

## 5. Site principles

Underlying site design and development are **10 key principles**:

1. All NCC services with content appropriate for a public audience contribute to the single core site. The full range of the Authority's content is available from a single source:

[www.nottinghamshire.gov.uk](http://www.nottinghamshire.gov.uk)

Standalone sites existing outside the core site are not permitted (see also URLs policy)

2. The site is designed and organised around citizens and their needs as opposed to the organisation and its internal structures.
3. Site visual design, or 'look and feel', complies with the Corporate Communications Strategy which adopts a single style for consistency. Collectively a visible style emerges to reinforce the perception that the Council is a single organisation. There remains the opportunity for creativity where specialist audiences eg children, young people, are targeted. (See also URLs policy)
4. Content is owned and maintained by designated staff, in accordance with the Corporate Information Strategy. All live content will have been through an approval process. The responsibilities of content ownership should be treated seriously and managers should allocate sufficient resource to manage and maintain content effectively
5. Web Content Management (WCM) is the default web authoring tool for all NCC services.
6. Content has to have a clearly defined purpose and audience, and linkages with related content must always be considered and established for the citizen's benefit
7. Content must meet Writing for the Web (WFTW) standards and conform to the NCC Web Style Guide
8. The site must be easy to use, easy to navigate, intuitive, 'likeable' and popular with users. Information retrieval must be supported by metadata, an effective search and an intuitive menu arrangement. The site must be accessible to people with disabilities
9. The site must download quickly especially for those using lower spec technologies
10. The site must work function well technically with no broken links or errors