

CONTENTS

Foreword	I
Preface	III
About The Document	V
01 Introduction	01
1.1 Background	
1.2 Scope & Objective	
1.3 Universal Accessibility	
1.4 Definitions & Conventions	
1.5 Compliance to Guidelines	
1.6 How to use these Guidelines	
1.7 Mandatory, Advisory and Voluntary	
1.8 Feedback & Suggestions	
02 Government of India Identifiers	09
2.1 Indian Government Identity	
2.2 Government Domains	
2.3 Link with The National Portal	
03 Building Confidence	19
3.1 Content Copyright	
3.2 Content Hyperlinking	
3.3 Terms & Conditions	
3.4 Privacy Policy	
04 Scope of Content	31
4.1 Information in Public Domain	
4.2 Primary Content	
4.3 Secondary Content	
4.4 Tertiary Content	
4.5 Minimum Content	
4.6 Information Meant for Internal Use	
4.7 Information to Avoid	

CONTENTS

05 Quality of Content 51

- 5.1 Citizen Orientation
- 5.2 Content Authenticity, Accuracy and Currency
- 5.3 Language
- 5.4 Consistent Terminology
- 5.5 International Conventions
- 5.6 Information Architecture & Relationship
- 5.7 Multilingual Versions

06 Design 61

- 6.1 Visual Identity
- 6.2 Page Layout
- 6.3 Graphic Buttons & Icons
- 6.4 Typography
- 6.5 Colour
- 6.6 Images
- 6.7 Audio/ Video/ Animation
- 6.8 Navigation
- 6.9 Site Search
- 6.10 Sitemap
- 6.11 Frames

07 Development 73

- 7.1 Mark-up Languages
- 7.2 Cascading Style Sheets (CSS)
- 7.3 Scripting Languages
- 7.4 File Formats
- 7.5 Ready Reference for Developers
- 7.6 Validation & Testing
- 7.7 Web Application Security

08 Website Hosting 83

- 8.1 Website Hosting
- 8.2 Hosting Service Provider
- 8.3 Contingency Management

CONTENTS

09 Website Promotion 89

- 9.1 Search Engine Optimisation
- 9.2 Website Promotion Techniques

10 Website Management 95

- 10.1 Website Management Team
- 10.2 Website Maintenance Tools
- 10.3 Website Monitoring
- 10.4 Archiving of Documents
- 10.5 Compliance with Guidelines and Standards
- 10.6 Website Review and Enhancement
- 10.7 Website Policies

Compliance Matrix 105

- 1. Government of India Identifiers
- 2. Building Confidence
- 3. Scope of Content
- 4. Quality of Content
- 5. Design
- 6. Development
- 7. Website Hosting
- 8. Website Promotion
- 9. Website Management