

Making the Statewide Template your own

Visit <http://doit.maryland.gov/webcom/Pages/Standards.aspx>

- download the zipped template file (must be logged in to state network)
- unzip and copy the contents to a new folder on your computer.
- you now have a vanilla version of the template. It's time to make it *your agency's*.

What's included:

mdgovagencytemplate-v1.3.zip

STEP 1: METADATA

Open each of the .html **Page Files** and:

- A** - Add Page title (line 5)
- B** - Add Page description (line 7)
- C** - Customize Search code for your agency.

**eGov
folder**



inner1col.html



inner2col.html



inner3col.html



img folder



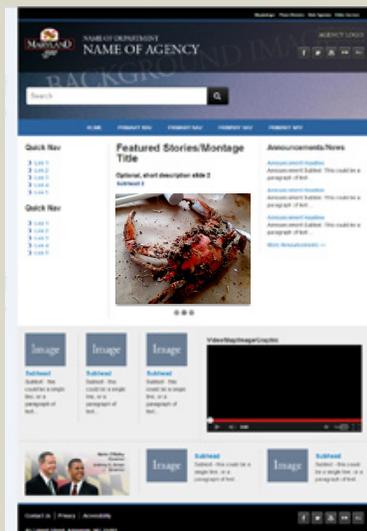
css folder



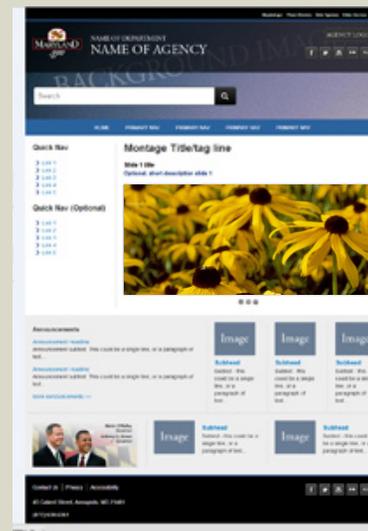
js folder



frameworks folder



index3col.html



index2col.html

**5 Page
Files**

Visuals

There are only a few images, and a single color choice, that need to be made for your entire website to become agency-branded, and more clearly, *yours*.

Images included:

img

eGov/img

STEP 3: IMAGES

CSS

STEP 2:

ACCENT COLOR

Open [agencystyles.css](#)

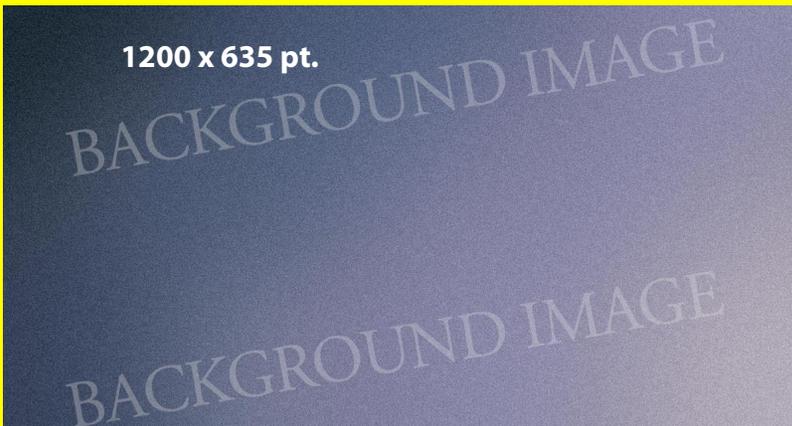
A - Find '#2b639e' (the default blue)

B - Replace all 7 instances with the hex color of your choice. (beginning with '#' and dark enough for white text to display clearly)

A [agencyHeaderBg-generic.jpg](#)

REQUIRED

1200 x 635 pt.



B [agencyTitle-generic.png](#) 618* x 49 pt.

DEPARTMENT OF TRANSPORTATION
MOTOR VEHICLE ADMINISTRATION

← [AGENCY_TITLE.psd](#)
(transparent)

* final width varies: should be cropped on right, so centers on mobile devices.

OPTIONAL

C [agencyLogo-generic.png](#) 274 x 77 pt.



← [AGENCY_LOGO_BLANK.psd](#)
(transparent)

SLIDES

D [anythingyouwant.jpg](#) [anythingyouwant.jpg](#) 739 x 328 pt. 375 x 307 pt.



^ [index2col](#)

^ [index3col](#)

.HTML code examples for sliders are already provided in both homepage files. (Modify image filenames, description and links there.)

all images here @25% of their original size, and width preceeds height.

Engagement

The template accords consistent placement of social media buttons and contact information.

OK, back to those .HTML Pages...

STEP 4: FOOTER

For all .html pages:

- A - Add mailing address, phone #**
- B - Provide links** to web policies, privacy, and accessibility terms.
- C - Add link to Contact** - should direct to either: Agency listing of phone #s, or better yet, the state phone directory.
- D - Configure social media buttons** (next)

Social Media Buttons are found both at the top and in the footer of webpages. Be sure to apply the next step to both instances.

* youtube link should direct to your agency's *playlist*.

STEP 5: SOCIAL MEDIA

There is space for **5 social media buttons** on each web page. Less is fine.



sm-all

- If managing more than 5 social media platforms, then the last button should be 'ALL' - which links to your own social media directory.

- If managing less than 5 platforms, the last 'ALL' button can link to: http://www.maryland.gov/pages/social_media.aspx

CODE

```
<ul class="cl_base_hNav cl_socialNav">
A <li><a href="LinkHere" class="sm-facebook" title="Facebook">Facebook</a> </li>
B <li><a href="LinkHere" class="sm-twitter" title="Twitter">Twitter</a> </li>
<!-- <li><a href="#" class="sm-googleplus" title="Google+">Google Plus</a></li-->
C <li><a href="LinkHere" class="sm-youtube" title="YouTube">YouTube</a> </li>
D <li><a href="LinkHere" class="sm-flickr" title="Flickr">Flickr</a> </li>
E <li><a href="http://www.maryland.gov/pages/social_media.aspx" class="sm-all"
    title="MD Social Media Directory">Social Media Directory</a> </li>
</ul>
```

STEP 6: MAIN MENU

The **horizontal menu** is one of the lynchpins for your website. It should appear consistently on all pages.

- A - Decide** on 5-7 main categories, sections, or audiences.
- B - Apply** the menu items
- C - Prepare** a destination sub-page that introduces that section, and provides further options for finding info *related to that category*.

SUB-MENU

This can change, depending on the section.

THAT'S IT!

You should now have a complete agency-specific version of the template.

Be sure to zip and resave your revised files.

These can (and should) be shared with any developers that are hosting pages. It will:

- save them time and \$ recreating
- ensure that their pages and your pages match, despite different hosting scenarios.

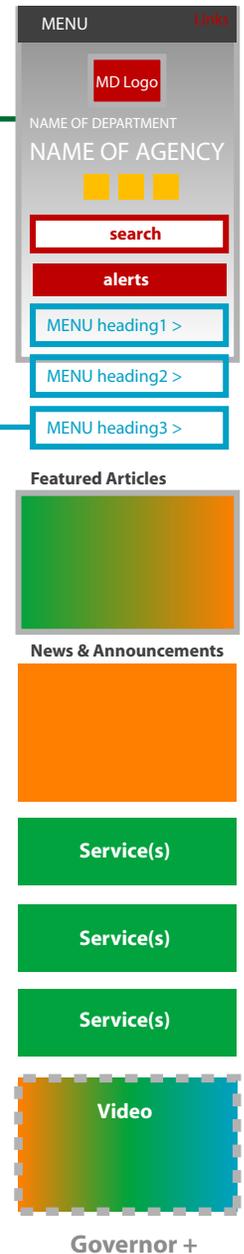
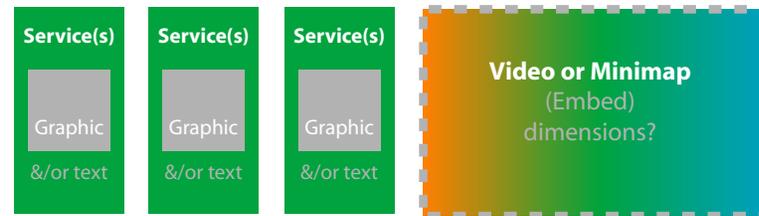
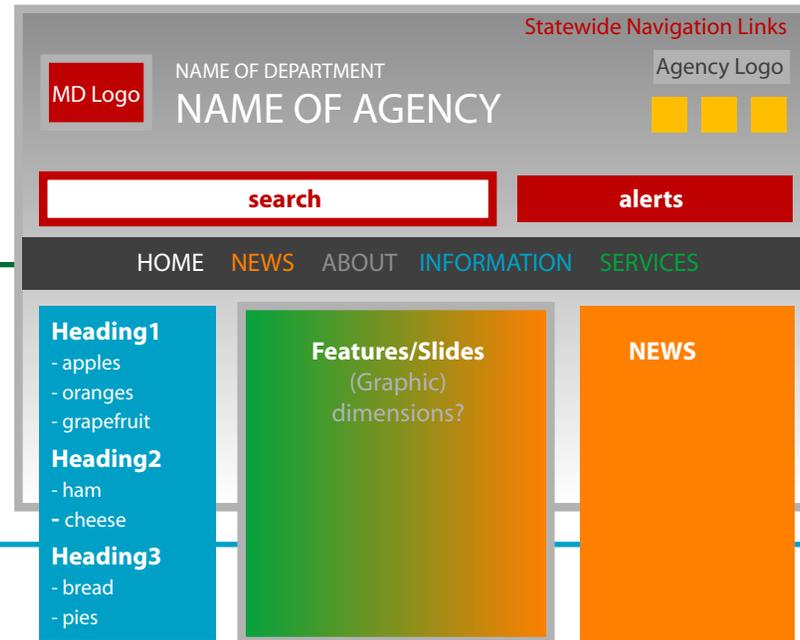
rarely updated

frequently updated



graphic

ORGANIZE and EDIT for MOBILE



INVENTORY

List Everything

- online transactions
- programs
- services
- publications (tagged?)
- forms
- documents
- online data
- maps
- offices
- external links of importance
- anything else (on your current homepage)?

Question and prioritize everything, and purge old, duplicitous, or inaccurate information.

What are people looking for?

- phone calls, SM feedback
- google search analytics

What do you want them to find?

- news
- featured programs
- frequently missed info or priorities

Social Media

- provide account addresses for: Facebook, Twitter, Google+, and/or YouTube playlist.

ORGANIZE

...news: what types?

- Press Releases/Executive Orders
- Articles/Blog/Speeches
- Features (any type)
- Press coverage (external stories)
- Decide how far back (all 2013?)

...programs: group similar

- Online (=transactional) **services** together, or prioritized & easy to find.
- More than 3 (publications, maps, programs or services) -> create directory page for them, with brief descriptions, and links to respective.
- <4 -> list them individually under common heading.

Program
Name
>program

Category
● —
● —
● —

Programs
Category
>directory

...Sections

- 5 or less broad categories, themes, priorities or audiences-centered areas of focus
- Occupies Horizontal Navigation (in addition to HOME and NEWS)

ASSIGN

...who and how?

News

- Content management System (CMS) if so, what? and who?
- Integrating graphics, photos, etc?

Programs & Services

- Introduce content to new, inner pages of adopted template.
- one, two and three column versions
- If hosted by 3rd party, make *your agency's* template available for use.
 - include your colors, menus, agency banner, logo, social media links, and other customized assets.
 - ensure links back to your main site.

If address changes, please add 'redirect' from former for others linking to your page(s)

Publications

- retain same url address if/when revisions to document.

Maps

- Embedding will allow GIS-hosted changes, but note should be wrapped.
- Again, share consistent colors, menu and links *back to* main site.

Videos

Part of social media: manage and edit *playlist* on youtube, and embed that, on main page(s) rather than single vid.