

County Website Documentation

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1. NEED TO KNOW / THE BASICS

1.1. What is the website?

The website is often the first interaction that a resident, business owner, or visitor may have with their county government. It is a way for us to provide service and information to the public. The website is also one of our most worked employees – is available 24 hours, 7 days a week serving approximately 3.2 million unique visitors in 2021.

Underneath the hood, the website is built on **Drupal** which is a content management system.

A content management system, often abbreviated as CMS, is software that helps users create, manage, and modify content on a website without the need for specialized technical knowledge.

In simpler language, a content management system is a tool that helps you build a website without needing to write all the code from scratch (or even know how to code at all). - [Kinsta](#)

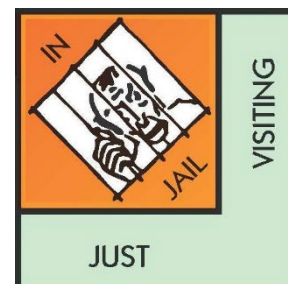
Let’s get a clear idea of [what Drupal is](#):

Drupal is a free software package that allows you to easily organize, manage and publish your content, with an endless variety of customization.

[Drupal About page](#)

Drupal is one of the most used CMS in use around the world. It is typically used to make websites that have more complex business needs. On top of this, the site is built using Acquia, which adds functionality to Drupal.

Most users of our website are just visiting. They may have searched for us on Google, clicked on a link in one of our emails, or visited the website directly. Either way, they are looking for information on one of our many pages that are all connected by the homepage.



1.2. Who is the website for?

In everything that we do, there needs to be a clear vision of whom we are doing it for – that is our target audience. With the vast array of services that we as a county offer, we service a wide variety of audiences.

- Residents
- Business Owners
- Visitors (Tourists/Prospects)
- Municipal Governments
- County Government Employees
- Other governments

While the website serves all these constituent groups, each page you post would target a subset of that population. One of the first steps to success is knowing your target audience and writing in a way that is specific to their needs.

1.3. Why have a website?

While having a website seems to be a default for many today, there are specific things that a website can help accomplish.

1.3.1. Credibility

Having a website with regularly updated and quality content bolsters the County's credibility. In a world of “fake news” helping our visitors know what the latest and most trusted source of information is essential. Posting to social media without having the full details on the website does a disservice to your marketing efforts. All your efforts should work for hand and hand.

1.3.2. Brand

The brand of Prince George’s County Government is something worth protecting and investing in. Our story will be told one way or another for prospective residents and businesses. It is better to be done by us.

1.3.3. Service

One of the main things we do is provide services to those living, working, and playing in the County. That may be getting a license, adopting a pet, or searching for employment resources.

The website helps those who visit it access these services and get them to the people who need them. It is a place where transactions can take place.

1.3.4. Organic Traffic

With nearly a million County residents, our website helps us reach them. The content on the site is cataloged by search engines like Google and Bing. They read and compile our information to direct their visitors to the right answer. It is one way that just posting on the website can have a direct impact.

1.3.5. Budgetary Savings

Everyone could use more room in their budgets. While the website costs, it is already allocated. You can also reduce calls into your office and increase internal productivity. What the website user can do at 4 am without talking to any staff, is money and energy saved to be used elsewhere.

For more convincing reasons to have a website, visit [Forbes' "Why Every Business Needs a Website" article](#).

1.4. Roles & Responsibilities

Two main roles can edit the website. Most users serve as **Content Authors** for their agency, while the **Content Editor** is the highest access level available for an agency.

Content Authors are responsible for coordinating with the **Subject Matter Experts** (SMEs). Once the content is gathered, it is their responsibility to re-write it with the web in mind, gather any authorized imagery, when appropriate, and make the updates on the website. **Content Authors** should review the [Publishing Checklist](#) along the way as a reference point for common things to look out for when publishing on the website.

The **Content Editor** serves as a checks-and-balance system to ensure the best possible service is being provided to our constituents. Like what you would imagine for a newspaper's editor, the **Content Editor** authorizes which information to be released to the public based on County and internal standards. They serve as the website's gatekeepers, ensuring that what we offer is accurate and presentable. The Content Editor should also check content against the [Publishing Checklist](#).

Some other roles available in the website's CMS are:

- **Visitor/Anonymous User:** cannot log in but interact with published content

- **Subject Matter Expert:** they may also be a Content Author or Content Editor, but these are closest to information to be posted on the website
- **Website Point of Contact:** this person(s) does not necessarily have access to the website but they are authorized to request site or permission changes for your agency; no other requests will be considered, and they receive reports about the website
- **Administrator:** The Website and Intranet Support Team (Websupport) serve as the system Administrators responsible for supporting the system and the Content Authors and Content Editors' use of the tool

1.5. Logging In

To log in to the website site, you must add '/user' to the end of the website's URL.

The site's URL is <https://princegeorgescountymd.gov>



The log-in page is <https://princegeorgescountymd.gov/user>

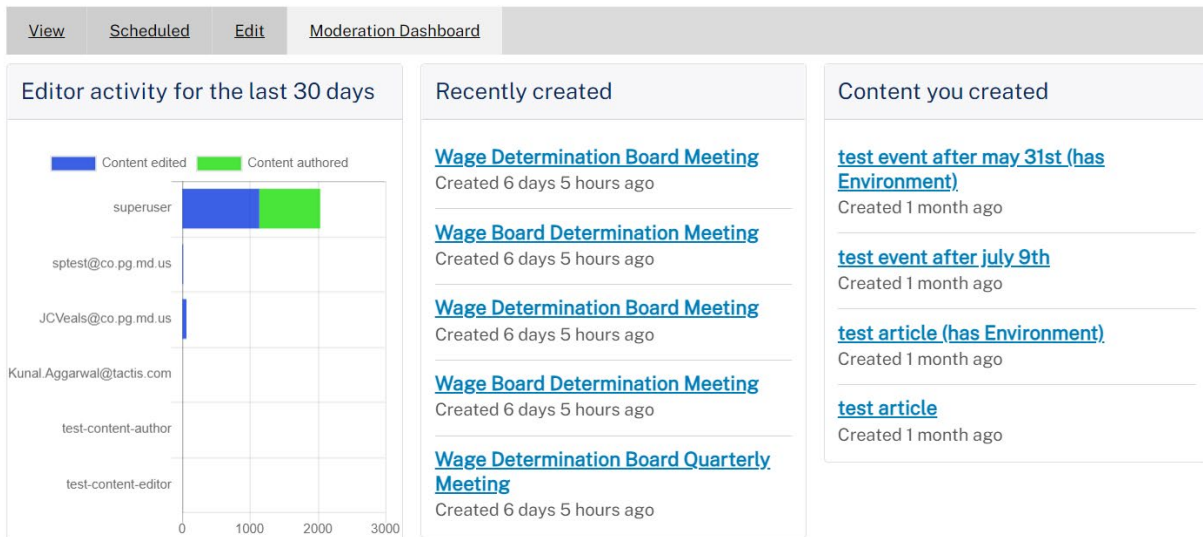
Once there, click the link for **Single Sign-on with your County email**.

The screenshot shows the top of the Prince Georges County website. On the left is the logo with the text 'Prince Georges county MARYLAND Proud Get to know us'. On the right are social media icons for Twitter, Instagram, LinkedIn, Facebook, and YouTube, along with a search bar containing the text 'I'm looking for...'. Below these is a navigation menu with links for 'Government', 'Residents', 'Businesses', 'News & Events', and 'How Do I...'. The main content area is a login form with a grey header containing 'Log in' and 'Reset your password'. The form has two input fields: 'Username*' with the instruction 'Enter your Prince Georges County, Maryland username.' and 'Password*' with the instruction 'Enter the password that accompanies your username.'. Below the password field is a yellow highlighted link that reads 'Single Sign-on with your County email'. At the bottom of the form is a 'Log in' button.

Figure 1 Login Page

If you are prompted for a username and password, enter your County email address and password.

Logging in will take you to the Moderation Dashboard. This will give a brief overview of recently created or edited content.



1.5.1. Password / Log-In Issues

If you do not have access to edit the County's website, you will receive an error message like the one below.

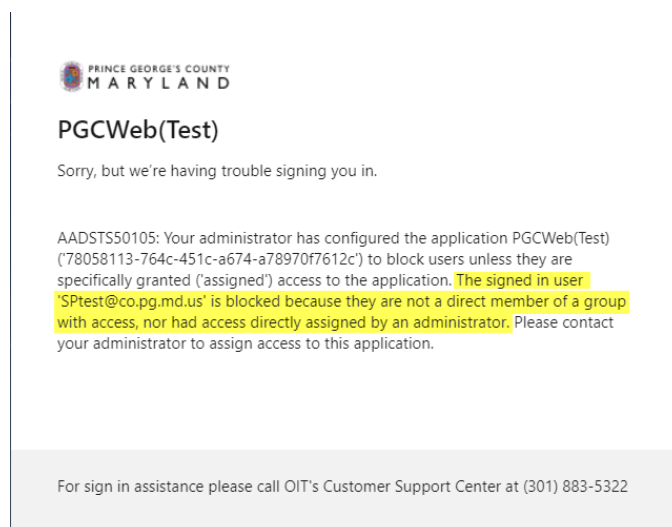


Figure 2 Error message when you do not have access to the website

In this event, **nothing is wrong** with your account or password. You do not have permission to edit the website. If you believe you have received this message in error, please reach out to your agency's Website Point of Contact. They oversee the permissions for your agency.

If you have been granted permission to manage the County's public website and are having a different password or login-related issue, it is likely an issue with your County account. Please reach out to the Office of Information Technology's Customer Support Center for assistance with your County account (not specific to the website). Let the customer support person know that you had issues using single-sign-on with your County account. They can be reached at 301-883-5322.

1.6. Administrator Menu

As a website editor (Content Author or Content Editor), you will get a toolbar at the top of the screen called the "admin menu" that can be accessed by selecting **Manage** as shown in Figure 3 below. This bar lets you navigate the administrative side of the site. The main place you'll find yourself is in the **Content** menu. Your permission level will determine which of the menu options you will have access to, however, it will be like what is shown.

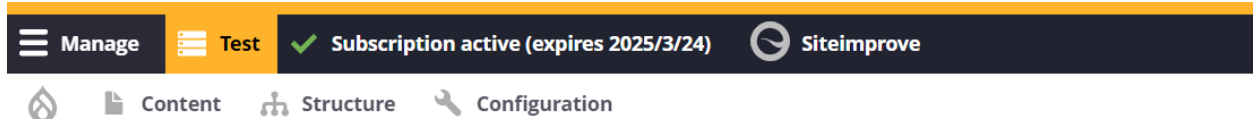


Figure 3 Admin Menu

1.7. Content Types Overview

The new website has several content types. A content type is a preset container for information. Each content type can have different fields that are required and ways that it is displayed.

- **Article** - Press releases, news, county highlights, and other kinds of serialized announcements
- **Basic Page** - A two-column page layout; most pages use this content type
- **Event** - Official proceedings or deadlines, such as board meetings, training, or promotional events
- **Landing Page** - Advanced layouts and storytelling components, created by Websupport

- **Person** – Employees that serve as contacts for the public
- **Place** – Departments, facilities, and other physical locations
- **Question** - Question and answer pair for Frequently Asked Questions
- **Quicklink** - a brief topical listing of links that can be used in several places
- **Missing Person** – To be used by police; a listing with fields such as height, race/ethnicity, eye color, etc. used to identify missing County residents

Home > Node > Add Content

Add content

> Article

Press releases, news, county highlights, and other types of serialized announcements

> Basic Page

A two-column page layout using a What You See Is What You Get (WYSIWYG) editor

> Event

Official proceedings or deadlines, such as board meetings, trainings, and promotional events

> Landing Page

Advanced layouts and storytelling components (created by Websupport)

> Person

Employees that serve as contacts for the public

> Place

Departments, facilities, and other physical locations

> Question

Question and answer pair for FAQ listings

1.7.1. Common fields

Most content types have the following fields:

- **Group or Departments/Offices** - the agency or group that the content belongs to
- **Title** - appears in the browser tab and teasers/cards as the page title
- **Summary** - A short description of the content for display throughout site

- **Menu Settings** - Options to display the content within the navigation
- **Simple XML Sitemap** - settings for if the content appears in the sitemap
- **Scheduling Options** - options for when to publish or unpublish the content
- **SEO** - Fields for populating <meta> tags for search engines
- **Image** - An image that appears in teasers and cards, representative of the page content
- **Taxonomy** - Descriptive tags for grouping like Categories, Topics, Tags, and type vocabularies
- **URL alias** - settings to determine the content's URL

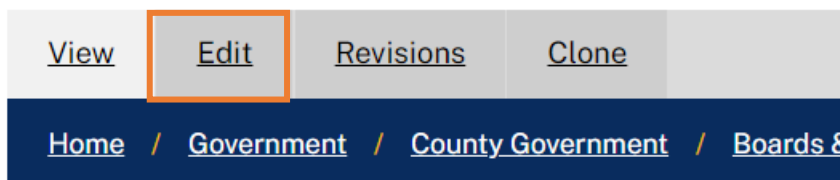
1.8. Basics of Editing Pages

Permissions Required: Content Author (primarily) or Content Editor

The primary way that Content Authors and Content Editors interact with the site is by editing pages. Depending on your level of permissions, you may only be able to create a range of content types — or you may have full rights to edit pages and insert rich media.

Once you are logged In, you can edit an existing page, which is also known as a **Basic Page** content type. There are several ways that you can do every action within Drupal, so you may find other ways besides the ones listed here.

- 1) Navigate to the Page that you would like to edit
 - a) **Option A:** Navigate to the page as a regular user would using the navigation
 - b) **Option B:** Click **Content** on the admin menu along the top
 - i) Use the filters along the top of the page, if desired, to locate the page that you want to edit (click apply after setting up your filters)
 - ii) Once you've found the page, click the page title in the **Title** column to open the page
- 2) Once on the page, select **Edit** in the menu above the breadcrumbs



- 3) You will then be brought to the edit screen, where you can make the necessary changes
- 4) Once complete, add comments in the **Revision log message** box with brief notes as to the changes that you made

- a) Make it a habit to enter revision notes to help those reviewing the page identify the changes made more easily
- 5) Make sure that **Generate automatic URL alias** is checked underneath **URL alias** (*never* uncheck this box)
- 6) Click the **Preview** button to review the page and the changes that were made
- 7) After reviewing, click **Back to content editing** to get back to the edit page.
- 8) Change the state of your page based on the progress you've made:
 - a) **Draft** - content that is still being worked on
 - b) **In review** - content that's ready to be reviewed for publication
 - c) **Published** - content that has been approved and is available to the public
 - d) **Archived** - content that no longer needs to be published
- 9) If the edits are ready, change the current state to **in review** to submit for publishing
- 10) Lastly, click the **Save** button

The **Basic Page** is now available for a Content Editor to review and approve.

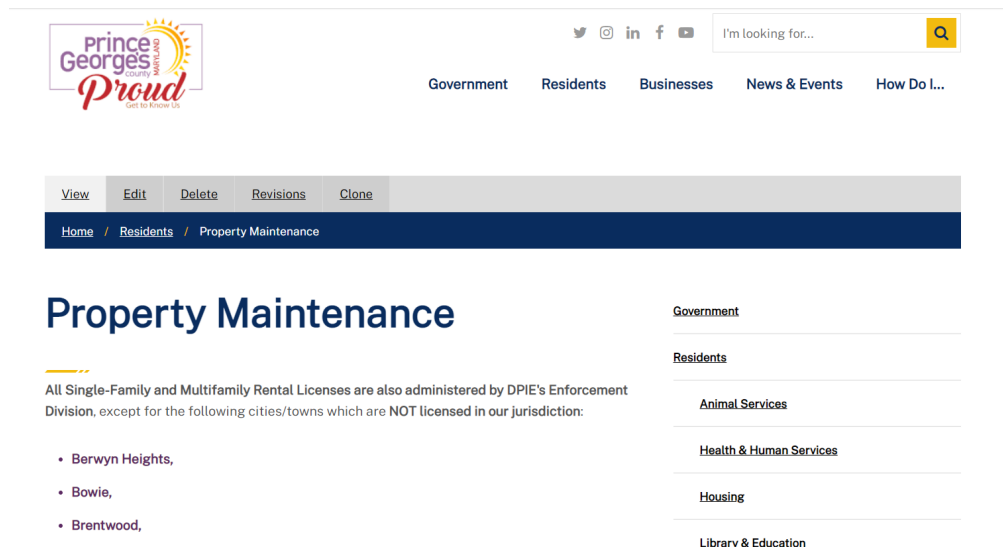


Figure 4 Example page: Property Maintenance

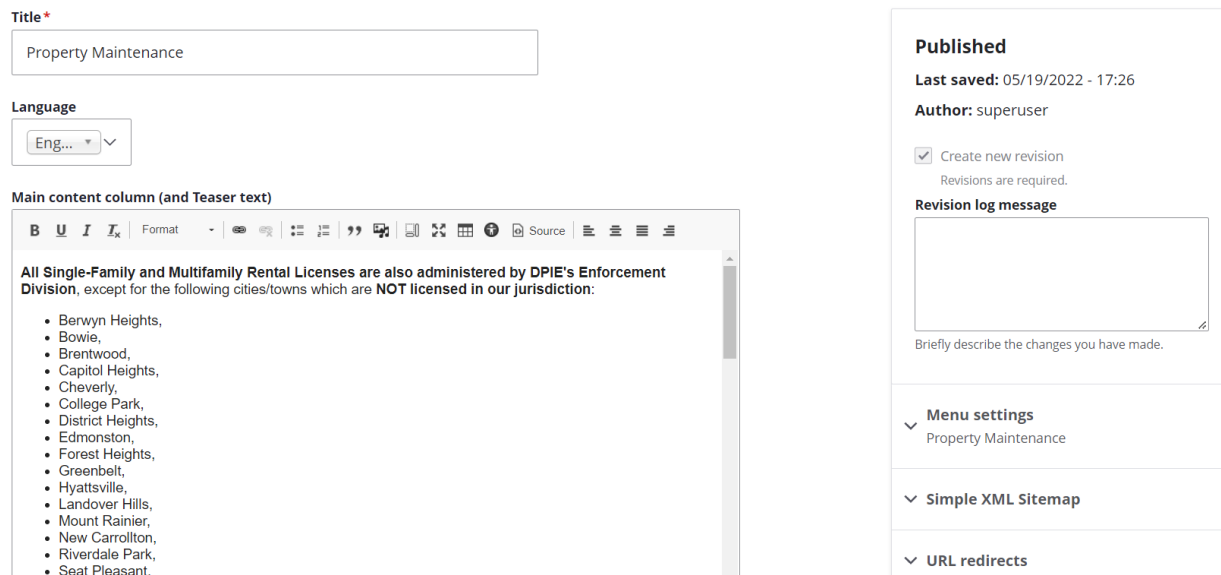


Figure 5 WYSIWG Editor: Property Maintenance

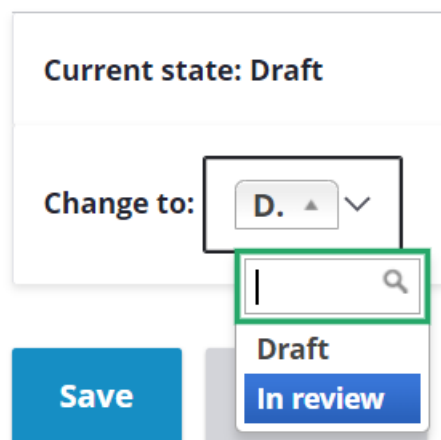


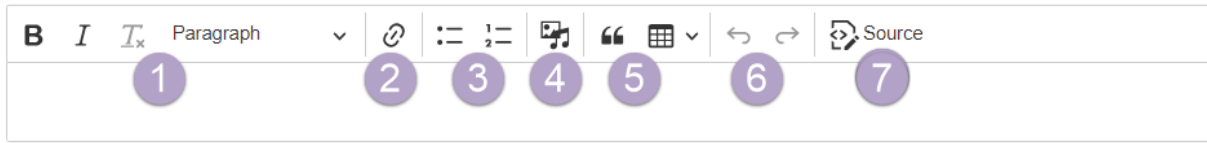
Figure 6 Saving Page/Changing States: Property Maintenance

1.8.1. WYSIWYG Editor

The way that content is edited on the website is by using a content editor. It is the box where content is typed and formatted. These are called “What You See Is What You Get” editors. These are also known as WYSIWYG (pronounced whizzy wig) editors, and they are editable areas on content pages that have buttons like Microsoft Word along the top toolbar. You can use them to make text bold, into bulleted lists, or ostensibly do all kinds of formatting to your

content. Most Drupal sites use the "CKEditor" as the WYSIWYG editor of choice if you see it.

Main content column (and Teaser text)



Text format

[About text formats](#)

A short description or teaser which will be displayed in search results.

Figure 7 Content Editor

The critical thing to know about WYSIWYGs is that pasting text from other places (such as Microsoft Word or Microsoft Outlook) can bring in formatting that you don't want and can be cumbersome to remove. You'll save yourself much trouble by pasting as plain text. You can use this option by right clicking and selecting "Paste as plaintext" or the shortcut on your computer instead (Windows: CTRL + Alt + V or Mac: Option + CMD + Shift + V).

- 1) Basic text formatting
 - a. ***Bold** - use sparingly for phrases, small snippets of text, or words
 - b. ***Italics** - book, album, or publication titles
 - c. **Remove Format** - used to strip most formatting
 - *Bold and italics should be used sparingly. Excessive use deteriorates the ease of use and restricts accessibility.
- 2) **Styles** selection dropdown (includes built-in headings)
- 3) **Link** - add/edit links for content on the website or external links
- 4) Lists
 - a. **Bulleted List** - create an unordered list
 - b. **Numbered List** - create a sequential listing
- 5) **Insert Media** - upload or select media assets from the [Media Library](#)
- 6) Special Inserts
 - a. **Block Quote** - enclose a section of text as an extended quotation
 - b. **Insert Table** - insert a table and specify rows and columns
- 7) Tools
 - a. **Undo** - undo changes made
 - b. **Redo** - redo changes that have been undone
- 8) Special Inserts
 - a. **Source** - Websupport ONLY

1.9. Basic Guidelines

There are several federal, state, and local laws and guidelines that apply to what we do as a county government. Here are a few that you will need to be aware of related to the website. This list is not all-inclusive, nor does it serve as legal advice.

For more details on how to comply with the applicable Federal, State, and County law, please reach out to the Office of Law.

1.9.1. Copyright Infringement

The essence of the website guidance is that if the content does not explicitly belong to the county (purchased or created) and explicit permission has not been obtained, it should not be used. Having the ability to find something on the website does not automatically permit you to use it. A general rule of thumb is when in doubt, leave it out.

For legal guidance, please contact the Office of Law.

1.9.2. Accessibility (WCAG 2.0 AA)

The international standard for website accessibility is the Web Content Accessibility Guideline. It has three levels of the criterium, and we adhere to level AA (the second level - medium strictness). Accessible website content helps to facilitate access to residents despite their physical, mental, or temporary disabilities. It is also good practice for any user of the website.

Some standards that help everyone are:

- Not underlining text unless it is a link
- Using descriptive text for links instead of generic wording, like "click here"
- Using colors that are easy to read against their background
- Ensuring images have alternative text that describes their use on a page

Some of these checks are built into the website, listed on the [Publishing Checklist](#), or included in other aspects of training.

1.9.3. Readability

It is a general practice that websites should be at an 8th-grade reading level or below. This isn't to say that our audiences aren't capable of higher. However, with the increased activity from mobile devices, readable content is easier for everyone. In the United States, the standard for reading grade level is the Flesch-Kincaid Grade Level. There are tools, such as Microsoft Word or Grammarly, that can assist you with this.

Some of the main things that are measured in this model are:

- The average length of your sentences
- The average number of syllables per word

There are some exceptions to this guideline, such as content that has a target audience that is well-versed in the language being used. For example, a page targeting local doctors may have a higher reading level based on standard words that are used in that field of study.

1.10. Approval Process

Content uses an editorial workflow or “Content moderation” process. This is a check and balance system to review content's quality and accuracy before posting (see the [Publishing Checklist](#) for tips for content).



Content can be in one of the four stages. For published content, each version of the content goes through this process without affecting the published version.

1. **Draft** - new content that is still being worked on
2. **In review** - content that’s ready to be reviewed
3. **Published** - content that has been approved and is available to the general public
4. ***Archived** - old content that no longer needs to be published

Note: the website is not set up to keep a record of every iteration of content - this should be done separately.

Images and other media files can be uploaded while editing the content (see the [Media Management section](#)).

1.10.1. Approving Content

Permissions Required: Content Editor

Once content has been submitted (status set to **In Review**), an email notification is sent. You can also see content pending review on the Moderation Dashboard.

Once reviewed (see the [Publishing Checklist](#)), edit the page and change the status to Published (see [Editing a Page](#)).

2. MEDIA MANAGEMENT

Whereas **Content** is a display of static information, **Media** are files that are uploaded and used in or linked from Content (e.g., pictures and PDFs).

2.1. Media Types

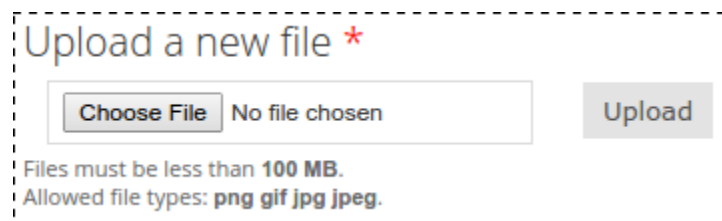
Four types of media can be added to the website.

- **Audio:** sound files hosted on a third-party site/remotely hosted (SoundCloud)
- **Document:** PDFs uploaded to the site (locally hosted)
- **Image:** Images uploaded to the site (locally hosted) that are png, gif, jpg, or jpeg
- **Video:** video files hosted on a third-party site/remotely hosted (YouTube)

Two of these media types are remotely hosted and two are locally hosted. Remotely hosted media are those that "live" on another site or platform and are linked to or embedded onto the website. Whereas locally hosted media are those that "live within the website". The maximum size of locally hosted media is 256 MB.

2.2. Adding Media While Editing

At a basic level, adding files to the website involves a simple form:



The image shows a dashed-line pop-up window for uploading a file. At the top, it says "Upload a new file" with a red asterisk. Below this is a text input field containing "Choose File" and "No file chosen". To the right of the input field is a grey "Upload" button. At the bottom of the pop-up, there are two lines of text: "Files must be less than 100 MB." and "Allowed file types: png gif jpg jpeg."

Figure 8 Pop Up for Uploading an image

The type of file you add depends on the type of file the system expects in that place. Usually, the best hints are the field's name (in the heading above it) and the "Allowed file types."

- 1) From the content editing screen, click the "Insert Page-Specific Image" icon on the toolbar
- 2) **Choose File** to locate the item on your computer
- 3) Once located, then select the **Open** button in the popup
- 4) Lastly, click **Upload** to the right of the file chooser

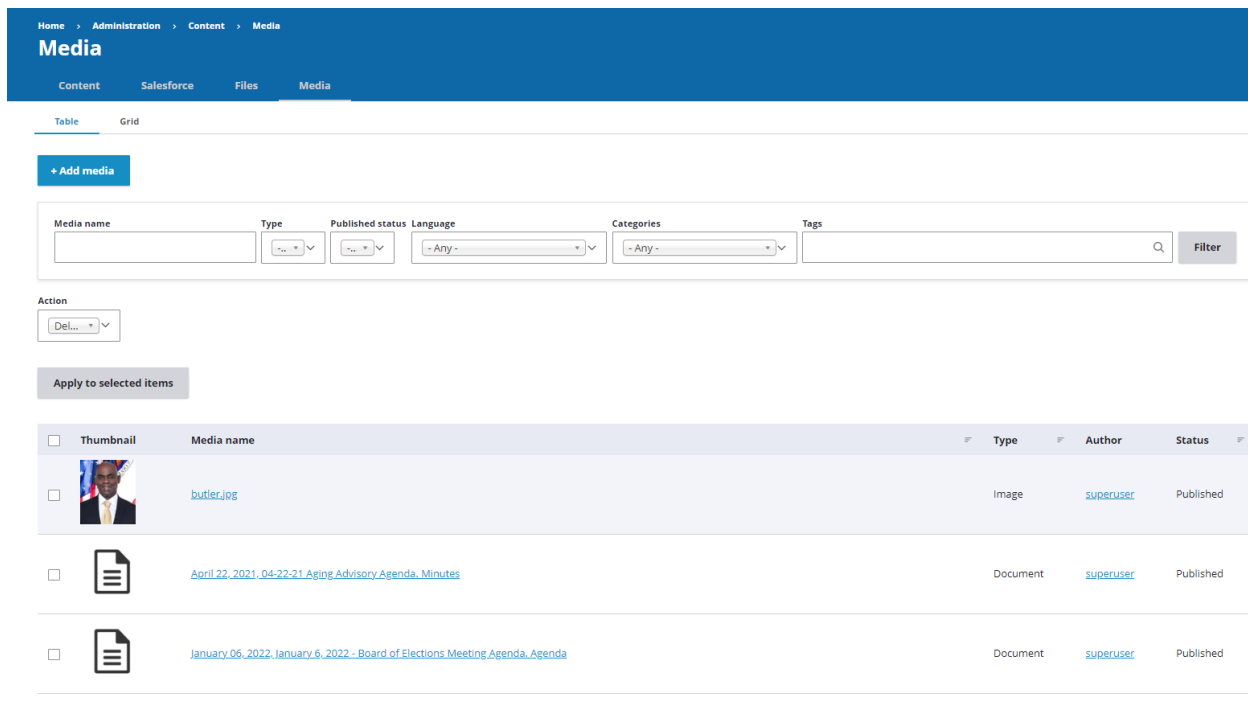
You can then adjust the image as necessary.

Note: files should be resized before uploading.

2.3. Media Library

The media library lets you upload media assets into a library structure, that can be referenced repeatedly. To get to the Media Library from the **Admin Menu**, go to **Content > Media**.

You can search or filter from here to view the assets uploaded to the website. You can also switch to a Grid layout view, as desired.






Thumbnail	Media name	Type	Author	Status
	butler.jpg	Image	superuser	Published
	April 22, 2021, 04-22-21 Aging Advisory Agenda, Minutes	Document	superuser	Published
	January 06, 2022, January 6, 2022 - Board of Elections Meeting Agenda, Agenda	Document	superuser	Published

Figure 9 Media Library Table View

2.3.1. Add Media to the Media Library

To add media to the Media Library:

- 1) Navigate to the Media Library by going to **Content > Media**
- 2) From the library, click **Add media**
- 3) Select which media type you are adding
 - 4) Select your **Department/Office** from the **Groups** dropdown list and complete the rest of the files on the form
- 5) Lastly, click **Save** at the bottom

Tip: With your team, consider a naming convention for uploading files. A consistent naming convention will make it easier to work on files as a team and locate them later.

Many of the fields for the various media types are the same or similar.

- **Groups - Departments/Offices:** the agency that this media belongs to (define permissions)
- **Name:** the name listed in the system
- **File or Link:** either an upload option (locally hosted) or a field for the link (remotely hosted)
- **Language:** default is English
- **Categories:** groups the media
- **Tags:** phrases related to the purpose or content of the media
- **Revision log message:** backend notes to track changes and updates

3. CONTENT MANAGEMENT

3.1. Content Types

The new website has several content types. A content type is a preset container for information. Each content type can have different fields that are required and ways that it is displayed.

- **Article** - Press releases, news, county highlights, and other kinds of serialized announcements
- **Basic Page** - A two-column page layout; most pages use this content type
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- **Person** – Employees that serve as contacts for the public
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- **Missing Person** – To be used by police; a listing with fields such as height, race/ethnicity, eye color, etc used to identify missing County residents

Home > Node > Add Content

Add content

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Press releases, news, county highlights, and other types of serialized announcements

> Basic Page

A two-column page layout using a What You See Is What You Get (WYSIWYG) editor

> Event

Official proceedings or deadlines, such as board meetings, trainings, and promotional events

> Landing Page

Advanced layouts and storytelling components (created by Websupport)

> Person

Employees that serve as contacts for the public

> Place

Departments, facilities, and other physical locations

> Question

Question and answer pair for FAQ listings

3.2. Create Content

To create new content, no matter the type, it is the same process listed below.

- 1) On the admin toolbar, hover over **Content**
- 2) From the dropdown menu that appears, click **Add Content**

- 3) From the template list that appears, click the name of the type of content you would like to create
- 4) Complete all the listed fields with the needed changes
- 5) Set the [desired status](#) for the page and **Preview**
- 6) Review the page and click **Back to content editing**
- 7) Make any needed updates **Save**

Note: you can Preview the page as many times as necessary to make sure the content is correct and presentable. For more guidance on things to look out for, review the [Publishing Checklist](#).

3.3. Modify Content

No matter the Content Type, modifying has a similar process as creating content.

There are two ways to edit Content -- from the Front End and from the Back End.

3.3.1. Modify Content from the Front End

- 1) Navigate to the content using the site's navigation
- 2) Once opened, click **Edit** along the toolbar above the breadcrumbs
- 3) Complete all the listed fields with the needed changes
- 4) Set the [desired status](#) for the page and **Preview**
- 5) Review the page and click **Back to content editing**
- 6) Make any needed updates **Save**

Note: you can Preview the page as many times as necessary to make sure the content is correct and presentable. For more guidance on things to look out for, review the [Publishing Checklist](#).

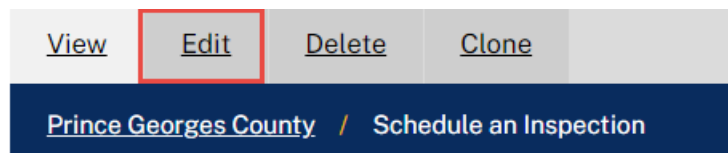


Figure 10 Content Toolbar

3.3.2. Modify Content from the Back End

- 1) On the admin toolbar, click **Content**
- 2) From the Content page, search for the content that needs to be edited
- 3) Once located, click **Edit** on the right underneath the **Operations** column
- 4) Complete all the listed fields with the needed changes
- 5) Set the [desired status](#) for the page and **Preview**

- 6) Review the page and click **Back to content editing**
- 7) Make any needed updates **Save**

Note: you can Preview the page as many times as necessary to make sure the content is correct and presentable. For more guidance on things to look out for, review the [Publishing Checklist](#).

3.4. Special Content Processes

3.4.1. Agendas & Minutes

Agendas and Minutes are a unique requirement for government public bodies. They bring together the Events [Content Type](#) and the Documents [Media Type](#) to correctly display in the Agenda Center.

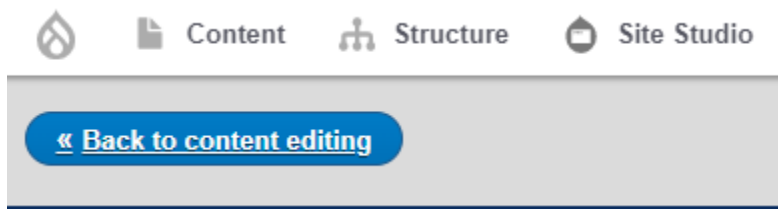
Consistency is required to make sure the public can find the information they are looking for and for consistent emails that are automatically sent based on updates.

1. Upload the agenda to the [Media Library](#) and select the **Agenda** checkbox
2. [Create/edit an Event](#) for the meeting entitled "MM-DD-YY Commission Name + Meeting Title" (e.g., 07/19/23 License Commissioners Hearing)
 - a. Add the agenda as **Event Media**
 - b. **Boards/Commissions**: select the public body/board/commission
 - c. **Categories**: Board/Commissions
 - d. **Event Type**: Hearing/Meeting
3. Once the minutes are complete, upload them to the [Media Library](#) and select the **Minutes** checkbox
4. Edit the Event and add the minutes as media

3.4.2. Add Missing Person (Police)

- 1) On the admin toolbar, hover over **Content**
- 2) From the dropdown menu that appears, click **Add Content**
- 3) From the template list that appears, select **Missing Person**
- 4) Select Police Department from the Departments & Offices dropdown. Then complete your selection by clicking the **Add to Group** button

- 5) Make sure to fill in any information you have on the missing person name, date reported missing, age, etc. Required fields must be filled out.
- 6) There is also an image field, where a picture of the missing person can be uploaded. Select **choose file** to do so.
- 7) Once you are satisfied with your fields, choose preview to review. This option is located near the bottom of the page after the fillable fields
- 8) Once you're done reviewing, you can select the option to go back to editing. This option will be located near the top of the page underneath your login toolbar



- 9) Now the option to save should be available next to the preview button; this will publish your missing person

Missing Person: Bob the Builder



Name Bob the Builder
Date Reported Missing 12-06-2022
Age 38
Sex Male
Race white
Height 6'
Weight 220lbs.
Eyes blue
Missing From Work
Case Report Number 668

Prince Georges County > Node > Add Content

Add content

- > **Article**
Press releases, news, county highlights, and other kinds of serialized announcements
- > **Basic Page**
A two-column page layout using a What You See Is What You Get (WYSIWYG) editor
- > **Event**
Official proceedings or deadlines, such as board meetings, training, and promotional events
- > **Landing Page**
Advanced layouts and storytelling components, created by Websupport
- > **Person**
Employees to be contacts for the public
- > **Place**
Departments, facilities, and other physical locations
- > **Question**
Question and answer pair for FAQ listings

Figure 11 Content type listing from Add Content screen

Each of the available **Content Types** has different fields that are necessary. However, the below are common across all types.

- **Groups - Departments/Offices:** the agency that this content belongs to (defines permissions)
- **Name/Title:** the name as listed in the system and as the title of the content
- **Language:** default is English
- **Image:** displayed above the breadcrumbs and in search, for most content types
- **Categories:** groups the content
- **Tags:** phrases related to the purpose of the content
- **Revision log message:** backend notes to track changes and updates
- **SEO (Search Engine Optimization)** - fields for how the content appears in searches, like Google or Bing
- **Save As:** moves the content through the approval process

4. TAXONOMY

There are a couple of groupings referred to as taxonomy on the County site. Some of these groupings are used for **SEO** and others are ways to display information that can be re-used throughout your agency pages such as FAQs and QuickLinks. A brief breakdown of some popular taxonomies are as follows:

- **Topic:** this is used to store FAQs, Quicklinks, and other information to be re-used throughout agency pages
- **Tag:** used to easily find pages that match the tag criteria being used both on the site and via search engines
- **Category:** used to easily find pages in the content library and throughout agency pages

5. GLOSSARY

Caching: storing something, usually to be re-used quickly later. A website usually has layers and layers of caches, leading to good performance, but also some potential confusion

Content Management System: a tool that helps you build a website without needing to write all the code from scratch

CSS: tells a web browser how things should look. So, using the HTML example above, you could make the bold '' text red with CSS like this:

```
strong { color: red; }
```

Database/MySQL: it's like a very fast spreadsheet that you can't open in Excel. It holds all the site data in a very organized and safe manner, and can deliver that data to the site using a

language called SQL; if you wanted all the usernames and email addresses for the site's active users, you might write "SELECT name, email FROM users WHERE active = 1"

HTML: wraps your content to give computers context. If you have a heading and paragraph on the page, the HTML might be this:

```
<h1>About our company</h1>
```

```
<p>We were founded in 2008 and make <strong>great products</strong></p>
```

...and "great products" would show up in bold.

JavaScript: lets you change the behavior of a page after it has already loaded. It lets you make things on the page move around, or react to events like clicking

Path: in the above example, the path is the "folder/file.extension" part. Everything before the path is called the "root URL," and is further subdivided for geeky purposes

PHP: a programming language that allows developers to tell the server to do things:

```
<?php
```

```
echo 'Hello, world!';
```

```
?>
```

just prints out "Hello, world!" wherever that code is placed. Drupal is written in PHP and does a lot more than print out greetings

Search Engine Optimization (SEO): the process of making sure content and media are easily and accurately indexed by search engines

Server: the computer, whether it's a metal box you can touch or a rented computer thousands of miles away (in "the cloud") that listens for people requesting to see a site. It sends back the appropriate site/page, depending on the web address

Sitemap:

Subject Matter Expert (SME): a person that has intimate knowledge of a topic

URL: the web address; they look like this: <http://www.example.com/folder/file.extension>

URL Alias: an alternative way to get to a URL, often easier or shorter to read

Website Content Accessibility Guideline 2.0 (WCAG 2.0): an international guideline for website accessibility with three levels of strictness (A, AA, and AAA)

6. DRUPAL LINGO

Node: a single piece of content, like a page or a blog post

Content-type: what kind of node the content is, such as a page or a blog post

Field: a piece that holds a particular morsel of data. A “text” field named “Subtitle” might be attached to the ‘page’ content type, and hold a little bit of text for that page’s subtitle

Taxonomy: a group of descriptions that can be attached to other content. Tags, subjects, categories, etc. are examples of taxonomies you might find on a Drupal site

Module: a collection of PHP code that adds new functionality to the site. Drupal has free modules to add Google Analytics, calendars, social sharing buttons, and thousands of other things

Theme: a combination of HTML, CSS, JavaScript, and other code that displays the content of your site the way you want it to look

Regions and blocks: a way of subdividing a page into useful bite-sized chunks. A block might hold the logo, the page title, the main menu, or copyright notice. These blocks get placed into regions of the page like ‘header’, ‘navigation’, ‘content bottom’, or ‘footer’

Views: show one or more pieces of content, based on criteria the developer tells Drupal. If you wanted to show the 5 most recent blog posts on one page, Views would be the way to do this. It can do a lot more than that, though

git: a system for storing both codes, and the history of changes to that code. All [responsible] Drupal projects are managed and tracked using git

drush: an advanced program that runs alongside Drupal and lets you do administrative things to Drupal sites from a command-line terminal

Roles and permissions: varying levels of access to the website. A user can be assigned a role, giving them the ability to do new things on the site. A member of your staff might get assigned the ‘editor’ role, allowing them to edit pages and review form submissions, for instance

7. APPENDIX

7.1. Limits and Requirements

7.1.1. Hero Images

Agency landing pages and the County homepage each have separate hero sections. These should be resized prior to upload (1440px x 650px). These are meant to be decorative without text.

7.1.2. Page Banner Images

Each page can have its own banner image. These should be resized prior to upload (1440px x 300px). These are meant to be decorative without text.

7.1.3. Embedded Images

For images that are meant to fill the content area of the website, they should be 700 px wide with the height varying based on the use. If images aren't directly adding to the value of the content, it should be wrapped in text rather than occupying the full width.



Image Caption Title - Dolor sit amet, consectetur adipiscing elit mauris sollicitudin vitae nisl nec efficitur. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Figure 12 Full width embedded image example

Alternatively, images that should be wrapped in text, they should be no larger than 375px wide and 290px in height.

eros ipsum sollicitudin leo, sit amet laoreet ante nisl eu lacus. Lorem ipsum dolor sit amet, lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris sollicitudin vitae nisl nec efficitur. Maecenas vel enim non velit finibus sodales. Fusce luctus, sem nec vehicula ultricies, eros ipsum sollicitudin leo, sit amet.



Embedded Half Width Images
Recommend 375px by 290px

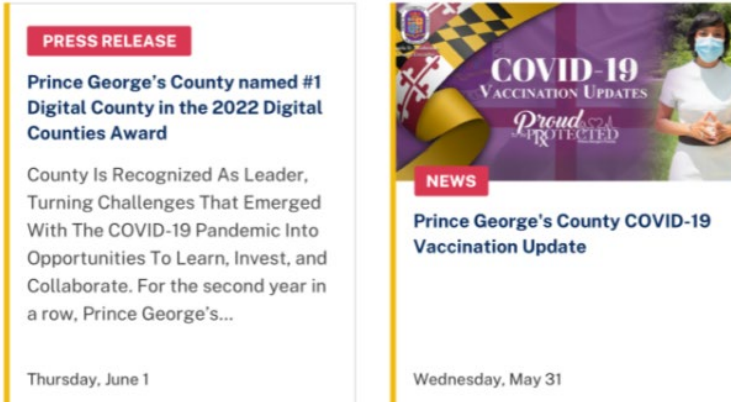
Image Caption Title - Dolor sit amet, consectetur adipiscing elit mauris sollicitudin vitae nisl nec efficitur. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris sollicitudin vitae nisl nec

Figure 13 Example of embedded image with wrapping text

7.1.4. Card Images

Cards are stylistic ways to display [Article content](#). They may or may not have an image included. Horizontal card images are 300 px wide by 150 px tall.




PRESS RELEASE

Prince George's County named #1 Digital County in the 2022 Digital Counties Award

County Is Recognized As Leader, Turning Challenges That Emerged With The COVID-19 Pandemic Into Opportunities To Learn, Invest, and Collaborate. For the second year in a row, Prince George's...

Thursday, June 1



NEWS

Prince George's County COVID-19 Vaccination Update

Wednesday, May 31

Figure 14 Example of horizontal cards without and with an image

Vertical card images are 200 px wide by 140 px tall.

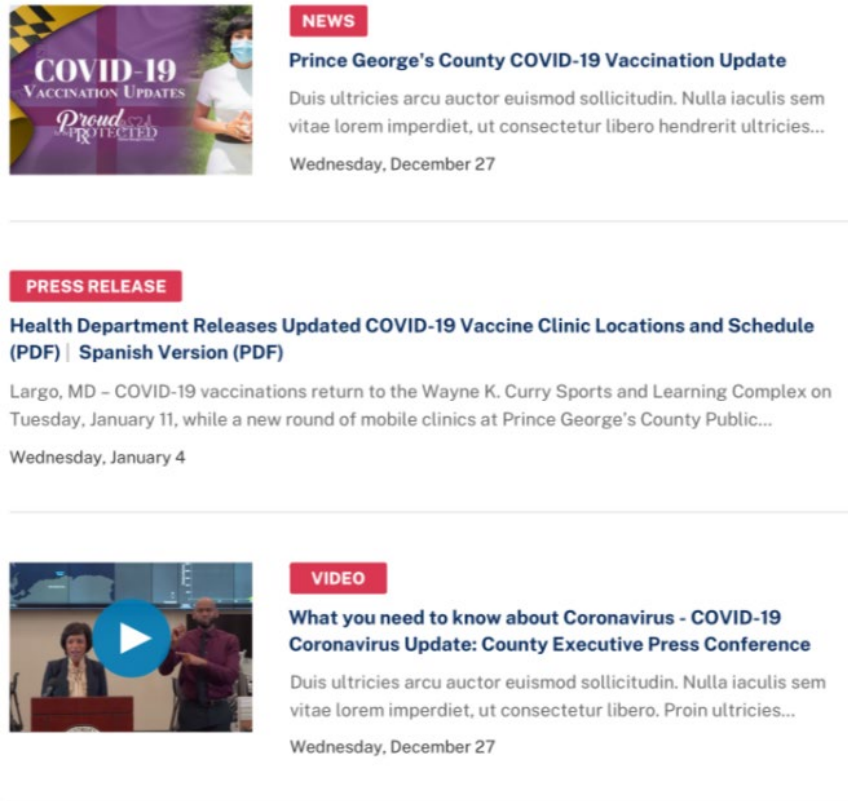


Figure 15 Examples of vertical cards with an image, without an image, and with a video

7.1.5. County & Agency Highlights

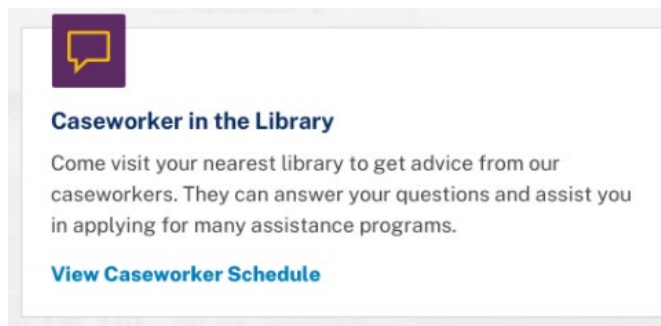


Figure 16 Example of a highlight

Highlights are a way to feature services, events, and other information about the county.

The County/homepage highlights are planned the month prior. Advance notice is necessary to be included. Once the content has been coordinated with the Websupport team, Websupport will submit them for approval.

- **Title:** maximum of 35 characters
- **Description:** maximum of 250 characters
- **Link:** link to a page, no PDFs/images, on the County or other governmental website
- **Link Text:** maximum of 30 characters, descriptive of the link, action oriented
- **Reading Grade Level:** 8th
- **Homepage maximum duration:** 2 weeks (agencies should determine their own schedules)

7.1.6. Homepage Slideshow

The homepage slideshow is a large image with accompanying text on the top of the website's homepage. This section is used to inform and highlight the county. Any requests for posting should be submitted to Websupport with the below information, any edits will be made to fit the requirements, and it will be approved by the County Executive's Communication Team.



These slideshows are scheduled at least a month in advance. Advance notice is required.

- **Image:** 1440 pixels wide by 650 pixels tall with the main subject to the right
- **Title:** maximum of 56 characters
- **Description:** maximum of 200 characters
- **Link:** link to a page, no PDFs/images, on the County or other governmental website
- **Link Text:** as brief and descriptive as possible; maximum of 30 character

- **Reading Grade Level:** 8th
- **Maximum Duration:** maximum of 4 weeks
- **Maximum Count:** 5

7.2. Publishing Checklist

7.2.1. Spelling

Make sure that everything is spelled correctly. For example:

- Names of People
- Names of Places/Facilities
- American spelling of words

7.2.2. Tone & Grammar

Do a quick grammar check. Some questions that you may ask yourself are:

- Is the content easy to read and follow?
- What is the purpose of the content?
- What action should the user take based on this information, and does it help them to do so?
- Are abbreviations or other colloquial terms being used?
 - Define these instead of abbreviating them or using government-specific lingo

7.2.3. Accuracy

One of the most obvious things to look for is whether the information posted is true. Does it properly tell our story and portray Prince George's County as a place people can be proud of?

7.2.4. Links work

Be sure that all links work. You can use press and hold the CTRL key when you click the link to open it in a new tab. Often links are copied and pasted, however, Microsoft Outlook adds things to the link that should not be posted on the website.

7.2.5. Succinct and on topic

Be sure that the content is to the point. Rather than essays that are written with flowery words, make use of bullet points and headings to break up text and get to the point, quickly.

This also includes using active voice. With an active voice, you include the subject first and then the action (e.g., She enjoys sunflower fields vs. sunflower fields is something that she really enjoys). The second sentence is passive and sounds detached (like a news anchor). Whereas authors using write using active voice. We want to be the author of our story.

7.2.6. Easily digestible (reading grade-level)

Content on the website should be written at an 8th-grade reading level. This makes it easier to digest universally, on mobile devices, and for those with limited English proficiencies.

The key to writing at a lower reading level is shorter sentences and using common wording.

7.2.7. Accessible

While many of these things help with the accessibility of the website, look out for these common missteps.

- Alt text - when in edit mode, edit any images and make sure the alternative text describes the image in the context of the content
- Descriptive links - don't use "click here" for links, rather, make the link text what the user can expect to get once they click (e.g., Rental Assistance Application (PDF))
- Descriptive headings - use headings in their proper order and make them descriptive, they act as visual and technical cues to guide the user

7.3. Change Log

Date	Version	Changes	Notes
9/26/2022	1		
7/25/2023	1.1	1.8.1 Modified 3.2 Modified 3.3 Created 3.4 Created 7.1 Modified	
8/24/2023	1.2	7.6 Modified	