
- Since the websites receive a lot of feedback/query mails from the visitors, it is the responsibility of the Web Information Manager to either reply to all of them himself/herself or designate someone to regularly check and respond to the feedback/query mails.

**10.1.2** Besides the Web Information Manager, a Technical Manager should also be



appointed for every Indian Government website whose responsibilities would be :

- Regular monitoring of website for Performance, Security and Availability.
- Ensuring compliance with policies (organisational, regulatory, legislative, etc.) that may require changes in website content, architecture, security, and process.
- Periodic security audit of the website in line with major revisions.
- Analysis of traffic on website and feedback to development /management team.

**10.1.3** In case of a large website/ multiple websites, a team should be set up with Web Information Manager having professionals skilled in HTML authoring, Programming, Design, Content etc.

## 10.2

### Website Maintenance Tools

A web is a dynamic medium and a website grows with time with addition of new content and features. The website therefore requires regular maintenance to ensure that the quality is maintained and it meets the expectations of the visitor. With the increase in content size and complexity it becomes difficult to manually maintain the site and therefore automated tools should be used for updation, analysis and checking the site. It is intended that the practice of using these tools may be adopted from the beginning as it avoids difficulties later.

Some such tool categories are suggested below:

#### 10.2.1 Website Authoring Tools

Website authoring tools is software for generating well-engineered web pages. Lots of web page authoring tools are available in the market, as well as in the free domain. One can choose any tool based on the requirements, however, the following should be ensured while selecting the tool:

- It generates pages that conform to all of the requirements, recommendations and options of this guideline
- It conforms to the Web Consortium's Authoring Tool Accessibility Guidelines



## 10.2.2 Web Content Management System

A web content management system (CMS) is the software used for creating and managing web content. It is used to manage and control a large, dynamic collection of content on a website/portal (HTML documents and their associated documents and files). CMS facilitates content creation, content control, editing, and many essential content maintenance functions. Usually the software provides interface where users with little or no knowledge of programming languages and markup languages can create and manage content with relative ease of use. A wide variety of CMS solutions are available right from customised CMS to enterprise class CMS software available commercially as well as in free domain.

Ease of use, support for a variety of content, automated templates, content workflow management are some of the features to be looked into in CMS software. For small scale websites, developers could also develop website specific CMS solutions, as it may turn out to be cost effective in many instances.

## 10.2.3 Web Analytic tools

Many organisations rely on statistics regarding site usage to measure the impact of the site and also for reorganising or enhancing their website further. Some use simple counters while others use more sophisticated Web analyzer tools to obtain data. Counters add little value to a site and often appear to be self-congratulatory. Web analyzer tools provide more information and are virtually transparent to the end user, therefore Web analyser tools should be the standard means of collecting site usage data. Counters should not be used to perform this function.

## 10.2.4 Validation and Testing

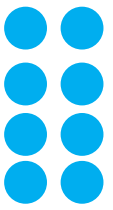
The code of the webpages, scripts, applications may be tested manually or with automated tools to ensure that the quality of web content is maintained and all compliance related guidelines or adhered to.

## 10.3

### Website Monitoring

Web being a dynamic medium, changes in terms of technologies, access devices and even the requirements and expectation levels of visitors happen fairly frequently. Keeping this in mind, Indian Government websites MUST have a website monitoring policy in place. Websites must be monitored periodically in accordance with the plan to address and fix the quality and compatibility issues around the following parameters:

- a. **Performance:** Site download time should be optimised for a variety of network



connections as well as devices. All important pages of the website should be tested for this.

- b. **Functionality:** All modules of the website should be tested for their functionality. Moreover, interactive components of the site such as discussion boards, opinion polls, feedback forms etc. should be working smoothly.
- c. **Broken Links:** The website should be thoroughly reviewed to rule out the presence of any broken links or errors. A number of tools and techniques are now available to easily detect the broken links in a website
- d. **Traffic Analysis:** The site traffic should be regularly monitored to analyse the usage patterns as well as visitors' profile and preferences. Traffic Analysis tools also give reports on broken links.
- e. **Feedback:** Feedback from the visitors is the best way to judge a website's performance and make necessary improvements. A proper mechanism for feedback analysis should be in place to carry out the changes and enhancements as suggested by the visitors.

## 10.4

### Archiving of Documents

Government websites generally are storehouses of a large number of documents and reports, which are of relevance and importance to specific audiences as well as citizens at large. Many times, these documents also have historical importance and are also referred extensively for academic and research purposes. These documents can be kept for online access only for a specific period of time and need to be moved to offline archives on the expiry of the pre-decided duration. This is important since these old documents sometimes need to be referred to for regulatory or legal purposes.

The Departments MUST have a clear-cut Archival Policy with regard to such old documents stating for how long would they be kept online, when would they be moved to offline archives and if /when would they be permanently deleted or purged.

## 10.5

### Compliance with Guidelines and Standards

Since these guidelines aim at fulfilling the common objective of making the Indian Government websites citizen friendly and conform to high standards of quality, the website development and management teams in all Departments should endeavor to comply with these guidelines in earnest spirit until the time the National Standards for ICT application are in place.



Further, the website management teams should ensure that all Government websites undergo and clear a security audit carried out by an authorised empanelled agency before being hosted, as well as after major revisions.

## 10.6

### Website Review & Enhancement

Departments and Organisations that own Government websites, and the citizens they serve, want these websites to be as useful as possible. Government Departments at all levels should evaluate visitor satisfaction and usability of their websites and use the outcome of assessments to improve the websites.



**10.6.1** Besides regular feedback through feedback form, Departments may obtain visitor feedback through online questionnaires or surveys where the visitors can be asked to rank the website on various parameters and give detailed inputs on what more they would like to be added on the website.

**10.6.2** Detailed review of web analysis reports over a long span may also reveal a lot of information on usage or expectations from the website.

**10.6.3** In order to keep abreast with the latest technologies as well as to cater to the visitor's demands for major changes and enhancements in the website, Indian Government sites should opt to undergo a formal review by an internal group or an external agency to further orient them towards citizens and other stakeholders.



*Example: An online questionnaire on the National Portal seeks the visitors' opinion on the portal's performance and what more to be included in it*

## Speak Out

National Portal of India has been developed by the Government of India with an objective to facilitate single window, easy access to a variety of services and information about the Country. The first version of the Portal has been released and we are still working on further enhancements. We would like to have your valuable opinion on this Portal and your suggestions for further improvement. Please spare a minute or two of your precious time and tell us what you like or don't like on this Portal and what more would you like to be added on to it.

**1. How do you rate this Portal in terms of:**  
(Excellent=1; Good=2; Average=3; Unsatisfactory=4)

Content & Information	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4
Ease of Navigation/ User friendliness	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4
Layout & Design	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4
Page Download Speed	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4

**2. Please tell us how you would like us to improve this Portal?**

**3. Apart from what already exist, what is the other kind of information that you would like to be added on this Portal?**

**4. Do you think this Portal is easily identifiable and stands out as an Indian Government Portal ?**

Yes
  No
  Somewhat

**5. Which of the sections have you visited in this Portal?**

Citizen
  Business
  Overseas
  Government  
 Know India
  Sectors
  How do I?
  Others

**Please tell us a little about yourself:**

Name \*

E-mail ID \*

Country

State  (if in India)

Country:

Done





### 10.7

#### Website Policies

Websites represent the face of the department in the cyber world. Like the Department itself, the website also has to continually grow and evolve. As the website grows in size and reach the expectations of the citizen also grow. It is therefore important that we set down rules and regulations to operate and manage the websites effectively.

Although different policies and their need and purpose is explained in various sections of this document for the sake of convenience, a complete list of policies along with the section are referenced below.

S.No.	Policy	Ref No.
1.	Copyright Policy	3.1
2.	Hyper linking Policy	3.2
3.	Terms & Conditions	3.3
4.	Privacy policy	3.4
5.	Content Contribution, Moderation and Approval Policy (CMAP)	5.2.1
6.	Web Content Review Policy (CRP)	5.2.3
7.	Content Archival Policy (CAP)	5.2.6
8.	Website Security Policy	7.7.2
9.	Website Monitoring Policy	10.3
10.	Contingency Management	8.3

All the above policy MUST be duly approved by the Head of the Department.