

WEB STANDARDS

These standards or guidelines are intended to help organizations establish or maintain their presence on the web. An organization web presence includes not only their web site but also the use of such services as Facebook, YouTube, Flickr, Twitter, etc.

STANDARD #1 THE ORGANIZATION HAS A WEB PRESENCE

1. Basic
 - a. Information about the organization including name, location, directions,
 - b. contact info (email, phone, fax, mailing address)
 - c. Organization is identified on every web page with at least one of the following: phone number, email address, mailing address.
 - d. Page titles for home page appropriately identifies the organization.
2. Good
 - a. Staff info, mission statement, board of directors, program information (museum, library, events), public hours, membership
 - b. Staff responsible for responding to incoming email from website
 - c. Home page and major section pages are ADA (Sec. 508) compliant
 - d. Style guide exists and is followed for home page and major section pages.
 - e. Page titles for home page and major section pages appropriately identify the content and organization.
3. Better
 - a. Collections available online, online exhibits, educational material, retail
 - b. Includes photos of programs, locations, etc.
 - c. Written privacy policy available on website
 - d. Maintains a consistent look/feel and message.
 - e. Majority of website is ADA (Sec. 508) compliant
 - f. Style guide exists and is followed for all pages.
 - g. Page titles for all pages appropriately identify the content and organization

STANDARD #2 MAINTENANCE

1. Basic
 - a. Web content is checked for accuracy at least quarterly on a regularly scheduled basis
 - i. **Best practice: quarterly checks of contact and removal of outdated information**
 - b. Back up: make sure hosting service does back-ups
2. Good
 - a. Check for accuracy: scheduled
 - b. Staff responsible for maintaining information on domain name, hosting service, etc.
 - c. Back-ups are done on a regular basis
 - i. Frequency – how often backups are done, i.e. daily, weekly, monthly, etc.
 - ii. Number kept – amount of backups from which information can be gotten, i.e. 7 daily backups enables the retrieval of information changed within 7 days.
 - iii. Tested recovery process – a document or data has been gotten back and used from the back up medium.
 - iv. **Best practice for the above**

3. Better
 - a. Check for accuracy: has a position in charge of this on a frequent basis
 - b. Emergency recovery plan in place

STANDARD #3 COLLECTIONS INFO ONLINE

1. Basic
 - a. Narrative of collections holdings
2. Good
 - a. Samples of collections holdings, including narrative and images
3. Better
 - a. Searchable database of holdings
 - b. Online copy requests

STANDARD #4 ONLINE EXHIBITIONS

1. Basic
 - a. Narrative of current exhibits on display
2. Good
 - a. Narrative supplements physical exhibit with additional media and content
3. Better
 - a. Stand alone exhibitions online; may or may not have physical exhibit component

STANDARD #5 RETAIL

TBD

STANDARD #6 DOCUMENTATION

1. Basic
 - a. Know URL, domain name, account/user name, password and renewal date.
 - b. Know the host of your website: company/url, account name, password
 - c. Email accounts: maintain a list of your email accounts
 - d. All information is kept in a secure format
 - e. Location of all documentation is known by at least 2 people at all times
2. Good
 - a. Documentation on back-ups
 - b. Documentation on how to update/maintain pages
 - c. Documentation on image and video standards
 - d.
3. Better
 - a. Documentation on emergency recovery plans
 - b. Documentation on website roles for staff, volunteers, consultants