

# Website Structure Checklist

ANSWERS FROM 

## WEBSITE FEATURE SET

	<input checked="" type="checkbox"/>	<i>How your website content is displayed on the page.</i>	
<b>Navigation</b>	<input type="checkbox"/>	Links common to all pages	<i>Civic Clarity offers horizontal navigation with multiple nested drop downs, mega menus for multi-column drop downs, and on-page breadcrumbs.</i>
<b>Search</b>	<input type="checkbox"/>	Users can quickly find the information they seek	<i>Civic Clarity offers two search functions for the website. The top of each page has a search icon/field that searches page content. The Document Library has a search specific for all documents in the document library.</i>
<b>Archiving Content</b>	<input type="checkbox"/>	Historical content archiving capability	<i>Civic Clarity offers archiving for any historical content that the client wants available for view. This includes announcements, public notices, bids, etc.</i>
<b>Calendar</b>	<input type="checkbox"/>	Display & content integration	<i>The Civic Clarity Calendar App allows website to display events in multiple list and grid formats. Both single and recurring events can be created. Recurring events can be customized with unique content, including adding documents such as agendas and outside links.</i>
<b>Documents</b>	<input type="checkbox"/>	Display & integration	<i>Document Library App is a standard feature. Allows for simplified document management and display on website pages. Documents can be linked within content and displayed in folders on a page. Within the back end, a document's origin and modification dates are visible, as well as number of download requests.</i>
<b>Images</b>	<input type="checkbox"/>	Structure of library and use within website	<i>Civic Clarity websites have a media library that allows the editor to create folders to organize images. Editor can also assign an image to multiple folders. For each image: Alt tags are automatically created for ADA accessibility assistance and each image uploaded creates 3-4 additional sizes for optimal sizing on the page.</i>
<b>Directories</b>	<input type="checkbox"/>	Backend directories that display in multiple formats	<i>The Civic Clarity offers two distinct directories. 1. The Directory App has a number of customizable options to best promote your businesses or available properties, including category segmentation and unique page for each business/property. 2. The Staff Directory App can be displayed in table and card format on pages throughout the website. Add and update your staff quickly and easily.</i>
<b>Online Forms/Surveys/Polls</b>	<input type="checkbox"/>	Online engagement & feedback	<i>Civic Clarity offers the ability to have forms, polls, and surveys created. If requested we can give a website editor additional training to self-create.</i>
<b>Expiration of Content</b>	<input type="checkbox"/>	Time sensitive content de-publication	<i>Civic Clarity service offers you the ability to set content to expire. At the designated time, the content is unpublished and put on hold. Our Bids App is an example of content that needs to expire.</i>
<b>eNotification</b>	<input type="checkbox"/>	Subscribers are notified of website updates.	<i>Civic Clarity offers daily email to subscribers that request notification of website announcements. Additional sections of the website can be set up for eNotification as well.</i>
<b>Link Validation</b>	<input type="checkbox"/>	Broken link monitoring/notification	<i>The Civic Clarity website dashboard has a broken link section that helps identify any links not working properly on or off the website.</i>
<b>User Interface &amp; Design</b>	<input type="checkbox"/>	Website is easy to use and visually appealing	<i>The Civic Clarity website setup process includes consideration of the end-user experience. We work with the municipality to develop a site that looks great by reflecting your branding, and put your most requested info front &amp; center for your users to easily find. Website navigation, home page icon carousels &amp; search bars are a few of the items used to assure optimal functional performance. New website projects begin with a recommended sitemap to customize.</i>
<b>On-Page Design</b>	<input type="checkbox"/>	Website editing tool's capability to design on page	<i>Civic Clarity has robust on-page design capability with over 100 different modules to customize your content presentation.</i>
<b>Mobile Responsive</b>	<input type="checkbox"/>	Automatically create mobile-friendly pages	<i>Civic Clarity will edit a website's header/footer rows and menu to customize mobile display. Content can also be edited or customized by website editors to differentiate mobile from desktop.</i>
<b>Redesign Policy</b>	<input type="checkbox"/>	Graphic design refresh	<i>Civic Clarity offers a free refresh of your website colors, fonts and home page design after each three years of service anniversary milestone.</i>

	<input checked="" type="checkbox"/>	<i>Who helps the website editors - when and how.</i>	
<b>New Site Launch</b>	<input type="checkbox"/>	Migration of Content	Who moves current website content to new platform? <i>Cost to move current and anticipated content is Included in Civic Clarity quote.</i>
	<input type="checkbox"/>	Redirect Existing Pages	Redirection of page URL lets search engines know that they are looking at the same website and prevents broken links that may come from other websites, or users that have bookmarked a page. <i>Cost to redirect main or all pages included in Civic Clarity quote.</i>
	<input type="checkbox"/>	ADA Accessibility Review Policy	ADA accessibility compliance plan for website. <i>Following industry standards, Civic Clarity websites are reviewed against WCAG 2.1AA guideline errors and aim to score zero in this category. We pay particular attention to: WAVE errors, keyboard navigation, color contrast standards, screen magnification experience, and heading order.</i>
	<input type="checkbox"/>	Website Traffic Analytics	Website visitor status is captured in analytic data. Consider if analytic data is wanted and who provides. <i>Civic Clarity will embed 3rd party analytic services upon request for no fee. We offer Fathom Analytics service within the website as a standard feature.</i>
	<input checked="" type="checkbox"/>	<i>Content Management Software (CMS) allows editors with no coding experience the ability to edit the website.</i>	
<b>CMS Training</b>	<input type="checkbox"/>	Number of Website Editors	<i>2 editors are included as part of customer service. Unlimited number of website editors can be added outside of standard customer service.</i>
	<input type="checkbox"/>	Hours/Sessions Training Included	<i>No limit to training for included 2 editors.</i>
	<input type="checkbox"/>	Editing Assistance	<i>Civic Clarity offers 4 Editing Assistance Packages that a client can request at any time:</i> <ol style="list-style-type: none"> <li><i>1. Unlimited training support of website editors - standard for all clients.</i></li> <li><i>2. Hourly fee for edits requested to be done by AccuNet staff.</i></li> <li><i>3. Minor annual fee to have AccuNet staff upload all documents.</i></li> <li><i>4. Full website editor package where all updates are sent to AccuNet with guaranteed quick turn around time.</i></li> </ol>
	<input type="checkbox"/>	Types of Editor Roles	<i>Civic Clarity offers 3 editor roles.</i> <ol style="list-style-type: none"> <li><i>1. Website Editor - able to create, edit and delete pages and posts and can upload, edit, delete images and documents.</i></li> <li><i>2. Website Admin - All the capabilities of the website editor plus the ability to manage menus, create forms/surveys/polls, and manage website editors and subscribers.</i></li> <li><i>3. Department Editor - This editor has reduced capacity to edit the entire website, being given permission to only manage specific pages and posts. They can also only manage their own calendar events, images and documents.</i></li> </ol>
	<input type="checkbox"/>	Email/Phone/On Website/Virtual Support Policies	<i>Civic Clarity offers email, phone, in-website specific instructions, and screen sharing support as needed. We also offer clarityhelp.com for written and video "how to" online knowledge base assistance.</i>
	<input checked="" type="checkbox"/>	<i>General criteria to look at for all website vendors</i>	
<b>Experience</b>	<input type="checkbox"/>	Each website vendor is unique with its ability to provide a long lasting website presence.	<i>AccuNet Web Services, owner of Civic Clarity has been in business since 1996. We have almost 30 years of website creation and hosting knowledge. Our longevity is due to our ability to satisfy the needs of our clients as well as our corporate resilience.</i>
<b>Insurance</b>	<input type="checkbox"/>	Protection against vendor mistakes	<i>AccuNet Web Services holds a \$1 million cyber policy for Professional Liability - Errors and Omissions from Hartford.</i>

	<input checked="" type="checkbox"/>	<i>The Website Black Box: It is necessary to ensure you are covering hosting, security and maintenance within your website project, either with your website vendor, or other parties.</i>	
Hosting	<input type="checkbox"/>	Data Center Integrity	Data Centers are physical location of the server where the website lives.  <i>Our Civic Clarity service is managed by AccuNet, utilizing third party state-of-the-art data centers located in Chicago, Toronto and New Jersey. These facilities have redundant systems for: power, cooling, and backup generators for high availability. Each has multiple, redundant fiber optic connections to the internet backbone for high network speeds. The facilities are secured 24/7/365 with guards, and biometric identification safeguards for granting physical access. Our servers only utilize the latest high-frequency processors, and the redundant disk drives are all solid-state, for extremely fast response times. Our hosting platform ensures that your website has fast loading pages and 99.9% uptime.</i>
	<input type="checkbox"/>	Server Maintenance	Website vendors, hosting facilities and/or third party vendors maintain servers to industry standards.  <i>Civic Clarity uses a third party for server operating system updates. They monitor and maintain our servers to ensure they are constantly updated to best practices. AccuNet manages number of websites per server optimal for speed.</i>
	<input type="checkbox"/>	Server Backups	What is the server backup frequency and where do the backups physically reside.  <i>Each server is backed up daily (early a.m.). Backups are stored on separate servers, in the same data center.</i>
	<input type="checkbox"/>	Website Backups	What is the website backup frequency and where do the backups physically reside.  <i>Your website is backed up hourly at the same data center, and once every day to an off-site data center. Backups are kept for 30 days.</i>
	<input type="checkbox"/>	Disk Space Allocation	Does the website have a page or disk space allocation limit? If yes can additional space be added?  <i>Civic Clarity allows for significant website growth as we allocate up to 10GB of disk space per website. If your website grows beyond 10GB, we provide more space in increments of 5GB. (Most websites are &lt;5GB in total size.)</i>
Website Security	<input type="checkbox"/>	Firewalls	Firewalls block malicious traffic, and can be set up at the server and website level.  <i>Each website is protected by multiple levels of security with firewalls at both the server level and the website level. Malicious requests are first blocked at the server firewall, prior to ever reaching the website, which increases website performance. Second level website firewall protection relies on a continuously updated database that blocks requests originating from sources with known bad behavior. Brute-force (password guessing) is also blocked by the website firewall.</i>
	<input type="checkbox"/>	Uptime Monitoring	How is your website monitored to ensure it is published?  <i>Every Civic Clarity website is monitored by a remote third-party up-time service. Every 5 minutes your site is checked, and if something goes wrong, we are notified. This allows us to not only monitor your website, but your domain name as well.</i>
	<input type="checkbox"/>	Malware Scanning	Malware is constantly evolving and being utilized to breach your website and server.  <i>Malware scans are performed daily on each site. Common issues are automatically cured.</i>
	<input type="checkbox"/>	SSL Certificate Policy	SSL (secure socket layer) certification gives the website the needed https:// secure status visitors expect.  <i>All Civic Clarity websites include SSL certificates. New certificates are installed every 2 months.</i>
	<input type="checkbox"/>	Online Form Spam Protection	If online forms have no spam protection, the mailbox associated with the form will be inundated with spam.  <i>All forms on the website are protected by our anti-spam feature, which analyzes each submission and instantly blocks it from sending if the email address or sending IP are known to have previous spamming reputation. Additionally, the contents of the message are analyzed in the cloud, and blocked if they have a high likelihood of spam. This service is highly robust, reliable and works automatically, which means it does not require that your visitors take extra steps such as filling out hard to read codes or picking from a grid of pictures.</i>

<b>Software Maintenance</b>	Website platforms (software) need ongoing maintenance due to the ever changing nature of the internet and evolution of necessary software features. These updates and bug fixes happen at planned and unplanned intervals.	
	<input type="checkbox"/>	Immediate <i>Civic Clarity provides immediate security patches as they are released.</i>
	<input type="checkbox"/>	Scheduled <i>Civic Clarity has a maintenance window between midnight and 3 am for server level updates.</i>
	<input type="checkbox"/>	As Needed <i>Civic Clarity is updated monthly at a minimum with feature and/or productivity enhancements.</i>
<b>Content Management System (CMS)</b>	<input type="checkbox"/>	Front End Editing Does your CMS allow for editing content directly on the public viewing page? <i>The front-end editor makes edits a breeze because you can see your edits as you make them.</i>
	<input type="checkbox"/>	Back End Editing Does your CMS edit content in a space where you can't see the edits on the public side while editing? <i>On-page content that needs archiving is input in the back end. Calendar event creation and document uploading can be initiated on the front end and brings you to the back end to complete.</i>
	<input type="checkbox"/>	Page Revision History If a page edit goes wrong, can the page revert to a past version? <i>Civic Clarity saves the last 7 previous versions of each page for your review as needed. Additionally, the entire website can be restored to a previous state, in hourly increments.</i>
	<input type="checkbox"/>	SEO Capability Search Engine Optimization (SEO) on a website includes editing browser titles and page descriptions for a website page to entice search engine to index and promote a website to the public. <i>All pages have the ability to add browser titles and descriptions. Default titles are created if not manually input.</i>
<b>Domain Name/DNS</b>	<input type="checkbox"/>	.GOV .ORG .COM, etc. Do you have a domain? Do you need .gov? The domain's DNS points the domain to your website and email. <i>Civic Clarity will hold your domain for you and, or point the service to your domain at your location. We will also provide instructions on how to secure your own .gov extension. The main value in having us hold the domain is that all aspects of your website will be covered under one annual invoice to one vendor. We host the DNS for your domain.</i>