

**NATIONAL WEATHER SERVICE INSTRUCTION 60-101
SEPTEMBER 19, 2019**

**Information Technology
Technical and Content Requirements for Internet Servers NWSP 60-1**

STANDARD WEB PAGE LAYOUT

NOTICE: This publication is available at: <http://www.nws.noaa.gov/directives/>.

OPR: W/DIS (K. Mars)

Certified by: W/DIS (M. Mainelli-McInerney)

Type of Issuance: Routine

SUMMARY OF REVISIONS: This directive supersedes NWSI 60-101, “*Standard Web Page Layout*” dated December 11, 2017. No content changes were made.

Signed

9/05/2019

Michelle Mainelli-McInerney
Director, Office of Dissemination

Date

Standard Web Page Layout

Table of Contents

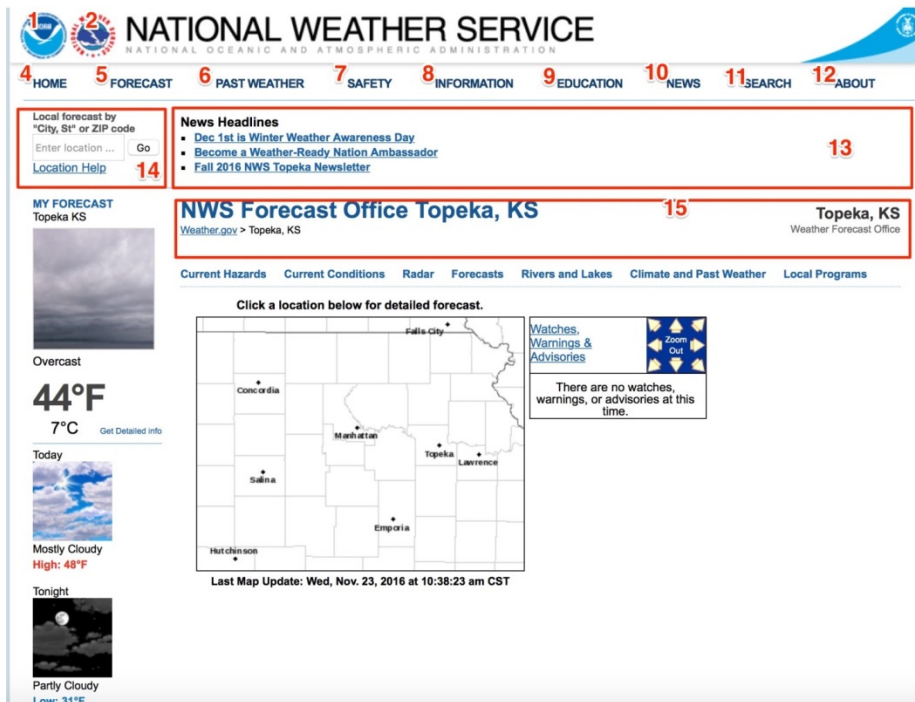
1. Introduction	3
2. NWS Standard Web Page layout, meta data, and graphics	3
2.1 NWS Standard Compliance.	3
2.2 Main Page Content.....	3
3. Required Page Coding Elements	4
3.1 A favicon.....	4
3.2 Required Dublin Core Meta Tags	5
3.3 Element Name: Title	5
3.3.1 Element Name: Description	5
3.3.2 Element Name: Creator.....	5
3.3.3 Element Name: Date Created.....	5
3.3.4 Element Name: Date Reviewed	5
3.3.5 Element Name: Language.....	5
3.4 Optional Meta Tags - Dublin Core	5
3.4.1 Element Name: Publisher.....	6
3.4.2 Element Name: Contributor	6
3.4.3 Element Name: Rights	6
3.4.4 Element Name: Meta Robots Tag.....	6
3.4.5 Element Name.....	3
3.4.6 The meta-tag author attribute.....	6
3.4.7 Use of the meta-tag refresh attribute.....	6
3.5. Example Web Page Meta Tags Header	6

1. Introduction. All NWS World Wide Web presentations will use a consistent page layout and contain specific required links in order to comply with all OMB, DOC, NOAA, and NWS standard content requirements as defined in NDS 60-1.

2. WS Standard Web Page Layout, Meta Data, and Graphics

2.1 NWS Standard Compliance. All NWS Main pages will comply with standard banner, left menu, and standard footer with required links as illustrated below.

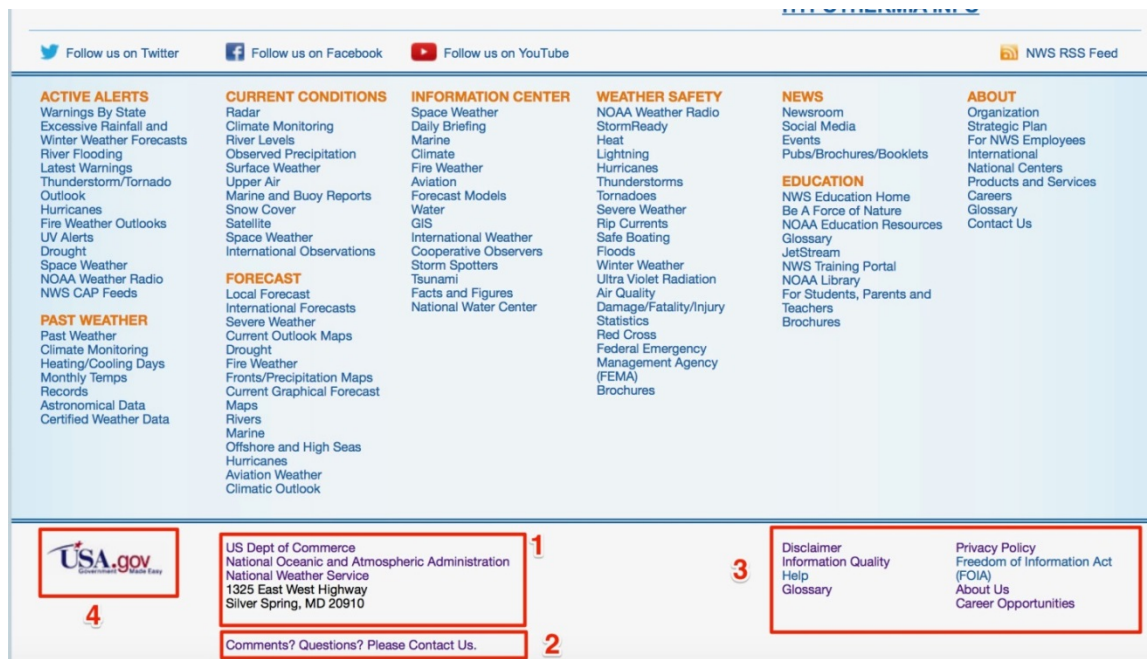
2.2 Main Page Content. Main page content will not exceed 525 pixels to allow for printing. Second layer pages that require greater width may drop the left navigation menu.



Links Legend:

1. NWS emblem must be linked to <https://www.weather.gov> (required)
2. NOAA logo must be linked to NOAA home page (required)
3. Not Used at this time
4. Home (required) – Links to home page for each site
5. Forecasts (Required) – SubMenu is optional
6. Past Weather (Required) – SubMenu is optional. Either top menu or sub menu must include a link to www.weather.gov/climate
7. Safety (Required) – SubMenu optional. Either the top menu or sub menu must include a link to www.wather.gov/safetyInformation (Required) – SubMenu is optional. Either the top menu or the sub menu must include a link to www.weather.gov/safety
8. Education (required) – Submenu is optional. Either the top menu or the sub menu must include a link to www.weather.gov/owlie

9. News (Required) – Submenu is optional. Either the top menu or the sub menu must include a link to www.weather.gov/contact-media
10. Search (required) – Submenu optional – Either the top menu or the submenu must include the search.usa.gov search option.
11. About (required) – Submenu optional – Either the top menu or the submenu must include a link to www.weather.gov/about
12. Headline Section (Optional) – If headlines are used they must be immediately below the Menu as shown and to the immediate right of the Location Search (if used.)
13. Location Search (Optional) – Must be immediately below the Menu as shown and to the immediate left of the News Items (if used)
14. Office Name (Optional) -- If used must be below News Items (if used). If News items are not used it may be directly below the menu.

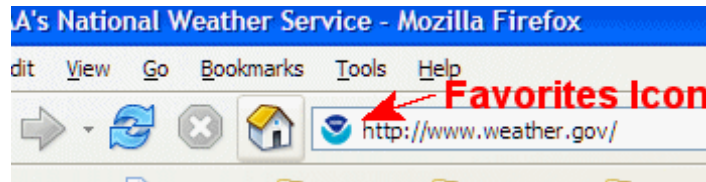


1. Organization Address (required) – Must include links for each LO referenced
2. Comment? Questions? Please Contact Us. (Required) – Must be configured in accordance with NWS Directive 60-102
3. Standard Footer (Required) – Must be configured in accordance with NWS Directive 60-102
4. USA.gov Logo (Required) – Must link to usa.gov

3. Required Page Coding Elements

3.1 A Favicon. A favicon (short for "Favorites icon"), also known as a page icon, is an icon associated with a particular website or webpage. Many graphical web browsers can make use of them. Browsers that support favicons may display them in the browser's URL bar, next to the site's name in lists of bookmarks, and next to the page's title in a tabbed document interface. Favicon.ico file will be stored in the root directory of each domain (for example

www.prh.noaa.gov/favicon.ico). The favicon for all NWS sites will be the NOAA logo.. See following example:



3.2 Required Dublin Core Meta Tags

3.3 Element Name: Title. This will be the individual page title. The title should be a phrase describing the contents of the individual page. Since many tools used to generate site maps use the page title, use of the same title, i.e., "National Weather Service" should not be used.

```
<meta name="DC.title" content="Graphical Forecasts">
```

3.3.1 Element Name: Description. A brief description of the contents and purpose of the individual page

```
<meta name="DC.Description" content="River and Lake levels for the Central Savannah River Area">
```

3.3.2 Element Name: Creator. The content owner; this should be the name of the organization

```
<meta name="DC.creator" content="US Department of Commerce, National Oceanic and Atmospheric Administration, National Weather Service">
```

3.3.3 Element Name: Date Created. The original creation date of the page in ISO8601 format (YYYY-MM-DD)

```
<meta name="DC.date.created" scheme="ISO8601" content="2001-01-01" >
```

3.3.4 Element Name: Date Reviewed. The date the page contents were last reviewed in ISO8601 format (YYYY-MM-DD) Since the content on many NWS pages update dynamically, this will be the date the page layout or format was last reviewed

```
<meta name="DC.date.reviewed" scheme="ISO8601" content="2001-01-01" >
```

3.3.5 Element Name: Language. Comment: Declares to users the natural language of the document being indexed. Search engines which index websites based on language often read this tag to determine which language(s) is supported. This tag is particularly useful for non-English and multiple language websites.

```
<meta name="DC.language" scheme="DCTERMS.RFC1766" content="EN-US">
```

3.4 Optional Meta Tags - Dublin Core

3.4.1 Element Name: Publisher. Publisher will be the agency name.

```
<meta name="DC.publisher" content="NOAA's National Weather Service">
```

3.4.2 Element Name: Contributor. This will be the office/branch name. Examples of Contributor include Weather Forecast Office Columbia SC, National Weather Service Office of Hydrology, National Weather Service Pacific Region Headquarters Internet Team' etc. Individual names will not be used.

```
<meta name="DC.contributor" content="Mid Atlantic River Forecast Center">
```

3.4.3 Element Name: Rights. Comment: Typically, Rights will contain a rights management statement for the resource, or reference a service providing such information. Rights information often encompasses Intellectual Property Rights (IPR), Copyright, and various Property Rights.

```
<meta name="DC.rights" content="http://www.weather.gov/disclaimer.php">
```

3.4.4 Element Name: Meta Robots Tag.

Index: allows the spider to index that page.

Noindex: instructs the spider not to index the page.

Follow: instructs the spider to follow the links from that page and index them.

Nofollow: instructs the spider not to follow links from that page for indexing.

```
< meta name="DC.robot" content="index, follow">
```

```
< meta name="DC.robot" content="noindex, follow">
```

```
< meta name="DC.robot" content="index, nofollow">
```

```
< meta name="DC.robot" content="noindex, nofollow">
```

3.4.5 Element Name: Tag – Global Only

‘Global’ specifies that your web page is for mass distribution.

```
< meta name="DC.Distribution" content="Global">
```

3.4.6 The meta-tag author attribute will not be used. Attribution of pages will be to offices only, and will use the Meta Tag Element “Contributor.

3.4.7 Use of the meta-tag refresh attribute for auto refresh may be approved for use of specific pages by the appropriate organizational authority. For WFO and RFC pages, the Regional HQ may approve use of auto-refresh prior to implementation on pages. For National Center Pages, NCEP will have approving authority for auto refresh tags. For National HQ pages, the OCIO will have approving authority.

3.5 Example Web Page Meta Tags Header

```
<html>
```

```
<head>
```

```
<title>Page Title</title>
```

```
<meta name="DC.title" content="NOAA's National Weather Service" />
```

```
<meta name="DC.description" content="National Weather Service Home page." />
```

```
<meta name="DC.creator" content=" US Department of Commerce, National Oceanic and
```

```
Atmospheric Administration, National Weather Service " />
<meta name="DC.publisher" content=" US Department of Commerce, National Oceanic and
Atmospheric Administration, National Weather Service " />
<meta name="DC.contributor" content="NWS Internet Services Team" />

<meta name="DC.date.created" scheme="ISO8601" content="2001-01-01" />
<meta name="DC.date.reviewed" scheme="ISO8601" content="2005-09-22" />
<meta name="DC.language" scheme="DCTERMS.RFC1766" content="EN-US" />
<meta name="DC.format" content="text/html; charset=iso-8859-1" />
<meta name="DC.Distribution" content="Global" />
<meta name="DC.robot" content="index, follow" />
<link rel="schema.DC" href="http://purl.org/dc/elements/1.1/" />
<link rel="schema.DCTERMS" href="http://purl.org/dc/terms/" />
<link rel="DC.rights" href="http://www.weather.gov/disclaimer.php" />
<link rel="stylesheet" type="text/css" href="/main.css" />
</head>
```