



# NYC.gov Web Portal Terminology and Procedures

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**NYC CONFIDENTIAL**

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## 1.0 PURPOSE

The purpose of this document is to outline the procedures that an agency must follow to have a link added, deleted or modified on the NYC.gov portal. The process and procedures within this document directly integrate with the current content submission process for NYC.gov. The integrity and scope of the links contained on the NYC.gov portal is the responsibility of the NYC.gov Communication and Internet Liaisons.

## 2.0 PORTAL DESCRIPTION AND TERMINOLOGY

Beginning in April of 2001, the venerable NYC.gov home page will cease to exist and the new NYC.gov home page (portal) will make its debut. The new NYC.gov home page and its sub pages will be technically referred to as the "portal". The portal is a dynamic home page, meaning that the page served is created each time it is accessed by a user. The page and its sub pages are created from a database of links (URLs). The links refer the user to pages that exist presently on the various agency sites on NYC.gov. The portal has been initially populated with links to a multitude of agency pages, forms and applications.

### 2.1 Categories

The links to agency pages on NYC.gov are arranged in "categories" and "subcategories" within the portal. There are a total of twenty categories, each category is available on the NYC.gov homepage. Figure 1 (below) shows the new NYC.gov homepage, the twelve service categories are listed on the bottom of the page and the eight city government link categories are listed in the left-hand navigation bar or the top navigation bar.



Figure 1 - NYC.gov Home Page

The portal presently has twenty categories. The twelve city service categories are:

- **Business - NYC.gov Business** is part of the City's ongoing commitment to increasing opportunities for City businesses and improving the level and quality of service that the City offers to the business community. NYC.gov Business provides easy access to business-related information and services available to New York City residents.
- **Community - NYC.gov Community** is part of the City's ongoing commitment in providing services and activities for the City's citizens. The services and activities will help improve our neighborhoods, which will help New York City become a better place to live.
- **Education/Research - NYC.gov Education/Research** provides historic information about New York City and is part of the City's ongoing commitment to provide quality education to over 1 million City children in a safe and enjoyable learning environment.
- **Health - NYC.gov Health** is where you will be able to access a wealth of health-related information, getting restaurant inspection reports, applying for birth certificates, locating public hospitals, learning about health insurance programs, locating flu vaccine facilities (seasonal) and much more!
- **Housing - NYC.gov Housing** is part of the City's ongoing commitment to improve the availability, affordability and quality of housing in New York City.
- **Human Services - NYC.gov Human Services** is part of the City's ongoing commitment to create lasting improvements for individuals and families in need, so they may attain their maximum degree of self-reliance, and in doing so, enhance the quality of life for all New Yorkers.
- **NYC Employees - NYC.gov Employees** is to provide information on services, benefits, and support to the dedicated workers of New York City. You make up a team of over 200,000 people that help make our city, America's greatest city, a better place to live and work.
- **NYC Job Opportunities - NYC.gov Job Opportunities** is part of the City's ongoing commitment to provide its citizens with an opportunity to join a team of over 200,000 people that help make our city, America's greatest city, a better place to live and work.
- **Public Safety - NYC.gov Public Safety's** goal is to provide information on the various resources and services to citizens in order to help ensure a safe and secure City. You will find services and resources from Agencies that work closely together to improve the quality-of-life aims of the City.
- **Recreation - NYC.gov Recreation** is part of the City's ongoing commitment to provide the public with a wide variety of recreational events, venues, and parks. There are over 1,700 parks and playgrounds, 14 miles of beaches, 33 outdoor pools,

35 recreation centers, and thousands of acres of wetlands and woodlands. All of this is available plus additional activities each year for seniors, adults and children.

- Transportation - NYC.gov Transportation is part of the City's ongoing commitment to provide for the safe, efficient and environmentally responsible movement of people, goods and vehicles throughout the city.
- Visiting New York City - NYC.gov Visiting New York City provides information to help you enjoy the many things New York City has to offer. New York City has five boroughs with 150 museums, 18,000 restaurants and countless world-famous attractions. Our city has never been more welcoming or more exciting.

The eight city government link categories are:

- I Want To - NYC.gov I Want To ... offers a new way to search for services in NYC.gov. The "I Want To ..." list represents New York City government's most commonly requested services, worded in the way that you would request them.
- City Agencies - NYC.gov City Agencies is an alphabetical presentation of the city agencies, with links to their home pages. Additionally, there are links to other Government entities - local, state and federal.
- Online Services - NYC.gov Online Services is where you will find all of the transactions offered through the Internet by the agencies of the City of New York.
- Forms - NYC.gov Forms is where you will find all of the forms offered through the Internet by the agencies of the City of New York.
- Publications - NYC.gov Publications is where you will find access to all of the reports and publications offered by the City of New York.
- Events - NYC.gov Events provides information and calendars regarding events sponsored by New York City government.
- News & Features - NYC.gov News & Features is where you will find access to all of the communications from the Mayor's Office and City Agencies, as well as featured articles, stories and services.
- City Life - NYC.gov City Life is a collection of links to many attractions and events, as well as links providing information about everyday life in New York City.

## 2.2 Sub-Categories

For each of the twenty categories there are differing levels of sub-categories. Sub-categories are used to further define the field of interest within the categories. Hierarchically sub-categories can be several layers deep. The example in Figure 2 (below) shows the sub-categories for the "Business"

category, the subcategories are listed in the left hand navigation bar of the screen ("Business Directory").



**Figure 2 - Business Category**

Sub-categories with a triangle adjacent to them have at least one additional layer of sub-categories. Sub-categories without a triangle next to them possess an aggregation of links to current content on NYC.gov server (Web pages of various City agencies).

For example:

Figure 3 represents the left-hand navigation bar of the "Business" category. "Start a Business in New York City" is a sub-category of the "Business" category. "New York City Resources" is a sub-category of "Start a Business in New York City".



**Figure 3 - NYC.gov Left-hand Navigation Bar**

### 2.3 Aggregation of Links

A sub-category at its lowest level contains an aggregation of links. Figure 4 represents the Web links aggregated under the "New York City Resources" sub-category. By selecting a link in the "New York City Resources" sub category, a user will be brought to an agency page or application. For example, by selecting the "Registering Your Business" link in Figure 4 a user will be brought to the following URL: <http://www.nyc.gov/html/business/html/reg-blid.html>.



**Figure 4 - New York City Resources**

### 2.4 Category Path

The category path is the hierarchical location of a link within the portal. For example, the category path for the "Registering Your Business" link in Figure 4 would be: "Business > Start a Business in New York City > New York City Resources". Typically the portal lists the category path at the top of the Web page containing the aggregation of links. A web page can be linked from several different category paths on the portal.

### 2.5 Agency Portal Link Report

The agency portal link report is a monthly report that is created for each agency possessing content on NYC.gov. The report contains a listing of all links the

associated agency has on the portal including the category, sub-categories, description, title and URL.

The Agency Portal Link report will be generated by ONM and e-mailed to all NYC.gov liaisons. The agency portal link report will be generated during the first week of each month. If you should have any questions regarding the report or would like to have a report generated at any time during the month please contact Chris Long at (718) 403-8037.

### 3.0 AGENCY REQUIREMENTS

The integrity of the links contained within the portal must be maintained on an ongoing basis, to that end each agency is responsible for ensuring that all current links to their agency's pages are relevant, accurate and complete. Basically, agency liaisons must perform two additional tasks related to maintaining their content on NYC.gov:

- Review the agency portal link report to ensure that all agency portal links are relevant and accurate. Ensure that the linked page exists, category path is appropriate, title is accurate and the description is accurate. If a portal link addition, deletion or modification is advisable, then the "portal request" field of a "NYC.gov content submission request" should be completed and sent to ONM at [webmail@doitt.nyc.gov](mailto:webmail@doitt.nyc.gov).
- Follow the revised procedures for the submission of content for NYC.gov.

#### 3.1 Submission of content for NYC.gov.

Prior to an agency liaison drafting a request to ONM to have content added, deleted or updated on the NYC.gov server the following analysis should be completed:

##### When deleting NYC.gov content files:

Upon the submission of a request to ONM to delete a page, the agency must review the agency portal link report to ensure that the page is not linked from the portal. If the page is linked from the portal a "portal delete request" should be listed on the "NYC.gov content submission request".

##### When adding new NYC.gov content files:

Upon the submission of a request to ONM to add a new page, an agency must analyze the new content for possible linking from the portal. If a portal link is desired then:

- The appropriate "category path(s)" to the content should be determined.
- A "portal add request" should be listed on the "NYC.gov content submission request".



When updating NYC.gov content files:

Upon the submission of a request to ONM to update a page, an agency must review the portal link report to determine if the page is linked from the portal. If the page is linked from the portal then a determination must be made to ensure that:

- The category path(s) is still appropriate.
- The title is still accurate.
- The description is still accurate.

If one or more of the above items are no longer true then a "portal modify request" or a "portal delete request" should be listed on the "NYC.gov content submission request". The "portal modify request" should be used if a change to the category path, description or title can restore the accuracy of the link. The "portal delete request" should be used if the accuracy and appropriateness can not be restored.

### 3.2 Revised Procedure for the Submission of Content to the Office of New Media

Basically, the core procedure for the "NYC.gov content submission request" has remained the same. Several steps have been added to the procedure to ensure that the portal's integrity is maintained. Step 5 documents new portal related submission steps.

Prior to updating a page currently on NYC.gov it is imperative that a production (live Internet) version of the associated file be downloaded. Occasionally, ONM or other liaisons at your agency may have updated the file. Please see the procedures in the "NYC.gov Style Guide & Internet Policies and Procedures" for downloading files using different browsers.

The following information must be submitted by e-mail to the Office of New Media at [webmail@doitt.nyc.gov](mailto:webmail@doitt.nyc.gov):

1. **File Deletions** - The number of files being deleted including the name (full path).

For example:

Files for deletion: 1  
/html/business/html/reg-bld.html

2. **File Additions** - The number of files being added including the name (full path) and a brief description. If the file includes a new job posting, form or Java applet, it should be noted in the description for the file.

For example:

Files for addition: 2

/html/business/html/reg-bld.html	- New business services
/html/business/gif/reg.jpg	- Resource jpeg

3. **File Updates** - The number of files being updated including the name (full path) and a brief description of the update. If the file includes a new job posting, Java, JavaScript or CGI script, it should be noted in the description for the file.

For example:

Files for update: 3

/html/business/html/reg-bld.html	- Updated for 2001
/html/business/html/reg1.html	- Updated for 2001, this file contains a Java applet for a ticker
/html/business/gif/reg1.jpg	- Updated commissioner image

4. **Contact** - The phone number and/or beeper number of an agency contact that will provide support should there be a problem with the submission/update.

For example:

The contact for this change is Joe Business, 212-555-1212.

5. **Portal entry** - A portal entry defines the deletion, addition or modification of an entry in the portal database or it possesses the statement, " I have reviewed the portal link report and certify that the submission above does not effect the accuracy of any portal links". There can be several portal entries associated with one content submission request.

The format for the entry is:

Please process the following portal request.

-----  
Action: "portal add, modify or delete"

File: "file name and full path"

Category Path(s): "category path or paths". Several paths can be specified if the link should exist in more than one aggregation.

Title: "title for link". The title will be listed in the aggregation of links specified in the category path(s).

Description: "description of link". The description will be listed directly below the title in the specified category path(s). Description text should not exceed 300 characters (approximately five lines).

Comments: "comments regarding link". The comments field is a required field if the portal entry is a modification. The requested modification should be explained.

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**Example 1:** If a link from the "/html/business/html/reg-bld.html" file was desired in the "Business> Start a Business in New York City> New York City Resources>" aggregation, the following entry would be made:

Please process the following portal request.

-----

Action: Portal add

File: /html/business/html/reg-bld.html

Category Path(s): Business> Start a Business in New York City> New York City Resources>

Title: Registering a business in NYC

Description: A directory of information and links to services and resources needed to start a new business in NYC.

Comments: None

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**Example 2:** If the submission does not have a portal request and the links listed in the portal link report will still be accurate following the processing of the submission, then state the following:

I have reviewed the portal link report and certify that the submission above does not effect the accuracy of any portal links.

### 3.3 Sample Content Submission Request

Listed below is a sample content submission request, all file names should be in lower case.

#### Sample

Please process the following content changes.

Files for deletion: 1

/html/business/html/1995.html

Files for addition: 5

/html/business/html/reg-bld.html - New catalog of business services and resources

/html/business/html/new2.html - New business grants

/html/business/html/new3.html - New small business grants

/html/business/gif/new2.jpg - New logo

/html/business/gif/new3.jpg - New logo(2)

Files for update: 2

/html/business/html/reginst.html - Updated for 2001

/html/business/html/reginst2.html - Updated for 2001

The agency contact for this change is Joe Business, 212-555-1212.

Please process the following portal request.

-----  
Action: Portal add

File: /html/business/html/reg-bld.html

Category Path(s): Business> Start a Business in New York City> New York City Resources>

Title: Registering a business in NYC

Description: A directory of information and links to services and resources needed to start a new business in NYC.

Comments: None  
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