



Pre-Launch Preparation

City Name, State

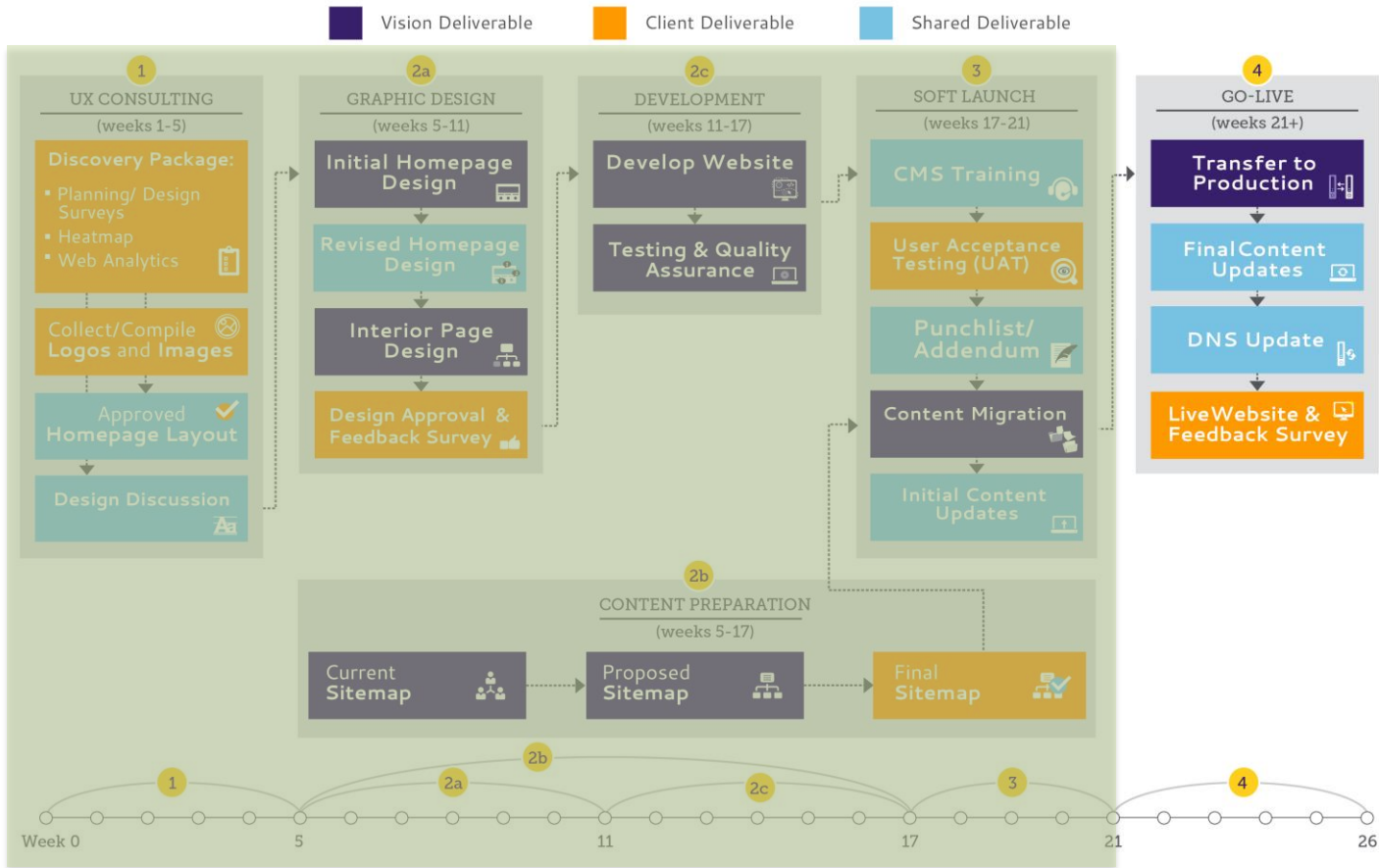
November 3, 2017

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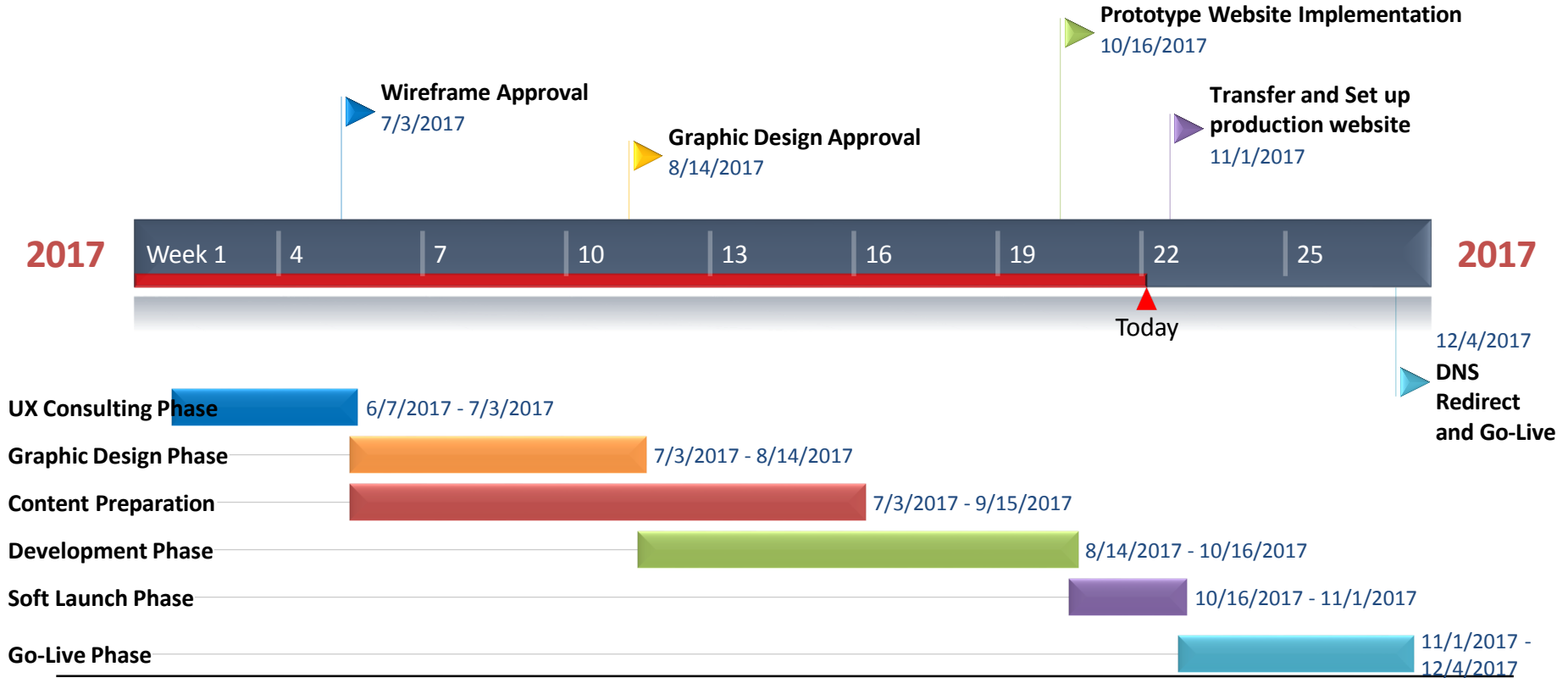
Today's Agenda

- Review Project Timeline
- Key Terms
- Site Configuration
- Mega Menu
- 3rd Party Integrations
- Search Expectations
- Action Items

Implementation Timeline Target for One Main Site Upgrade



Project Timeline



Key Terms

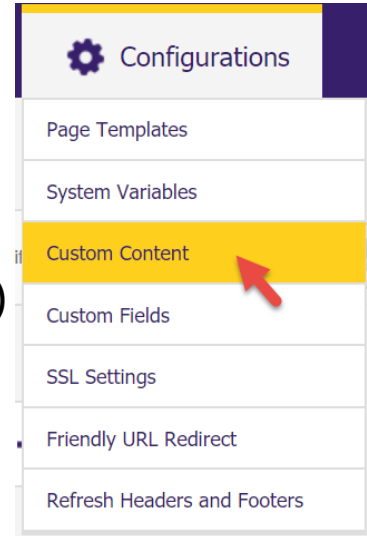
- Dev Site
- Staging Site
- Domains and Redirects
- DNS
- “Advanced Components” Pages
- Embed Code
- HTML Wrapper
- iFrame
- SSL

Site Configuration

- Homepage Widgets
- Header / Footer / Social Media (Custom Content)
- System Variables
- Department Landing Page Widgets

Header / Footer / Social Media (Custom Content)

- Configuration > Custom Content
- Different Content Options:
 - Text Links (mostly used for Header and Footer Nav)
 - Image Links (mostly used for Social Media)
 - Content Area (mostly used for Address, Contact Info, etc.)



Header / Footer / Social Media (cont.)

- Text Link

Type
Text Links ▼

	Dropdown Label	Link URL		
☰	Cupertino 311	#	Same Window ▼	+ -
☰	Records	#	Same Window ▼	+ -
☰	Jobs	#	Same Window ▼	+ -
☰	FAQs	#	Same Window ▼	+ -
☰	Calendar	#	Same Window ▼	+ -
☰	e-Notification	#	Same Window ▼	+ -

Header / Footer / Social Media (cont.)

- Image Links

Type
Image Links

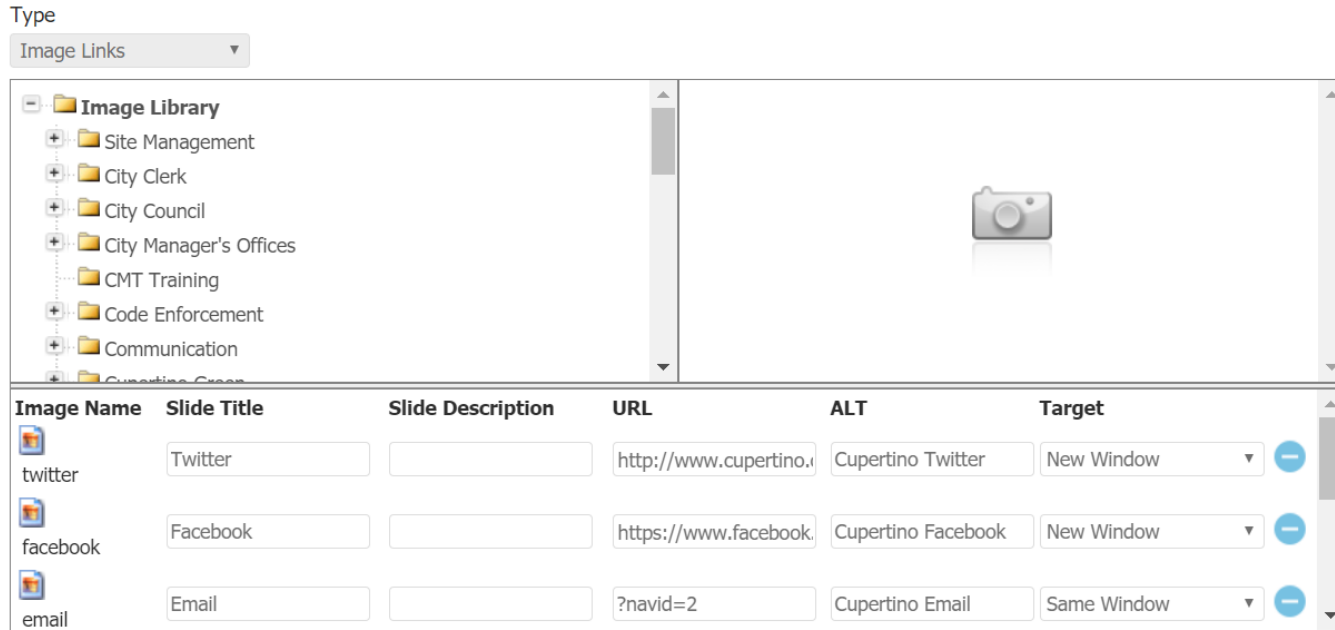





Image Name	Slide Title	Slide Description	URL	ALT	Target
 twitter	<input type="text" value="Twitter"/>	<input type="text"/>	<input type="text" value="http://www.cupertino,"/>	<input type="text" value="Cupertino Twitter"/>	<input type="text" value="New Window"/>
 facebook	<input type="text" value="Facebook"/>	<input type="text"/>	<input type="text" value="https://www.facebook,"/>	<input type="text" value="Cupertino Facebook"/>	<input type="text" value="New Window"/>
 email	<input type="text" value="Email"/>	<input type="text"/>	<input type="text" value="?navid=2"/>	<input type="text" value="Cupertino Email"/>	<input type="text" value="Same Window"/>

Header / Footer / Social Media (cont.)

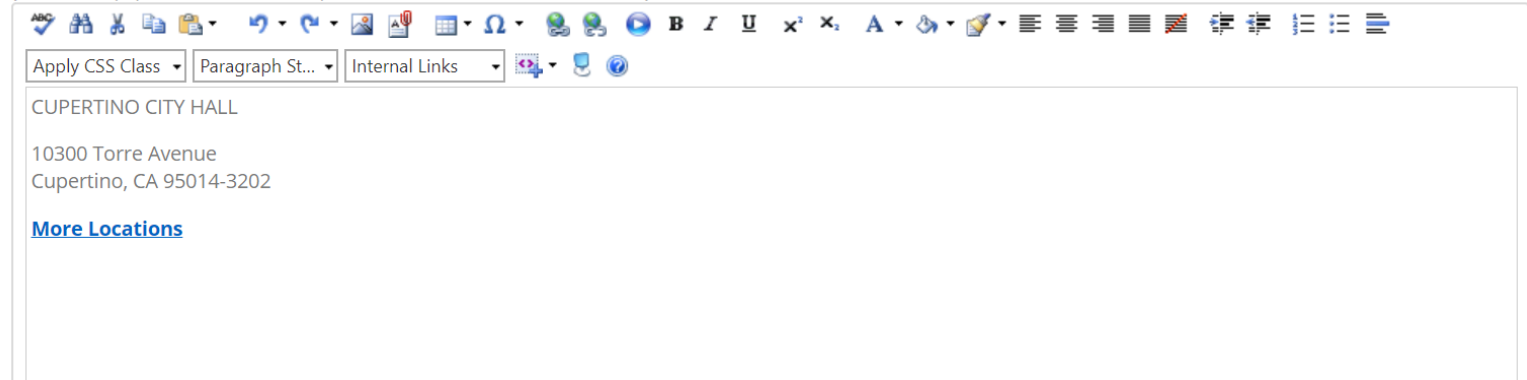
- Content Area

Type

Regular ▼

Custom Content

(If necessary, please insert Javascript & CSS into the Editor HTML mode.)



The screenshot shows a content editor interface. At the top is a toolbar with various icons for text formatting (bold, italic, underline, strikethrough, text color, background color), alignment (left, center, right, justified), list creation (bulleted, numbered), and other functions. Below the toolbar are three dropdown menus: 'Apply CSS Class', 'Paragraph St...', and 'Internal Links'. The main content area contains the following text:


CUPERTINO CITY HALL

10300 Torre Avenue
Cupertino, CA 95014-3202


[More Locations](#)

System Variables

- Configuration > System Variables
 - Broken link report notification email

Broken Links Report Notification Email	System	webmaster@cupertino.org	10/29/2017 1:46 AM	Web, Master	
--	--------	-------------------------	--------------------	-------------	---


- Default From Email

Email - Default From Email	System	webmaster@cupertino.org	04/17/2017 5:47 PM	System, Admin	
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- Note: To send email "from" your domain, your domain administrator needs to add an SPF record to authorize Vision as a sender; otherwise, enter **YourAgencyName@enotify.visioninternet.com**

System Variables (cont.)

- Configuration > System Variables
 - Organization Name

Organization Name	System	Cupertino, CA	04/17/2017 5:47 PM	Web, Master	
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- Default From Name

Email - Default From Name	System	Cupertino, CA	04/17/2017 5:47 PM	System, Admin	
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Department Landing Page Widgets

The screenshot displays a department landing page with the following components:

- Navigation Menu:** Fire & Rescue, Contact Us, F&R FAQ, Operations Division, Training Division, Fire & Life Safety, Fire Marshal's Office, Emergency Management, Volunteering, Honor Guard.
- Image Rotate:** A large image of firefighters at a scene with the text "FIRE & RESCUE: EMERGENCY MANAGEMENT".
- Interior Image Buttons:** Five buttons with icons: Fire Stations, Burning Laws, Register for Training, Alert Frederick County, and Employment Opportunities.
- Who We Are...:** A text block describing the department's composition of 11 volunteer fire and rescue companies, 101 uniform career staff, and 8 office staff.
- Our Mission:** A text block stating the department's dedication to providing quality and cost-effective services to protect citizens and the environment.
- News Box:** A section containing two news items: "Committee Vacancies" and "Media Release from the FBI".
- Facebook Feed:** A section titled "Photos from Frederick County Fire and Rescue Department's post" showing a photo of firefighters and a caption about a recruit school.

- Each department landing page's body widgets must be configured

Department Landing Page Widgets (cont.)

- News Box, Event Box, Calendar Mini-Grid, Staff Directory Box, etc.

News Box

Select Detail View Page ("More" link URL)

?navid=17

Set Total Number of News to Display (blank = no limit)

2

Display Intro Text

Yes No

Display Post Date

Yes No

Include Category Constraint (Leave all unchecked to display all News)

- | | | |
|--|--|--|
| <input type="checkbox"/> CEA Video Series | <input type="checkbox"/> Classes | <input type="checkbox"/> Economic Development |
| <input type="checkbox"/> Financial Information and ... | <input checked="" type="checkbox"/> Fire and Rescue News | <input checked="" type="checkbox"/> Fire and Rescue Volunteer... |
| <input type="checkbox"/> GIS Mapping | <input type="checkbox"/> Information Technology | <input type="checkbox"/> Library |
| <input type="checkbox"/> Press Releases | <input type="checkbox"/> Real Estate Reassessment | <input type="checkbox"/> Recycling |

Select All

Set Department Constraint (Leave all unchecked to display all News)

- | | | |
|--|--|--|
| <input type="checkbox"/> Commissioner of the Reve... | <input type="checkbox"/> Commonwealth's Attorney | <input type="checkbox"/> County Administration |
| <input type="checkbox"/> County Attorney | <input type="checkbox"/> Court Services | <input type="checkbox"/> Economic Development A... |
| <input type="checkbox"/> Engineering | <input type="checkbox"/> Esther Boyd Animal Shelter | <input type="checkbox"/> Finance |
| <input checked="" type="checkbox"/> Fire & Rescue | <input type="checkbox"/> Geographic Information S... | <input type="checkbox"/> Health Department |

Select All

News Box

Select Detail View Page ("More" link URL)

?navid=17

- Site Map
- Email the Webmaster
- Online Forms and Surveys
- Social Media
- News
- Website RSS Feeds
- Advanced Components
- Save
- Website Disclaimer
- Application Error
- Agendas
- NewsRoom2

Department Landing Page Widgets (cont.)

- Department Image Banners and Interior Button Widgets

Interior Image Buttons

Display Options

Rotate Images Load Random Images

Slide Transition

3 Seconds

Image Name	Slide Title	Slide Description	File Size	URL	Target
fire_res...	Fire Stations		1.24KB	?navid=197	Same Window
fire_res...	Burning Laws		0.91KB	?navid=264	Same Window
fire_res...	Register for Training		0.71KB	?navid=200	Same Window
fire_rescue_alert-01					

- Slide Title is only applicable for Interior Button Widget
- Slide Description is typically not usable for department landing page widgets

Mega Menu

- “Advanced Components” Pages
 - Do not delete!
- Moving Pages
 - Update Friendly URLs
- Hiding Pages
- Setting Redirects
- How Do I... / I Want To...



3rd Party Integrations

- In-Page (iFrame)
 - <http://www.olatheks.org/government/human-resources>
- In-Page (Embed Code)
 - <http://www.cupertino.org/our-city/departments/innovation-and-technology/city-maps>
 - <http://www.reno.gov/business/start-a-business/buy-local-reno>
 - By default your content areas disable entering Javascript, but we can enable it
- External Link (with your HTML wrapper)
 - <http://forevergreen.shorelinewa.gov>
- External Link (no HTML wrapper)
 - <https://www.governmentjobs.com/careers/olathe>

3rd Party Integrations – In-Page Examples

The screenshot shows a Human Resources website with a sidebar on the left containing a menu with 'Human Resources', 'Employee Handbook', and 'Employment'. Below the menu is a 'NEWS' section with a headline about a transfer station reopening and a 'Contact Us' button. The main content area features a grid of icons for 'Jobs', 'Compensation', 'Wellbeing', 'Benefits', 'Employee Handbook', and 'Vision, Values & Mission'. Below this is a 'FULL-TIME JOB OPPORTUNITIES' section with a search bar, filters, and a list of job postings. The first listing is for an 'Accounting Manager' with a salary range of \$65,076.00 - \$83,430.00 annually. The second listing is for a 'Facility Maintenance Worker I - Community Center'.

The screenshot shows a sidebar for a city website with a list of navigation items: 'Reno's Economy', 'Economic Development & Redevelopment', 'Job Openings', 'Start a Business', 'Special Events Office', 'Licensing and Permits', 'Bids & RFPs', 'Purchasing Program', 'Community Development', and 'Reno Municipal Code'.

Business » Start a Business

Buy Local, Reno!

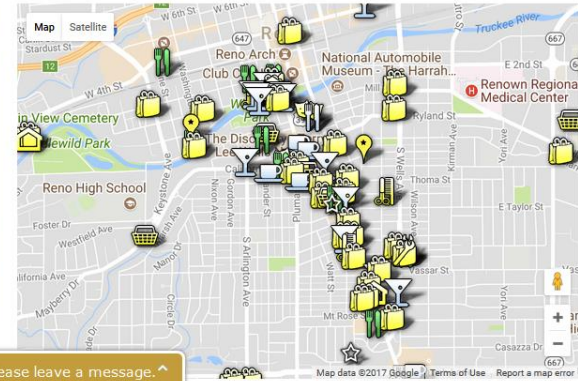
Font Size: Share & Bookmark Feedback Print

Buy Local and Support Reno Businesses

We're encouraging all residents to buy local to help support business owners in our community. Use the hashtag #buylocalreno and share how you're keeping dollars in the #biggestlittletcity.

Want to get your small business on our map?

Please complete our [Buy Local Stores](#) form to be added to our local store map. You can filter the stores below by navigating to the [Map Site](#) and clicking 'Filter'.



3rd Party Integrations – External Link Examples

The screenshot shows the City of Shoreline website with a navigation bar and a search box. The main content area features a 'Sustainability Reporting' section with a 'forevergreen SHORELINE' logo and a 'How Are We Doing?' progress indicator. Below this is a 'Climate Protection' section with a green plant icon and a 'Community Carbon Footprint' sidebar.

Sustainability Reporting

Can the City of Shoreline be forevergreen? The metrics included here are indicators of the five focus areas defined by the City's **Environmental Sustainability Strategy**. In each area, there are multiple indicators to show how we're doing. See the [Site Map](#) or [About Us](#) for site information. Visit the [Environmental Services](#) page for more information on City programs designed to create an environmentally sustainable community!

How Are We Doing?

- Strong Progress
- Limited Progress
- Improvement Needed
- Info Only

Climate Protection

The City is committed to reducing its **carbon footprint** through energy efficiency and promotion of renewable energy. Carbon dioxide is a **greenhouse gas** produced by burning fossil fuels that degrades the ozone layer and contributes to adverse climate change. Estimates of greenhouse gas emissions and their sources for City operations and the Community as a whole have been calculated through **carbon inventories** conducted for **2009** and **2012**. **Test your knowledge** of climate change and how it affects the community of Shoreline.

Since energy conservation can reduce the amount of fossil fuel needed to operate buildings, provide transportation, and run industrial processes, the City will continue to reduce energy use in its own operations and assist the Shoreline community in reducing their own energy needs. Greener buildings, fuel efficient management of the municipal vehicle fleet and equipment, and development of amenities for non-motorized transportation will help reduce the City's carbon footprint and operating costs. It will also promote community health and responsible stewardship of natural and financial resources.

The City of Shoreline joined King County and several of its cities to enhance the effectiveness of King County local government climate and sustainability efforts through the **King County – Cities Climate Collaboration and Pledge**.

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The screenshot shows the Olathe Kansas website with a navigation bar and a search box. The main content area features a 'FULL-TIME JOB OPPORTUNITIES' section with a 'Menu' dropdown and a 'Sign In' link. Below this is a table of job listings with columns for Job Title, Job Type, Salary, Closing, and Department.

FULL-TIME JOB OPPORTUNITIES

Please use the drop-down Menu tab in the top left corner of the page to view Seasonal and Part-Time job opportunities.

Search 15 jobs found

Job Title	Job Type	Salary	Closing	Department
Accounting Manager	Full-Time, Benefits Eligible	\$65,076.00 - \$83,430.00 yr	Continuous	Resource Management
Facility Maintenance Worker I - Community Center	Full-Time, Benefits Eligible	\$13.85 - \$17.00 hr	Continuous	Parks & Recreation
Fire Services Data Analyst	Full-Time, Benefits Eligible	\$49,678.00 - \$77,702.00 yr	Continuous	Fire
Firefighter - Paramedic	Full-Time, Benefits Eligible	\$45,331.10 yr	11/03/17	Fire
Mechanic I/II	Full-Time, Benefits Eligible	\$1719 - \$22.04 hr	Continuous	Public Works 155
Plant Maintenance Tech I/II Collections System	Full-Time, Benefits Eligible	\$1746 - \$24.85 hr	Continuous	Public Works 145
Police Officer	Full-Time, Benefits Eligible	\$42,815.00 - \$72,000.00 yr	11/22/17	Police
Process Operator - Wastewater	Full-Time, Benefits Eligible	\$14.17 - \$18.16 hr	Continuous	Public Works 145

Showing Items 1 - 10

Site Search

- visionSearch behaves like Google, indexing all publicly linked pages
 - If a page is hidden from the navigation menu, and there are no direct links to the page, it will not show up in search results
- visionSearch will start crawling the staging site before launch

Google.com / Bing.com Results

- Google takes up to 3 weeks to fully reindex a newly launched site
 - We submit your new sitemap to Google immediately to expedite this process, but Google makes no guarantees on turnaround time

Action Items – Finalizing Content

Tasks

Completion Date

Configuration of Homepage

- Configure Hero Images
- Configure Call to Action buttons
- Configure Home News / Events widgets
- Configure Header, Footer and Social Media

Configuration Landing Page

- Set up the box widgets and apply Category / Department constraints

Finalize the Mega Menu

Review 3rd party integration items

Action Items – DNS

Tasks

Completion Date

Domain Name System (DNS) Initialization

- Identify primary domain
- Identify and list all vanity domains
- Send list of all domains to Vision Project Manager
- Identify DNS provider and verify correct access
- Update Time-to-Live to minimum allowed value
- Update SPF record to add Vision email server
- Provide SSL certificate (if applicable)

Action items – Launch Day

Tasks

Completion Date

Launch Day

- Change DNS "A" records to point to new IP
- Test domain redirects
- Schedule a specific launch date
