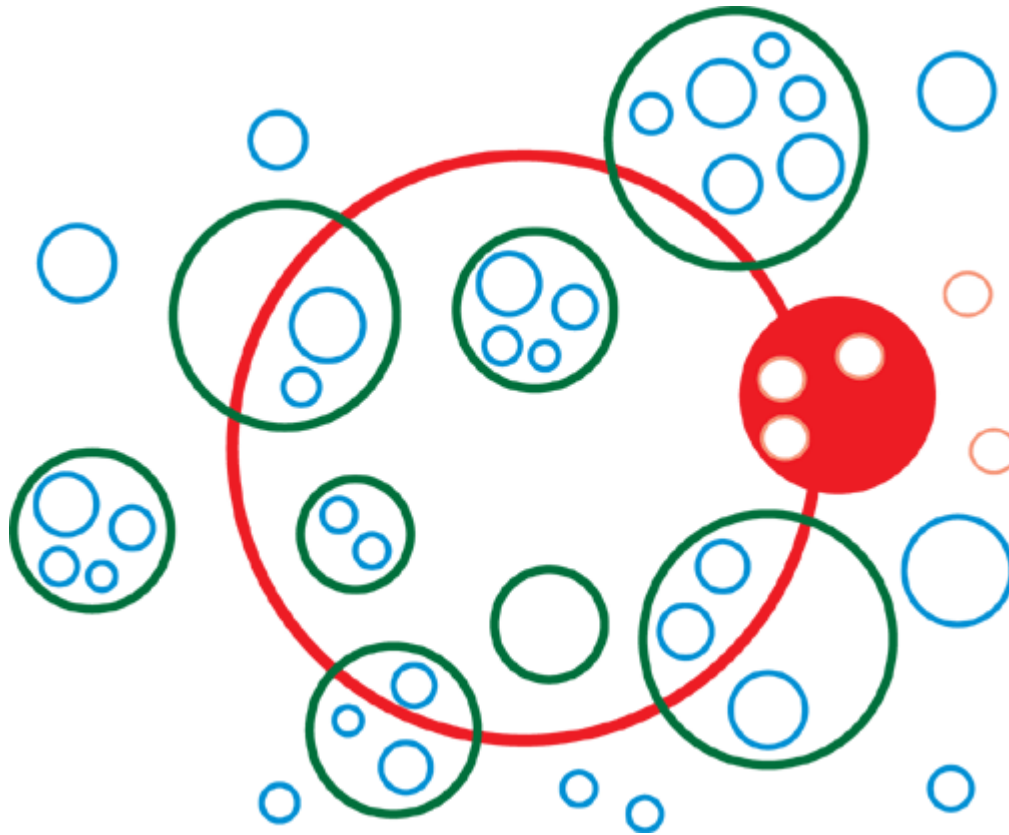


WEB SPRAWL



Branding applied sporadically

Departments

- Most Homepages branded
- Secondary pages not always

Programs

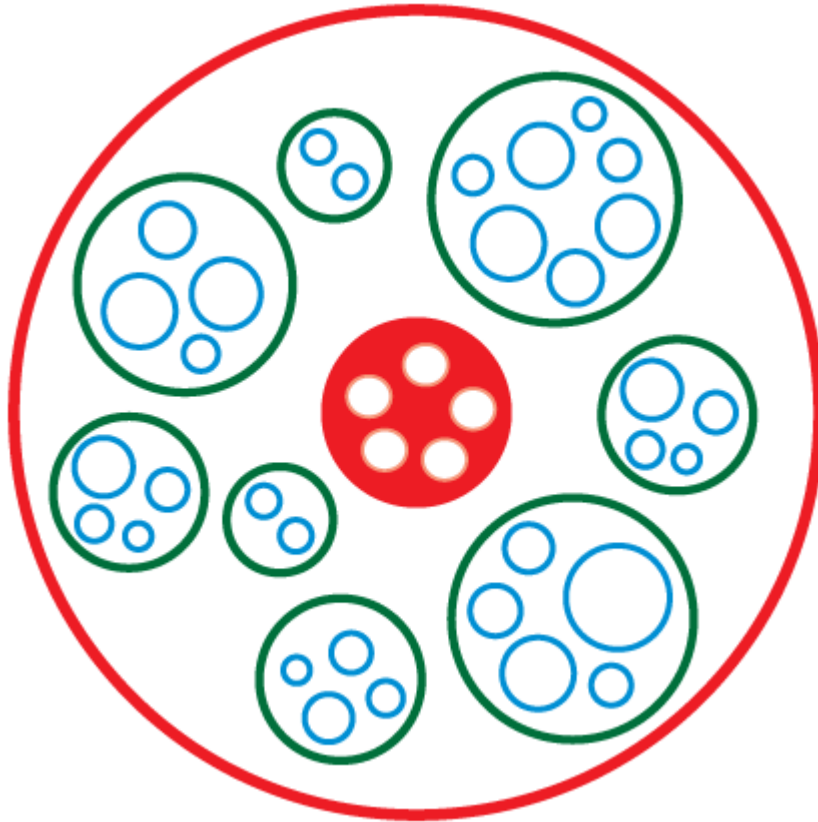
- Some not following department format

Visitor Experience

- Credibility of information questioned
(is this *really* a state site?)
- page landmarks different
(requires time and effort to orient to different navigation, etc.)



WEB UNIFIED



Consistent branding applied to ALL pages

Freedom to design/develop content *within* established frameworks

Visitor orientation and confidence supported by consistent application of elements



THE APRIL MEMO

Goal: To reduce disparity and fragmentation of State's online presence

- Easier for visitors to navigate without re-orienting to different configurations.
- Reinforce Maryland's identity and make it clear to visitors that they are on an official Maryland State government Web site
- Provide continuity, consistency and integration of agency Web sites

1. Web Sprawl Stops

- Agencies to developing ONE website, not separate, spin-off sites
 - Save time and resources
- Unique URL's Ok, but point to pages *within agency site*.
- Centralized Access to information: Department homepage to reflect, incorporate programs/initiatives in single place.

2. Statewide Banners on ALL pages

- Once issued, and beginning with new and most recent info
- Guidelines will relate to forthcoming portal redesign
- Aggregation highly encouraged – changes to one, not many, files.