

# ***Pikeville, Kentucky***

*The City that Moves Mountains*



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## **Web Design Guide**



**Date: 04/28/06**

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***Informative Communication***

# BASIC INFORMATION STRUCTURE

**WEB SITES** ARE BUILT AROUND BASIC STRUCTURAL THEMES

## Simplicity

The simplest way to organize information is to place it in a sequence. Sequential ordering may be chronological, a logical series of topics progressing from the general to the specific, or alphabetical, as in indexes, encyclopedias, and glossaries. City or County Websites ordering may be by departmental listing in alphabetical order.

## Usability

Most important aspect for your web site is usability. Prevent long downloads or difficult navigations for users visiting your site. Remember who you're providing the site for. Don't sacrifice usability for design. Put your visitors first.

# **STEP PROCESS**

Domain Name/Registration

Site Design

Organizing Information

Basic Information Structure

Site diagrams

Design themes

Map Guide Plan

Training

Site Elements

Home Page

Menus & Sub sites

Resource lists

Site Guides

Search Engines

Contact & Feedback

News



## **Design Principles**

Choosing Color and layout

Visitor Perception

## **HTML**

The hidden coding behind any web page. Tells browser what to display on the user's screen. HTML tags are contained within "<" and ">" brackets.

## **JAVASCRIPT**

Determines dynamic interaction between the user and the content of the web site. Dynamic HTML a combination of static html, and JAVASCRIPT provides web sites a useful way to make your web pages interactive.

## **IMAGES/VIDEO**

Images are: gif /jpg format

Specify borders

Align images: left, right or middle

Keep use of images to a minimum/Slow download time.

# **PUBLIC SERVICES PROVIDED**

## **Citizen Action Line**

- \* Citizen Comments and Concerns
- \* Request for Information
- \* Repairs and Request for Service
- \* Nuisance/Code Violations
- \* Animal Control
- \* Other

## **Permits and Payments**

- \* Parking Tickets
- \* Utility Payment
- \* Code Violation Payment

## **City Government Documents**

- \* Bids
- \* Building/Codes Department
- \* City Commission
- \* City Manager
- \* Fire/EMS/Police

## **Community Calendar**

- \* Calendar Events/Meetings
- \* Request for calendar item

# **SERVICE PROVIDER CONTACT LIST**

## **Website Hosting Company**

### **EGov Links/ Electronic Commerce Solution**

Peter Seldon, VP Sales  
1-513-681-4030 Ext: 107  
sales@egovlink.com  
www.egovlink.com

## **Video/Internet TV**

### **E.LocaLink Inc.**

130 E Main Eight Floor  
Rochester, NY 14604  
1-800-398-3029  
info@elocallink.com

## **Credit Card/Banking Services**

### **NPC**

Shelley Savard, District Manager  
Bankcard Retail Sales  
836 Euclid Ave, Ste: 34  
Lexington, KY 40502

## **Business Network Provider**

### **Skip Jack Financial Services**

1-888-368-8507  
sales@skipjack.com