### Cabinet for Health and Family Services (CHFS) Standards:

### Category: 7000 Software Domain

###

### 7020 Internet/World Wide Web Design and Publishing

**Definition:**

As perCOT #7020:

*IT System Development / Integration Support includes the software services enabling elements of distributed business applications to interoperate and the software development necessary to facilitate such integration. These elements can share function, content, and communications across heterogeneous computing environments.*

**Rationale:**

As perCOT #7020:

*Providing the best customer service by state government to all citizens of the Commonwealth and beyond is a key goal of the Enterprise. The Internet has changed the pattern for government interaction with its citizens, and it is imperative that digital government minimizes barriers to access and use while balancing functionality and technical requirements. Increased citizen use of the Internet and innovations in Web publishing require that design and publishing standards be continuously reviewed and refined.*

*These standards and guidelines apply to each Commonwealth of Kentucky entity publishing on the Internet in the course of its business and utilizing state resources, as well as to other entities specifically granted permission to use these facilities by the Commonwealth. An “entity” is defined as a cabinet, agency, authority, board, commission, council, department, office, division, program, etc. In this standard, the word “agency” is used interchangeably with “entity,” and the terms “site” and “Web site” refer to Web sites and web applications that represent, operate under the auspices of, or deliver services of the Commonwealth of Kentucky.*

*Each agency should review these standards and guidelines for an Intranet site and apply them appropriately considering all legal requirements.*

**Approved Standards for New Development:**

Please refer to category**: 8000 Applications Development Domain**

**Web Page Construction:**

Web Application GUI Standardsand supporting style sheets are required to be used in creation of all externally-presented entity pages. Please refer to CHFS 6020 CHFS WEB Application User Interface (UI) Development

**External Links:**

Links to Internet resources external to State Government are encouraged, where appropriate. COT Agency Contact Memo 9805- 05 - Policy, Procedures and Guidelines for Approving External Internet Links. GSA guidelines relating to link changes that direct .gov site users

to non-.gov sites require all such links to include explicit notification of such re-direction, either within text accompanying the links or as a splash page.

**Banner Ads:**

The placement of banner ads and Web site advertising are currently prohibited, as communicated in the CIO policy directive, May 22, 2000, “Moratorium on Banner Advertising on State Web sites.” In this memorandum it is noted that while opportunities may appear very desirable on the surface, there are complex policy issues associated with accepting vendor-sponsored web advertising. GSA guidelines referenced immediately above also forbid such advertising.

**Metadata:**

Specific tags are required to meet accessibility requirements, and these are to be defined in a subsequent standard (702x). Government Information Locator Services (GILS) metatags have been adopted by the Kentucky Department for Libraries and Archives GILS program, although agency participation in this program is not currently required.

**Approved Product(s)** **for New Development:**

See CHFS Standard # 2705

See CHFS Standard # 7020

**Exceptions:**

Any exceptions to this standard must follow the procedures established in CHFS IT Policy #070.203.

**Review Cycle:**

Annually

**Timeline:**

Last reviewed: 9/11/23

Next review: 6/1/24

**Cross Reference**

* COT Standard #7020 - Internet/World Wide Web Design and Publishing
* CHFS Standard #7025 - Accessibility for Internet/World Wide Web Design and Publishing
* CHFS Standard #2705 - HTML Authoring and Web Publishing

**Link to all COT Software Domain Standards:**

[KITS\_Report.pdf (ky.gov)](https://cgp.ky.gov/sites/COTPUBDOCS/Standards/KITS_Report.pdf)

**Link to all CHFS IT Standards:**

[CHFS IT Standards - Cabinet for Health and Family Services (ky.gov)](https://chfs.ky.gov/agencies/os/oats/Pages/itstandards.aspx)

**Link to all CHFS IT Policies:**

[CHFS IT Policies - Cabinet for Health and Family Services (ky.gov)](https://chfs.ky.gov/agencies/os/oats/Pages/ITpolicies.aspx)