



GOVERNMENT OF ZIMBABWE

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Guidelines for Government of Zimbabwe Websites

*A complete Reference Guide for the Design,
Development and Management of Government
Websites*

Version 1 - 2018

PREFACE

This book contains recommended guidelines for development and management of Zimbabwe Government websites and Portals. The primary objective of these guidelines is to ensure that websites, belonging to all entities of the Government, at any level, are citizen centric and user friendly. These guidelines will assist Government Internet Service Provider (GISP), website Developers, Website Focal Persons, IT Managers and Webmasters of Government Departments in managing their websites in an effective and efficient manner. It is anticipated that compliance with these guidelines will ensure uniformity and consistency in content coverage and presentation and promote a strong corporate brand in Zimbabwe Government Web space. Therefore, it is advised that these guidelines be followed while developing or managing any Government website, portal or web based application.

The Guidelines were authored by a team led by the Department of Public Affairs and Knowledge Management, in the Office of the President and Cabinet (OPC) and under the National Branding Initiative, underpinned by the Rapid Results Government Target Based Programme.

Various individuals from both Government and Private Institutions contributed immensely to the production of these guidelines. The primary authors are members of a sub-committee constituted from the Government Websites Advisory Committee that include:

Mr. D. Intauno	Systems Analyst, OPC Public Affairs and Knowledge Management;
Mr. F.R. Kadzere	Systems Administrator, OPC Public Affairs and Knowledge Management;
Chief Supt G. Gomo	Software Development Manager, Zimbabwe Republic Police (ZRP);
Mr. F. Mavaza	Systems Administrator, Computer Society of Zimbabwe (CSZ); and
Mr. D. Chipfupi	Systems Analyst, Ministry of ICT and Cyber Security.

How the Guidelines were developed

These Guidelines were developed as a recommendation from the Government of Zimbabwe Websites Content Management and Quality Control Workshop that was held at the Zimbabwe Institute of Public Administration and Management (ZIPAM) in 2017. It was recommended that a Content and Websites Revitalisation Advisory Committee be created. This committee, co-chaired by the OPC Department of Public Affairs and GISP was mandated to come up with Standards that govern the design and development of Zimbabwe Government websites. Development of these guidelines involved an extensive consultation process involving the Committee with representatives from GISP, OPC, Ministry of ICT and Cyber Security and other various Government of Zimbabwe Departments, at all levels. Reference was also made to established and recognised Guidelines of other countries as well as International bodies like ISO and W3C.

Specifically the Website Committee has been meeting once every month, and has since started publishing a quarterly newsletter, as an awareness tool for all Government Officials on trending ICT issues. The draft guidelines were duly reviewed and consultation by the concerned committees were conducted, and circulated to several Departments for their feedback, which has been incorporated.

Review of the Guidelines

The final draft of these Guidelines, after incorporation of all suggestions was reviewed and approved by the Government Websites Advisory Committee, an Inter-Departmental Committee at the National level which provides strategic direction, support, leadership and communication in order to ensure a coordinated approach to the development and maintenance of all Government of Zimbabwe Websites. The composition of the Websites Advisory Committee as at 31 January 2018 was as follows:

Ambassador M.S. Mubi	Senior Principal Director, Public Affairs and Knowledge Management (Chair);
Mr. J. Kisi	Deputy Head, Internet Services, Government Internet Service Provider (GISP);

Chief Supt G. Gomo	Software Development Manager, Zimbabwe Republic Police (ZRP);
Mrs. M. Nyanda	Director, OPC Public Affairs and Knowledge Management
Mr. T. Mujuru	Head ICT, Postal and Telecommunications Regulatory Authority of Zimbabwe (POTRAZ);
Ms. T. Mazhozho	Web Services Supervisor, Government Internet Service Provider (GISP);
Mrs P. Chamanga	HOD ICT, Trust Academy
Mr. T. Maphosa	Software Engineering Lecturer, Harare Institute of Technology (HIT)
Ms. N. Nyanzunda	Network Services Supervisor, Government Internet Service Provider (GISP);
Mr. N. Chimuriwo	Systems Analyst, Registrar General's Department
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Mr. C. Gurai	Network Engineer, Ministry of Finance and Economic Development;
Mr. T. Bimha	Webmaster, Zimbabwe Broadcasting Corporation (ZBC);
Mrs B. Janda	ICT Officer, Ministry of Higher and Tertiary Education, Science and Technology Development;
Mrs. V. Chipunza	ICT Officer, Ministry of Lands, Agriculture, Mechanisation and Irrigation Development;
Ms. M. Mamuto	Data Capture Supervisor, Ministry of Labour and Social Welfare;
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Mrs H.K. Garwe	Computer Programmer, OPC Public Sector Modernisation and Performance Management;
Miss W. Chihope	Computer Programmer, OPC Public Sector Modernisation and Performance Management;
Mr. C. Dube	Council Member, Computer Society of Zimbabwe (CSZ);
Mr. D. Intauno	Systems Analyst, OPC Public Affairs and Knowledge Management (Secretariat); and
Mr. F.R. Kadzere	Systems Administrator, OPC Public Affairs and Knowledge (Secretariat).

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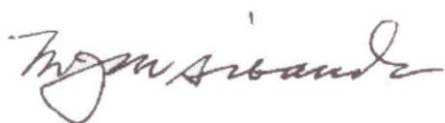
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It is my sincere hope that all Government Departments and Parastatals will benefit immensely from this Guide. Readers of this Guide are encouraged to provide comments/suggestions for making these guidelines more effective and keep the contents up-to-date.



DR. M.J.M SIBANDA

CHIEF SECRETARY TO THE PRESIDENT AND CABINET

FOREWORD

The Government of Zimbabwe has invested significantly in Information Communications Technology (ICT) infrastructure and applications after realising its importance as the cornerstone for National Economic Growth. ICT is recognised as a key enabler for economic growth and social mobility and is expected to improve Zimbabweans Standards of Living. In July 2010, the Government of Zimbabwe embarked on a comprehensive e-Government initiative culminating in the launch of the e-Government Framework and Implementation Strategy: ZimConnect which laid a lot of emphasis on anytime, anywhere delivery of Government services. Websites were identified as an important tool to reach out to citizens.

While we have witnessed an increasing number of Government Websites, the user experience with various Government Websites is not uniform. This emanates from different technology standards, design layouts, navigation architecture and functionality. There has been long felt need for comprehensive guidelines for development and management of Government websites given that the Government departments are increasingly using websites as a tool to interface with citizens. The guidelines presented in this document are an effort towards this direction.

These guidelines are an outcome of extensive deliberations by the Government Websites Advisory Committee, feedback from Government Departments and advice from experts in ICT and Government processes. Guidelines of other countries as well as International Bodies like International Organisation for Standardisation (ISO) and World Wide Web Consortium (W3C) were also consulted. Special attention has been paid to ensure that the Government Websites are citizen centric and user friendly for smooth adoption of e-Government and e-Services.

The main objectives of these guidelines are:

- To address common policy issues and practical challenges that Government Departments face during the development and management of their websites
- To assist the Departments in ensuring that their websites conform consistently to an agreed Standard that uplifts the Zimbabwean Brand.

- To empower Website Focal Persons and / or webmasters with knowledge and information on the best practices in managing line Ministries websites.
- To assist Government Internet Service Provider (GISP), website Developers, Website Focal Persons, ICT Managers and Webmasters of Government Departments in managing their websites in an effective and efficient manner.

It is anticipated that compliance to these guidelines will enable the Government Departments to enhance the quality of online delivery of information and services and ensure high degree of consistency and uniformity in the Zimbabwean Government Web Space.



Dr. Eng. S. M. Kundishora

**SECRETARY FOR INFORMATION COMMUNICATION TECHNOLOGY AND CYBER
SECURITY**

LIST OF ACRONYMS

ALT	Alternate text for an image
ASP	Active Server Pages
CIC	Community Information Centre
CSS	Cascading Style Sheets
CSZ	Computer Society of Zimbabwe
DPAKM	Department of Public Affairs and Knowledge Management
DRC	Disaster Recovery Centre
E- Business	Electronic Business
E-Government	Electronic Government
E-Service	Electronic Service
GIF	Graphics Interchange Format
GISP	Government Internet Service Provider
GMT	Greenwich Meridian Time
GoZ	Government of Zimbabwe
HSP	Hosting Service Provider
HTML	Hypertext Mark Up Language
ICT	Information Communication Technology
ISP	Internet Service Provider
IP	Internet Protocol
JPEG	Joint Photographic Experts Group
JSP	Java Server Pages
MIS	Management Information System
OPC	Office of the President and Cabinet
PHP	PHP: Hypertext Preprocessor
PNG	Portable Network Graphics
POTRAZ	Postal and Telecommunications Regulatory Authority of Zimbabwe

PRAZ	Procurement Regulatory Authority of Zimbabwe
URL	Uniform Resource Locator
W3C	Worldwide Web Consortium
WCAG	Web Content Accessibility Guidelines
WWW	World Wide Web
XML	Extensible Mark-up Language
XSL	Extensible Stylesheet Language
ZIPAM	Zimbabwe Institute of Public Administration and Management

Other Technical Terms

Meta tags	Metadata is data (information) about data. The <meta> tag provides metadata about the HTML document. Metadata will not be displayed on the page, but will be machine parsable. Meta elements are typically used to specify page description, keywords, author of the document, last modified and other metadata. The metadata can be used by browsers (how to display content or reload page), search engines (keywords), or other web services.
Domain	A domain name is an identification string that defines a realm of administrative autonomy, authority or control within the Internet

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CHAPTER 01

INTRODUCTION

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1.0 INTRODUCTION

1.1 Background

The Internet is drastically transforming the social and economic fabric of communities and Government agencies worldwide are adopting e-government practices to enable a better and broader access to public services. Websites and Portals, having the ability to integrate disparate infrastructure and applications, have emerged as the logical front end for Government and its entities to deliver a wide variety of information and services to citizens.

With the adoption of e-Government in Zimbabwe and the increased proliferation of internet, more and more people from different parts of the country are accessing the internet every day. Internet Kiosks, Community Information Centres (CICs), Home PCs, Laptops, PDAs and mobile devices are some of the ways used to access the Internet. New audiences and new platforms are opening up new opportunities for Government communication and services. It is encouraging to note that most Government Entities have established websites and/or Portals, and to date there are more than one hundred (100) running Government websites. Furthermore, every other day, a new Government website is launched, be it of a particular Department of a Ministry, Taskforce set-up by the Government, Parastatal, and International Symposium, Training centre or even rural district councils, amongst many other entities.

E-government is enhancing traditional Government systems, and through websites, Government Services are now available 24/7. Therefore, the need for Standards and Guidelines that govern the design and Development of Zimbabwe Government websites cannot be overemphasised. The standards will help in creating a recognisable corporate identity for the Zimbabwean Government. It is also critical to ensure that the management of websites is conducted in a well laid out manner so that they become an effective means of communication and delivering services to citizens and other stakeholders. The initiative will ideally require thoroughly audited technical standards.

The Government of [Zimbabwe Content Management and Quality control workshop](#) held for Government Website Focal Persons laid bare the challenges faced during development and management of Government websites, and this has assisted greatly in the drafting of these guidelines. It is imperative that Government Websites adhere to agreed Common Minimum Standards that have been issued by The Office of the President and Cabinet (OPC), in the form of Guidelines discussed in this document, as pre-requisites for a government website to fulfil their primary objective of being a citizen centric source of information and service delivery.

1.2 Purpose, Scope and Objectives

This document highlights the recommended policies and guidelines for Government of Zimbabwe websites at all levels, including Government Ministries, Departments, and Provincial and District Administrative regions. The purpose of these guidelines is to assist Government Internet Service Provider (GISP), website Developers, website Focal Persons, IT Managers and Webmasters of Government Departments in managing their websites in an effective and efficient manner. It is anticipated that compliance to these guidelines will ensure uniformity and consistency in content coverage and presentation and promote a strong corporate brand in Zimbabwe Government Web space.

The following are the key objectives of these Guidelines

- To address common policy issues and practical challenges that Government Departments face during the development and management of their websites
- To assist the Departments in ensuring that their websites conform consistently to an agreed Standard that uplifts Brand Zimbabwe
- To empower Website Focal Persons and/or webmasters with knowledge and information on the best practices in **managing** their websites as well as guiding ICT Consultants
- To highlight the need for ministries to appoint individuals with the relevant skills and passion with websites as focal persons.

It is expected that the successful implementation of these objectives will enhance the quality and increase the trust level of citizens who access Government websites and online services.

1.3 Universal Accessibility

In website design, Universal accessibility refers to making a website accessible to **ALL**, irrespective of technologies, platforms, devices or disabilities of any kind. This entails that Government Departments should consider people from all walks of life, including those who are not proficient with the English language and those who are physically challenged.

1.4 Definition of Common Terms

Visitors – refers to all users of Government of Zimbabwe e-services, and consumers of information found on websites. This includes citizens, local and abroad, development partners, civic organisations, amongst others, who need services and information from the Government of Zimbabwe.

E-Government — a generic term that refers to any Government functions or processes that are carried out in digital form over the Internet.

Departments – all Government entities owning a website including Ministries, Embassies, Departments, Provinces, Districts, Parastatals and more shall be commonly addressed as Departments or Entities for the purpose of simplicity in this document.

Website — a group of World Wide Web pages usually containing hyperlinks to each other and made available online by an individual, company, educational institution, government, or organization

Portal — A Web site or service that offers a broad array of resources and services, such as e-mail, forums, search engines, and online shopping malls. At certain instances in this document, Website and Portal will be used interchangeably

Website Focal Person – an individual appointed by a Government Department to manage the website. He/she is the focal person, interacting with the GISP on behalf of the Department

1.5 Compliance to Guidelines

These Guidelines have been developed with the intention of revitalising Government of Zimbabwe Websites, making them usable, user-centric and universally accessible. The Guidelines are based on the Zimbabwe E-Government Framework (2010), ICT Policy and Strategy 2016 and internationally recognised standards such as the W3Cs. All Government Departments will receive these Guidelines for use in all projects that relate to Web Design. These should be followed and implemented on priority basis so that the overall goal of revamping GoZ websites, making them citizen oriented and visitor friendly is achieved.

It is expected that Departments will read, understand and implement these guidelines in all their web-based initiatives. Thus, all websites developed or implemented and owned by the departments should conform to these Guidelines. In addition, some departments that may set up intranets should ensure that their projects conform to these Guidelines. Hence, compliance to the Guidelines should be prioritised.

1.5.1 Website Guidelines Board

The Department of Public Affairs and Knowledge Management in the Office of the President and Cabinet will monitor adherence to these Guidelines. The department will be assisted by the GISP, Ministry of ICT and Cyber Security as well as Web Guidelines Committee, until such a time that a Board or taskforce is appointed.

1.6 MUST, SHOULD and MAY

In the Guidelines, please take note that the use of the word "MUST" refers to mandatory practices or Guidelines that are anticipated to be implemented with no exception.

The usage of the word “SHOULD” in the Guidelines refers to recommended practices or standards that are desirable and highly important, but could not qualify as mandatory due to their complexity and wide scope. The term “MAY” is used when referring to voluntary practice that can be adopted by a Department if deemed suitable.

1.7 Feedback and Suggestions

The Department of Public Affairs and Knowledge Management welcomes your suggestions and Comments in enhancing or refining this publication, making it more relevant and comprehensive.

Feedback, Suggestions, Queries and Clarifications should be addressed to:

OFFICE OF THE PRESIDENT AND CABINET

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Guidelines for Government of Zimbabwe Websites

CHAPTER 02

GOVERNMENT IDENTIFIERS

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2.1 The Identity of the Zimbabwean Government

Government of Zimbabwe websites should be clearly identifiable, and visitors to these sites should not doubt their authenticity or official status. The Government of Zimbabwe brand should be clear, and ownership and sponsorship of all information and services should remain with and traceable to the Zimbabwean Government. The following are the cornerstones of achieving the above:

2.1.1 The National Emblem of Zimbabwe, the coat of arms MUST be displayed on all Government Websites. Other departments should display their own logos on the Homepage, as well, to reinforce their identity. However, for Government Ministries, prominence should be given to the national emblem. The size and position of the emblem should be consistent with the template and/or content management system design and structure, unless otherwise directed

2.1.2 The Homepage and all other important entry pages should display ownership information, either in the header or the footer for example

*This is the Official website of the Office of the President and Cabinet,
Government of Zimbabwe*

2.1.3 All subsequent Pages on the websites should follow the same format but in a summarised manner, that does not confuse the visitors or the search engines.

2.1.4 Page titles (the title which appears on the top bar of the browser) MUST be complete with the name of the country in it, for example instead of "Home" just "Ministry of ICT and Cyber Security", the title should read "**Government of Zimbabwe, Ministry of ICT and Cyber Security**". The identification of the country is extremely helpful in search engine optimisation, and search results on the internet.

2.2 Government Domains

The rapid advancement of technology has given rise to the proliferation of many fraudulent websites, which would otherwise be misrepresenting and defrauding unsuspecting citizens. Therefore, the domain name or web address of a Government website is a key tool in verifying its authenticity.

2.2.1 Hence, all GoZ websites MUST use '.gov.zw' or '.mil.zw', which are exclusively allocated and restricted to Government Entities. This will apply to all Government websites, except those of Parastatals.

2.2.2 The Government Internet Service Provider (GISP) is the exclusive Registrar for **.gov.zw** and **.mil.zw** domains, and all Departments requiring the service should work with GISP in making sure that their domain names conform to this standard.

2.2.3 The domains under the .gov.zw MUST be derived from the name of the Organisation's name, for example, "Central Vehicle Registration Department" can opt for ***cvr.gov.zw*** and not ***vehicle.gov.zw***.

2.3 Link with National Portal

The national Portal of Zimbabwe, ***zim.gov.zw***, is the centre of e-services delivery and the entry point to all Government websites and online platforms. It provides a single window for accessing information and services being offered by various entities of the Government of Zimbabwe.

2.3.1 Since the National Portal is the Official online entry point to the Government of Zimbabwe, all GoZ websites MUST provide a prominent link to the National Portal from the Home page and other important pages of citizens' interest.

2.3.2 The Zim Portal MUST load into a new web window of a web browser. This will assist citizens to get more information, which they would otherwise not get on that Particular Department's website. It is quite evident that citizens view government as one and are not aware of the specific departments that offer

various services. The Zim Portal provides for seamless access to government departments.

- 2.3.3 No Prior permission is required to link to the National Portal from any GoZ website. However, Departments are required to inform the DPAKM, specifying the respective pages and services linked to, so that they are informed of any changes that may be effected.

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CHAPTER 03

CONTENT COPYRIGHT

AND PRIVACY POLICY

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3.0 CONTENT COPYRIGHT AND PRIVACY POLICY

3.1 Content Copyright

Copyright is a form of protection provided under law to the owners of “original works of authorship” in any form or media. It is implied that the original information put up on the website by a Government Department is by default a copyright of the owner Department and may be copied, reproduced, republished, uploaded, posted, transmitted, or distributed only if the copyright policy of the concerned Department allows so.

3.1.1 The information, material and documents made available on Government of Zimbabwe websites MUST be backed up with proper copyright policy explaining the terms and conditions of their usage and reference by others. The copyright policy of a Department could be liberal, moderate or conservative depending upon their preferences based on the kind of information available on their website. However, since it is a duty of a Government Department to provide all the information in the public domain freely to the citizens, the Departments should aim to have a liberal copyright policy.

3.1.2 In cases where the document is in the public domain and there is no restriction on its reproduction, the copyright statement may be worded as follows:

Material featured on this site may be reproduced free of charge in any format or media without requiring specific permission. This is subject to the material being reproduced accurately and not being used in a derogatory manner or in a misleading context. Where the material is being published or issued to others, the source must be prominently acknowledged. However, the permission to reproduce this material does not extend to any material on this site, which is explicitly identified as being the copyright of a third party. Authorisation to reproduce such material must be obtained from the copyright holders concerned.”

3.1.3 In cases where the nature of information/document calls for a restriction on its reproduction, the copyright statement may be worded as follows:

“Material on this site is subject to copyright protection unless otherwise SPECIFIED. The material may be downloaded without requiring specific prior permission. Any other proposed use of the material is subject to the approval of (*name of Department*). Application for obtaining permission should be made to (*email address of the concerned Department*).”

- 3.1.4 Government Departments should also be sensitive towards publishing any information, photographs, music or other material having a third party copyright. The Government Departments MUST follow proper procedures to obtain the permission, prior to publishing such information on their websites.
- 3.1.5 If any published Government Document/Report is being reproduced on any website, whether as excerpts or in full, the source of the same i.e. Full Title of the Report/Document along with the name of the concerned Department and year of publication MUST be provided.

3.2 Hyperlinks on Content

- 3.2.1 Every Government of Zimbabwe website MUST have a comprehensive and clear-cut hyperlinking policy defined and spelt out for those who wish to hyperlink content from any of its sections. The basic hyperlinking practices and rules should ideally be common across the websites of a Department/Ministry.
- 3.2.2 In case the concerned Department has no objection to anyone providing a hyperlink to their website, the policy statement may be worded as follows:

"We do not object to you linking directly to the information that is hosted on our site and no prior permission is required for the same. However, we would like you to inform us about any links provided to our site so that you can be informed of any changes or updates therein. In addition, we do not permit our pages to be loaded into frames on your site. Our Department's pages must load into a newly opened browser window of the user."

- 3.2.3 In case Prior permission is required by anyone who wishes to provide a link to a Government website, the policy statement may be worded as follows

"Prior permission is required before hyperlinks are directed from any website to this site. Permission for the same, stating the nature of the content on the pages from where the link has to be given and the exact language of the Hyperlink should be obtained by sending a request TO....

(Email address of the Department)."

- 3.2.4 It is important to notify the visitors when they are leaving a particular website through a hyperlink and entering another one. Clear indications **MUST** be given when leaving the Government site to a non-Government website.

This link shall take you to a page outside the (website URL). For any query regarding the contents of the linked page, please contact the webmaster of the concerned website.”

- 3.2.5 Third party content should only be linked when consideration about the copyright, terms of use, permissions, content authenticity and other legal and ethical aspects of the concerned content have been taken into account.
- 3.2.6 All Government of Zimbabwe Websites Focal Persons should make sure that the external hyperlinks, wherever present on the site **MUST** be verified and checked on a regular basis to ensure that the information being provided ‘through’ them is up-to-date, accurate and relevant. This is more significant in the context of a Government website since there is a lot of credibility attached with an official website.
- 3.2.7 Further, it **MUST** be ensured that ‘broken links’ or those leading to ‘Page Not Found’ errors are checked on a regular basis and are rectified or removed from the site immediately upon discovery. A number of technology tools are available for convenient information of broken links.

3.3 Terms & Conditions

- 3.3.1 With the increased proliferation of Internet, more and more citizens are accessing information from Government websites. Clearly defined Terms & Conditions including well-worded disclaimers regarding the usage of websites **MUST** be present on every GoZ website.

Terms & Conditions should address the following aspects:

- Ownership Details
- Usage Policy of Content
- Legal Aspects
- Responsibility towards hyperlinked Sites

- 3.3.2 Since it is the responsibility of all GoZ Departments to uphold and maintain the trust of the visitors to the sites, the Government websites should not outrightly 'disclaim' the content of another Government website. Instead, a politely worded statement clearly indicating the ownership of the particular piece of content and the relevant details for further queries and information may be provided. Once all Zimbabwean Government websites follow standard content practices, the visitors should be able to move from one Government website to another in seamless manner.
- 3.3.3 The Terms & Conditions MUST also clarify whether the information available on the website may be construed as a statement of law to be used for any legal purposes or not. It should also be mentioned that in case of any legal dispute arising out of the content on the Government website, the matter should be heard in a court of law within the jurisdiction of the Province where the concerned owner Department of the website/portal is located.
- 3.3.4 In case, the content is sourced / linked from a non-government website at the other end: the Terms & Conditions MUST clearly state this fact and disclaim responsibility for its accuracy and relevance.
- 3.3.5 In case the website involves any e-payment features where electronic transactions are involved, appropriate disclaimers, worded in consultation with the involved agencies (bank, payment gateway service provider etc.) and the legal cell of the Department should be placed on the site

SAMPLE TERMS AND CONDITIONS

This website is designed, developed and maintained by (name of Department), Government of Zimbabwe

Though all efforts have been made to ensure the accuracy and currency of the content on this website, the same should not be construed as a statement of law or used for any legal purposes. In case of any ambiguity or doubts, users are advised to verify/check with the Department(s) and/or other source(s), and to obtain appropriate professional advice.

Under no circumstances will this Department be liable for any expense, loss or damage including, without limitation, indirect or consequential loss or damage, or any expense, loss or damage whatsoever arising from use, or loss of use, of data, arising out of or in connection with the use of this website.

These terms and conditions shall be governed by and construed in accordance with the Zimbabwean Laws. Any dispute arising under these terms and conditions shall be subject to the jurisdiction of the courts of Zimbabwe.

The information posted on this website could include hypertext links or pointers to information created and maintained by non-Government/private organisations. (Name of Department) is providing these links and pointers solely for your information and convenience. When you select a link to an outside website, you are leaving the (Name of Department) website and are subject to the privacy and security policies of the owners/sponsors of the outside website.

(Name of Department), does not guarantee the availability of such linked pages at all times.

(Name of Department), cannot authorise the use of copyrighted materials contained in linked websites. Users are advised to request such authorisation from the owner of the linked website.

(Name of Department), does not guarantee that linked websites comply with Government of Zimbabwe Web Guidelines

3.4 Privacy Policy

- 3.4.1 Government websites should follow an extremely cautious approach when it comes to collecting personal details/information about the visitors to the sites. It should be an endeavour to solicit only that information which is necessary.
- 3.4.2 In case a Department solicits or collects personal information from visitors through their websites, it MUST incorporate a prominently displayed Privacy Statement clearly stating the purpose for which information is being collected, whether the information shall be disclosed to anyone for any purpose and to whom.
- 3.4.3 Further, the privacy statement should also clarify whether any cookies shall be transferred onto the visitor's system during the process and what shall be the purpose of the same.

SAMPLE PRIVACY STATEMENT

Thanks for visiting website of (Name of Department), and reviewing our privacy policy. We collect no personal information, like names or addresses, when you visit our website. If you choose to provide that information to us, it is only used to fulfil your request for information. We do collect some technical information when you visit to make your visit seamless. The section below explains how we handle and collect technical information when you visit our website.

Information collected and stored automatically

When you browse, read pages, or download information on this website, we automatically gather and store certain technical information about your visit. This information never identifies who you are. The information we collect and store about your visit is listed below:

- The Internet domain of your service provider (e.g. mtnl.net.in) and IP address (an IP address is a number that is automatically assigned to your computer whenever you're surfing the web) from which you access our website.
- The date and time you accessed our site.
- The pages/URLs you have visited and
- If you reached this website from another website, the address of that referring website.

This information is only used to help us make the site more useful for you. With this data, we learn about the number of visitors to our site and the types of technology our visitors use. We never track or record information about individuals and their visits

Cookies

When you visit some websites, they may download small pieces of software on your computer/browsing device known as cookies. Some cookies collect personal information to recognise your computer in the future. We only use non-persistent cookies or "per-session cookies".

Per-session cookies serve technical purposes, like providing seamless navigation through this website. These cookies do not collect personal information on users and they are deleted as soon as you leave our website. The cookies do not permanently record data and they are not stored on your computer's hard drive. The cookies are stored in memory and are only available during an active browser session. Again, once you close your browser, the cookie disappears

- This Government computer system employs commercial software programs to monitor network traffic to identify unauthorised attempts to upload or change information, or otherwise cause damage. All these efforts are meant for site security purposes and to ensure that this service remains available to all users,
- Except for authorised law enforcement investigations, no other attempts are made to identify individual users or their usage habits. Raw data logs are used for no other purposes and are scheduled for regular deletion.
- Unauthorised attempts to upload information or change information on this service are strictly prohibited and may be punishable under Cyber Act of Zimbabwe

If you send us personal information

We do not collect personal information for any purpose other than to respond to you (for example, to respond to your questions or provide subscriptions you have chosen). If you choose to provide us with personal information— like filling out a Contact Us form, with an e-mail address or postal address, and submitting it to us through the website—we use that information to respond to your message, and to help you get the information you have requested. We only share the information you give us with another Government agency if your question relates to that agency, or as otherwise required by law.

Our website never collects information or creates individual profiles for commercial marketing. While you must provide an e-mail address for a localised response to any incoming questions or comments to us, we recommend that you do NOT include any other personal information.

Site Security

Generally, this website does not collect Personal Information about you when you visit the site. You can generally visit the site without revealing Personal Information, unless you choose to provide such information.

Site Visit data:

This website records your visit and logs the following information for statistical purposes: -your server's address; the name of the top-level domain from which you access the Internet (for example, .gov, .com, .zw, etc.); the type of browser you use; the date and time you access the site; the pages you have accessed and the documents downloaded; and the previous Internet address from which you linked directly to the site.

We will not identify users or their browsing activities, except when a law enforcement agency may exercise a warrant to inspect the service provider's logs

Cookies:

A cookie is a piece of software code that an internet web site sends to your browser when you access information at that site. This site does not use cookies.

Email Management

Your email address will only be recorded if you choose to send a message. It will only be used for the purpose for which you have provided it and will not be added to a mailing list. Your email address will not be used for any other purpose, and will not be disclosed, without your consent.

Collection of Personal Information:

If you are asked for any other Personal Information you will be informed how it will be used if you choose to give it. If at any time you believe the principles referred to in this privacy statement have not been followed, or have any other comments on these principles, please notify the webmaster through the contact us page.

Note: The use of the term "Personal Information" in this privacy statement refers to any information from which your identity is apparent or can be reasonably ascertained

Guidelines for Government of Zimbabwe Websites

CHAPTER 04

CONTENT SCOPE

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4.0 CONTENT SCOPE

4.1 Information in Public Domain

“Content” is of paramount importance on a Government website, as the citizens rely upon a Government website to access authentic and up-to-date information. An ideal Government of Zimbabwe website should have the following kinds of content:

a. Primary Content:

Primary content shall be the original content that is sought by target audience of the website, which could be citizens, business community, overseas citizens or other Government Departments or even Government employees. Examples of such content are information about the Department, various schemes and programmes of the Department, documents, forms etc.

b. Secondary Content:

Secondary content is generated from the assortment, packaging of primary content to suit the requirement of different audience, events and occasions examples of such content are advertisements / banners/ spotlight / media gallery/related sites etc.

c. Tertiary Content :

Information about the ‘Primary’ and ‘Secondary’ content forms a part of the tertiary content. This includes sections like About the Site, Online Help, Terms and Conditions and Frequently Asked Questions (FAQ).

Departments/ Organisations should compile their own content / sub content that they feel should be in the public domain. Information could be free to access by all or part of information, (due to concerns of privacy & sensitivity) could be made available only to registered users.

Generic List of Content	
Primary Content	
Long Term Value	Short Term Value
About The Ministry/Department/Province	News
Acts & Rules	Press Releases
Programmes & Schemes	Tenders
Documents	Recruitments
Forms	Announcements
Services	
Sectoral Profile	
Provincial Profile	
Contact Information	
Secondary Content	
Special Interest Group/ Audience Specific Views	
Events / Announcements	
Discussion Forum	
Spotlight	
Related Links	
Media Gallery	
Greetings	
Advertisements & Banners	
Tertiary Content	
About The Portal	
Sitemap, Search	
Terms and Conditions	
Frequently asked content	
Feedback (General / Content Specific)	
Help	
Registration	
Content Contributor, Source & Validity	

4.2 Primary Content

Primary Content forms the main focus of any Government website as it comprises information which the citizen has visited the website for. Examples are information about the Department, schemes and programmes, contact information, forms, documents, tenders etc. Broadly, the following sub categories encompass most of the Primary Content that ought to be made available on Government of Zimbabwe Websites

4.2.1 About us

(Ministries/Department/Entity/Organisation/Rural District Council/ Parastatal). This essentially refers to the content describing the owner Department of the website and comprises the following information:

- Profile
- Mission/Vision Statement
- History/Background
- Departments/Divisions/Cells
- Role/Functions/Responsibilities/Activities
- Agencies under the Administrative Control
- Organisational Structure
- Who's Who

This content should be reviewed frequently to ensure that it is always accurate and current. All information concerning the Legislative /Government officials MUST always be kept up to date.

4.2.2 Profile of a Sector / Region

Some websites/portals shall also be required to include a section on the overview of sector(s) they deal with naming all information concerning that sector present on their website or website of other Government entities working in that sector. This should be made accessible to give a comprehensive view to the visitors. Similarly, some of the portals are required to publish profile of a region for example, National Portal publishes a profile of Zimbabwe. Provincial Portals should publish a profile of the respective Provinces, while District websites should publish a profile of their respective district. Detailing of this segment should be done by each Department and included in their web content policy. Policy must also include the frequency / event of updates as well as officers responsible for updating this content.

4.2.3 Programmes & Initiatives

Most Government Ministries and /or Departments have programmes, and schemes benefiting individuals, groups of citizens (e.g. women, physically challenged etc.) or community at large running in different regions and sectors across the country. Information about all such initiatives should be included in this category. These schemes could be centrally sponsored, or being run by the Province / District Administration. It is important to note that these schemes directly benefiting the individuals, special interest groups of citizens (e.g. widows, physically challenged etc.) or the community. In addition, information should only be highlighted, with regard to those programmes, which are currently active and ongoing, and not about schemes which are no longer open/available to the public

- a. The content submitted about schemes should be reviewed at least every quarter to ensure that it is accurate and current.
- b. The complete official title of the Scheme MUST be reflected and should be self-explanatory. The correct title would lead to an accurate search output for information on that scheme and it would be easy for the users to locate it. Any abbreviation in the title should be expanded.
- c. This site should enlist all those who are eligible to receive benefits under the scheme e.g. women, children, disabled, poor etc. The details of the eligibility criteria for availing those benefits should also be clearly mentioned.
- d. Information should be given about whether the scheme entails monetary or non-monetary benefits and the specific kinds of non-monetary benefits, which can be availed e.g. Subsidy, training, land allotment etc.
- e. Procedure to be followed, whom to contact, supporting documents to be carried etc. for availing benefits under the scheme MUST form a part of this content.
- f. Validity of the programme MUST also be mentioned so that the information could accordingly be moved to archives after the expiry date and the visitors are not misled in any way.

4.2.4 Services

Ministries, Departments and Provinces offer a variety of services to the citizens. Information about these services as well as the interface to access and use them (if it is available online) should be made available on their websites.

- a. Information about services provided by the Government, whether fully online, partially online or available offline but

whose description and details exist online can be called services. For example, if the complete details about how to apply for a birth certificate are given along with the facility to download the requisite application form, it shall be categorised as a Service. However, just information about things like a programme of any Department, or access to a some searchable database without any service associated will not constitute a 'Service'.

- b. The complete title of the Service MUST be reflected and should be self- explanatory. The correct title would lead to an accurate search output for information on that service and it would be easy for the users to locate it. Any abbreviation in the title should be expanded.
- c. The websites should prominently display the most often used/ accessed services, so that visitors can locate and access them quickly.
- d. The website MUST provide a complete description of what the service is, how is it useful for the citizens, how it can be availed, who is eligible to avail the service, who is to be contacted and during which hours. This is very important for the common citizens to understand the significance of the service and what are the steps to be followed for availing it.
- e. If the service is delivered online then it should be developed as a Web-service so that other websites and portals can access it seamlessly, subject to authorisation of the owner Department. All on-line services should be made available through the National Portal as a 'web service.'

4.2.5 Application Forms

All application forms existing in the public domain and meant for applying for licenses, certificates, scholarships, grants, services, information, loans, utilities etc. should be published on the concerned Government website for the convenience of citizens.

- a. All Forms MUST be provided in an accessible format
- b. Information assisting the user in filling up the application form should also be provided such as where to submit and which supporting documents to attach etc.
- c. The title of the form MUST be clearly indicated and should be self-explanatory and devoid of any abbreviations which may render it universally incomprehensible. The correct title would lead to an accurate search output for information on that Form and it would be easy for the users to locate it.

4.2.6 Acts and Regulations

All the Acts passed by the Parliament should be reflected on the website of the concerned Government Department so that they can be accessed for reference. Further, the Statutory Instruments and/or Regulations issued by the Departments based on those Acts should also be displayed on the website.

- a. The complete title of the Act as written in the official notification MUST be mentioned which should be self-explanatory and devoid of any abbreviations etc. which may render it universally incomprehensible. The correct title would lead to an accurate search output for information on that Act and it would be easy for the users to locate it.
- b. The Commencement Date from which the Act comes into force should also be mentioned.
- c. In the case of a Statutory Instruments, relation with respective Acts should be highlighted as far as possible.

4.2.7 Documents/Reports

- a. All documents developed/published and issued in the Public Domain by Government Departments, Ministries, Provinces, Public Sector Units and Organisations must be published in the website. The following list gives an idea of the variety of Government documents that can be covered under this:
 - Five-year Plan documents
 - Annual Reports
 - Budget Documents
 - Guidelines by Government
 - Client Service Charters
 - Census Documents
 - Survey Outcomes / Reports
 - Statistical Reports etc.
- b. This content should be reviewed every quarter to ensure the accuracy and relevance of the information.
- c. The complete official title of the document MUST be mentioned on the site, The correct title would lead to an accurate search output for that document and it would be easy for the users to locate it. Any abbreviation in the title should be expanded and the title should not be formulated on just a document number/date.
- d. In case any reference to a document of another Government Department is given, it should be clearly specified as with whom lies the ownership of the

document i.e. which is the exact Ministry/Department at the level which has produced/published/issued the concerned document.

- e. It should be specified whether the language of the document is English, Shona, Ndebele or any other Official language. In case of the latter, the name of the concerned language MUST be mentioned clearly. If the document is bi- lingual/ multi- lingual, it is important to mention the languages it exists in.
- f. It is important that if the document is valid only for a certain time period, the validity MUST be clearly mentioned on the site. In fact, the document should be moved to the archives after expiry of the validity period.
- g. In case a document is large it may be broken down into multiple parts to facilitate easy download.

4.2.8 Circulars/Notifications

Information about all the Circular/ Notifications at all levels of the Government should be made available on the National Portal.

- a. The official title of the Circular/ Notification MUST be mentioned and should be self-explanatory. The correct title will also help in accurate search output for information on that circular and thus, it would be easy for the users to locate it.
- b. The ownership of the concerned circular should be specified i.e. Ministry/ Department and also the level i.e. Province/ District.
- c. If the Circulars/Notifications are valid only for a certain time period, the validity MUST be clearly mentioned on the site. The Circulars/Notifications should then be moved to the archives after expiry of the validity period.

4.2.9 Tenders

Government and Public Sector Procurement / Tenders/ Notifications issued by the State Institutions and other public bodies across Zimbabwe for goods, services and works MUST be made available through the websites. The Procurement Regulatory Authority of Zimbabwe (PRAZ) advises of the following guidelines for publishing tender notifications:

- a. Information MUST include the notifications and complete documents for tenders.
- b. Tenders of all categories including open tenders, limited tenders, empanelment, auctions, work contracts, service contracts etc. should be published on the website.

- c. Subject to its completion, all these tender notifications should be uploaded on the single entry Tenders Portal for the Government (www.tenders.gov.zw), which is a one-stop source for tenders of various Government Departments, developed on the advice of the State Procurement Regulatory Authority of Zimbabwe. (refer to www.praz.gov.zw)
- d. Outdated tenders MUST be immediately removed from the website and moved to archive or deleted as per the Departmental policy. If the tenders are published through the Tenders Portal it is automatically taken care of.

4.2.10 Recruitment

All Government of Zimbabwe websites MUST provide complete and transparent information on their recruitment policies for the benefit of those who would like to join the Government and serve the nation. In case the recruitment is through Civil Service Commission or some other Agencies etc. that should be highlighted along with a link to respective pages of those organisations websites. In either of the cases, information about the recruitment should abide by the following guidelines.

- a. The title of the recruitment notice should be self-explanatory.
- b. This site should enlist all those who are eligible for a particular recruitment and details of the eligibility criteria
- c. All required application forms should be made available on the website so that the interested person can download and submit the same.
- d. Procedure to be followed, whom to contact, supporting documents to be carried etc. for the particular recruitment MUST form a part of this content.
- e. All currently open vacancies may be highlighted on the Homepage of the website.
- f. Departments MUST also register all recruitment notices with the National Portal for wider access.
- g. Information for those recruitment notices in which the last date is over MUST be either removed or moved into the archives section.

4.2.11 News and Press Releases

News having national importance and significance for the Citizens as well as Government Press Releases issued by Departments and organisations at all levels should be published on the website of the concerned Department. News and Press Releases MUST carry the date and should be organised as per the Archival Policy of the website. News and Press releases should be published in RSS format so that associated offices and Departments can also consume them on their websites with due permission or based on their access policy.

4.2.12 Contact Information on Government Websites

It is essential that Government websites provide citizens with the means to contact any Department or entity to ask questions, get information, seek clarifications or for complaints handling.

- a. All Zimbabwe Government websites MUST have a 'Contact Us' page, linked from the Homepage and all relevant places in the website.
- b. The 'Contact Us' page should be categorised according to the various divisions handling different kind of queries; e.g. grievance/ complaints handling or redress, file status, procedural details etc.
- c. The contact details for the Important functionaries in the Department MUST have the telephone numbers, postal address as well as email address along with the timings specified for personal public dealing (if applicable). The content policy of the department should enlist the functionaries whose details are to be given on the website.
- d. There should be a clear-cut policy for redress (correction) of inaccurate information found on the website. The contact details of the Website Focal Person or Information Officer, who is overall responsible for the content on the website, should be provided.

4.2.13 Presence on the National Portal

Mechanism MUST be in place to ensure that all Citizen Services, Forms, Documents, Schemes are registered with the respective repositories of the National Portal.

4.3 Secondary Content

Secondary content is generated from the assortment and packaging of primary content to suit the requirement of different audience, events and occasions examples of such content are advertisements/banners/highlights /media gallery/related sites.

4.3.1 Special Interest Group Corner

In case there is an event or occasion, Government departments may introduce a special section for a particular target group e.g. during result time, a special section for students may be put up or the Department of Social Welfare may open a section for senior citizens on its website. Here, it must be noted that the original content that is sourced from various sections of the website to make up this section should remain as such so that it may be referred to once the section has been removed.

4.3.2 Events and Announcements

Government websites should have a section to cover various events and Announcements such as

- Announcements having International/National/Provincial level importance should be published on the website.
- Announcements related to important upcoming Government events being organised by a Ministry/ Department /Province /District.
- Announcements should be worded in simple English/Regional language depending on whom it is meant for.
- Announcements related to schemes/ grants/ scholarships /fellowships etc.
- Warnings of Natural disasters/epidemics etc.
- Calls for relief funds during disasters. Other help from citizens or civic agencies.
- Display of important helpline numbers in case of crisis.

Guidelines relating to events and announcements are as follows:

- a. It is A MUST to take off / archive the announcement once it loses its relevance or after the expiry of the time period attached to the event or happening; and
- b. All important announcements should also be published on the National Portal for wider access.

4.3.3 Discussion Forums , Chat Rooms and Social Media

Discussion forums are becoming an increasingly popular tool for sharing viewpoints and information. Discussion Forums could be initiated by a Department on any relevant topic of public interest and can prove quite useful in obtaining opinions and viewpoints of the citizens on issues important for policy making. While initiating an online discussion forum on a Government Department's website, the following has to be kept in mind:

- a. The purpose and objective of the Discussion Forum should be clearly defined. Preferably, an initiating document or background paper explaining the theme of the topic for the forum may be provided on the site.
- b. Clear-cut Terms and Conditions for participating in the Discussion Forum should be indicated and a Usage Policy (see box) should be defined.
- c. The discussion forums on a Government website MUST be moderated so that there is some control to avoid publishing unwanted content on the website. All the inputs submitted by the users must first be reviewed by the moderator for context and appropriateness of the language and then posted on the website.

- d. The discussion forum should be open for a limited period of time and the validity of the same should be prominently indicated on the site. However, rather than closing the forum abruptly, it is advised that a summary of the inputs received as well as an Action Taken Report, if possible, should be provided on the website so that the visitors are assured that their inputs are being seriously considered and valued by the Department.

Chat Rooms

Chat rooms on a website could be used by citizens to exchange their viewpoints on some common topic amongst each other as well as by the Departments to facilitate an online conversation between a senior functionary and citizens. Like Discussion Forums, Chat rooms should also follow a Usage Policy (see box) and a proper code of conduct. It is desirable that the participants of an online chat through a Government Department's website be registered before they are allowed to log in and post their messages. Permanent chat rooms should be monitored frequently. In case of temporary or special occasion chat sessions with a senior functionary, it is advised that questions be submitted to the interviewee, before being published in the chat room.

Social Media

Discussions on Social Media, Facebook, Twitter and others, are also guided by the above standards, until such a time the Guidelines for Social Media are availed.

ONLINE DISCUSSION FORUM: USAGE POLICY

A Usage Policy should be established and published alongside all online discussion forums and chatrooms on a Government website. This policy should be prominently displayed to any new user who should be made to pass through a page with this information before being able to input data. The usage policy should clearly specify that the following is forbidden:

- Insulting, threatening or provoking language.
- Inciting hatred based on race, religion, tribe, gender, nationality or sexuality or other personal characteristics.
- Swearing, using hate-speech or making obscene or vulgar comments.
- Libel, condoning illegal activity, contempt of court and breach of copyright.
- Spamming, i.e., adding the same comment repeatedly.
- Impersonating or falsely claiming to represent a person or organisation.
- Posting in a language other than the language of the website.
- Invading people's privacy.

4.3.4 Related Links

For every content topic in different modules of the website, a section should be provided for 'Related Links' to the concerned information.

- a. Each content topic covered in the website may have some Related Links to other Government websites which provide further details on the topic.
- b. For every Related Link, the complete URL of the Homepage/ Concerned webpage MUST be provided correctly along with the complete title of the Website which shall appear on the screen.
- c. The validity and accuracy of the URL MUST be checked on a regular basis to make sure that the information is relevant and the linked address is correct.

Only Government websites/webpages should be provided as '**Related Links**' for further information since there is no control over the veracity and availability of information on private websites.

4.3.5 Limelight or Spotlight

The website may have a section called 'Spotlight' that focuses on a certain issue of importance and brings it in to the limelight. The guidelines with regard to this section are as follows:-

- a. Every Spotlight topic should be chosen keeping in mind the relevance and significance of the topic in today's context. It should be ensured that the chosen topic is of significance and should interest a diverse group of audience.
- b. The content for the Spotlight Section should have the following essential elements:
 - Brief introductory text to appear on the Homepage of the website.
 - Detailed text on the topic in the Main Page of the Spotlight section. This content should comprise key highlights of the topic and the facts ought to be sourced from authentic and official sources relating to the topic.
 - Address of the Webpage/Websites that have detailed information on the topic addressed in the Spotlight.
 - Graphical Banner highlighting the Spotlight topic and linked to the webpage with further details.
- c. Once the new Spotlight is launched, the older one should be passed in an Archives section along with the date for future reference.

4.4 Tertiary Content

Tertiary content is made up of information about the 'primary' and 'secondary' content. The guidelines for this type of content are given as follows:

- 4.4.1** About the site i.e. Department that is responsible for the content as well as the maintenance of the site, what is the purpose behind the development of the site, when was it launched, where is it hosted and more.
- 4.4.2** Navigation Aids Sections such as Online Help, Site Map, Search (described in detail in the latter sections).
- 4.4.3** Terms and Conditions with respect to the usage of content on the site. This includes policies on Copyright, Privacy, Legal Implications etc. as well as Content Disclaimers.

4.4.4 'Frequently Asked Questions' or FAQs

Although the content developers of websites make (and should make) all possible efforts to ensure that the content answers all possible and anticipated information needs of the citizens, it is sometimes not possible to address it completely. Visitors still have questions either because they could not find what they were looking for or because it is presented in such a manner that it is difficult for them to comprehend or understand. In such a case, a detailed list of answers to common questions can prove highly useful to the website audience.

In addition, it has been proven by usability studies that information presented in a 'question-answer' form is much easier for people to understand than lengthy write-ups.

Hence, Government websites, particularly the ones having frequent interaction with citizen for various services/schemes should have a 'Frequently Asked Questions' module linked from the Homepage and all other relevant places in the site.

The Web Focal Persons can compile the list of commonly asked queries and their answers through the following sources:

- Email, phone calls and letters from the public.
- A survey could be conducted amongst the public.
- Input from people who answer phones and mail in the organisation.
- Review of website usage statistics and top search terms.

4.4.5 User Feedback

Feedback forms, with pre-decided fields, to be filled in by the visitors, enable a much more structured way of receiving feedback and hence make it easy to categorise or analyse the same. Forms are also quite useful for receiving grievances/complaints from the users in a structured and formatted manner.

The information collected through feedback forms can also be used as a means of knowing the usage pattern of the website and can be used in the enhancement of further versions of the website.

- a. All feedback **MUST** be collected through online forms for reasons explained above.
- b. All feedback forms must be prominently displayed on the website.
- c. Departments **MUST** respond to the feedback explaining how it shall be processed.
- d. Departments should also make it clear on the response screen whether citizens should expect a reply on their feedback. If 'yes' then in how many days.

4.4.6 Help

A special section 'Help' on the website **MUST** be created, which allows and guides for a pleasant experience while browsing the website. This category includes the kind of content which allows for an easy and convenient navigation for the visitor to the website (e.g. online help, how to open files of certain formats, how to access audio/video on the portal, kinds of plug-ins required etc.). Further, the content that clarifies the purpose of the website as well as its policies for the visitors should also be included in this category.

4.4.7 Downloads

- a. Information about downloadable material. Downloading material from the Internet can be an expensive and time-consuming exercise. Therefore, Government websites **MUST** provide Information that will help visitors determine whether they want to access downloadable material. This information would concern the following:
 - Self-explanatory title of the document/file.
 - Download and use instructions (install, open, view).
 - File format & file size.
- b. Size of downloads to be minimised:

The total size of the file should be kept to a minimum to ensure acceptable download times for all users, especially those that do not have high-speed, reliable Internet connections.
- c. Virus Free Downloads:

Prior to making downloadable material available for visitors, Government websites **MUST** check for viruses and clear them.

4.5 Minimum Content

The homepage of a website is the primary entry page to the entire content of the website. It is important that the visitors to the site get to access the most important content elements from the Homepage itself.

4.5.1 Government websites MUST ensure the availability of the following minimum content elements on the Homepage. This is applicable not just to the websites of Departments but also to any Zimbabwean Government website, be it on a specific Project, a Task Force, Committee or Service etc.

Minimum Content on the homepage of a Department

- Department Name (alternatively, the name of the Project, Service etc. as applicable).
- National emblem/Logo (as applicable).
- About the Department (including its main activities & functions).
- Link to all the major modules/sections of the site.
- Link to all the citizen services offered by the Department.
- A link to the 'Contact Us' page of the website.
- A link to the "Feedback" page.
- A link to National Portal.
- Search/Site Map.
- Terms and Conditions of Use.

4.5.2 Minimum Content on Subsequent Pages

Apart from the Homepage, the subsequent pages of the website MUST have the following minimum information, in addition to the main content.

- Self-explanatory title of the page.
- Link to the Homepage.
- Link to the parent section/top module of the individual page.
- Ownership (name of the Department owning the website).
- Link to the "Contact Us" page.
- Last Reviewed / Updated date.

4.6 Minimum Content on Subsequent Pages

Government websites contain information and services for the public. Therefore, it has to be strictly noted that GoZ websites should not be used to convey information specific to the Department's employees. Information meant for the internal consumption of the employees should be disseminated through Intranets. This is required, since information intended for employees can confuse the common public visiting the website.

- All information meant for internal consumption and not in the public domain, presently existing on any Zimbabwean Government website should be moved to an Intranet secured through proper authentication.

In case for some reason it is not possible for the Department to develop an Intranet, the information meant for internal use may be isolated and explicitly labelled (e.g. 'for employees' or 'for internal use'), to make it clear to the public that it is not intended for them.

4.7 Information to Avoid

- 4.7.1** Commercial banner advertisements should be avoided on Government websites. Banner advertisements that promote and link to other Government agencies as well as social messages are permissible.
- 4.7.2** Any information in text, visual or any other media which may offend/harm the National sentiments, religious communities as well as security and integrity of the Country **MUST** be avoided on the websites.
- 4.7.3** Government Information that is confidential or only for restricted use should be avoided on a website meant for the common public.

CHAPTER 05

CONTENT QUALITY

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5.0 CONTENT QUALITY

5.1 Citizen Orientation

The way a Government website's content is written and packaged crucial element of an effective web presence. GoZ websites should be oriented towards their targeted stakeholders including Citizens, Businesses, Government Departments as well as Government employees.

5.1.1 The content should be selected not from the Government's perspective but keeping the audience in mind. Content aimed at the common public should be written in simple language so that people from diverse professional, educational and demographic backgrounds can easily comprehend. Thus, equal emphasis should be given to the way it is written and presented on the web.

5.1.2 The Homepage MUST provides a good interface for the citizen through a careful and effective design process. Ideally, Homepages should not feature photos of individuals and office bearers of the Department, but rather these should be placed on about us or contact us pages.

5.1.3 The following are various engagement platforms and ways of getting feedback on Citizens requirements for websites, better packaging and presentation.

- Customer satisfaction surveys.
- Online feedback from citizens.
- Analysing website usage reports, including search terms and statistics.
- Usability testing and research.

5.2 Relevance and Authenticity of Content

Website Focal Persons or Web Information Managers/Officers are required to ensure that the content on their websites is always authentic, up-to-date and latest. This matter is of paramount significance in the context of Government websites since the public puts a lot of trust in the information available on the official websites of the Government

5.2.1 All content published on a Government website should be thoroughly verified and checked. The public expects authentic and accurate information from a credible source such as an official Government website. Government Departments MUST have a Content Contribution, Moderation and Approval Policy (CMAP) stating the responsibility, authorisation and workflow details with regard to content publishing on the site

5.2.2 The Homepage MUST and every important entry page of all Government of Zimbabwe websites/portals should display a time stamp indicating the following dates:

- The information was posted on the website
- The content was last reviewed and/or modified

5.2.3 All Government Departments should review the content of their respective websites for authenticity, accuracy, relevancy and ensuring that all information is up-to-date on weekly basis. A proper content review policy is recommended.

5.2.4 All information that may not change, for example historical articles, the timestamp may be included together with a note that the information is not subject to review.

5.2.5 Content that is time sensitive, for example, tender notifications, vacancies, or events registration MUST be archived or moved to appropriate sections. Expired content MUST not be presented or flashed on the website. The Departments MUST have a clearly laid out Content Archival Policy (CAP) clarifying the rules set in this regard.

5.3 Language

Effective Communication and Service delivery through websites can only be achieved if the Language is appropriate for the target audience. If the language on the website is complex and uses terminology that a common visitor is unfamiliar with, then the purpose of having the website will be lost.

5.3.1 Departments MUST ensure that the homepage, all major entry points, and navigational elements of Government websites are written in the clear and simple language appropriate for the sites content.

5.3.2 Departments may test the language and its comprehension with a sample set of typical visitors before making the site live for all audiences.

5.3.3 Notably, writing for the web is very different from writing for the Print medium. One of the best ways of making the language web friendly is to keep the sentences short and simple. Long, convoluted sentences seem forbidding on screen and can distract the visitors.

5.3.4 The language used in a Government website MUST be free from any spelling or grammatical errors of any kind. Further, there should be uniformity across the site when it comes to using British/American or Zimbabwean English.

- 5.3.5** Abbreviations/Acronyms, which may be typical in the Civil Service and may not be commonplace with citizens of diverse backgrounds should be avoided or expanded at all possible places. At the same time, if a short form or abbreviation of a term is more popularly known and understood by the citizens than even its full form, the short form should be mentioned.

5.4 Consistent Terminology

Common look and feel in Government websites of any country helps in promoting the brand image of the Government; raises user confidence; provides a user-friendly experience in navigating Government websites; and organises information more consistently to facilitate search. An integral part of the common look and feel strategy is the usage of standard content terminology, positioning and framework. Usability Research and Websites Survey conducted by the Computer Society of Zimbabwe (CSZ) in February 2017 established that using common terms and placement of content could help visitors locate the information they want more quickly and conveniently.

- 5.4.1** Consistent Content Terminology and Positioning should be adopted by Government websites in Zimbabwe. This could act as a beginning for adopting a larger view towards common look and feel of GoZ websites in the long run. If a certain 'term' has been presented in a particular manner at one place in the website, it should be referred to in the same manner at all places in the site.

- 5.4.2** Consistency in nomenclature **MUST** be maintained across a website and should be followed across all the websites owned by a Department/Ministry.

EXAMPLE

If a certain Government entity has been referred to as the 'Department' at one place in the site, it should not be mentioned as 'organisation' or some other name at an alternative place in the same site.

In any application form, if the button to submit information after filling up the form says 'SUBMIT' then it must say so across the entire website. It should not happen that different terminology is used in the same context at various places in a single website.

5.5 International Conventions

The Web has no boundaries and transcends all geographic and physical locations. Therefore, it should be ensured that the content of every GoZ website considers international and cultural conventions.

5.5.1 Time

To mention timings in any context, the format 00:00hrs should be used and if possible, the standard reference of with respect to the more widely known internationally GMT (Greenwich Mean Time) may be mentioned.

5.5.2 Phone Numbers

The format for mentioning the phone numbers should be according to international conventions (+Country Code – Area Code- Phone No.) and uniform across all GoZ websites. e.g. +263-24-793132.

5.5.3 Date

The format for date across all pages of GoZ websites should to be dd/mm/yyyy to ensure uniformity

5.5.4 Holidays

Holidays and Work Hours are generally the same across Zimbabwe. However, when there are variations within sectors and Provinces, the respective websites should indicate such.

5.5.5 Postal/Physical Addresses

All Government Department MUST provide physical addresses to facilitate service delivery. Changes in location should be clearly indicated so that citizens and other stakeholders are not inconvenienced.

Though it is preferable to follow international convention, however if for some reason there is a deviation the same should be highlighted in the 'help' section.

5.6 Information Architecture

Information Architecture refers to how information is organized, structured, labelled, and presented for maximum access. The content of a Government website or any website per se, has to be structured in such a way that the target audience is able to access the desired information with minimum effort. Therefore, it is imperative that the information and services on the website are well organised and categorized into relevant modules/sections and sub-sections so that any information can be located conveniently and is not buried deep inside Webpages. Thus, the information structure, relationship between the information and the meaning is maintained across all presentation styles.

5.6.1 GoZ websites MUST ensure that all information, which is of direct importance to the citizen, is accessible from the Homepage itself. In case the information cannot be displayed on the Homepage, it should be ensured that it is available in not more than three clicks from the homepage. The objective of the Homepage of a website is always to allow the visitors to locate the desired information in the easiest possible manner. Homepages must be designed so as to prominently highlight the most requested information and services. Further, the homepage should provide an easy-to- identify section where the purpose of the website and the value to citizens is explained in terms they can understand.

5.6.2 When the sequence of content is presentation affects its meaning, a correct reading sequence MUST be programmatically determined. This helps people who rely on assistive technologies like screen readers because the meaning evident in the sequencing of the information in the visual presentation will be the same when the content is presented in spoken form. This also preserves the meaning of the page when the CSS is turned off or not supported. It should be noted that a sequence is meaningful if change of order shall affect its meaning. Two independent content items like two separate articles in a page may be placed in any sequence without affecting the meaning. Similarly, the navigation block and the content area may be placed in any sequence without affecting their meaning.

5.7 Multilingual Versions

According to the 2013 Constitution, Zimbabwe has sixteen (16) official languages. As we move into the future, the major users of Government websites would be common citizens with highly diverse demographic profiles. Due to the various initiatives taken by the Government, as well as the private sector, Internet is now accessible even in the remote parts of the nation. For example, Community Information Centres (CICs) project of the Ministry of ICT and Cyber Security, supported by Postal and Telecommunications Regulatory Authority of Zimbabwe (POTRAZ) has made the Internet reach all provinces including some rural centres.

Currently, most content in Government websites is in English and there are a few sites, which have content in Shona, Ndebele or one of the Official languages. Thus, even though Government websites are accessible, they are still not usable. Hence, there is a need to put the information in Local languages. Depending on the nature of the content and its prospective usage, content should be translated in desired languages and should be a part of the same website with prominent links.

5.7.1 Ideally, all the pages on the website should be translated in Shona, Ndebele and other Regional languages. In case it is becoming difficult to do so,

Departments should identify the content that is widely accessed by the public and begin to put up such content in multiple languages.

- 5.7.2** It MUST be ensured that the documents/pages in multiple languages are updated simultaneously so that there are no inconsistencies, at any point, between the various language versions.
- 5.7.3** In case it is practically difficult to update the versions in all languages simultaneously due to delays on account of translation etc., the obsolete information should be removed from the site till the latest information is uploaded. In any case, a time stamp indicating the date of uploading the information and its validity should to be put along with all the time sensitive documents

Guidelines for Government of Zimbabwe Websites

CHAPTER 06

DESIGN

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6.0 DESIGN

6.1 Visual Identity

Design in the broad sense is a process that achieves the end result of enhancing the user experience by presenting the content in a form that is easily understandable, navigable and searchable by the user, in addition to being visually appealing. Interface design is the design and layout of the websites graphic and textual elements. The branding of a website can be established by incorporating common design elements such as colours, logos, styles, etc., into every page. This presents a professional and consistent visual identity as well as an important signpost that tells visitors where they are.

6.1.1 Therefore, visual/textual identity elements highlighting the Government of Zimbabwe's ownership of the site MUST prominently stand out on the page.

6.2 Page layout

Page Layout is a significant consideration in the overall design interface of any website. The following are some guidelines to achieve well laid out pages

6.2.1 A consistent page layout MUST be maintained throughout the site. This means that the placement of navigation and text elements should be uniform across the website.

6.2.2 Most important elements should be visible on the landing screen and should not go inside a scroll.

6.2.3 Focus should be laid on a few important elements of the page, so that the visitor may be guided to those portions, which deserve most attention. If a lot of elements in a webpage are blinking/flashing or highlighted, the visitor will not be able to concentrate on the essence of the page.

6.2.4 There should be a clear demarcation of components. The Information Architecture where information of one kind is grouped together and presented visually at one point in the page can guide this.

6.3 Graphics, Buttons and Icons

Buttons and icons are symbolic representation of objects and the representation of actions that can be applied to objects. Icons if used properly can be a powerful technique for communication and attracting attention.

They hold the users' attention, add interest to a website and quickly convey information, and are free from the barriers of language.

- 6.3.1** While using national identity symbols like Flag, National emblem (Coat of Arms) etc., it MUST be ensured that the images are in a proper ratio and colour.
- 6.3.2** The graphic elements like buttons and icons should be simple and their meaning and symbolism should be self-explanatory and relevant. This simply means that an icon should look like what it means.
- 6.3.3** Buttons and Icons should be large enough to be distinguishable on a high-resolution monitor, since the display size of components decreases with the increase in the screen resolution set by the user.
- 6.3.4** Graphics should not be used to present major content in an alternative style as those using text only browsers shall not be able to access the information thus rendering the site inaccessible to many. Wherever a graphic is used, meaningful 'alt text' must be given.

6.4 Typography

- 6.4.1** The content of the site should be readable with default standard fonts (the font awesome CSS and iconic toolkit can be used).
- 6.4.2** Italic fonts are not legible in small font sizes. All capital characters and italics should be used sparingly as they hinder legibility in big blocks of text.
- 6.4.3** It is author's responsibility is to create Web content that does not prevent the user agent from scaling the content effectively therefore except for captions and images of text, text MUST be resizable without assistive technology without loss of content or functionality.
- 6.4.4** Font properties should be such that the text MUST be readable in both electronic and print format and the page MUST print correctly on an A4 size paper.

6.5 Colour

- 6.5.1** All GoZ websites should generally have colour schemes derived from Zimbabwe's National Flag, unless the Department has a unique brand of its own.
- 6.5.2** There MUST be adequate contrast between text and background. Using combinations like red text on green background makes the text unreadable.

6.5.3 Use of colour should depend on the type of target audience. For example, a site for children may use bigger fonts and bright colours to grab the attention of kids while a site designed for researchers and academicians should focus on content with subtle use of colours.

6.5.4 Designers **MUST** ensure that all information conveyed with colour is also available without colour, for example from context or mark-up.

6.6 Images

6.6.1 Images MUST be Gender Sensitive

Selection of images for publication on websites **MUST** include women, children, youths and more, rather than professional working class only. Website users are more likely to respond to information and messages conveyed when they can relate to the pictures used.

6.6.2 Use of images should be limited

Even though images add life to a website, they make the site heavier and may take more time to load in areas where there is limited connectivity. Images should not be used to present text in an alternative style as those using text only browsers shall not be able to access the information thus rendering the site inaccessible to many. The use of text, rather than images, should be considered for headings and website navigation.

6.6.3 Images should be created in an appropriate format

Images should be created in an appropriate format to minimise load time and maximise the display quality. There are three formats for displaying images in web browsers – GIF, JPEG and PNG. Use:

- GIF format for images that contain line-art and flat areas of colour such as icons and graphs.
- JPEG format for images that contain many colour variations, such as photographs. JPEG images can contain up to 16 million colours.
- PNG format does not have any patent restrictions and can be read and written freely by software developers and webmasters alike

6.6.4 Size of image files should be minimised

The size of image files should be reduced as much as possible to minimise the download time of web pages. A variety of techniques can improve the download time of pages:

- Scaling of images should be avoided as they tend to distort. Instead, a correct size should be prepared in image processing software.

- A thumbnail (a smaller version) for a large image and link to the full-size copy should be provided where appropriate.

6.6.5 Images should be made Accessible

- A meaningful explanatory text description **MUST** be specified for images, graphics and other non-text elements using the ALT attribute. The ALT text for an image is displayed before the image is fully downloaded and also when cursor is over the image. It is the main source of image information for users of text-only browsers, users of browsers with graphics turned off, and users who are sight impaired. The description should summarise the content or purpose of the image. For example, to use the description 'Picture' to explain a graphic does not serve any purpose.
- The HEIGHT and WIDTH dimension attributes force the browser to allocate space for images and download the text first. The height and width specifications should be the same as the actual height and width of the image.

This speeds up the time to download the web page and display the content.

6.7 Audio/Video/Animation

The use of audio video clips in a website can enrich the content and render the communication more effective for the visitor; however, the following guidelines should be followed while including audio/video clips on the website.

6.7.1 Download Details for Video and Audio Clips

- a. Download information **MUST** be provided to help users determine whether they wish to access the video or audio clip. This includes the download and usage instructions, file size, and file format.
- b. If a specific software programme is required to access the multimedia file, a link to enable the user to download it **MUST** be provided.
- c. Formats of audio/video files should be common across a website and across the websites owned by a State/Ministry.
- d. As far as possible streaming audio/video should be used rather than forcing the users to download the entire file, which eventually may not turn out to be what they are looking for.

6.7.2 Text Equivalents for Video and Audio Clips

In order to ensure that content of video and audio clips is accessible to all, including those with impaired vision or those accessing the information on slow connections

- a. Government websites MUST provide equivalent information of audio/ video clips (e.g. a text description of the audio /video). In case of video clips, audio description of the video may be provided in place of text. This makes it possible for users with and without vision impairment to review content with equal ease.
- b. All-important audio clips MUST be accompanied with captions for the benefit of hearing impaired or those who do not have access to audio. Captions must not only include dialogue, but identify who is speaking and include non-speech information conveyed through sound, including meaningful sound effects.

6.7.3 Animations

The use of animation can be an effective means for drawing attention to key aspects of a website. However, Government websites should ensure that animations used on the site do not distract or irritate users or lead to unacceptable download times. Animation should be used only if it adds value to a page. File sizes of animated images should be kept small by limiting the number of frames. Certain special effects such as spiralling, throbbing or flashing have been reported to cause epileptic seizures and should be avoided.

- a. Certain special effects such as spiralling, throbbing or flashing have been reported to cause epileptic seizures. Web pages MUST not contain anything that flashes more than three times in any one second period.
- b. For any moving, blinking or scrolling information that starts automatically and is presented in parallel with other content, there MUST be a mechanism for the user to pause, stop, or hide it (unless the movement, blinking, or scrolling is part of an activity where it is essential).
- c. If any audio on a Web page plays automatically for more than 3 seconds, there MUST be mechanism to pause or stop the audio. This is important because Individuals who use screen-reading software can find it hard to hear the speech output if there is other audio playing at the same time. Also as screen reader's speech, output is controlled via the same volume control, as the system sound control the webpage MUST provide a means to control audio volume independently from the overall system volume level.

6.8 Navigation

Consistent navigation makes it easy to use a website since a visitor does not need to understand or remember different navigation styles for different sections. Therefore, to promote ease-of-use for all citizens, Government websites must have a navigation scheme that is used consistently across the website.

The organisation and navigation scheme of the content in the website should be either categorised by subject (topic, tasks, services, life events), by audience group, by geographic location, or by any combination of these factors. The navigation should not be based on the Department's organisational structure, as it will render the content from the Governments' perspective rather than the visitors'. Web information managers should analyse the wants and needs of citizens and other intended target groups when organizing the content of Government websites.

- 6.8.1** It MUST be possible for a visitor to reach the Homepage from any other page in the website.
- 6.8.2** The positioning and terminology and navigation scheme used for navigation items MUST be consistent across the website.
- 6.8.3** Navigation items of the same type should look and behave the same way. For example, if a set of pages on one topic has subtopic links in the left navigation bar, pages on other topics should also have subtopic links in the left navigation bar that look and behave identically.
- 6.8.4** Links to under construction pages MUST be avoided as far as possible.
- 6.8.5** Each page MUST be a stand-alone entity in terms of ownership, navigation and context of content.
- 6.8.6** List of all levels between the homepage and current page should be provided on each page.
- 6.8.7** Navigation to external websites should be enabled in such a manner that the external website opens in a small sized browser window. This is to ensure that the context remains on the screen for the visitor.

6.9 Site Search

"Search" is a standard facility on any website now as visitors expect to be guided to the desired information and service through an easy to use search facility. Effective search functionality is crucial for mining through the large volumes of information made available on Government websites. Following are some of the guidelines to achieve the same.

- 6.9.1** Government websites MUST include either a "Search" box or a link to a "Search" page from every page of the website. The search box or link must be titled "Search", as it is a standard term understood by web surfers' world over. As per internationally accepted Usability principles, search boxes are most effective

when placed in the same position on all pages (usually within the upper third part of the webpage).

- 6.9.2** Search results should be displayed in an easy-to-read format that, at a minimum, shows visitors the term(s) they searched for and may highlights the term(s) in each search result.
- 6.9.3** Departments should carefully determine the scope of its search index to determine which content should be included and which content should be excluded. This further implies that the content not meant to be in the public domain should not be included in any web-based file that could be retrieved through any search engine.
- 6.9.4** The frequency of indexing the content of a Government website should be pre-decided by the hosting provider. Content that is added and updated frequently, such as press releases, should be indexed more frequently.
- 6.9.5** Government Departments should regularly use traffic analysis tools to identify the common search terms used to reach their website. This shall enable a higher ranking of the site on search engines after due customisation.
- 6.9.6** Although usability research indicates that very few people use “advanced” search features, Departments should allow visitors to conduct more refined, focused searches to achieve results that are more relevant.
- 6.9.7** Considering the fact, that many people are unfamiliar or unskilled at using search technology, the website should provide help, hints, or tips, and include examples, along with its search facility to aid the visitors.
- 6.9.8** Users may expect the site index /search to access all the appropriate content and not display content from outside the site. In case the search results reflect the results from outside the website, it should be clearly distinguished and mentioned on the top of the page.

6.10 Sitemap

The citizens visiting Government websites need to be able to find the information and services they seek, as easily and quickly as possible. A site map represents the structure of a website, textually as well as graphically, on a single page. A proper ‘Site-Map’ can provide a convenient and easy-to understand view of the contents in the whole site. It also facilitates quick access to the information that the citizens want. The following are some of the guidelines concerning site maps:

6.10.1 Every Government of Zimbabwe website MUST have a 'Sitemap' link to Homepages well as all important entry pages of the site.

6.10.2 The site map should be universally accessible and should be provided in plain text format.

6.10.3 Web information managers should establish a schedule or process for regularly reviewing and updating the Sitemap.

6.11 Frames

Frames are an HTML technique used by web site designers to display two or more pages in the same browser window. each frame is built as a separate HTML file, but with one "master" file to identify each frame. When a user requests a page with frames, several pages are displayed as panes. Use of frames must be minimised as many search engines do not index framed web pages properly, however if frames are used each frame MUST be titled to facilitate frame identification and navigation.

CHAPTER 07

DEVELOPMENT

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7.0 DEVELOPMENT

Use of Open Standard based tools and technologies for the development of websites, software as well as content is very important to interoperability and accessibility of websites. Worldwide web consortium (W3C) is an International body working towards defining standards in web technologies and formats for publishing content on the web. Currently Government of Zimbabwe websites should comply with W3C standards. Most of the browsers, software, companies/communities, also try to comply with W3C standards. Some of the commonly required standards are listed below

7.1 Mark Up Language

HTML (Hypertext Mark-up Language) is at the core of the foundation of World Wide Web. Language has undergone a number of revisions to enable it to be more powerful. HTML 5.01 version has established it as a structural document mark-up language and is oriented towards the use of Cascading Style Sheets (CSS). XML (extensible Mark-up Language) is the means to extend HTML further and make it more generic. XSL (Extensible Stylesheet Language) is the preferred style sheet language of XML. XHTML 1.0 is an XML based mark-up language and gives a new dimension to mark-up languages.

For further details on the above markup languages, visit the website of W3C at <http://www.w3c.org>

7.2 Cascading Style Sheets (CSS)

Cascading Style Sheets (CSS) is a style sheet language used to describe the presentation of a document written in a markup language. Its most common application is to style web pages written in HTML and XHTML.

The World Wide Web Consortium (W3C) maintains the CSS specifications. CSS is used by both the authors and readers of web pages to define colours, fonts, layout, and other aspects of document presentation. It is designed primarily to enable the separation of document content from document presentation. This separation can improve content accessibility, provide more flexibility and control in the specification of presentational characteristics, and reduce complexity and repetition in the structural content. CSS can also allow the same markup page to be presented in different styles for different rendering methods, such as on-screen, in print, by voice (when read out by a speech- based browser or screen reader) and on Braille-based, tactile devices.

To know more about CSS, visit <http://www.w3.org/Style/CSS/>

Advantages of using CSS include:

- Presentation of information for an entire website or collection of pages can be held in one CSS file, allowing global changes to be propagated quite conveniently.

- Web browser software can store a copy of the CSS file in the computer's cache, so that it doesn't have to be downloaded each time the user views a web page that references it, hence improving the access time.
- Different users can have different style sheets: for example a large text alternative for visually impaired users or a layout optimised for small displays for mobile phones.
- The document code is reduced in size and complexity, since it does not need to contain any presentational markup.

7.2.1 Therefore Government of Zimbabwe websites MUST use Cascading Style Sheets as much as possible to control layouts/styles.

7.2.2 Websites that use style sheets should 'degrade' gracefully so that the site remains fully functional even if the style sheet settings are ignored. Therefore, the Webpages in GoZ websites MUST have the same logical order without the style sheets as they have with the style sheets.

7.3 Scripting Languages

Scripting languages are an easy and fast means to enable or include more controls in WebPages. They can be implemented either as server side scripting languages using PHP, JSP, Perl and ASP or as Client side scripting language using JavaScript, Jscript.

7.3.1 Server side scripting languages should be preferred over client side since client side scripting may face issues of browser incompatibility, scripts being turned off by browsers, security etc.

7.3.2 It MUST be ensured that pages are usable when scripts, applets, or other programmatic objects are turned off or not supported. If this is not possible, provide equivalent information on an alternative accessible page.

7.4 Bootstrap

Bootstrap is a powerful front-end framework for faster and easier web development. This technology can be implemented to create responsive layout with much less efforts. Bootstrap is responsive, mobile-first, prevailing, and front-end framework, which is developed along with CSS, JavaScript, and HTML. Bootstrap has many benefits from scratch for every web development project, and one such reason is the huge number of resources accessible for Bootstrap.

7.4.1 Even though Bootstrap is heavy, and does not follow some of the best practices the following are some of the advantages of using Bootstrap for remarkable web designs:

- Easy to Use
- Responsiveness
- Enhances the Speed of the Development
- Customizable Bootstrap
- Facilitates Consistency
- Has support
- Packaged JavaScript Components
- Simple Integration
- Grid
- Pre-styled Components

7.4.2 It is however, recommended that GoZ websites minimise the use of client side technologies like Bootstrap. Server side scripting languages such as indicated in 7.3 are most ideal.

7.5 File Formats

GoZ websites should provide access to documents in appropriate File Formats that are based on open standards and do not impose an unnecessary burden of downloading or acquiring specific software on the intended audience. Documents are a very important and significant component of Government websites hence the need to facilitate access via websites.

When choosing file format(s), Departments should consider:

- Intended use of the material;
- Frequency of use;
- Accessibility of the format; and
- Level of effort and time required to convert the material to the specific format.

File formats for different forms of content are discussed below:

7.5.1 Graphics & Multimedia files

- a) Sites should have image and graphic components in JPEG, PNG and GIF formats and the same should be compressed without losing on visual quality as far as possible, to allow faster downloads.
- b) Multiple graphic images at the server may be used (such as providing a thumbnail image with a link to a higher resolution graphic) to make the site more usable even for low bandwidth connections.

- c) Departments may use Web and multimedia technologies to enhance sites, on the condition that all elements are accessible.

7.5.2 Documents

- a) When the document has been provided in a format other than HTML, websites should include a text description of the document, including the title, file type, file size, and effective date. This will ensure that visitors have a reasonable understanding of what to expect when they view the document.
- b) Large or complex documents (generally, more than 10-15 pages) should be organized into sections or chapters and linked together. Government Websites should also provide a link to download the entire document since some readers may have high-speed Internet access and thus prefer to print the entire document for later reading.

7.6 Ready Reference for Developers

- a) It must be ensured that in content implemented using markup languages, elements have complete start and end tags, elements are nested according to their specifications, elements do not contain duplicate attributes, and any IDs are unique, except where the specifications allow these features. This helps to ensure that user agents, including assistive technologies, can accurately interpret and parse content. If the content cannot be parsed, then different user agents may present it differently. Some user agents use "repair techniques" to render poorly coded content. Since repair techniques vary among user agents, authors cannot assume that content will be rendered correctly by specialized user agents.
- b) Labels or instructions **MUST** be provided when content requires user input (for example in forms). Text instructions that describe the input must be provided at the beginning of a form or set of fields. Elements associated with input must be labelled to ensure that information about the input field is spoken by screen readers when the field receives focus.
- c) In situations where web functions are time-dependent, (for example filling out on-line form) it will be difficult for people with disabilities such as blindness, low vision, dexterity impairments, and cognitive limitations to perform the required functions before a time limit occurs. This may render the service inaccessible to them. It must therefore be ensured that such users are given adequate time to interact with Web content whenever possible. For each time limit that is set by the content, the user **MUST** be allowed to turn off the time limit, adjust the default setting before encountering it or is warned before time expires and given option to extend the time limit with a simple action (for example, "press the space bar"). Activities that

essentially require a time limit (for example an online bidding) or the time limit is too long (say 20 hours) are exceptions.

- d) Many users including the visually challenged cannot perceive shape, size or use information about location or orientation. For such users the content that relies on knowledge of the shape or position of objects becomes inaccessible (for example, "round button" or "button to the right"). Hence It MUST be ensured that Instructions provided for understanding and operating content do not rely solely on sensory characteristics of components such as shape, size, visual location, orientation, or sound. Additional information needs to be provided to clarify anything that is dependent on this kind of information.
- e) If an input error is automatically detected, the error MUST be described to the user in text. The error message should be as specific as possible. This will ensure that users are aware that an error has occurred and can determine what is wrong. Describing the error in text in addition to highlighting the errors will help screen reader users, who cannot distinguish colour and users with cognitive disorders who have difficulty in perceiving the meaning of other visual cues.
- f) All functionality of the content MUST be operable through a keyboard interface without requiring specific timings for individual keystrokes, except where input depends on the path of the user's movement (for example drawing freehand curves or using handwriting to write).
- g) Whenever a web page is rendered using plug-ins or embedded applications it is possible that functionality of the Web page restricts the focus to a subsection of the content, unless the user knows how to leave that state and "untrap" the focus. This situation may affect navigation for people who rely on a keyboard or keyboard interface to use the Web including visually challenged and people with physical disabilities. Therefore it MUST be ensured that If focus can be moved to a component of the page using a keyboard interface, then focus can be moved away from that component using only a keyboard interface, and, if it is not possible the user is advised of the method for moving focus away.
- h) It MUST be ensured that the purpose of each link can be determined from the link text alone or from the link text along with its programmatically determined link context.
- i) When any component receives focus, it MUST not initiate a change of context. Developers must use "activate" rather than "focus" as a trigger for changes of context. This ensures that functionality is predictable as visitors navigate their way through a webpage. (examples of changing context when a component receives

focus include, forms being submitted automatically when a component receives focus or new windows launched when a component receives focus).

- j) Entering data or selecting a form control must have predictable effects. Changing the setting of any user interface component **MUST** not automatically cause a change of context unless the user has been advised of the behaviour before using the component. Unexpected changes of context can be disorienting for users with visual disabilities or cognitive limitations
- k) Metadata adds semantic information to pages and sites and provides contextual information for people navigating the site, especially those with screen readers who rely on things such as page titles, structured page headings and lists. Metadata may also be used by some search. GoZ websites **MUST** provide metadata for page title, keywords, description and language at least on Homepage and all important entry pages.
- l) Tables help in organising and presenting data on a webpage, however, many designers in the past have been using tables to make the layout of Webpages. This has resulted in the Webpages not being accessible to people using assistive technologies such as screen readers. For this reason
 - Use of Tables for page layout should be avoided.
 - For data tables, proper tags and mark-up **MUST** be provided to identify row and column headers and associate data cells and header cells.
- m) When users navigate sequentially through content, they should encounter information in an order that is consistent with the meaning of the content and can be operated from the keyboard. Hence, if a Web page can be navigated sequentially and the navigation sequences affect meaning or operation, focusable components **MUST** receive focus in an order that preserves meaning and operability.
- n) For all user interface components, it is a **MUST** that the name and role can be programmatically determined; states, properties, and values can be programmatically set; and notification of changes to these items is available to assistive technologies.

Note : These guidelines are strictly for the developers. Many guidelines in this section have been adopted from W3C's Web Content Accessibility Guidelines (WCAG21).

The details for the same are available at <https://www.w3.org/TR/WCAG21/>

7.7 Validation & Testing

Websites should be validated and tested with automatic tools and human review. Automated methods are generally rapid and convenient but cannot identify all issues. Human review can help in issues like ensuring clarity of language and ease of navigation.

The following are some important validation methods that may be followed:

- a) Departments may use automated accessibility tool and browser validation tool.
 - Validate syntax (e.g., HTML, XML, etc.).
 - Validate style sheets (e.g., CSS).
- b) It is a MUST that GoZ websites are tested for multiple browsers and versions of browsers, operating systems, connection speeds, and screen resolutions to ensure access by all.
- c) Use of a self-voicing browser, a screen reader, magnification software, small display, etc.
- d) Use spell and grammar checkers. Eliminating grammar problems increases comprehension.
- e) Review the document for clarity and simplicity. Readability statistics, such as those generated by some word processors may be useful indicators of clarity and simplicity. Better, still, ask an experienced (human) editor to review written content for clarity.

7.8 Web Application Security

Web Application security is of paramount concern to owners as well as consumers of the website. Most security threats are handled at data centres and server administrator level where the application is hosted. Application developers should however be sensitive about security aspects, as a lot of security threats arise due to vulnerability of application software code.

These application driven attacks sometimes turn out to be quite fatal. Best Practices to follow while developing web applications using various technologies are will be available from the GISP at www.gisp.gov.zw

- 7.8.1** Each website / Application MUST undergo a security audit from the GISP and related agencies and clear the same, prior to hosting and after addition of new modules.
- 7.8.2** Department MUST formulate a security policy to address of various security issues related to the website.

Guidelines for Government of Zimbabwe Websites

CHAPTER 08

WEBSITE HOSTING

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8.0 WEBSITE HOSTING

8.1 Website Hosting

The ultimate purpose of a Government website is to deliver the information and services to the citizens and other stakeholders using the Internet. Generally, websites/portals/web applications are hosted on special purpose servers in a Data Centre.

Data Centre is a facility equipped with controlled power, cooling, systems, physical security and access control. Generally, a large number of servers are hosted in a Data Centre, powered by high speed networking infrastructure, storage system along with a storage network. Provision for back-ups of data/information residing in Data Centres is also an important service of Data Centre. Multi-tier security infrastructure is also a crucial component of Data Centres.

While it is extremely important to develop websites using state-of-the-art technologies, hosting infrastructure plays a crucial role in the performance, availability and accessibility of these websites to end users with varying set-ups.

Hence, configuration of hosting server infrastructure as well as facilities at Data Centres is an important aspect to review, prior to hosting. The following section details facilities and services that Department should expect from their hosting service providers.

8.2 Hosting Service Provider

8.2.1 All Government of Zimbabwe websites MUST be accessible to the public in a fast and secure manner on a 24/7/52 basis. Thus, the Government Internet Service Provider (GISP) MUST be equipped with the facilities as indicated in 8.1 above and below, since it is mandated to provide Hosting services for GoZ Departments. In the event that for some reason or another a Department chooses an outside Web Host, it is important that the Web Hosting Service Provider (HSP) for a government department be chosen with extreme caution and care and the following has to be considered:

- a. The HSP MUST possess state-of-art multitier security infrastructure both at physical and network level as well as security policies to ensure the best possible security to Government websites.
- b. The Web Hosting Service Provider MUST also use devices such as firewall and intrusion prevention systems to make the website more secure.
- c. The Web Hosting Service Provider MUST have a redundant server infrastructure to ensure fastest restoration of the website in the event of any unforeseen hardware/software failure.

- d. The HSP MUST perform regular backups of the websites. It is also advisable to conduct a mock test of restoration of data once in a while to plug any loopholes.
- e. The HSP MUST have a Disaster Recovery (DR) Centre in a geographically distant location and a well drafted DR plan for fast restoration of the services during any disaster.
- f. Provision should be given to the concerned Department to remotely update their website in a secured manner.
- g. The HSP should also provide the facility of staging infrastructure in order to facilitate the testing of the new websites as well as their enhanced or revised versions content prior to publishing on the internet.
- h. HSP should provide web server statistics required for performance evaluation on a regular basis. If possible, online access to the traffic analysis should be provided so that the Department can access the traffic analysis at any point of time for the purpose of evaluation.
- i. Web Hosting Service Provider MUST provide helpdesk & technical support to the department on 24/7/52 basis.

8.3 Contingency Management

It is expected All Government websites are fully functional at all times and deliver information and services on a 24/7/52 basis. Hence, all efforts should be made to minimise the downtime. Therefore, a proper Contingency Plan MUST be prepared in advance to handle any eventualities and restore the site in the shortest possible time. The possible contingencies include:

8.3.1 Defacement of the website: All possible security measures MUST be taken for a Government website to prevent any possible defacement/hacking by unscrupulous elements. However, if despite the security measures in place, such an eventuality occurs, there must be a proper contingency plan, which should immediately come into force. If it has been established beyond doubt that the website has been defaced, the site must be immediately blocked. The contingency plan must clearly indicate as to who is the person authorised to decide on the further course of action in such eventualities.

The complete contact details of this authorised person must be available at all times with the web management team and the GISP. Efforts should be made to restore the original site in the shortest possible time. At the same time, regular security reviews and checks should be conducted in order to plug any loopholes in the security

8.3.2 Data Corruption: A proper mechanism has to be worked out by the concerned Government Departments, in consultation with the GISP and/or their web hosting service provider to ensure that appropriate and regular back-ups of the website data are being taken. These enable a fast recovery and uninterrupted availability of the information to the citizens in view of any data corruption.

8.3.3 Hardware/Software Crash: Though such an occurrence is rare, still in case the server on which the website is being hosted crashes due to some unforeseen reason, the GISP or web hosting service provider must have enough redundant infrastructure available to restore the website at the earliest.

8.3.4 Disaster Management: In circumstances whereby due to some human or natural calamity, the entire data centre where the website is being hosted is destroyed or ceases to exist. A well planned contingency mechanism has to be in place for such eventualities whereby it should be ensured that the GISP or Hosting Service Provider has a 'Disaster Recovery Centre (DRC)' set up at a geographically remote location and the website is switched over to the DRC with minimum delay and restored on the Internet.

Apart from the above, in the event of any National Crisis or unforeseen calamity, Government websites are looked upon as a reliable and fast source of information to the public. A well defined contingency plan for all such eventualities MUST be in place within all Departments/organisations so that the emergency information/contact help-lines could be displayed on the website without any delay. For this, the concerned person in the Department responsible for publishing such emergency information MUST be identified and his/her complete contact details should be available at all times.

Guidelines for Government of Zimbabwe Websites

CHAPTER 09

WEBSITE PROMOTION

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9.0 WEBSITE PROMOTION

All GoZ websites should always be accessible, as the ultimate aim is to provide information and services to as many citizens as possible. Therefore, a conscious and concentrated effort has to be made to increase the reach of the website. Hence, it is of paramount importance to promote Government websites, which aim to reach the largest possible number of citizens and stakeholders.

9.1 Search Engine Optimisation

People usually search for a website through search engines. Therefore searching for a site in a search engine by using the Department name or the services offered by it as keywords MUST bring the website in the first five results on major search engines.

In order to achieve this, the following guidelines may be followed:

- 9.1.1** The Page Title should include useful and distinctive indication of the contents and should be self-explanatory. The HTML title should be chosen carefully considering its role in search engine indexing, query responses, window title bar and in bookmark labels.
- 9.1.2** Department name, services offered, schemes, location etc. should form a part of the Meta information (metatags) of the HTML page. The important metatags that MUST be included are the title tag, keywords tag and the description. These tags are present in the <head> portion of the html page and while they are not displayed as part of the page content in web, search engines can read them.
- 9.1.3** Search engines often display the first few lines of a Web page to help searchers to identify the websites they want to visit. The description metatag should be used to provide guidance to search engines on what to present to the visitors in the search response.
- 9.1.4** Search engines only consider some limited number of keywords when indexing pages. Government websites should present keywords in priority order and without duplication.
- 9.1.5** As far as possible, the content of the web page should be in textual form, including hyperlinks. Important points/programmes/schemes etc. should be highlighted as bold or form a part of the page / paragraph heading.
- 9.1.6** HTML links should be specific. Instead of just 'Our Programmes' a link saying 'The Programmes of Department name' will be more favourable for a search engine.

- 9.1.7** Hyperlink exchange with related Government sites increases the weightage of the site for search engines, thus improving its ranking in search results. It will also bring more visitors, who are looking for similar schemes, services or information, to the site.

9.2 Website Promotion Techniques

It is important to note that, apart from search engines, the website may be promoted through other media like print, television, radio etc. This will prompt casual visitors to browse the website and if they find the information useful may visit the site more often.

- 9.2.1** All the advertisements/public messages including Press Releases, Tender Notifications etc. issued in the Newspapers/Audio-visual media by the concerned Department MUST prominently mention the URL of the website clearly in order to give it due publicity. It should be directed that no press release or advertisement of any Government Department shall be issued to the press without checking the presence of the URL of the website and necessary steps should also be taken to ensure the presence of relevant corresponding information on the website.
- 9.2.2** All the stationery items of the Department such as Letterheads, Visiting Cards Publicity material such as Brochures, Pamphlets and documents such as the Annual Report etc. MUST display the URL of the website
- 9.2.3** The website URL may become a part of the mail signature for all the outgoing mails from the Departments and its employees.
- 9.2.4** The website should also be promoted by link exchange with other Government websites as well as international websites.
- 9.2.5** Providing regular and updated news on various issues related to the Government, citizens etc. are very important tools of promotion. Regular revised updates on all important issues related to Government and in interest of the citizens should be given on the website. Frequent updates and change in contents will bring the visitors back to the portal and will keep the readers hooked to the website.
- 9.2.6** Uploading regular updates on the websites to registered and interested users through an electronic newsletter should constitute an important means of promotion.

Guidelines for Government of Zimbabwe Websites

CHAPTER 10

WEBSITE MANAGEMENT

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10.0 WEBSITE MANAGEMENT

10.1 Website Management Team

The success of a Government Website will depend upon the backing of a strong and enthusiastic team. The role of a Website management team assumes paramount importance in ensuring its credibility amongst its patrons.

10.1.1 Website Management Team

Departments or Ministries MUST appoint a Website Focal Person or Web Information Manager whose role shall be to ensure that there is a proper flow of content to the site and that content quality and user satisfaction issues are taken care of. In some circumstances, where there is need, the GISP MUST second or deploy staff to Departments.

10.1.2 The Web Information Manager has to coordinate with the various groups within the Department and undertake the following activities in respect of the concerned GoZ website:

- Formulation of policies concerning management of content on the web through its entire life cycle viz. Creation, Moderation, Approval, Publishing and Archival. Ensuring that all content on the website is always authentic, up-to-date and obsolete information or services are removed.
- Set a mechanism for periodically validating links to related information. An automated report can provide a list of broken links on the site, which can be immediately corrected.
- Ensuring the entry of the website at a prominent rank in all the major search engines so that the site's visibility is enhanced and users are made aware of its address.
- Web Information Manager is overall responsible for quality and quantity of information and services on the website. The complete contact details of the Web Information Manager must be displayed on the website, so that the visitor could contact him/her in case of some queries or requirements.
- Since the websites receive many feedback/query mails from the visitors, it is the responsibility of the Web Information Manager to either reply to all of them himself/herself or designate someone to regularly check and respond to the feedback/query mails.

10.1.3 Besides the Web Focal Person, the GISP should appoint a Technical Manager or Web Systems Analyst for every GoZ website whose responsibilities would be:

- Regular monitoring of website for Performance, Security and Availability.

- Ensuring compliance with policies (organisational, regulatory, legislative, etc.) that may require changes in website content, architecture, security, and process.
- Periodic security audit of the website in line with major revisions.
- Analysis of traffic on website and feedback to development /management team.

10.1.4 In case of a large website/ multiple websites, a team should be set up with Web Information Manager having skills in HTML authoring, Programming, Graphics Design, Content Management and more.

10.2 Website Maintenance Tools

A website requires regular maintenance to ensure that the quality is maintained and it meets the expectations of the visitor. With the increase in content size and complexity it becomes difficult to manually maintain the site and therefore automated tools should be used for updates, analysis and checking the site. In order to avoid difficulties in the later stage, it is recommended that the practice of using these tools may be adopted from the beginning.

Below are some of the Suggested tools:

10.2.1 Website Authoring Tools

Website authoring tools consist of software for generating well-engineered web pages. Many web page authoring tools are available in the market, as well as in the open source. One can choose any tool based on the requirements, however, the following should be ensured while selecting the tool:

- It generates pages that conform to all of the requirements, recommendations and options of this guideline
- It conforms to the Web Consortium's Authoring Tool Accessibility Guidelines

10.2.2 Web Content Management Systems

A web content management system (CMS) is the software used for creating and managing web content. It is used to manage and control a large, dynamic collection of content on a website/portal (HTML documents and their associated documents and files). CMS facilitates content creation, content control, editing, and many essential content maintenance functions. Usually the software provides interface where users with little or no knowledge of programming languages and mark-up languages can create and manage content with relative ease of use.

A wide variety of CMS solutions are available right from customised CMS to enterprise class CMS software available commercially as well as Open Source resources.

The choice of a CMS depends on, ease of use, support for a variety of content, automated templates, content workflow management are some of the requisite features. For small-scale websites, developers could also develop website specific.

CMS solutions, as it may turn out to be cost effective in many instances.

10.2.3 Web Analytic Tools

Many organisations rely on statistics regarding site usage to measure the impact of the site and also for reorganising or enhancing their website further. Some use simple counters while others use more sophisticated Web analyser tools to obtain data. Counters add little value to a site and often appear to be self-congratulatory. Web analyser tools provide more information and are virtually transparent to the end user, therefore Web analyser tools should be the standard means of collecting site usage data. Counters should not be used to perform this function.

10.2.4 Validation and Testing

The code of the webpages, scripts, and applications should be tested manually or with automated tools to ensure that the quality of web content is maintained and all compliance related guidelines are adhered to.

10.3 Website Monitoring

The internet is highly dynamic as changes in terms of technologies, access devices and even requirements and expectation levels of visitors happen very frequently. Thus, all GoZ websites MUST have a website monitoring policy in place. Websites must be monitored periodically in accordance with the plan to address and fix the quality and compatibility issues around the following parameters

- a. **Performance:** Site download time should be optimised for a variety of network connections as well as devices. All important pages of the website should be tested;
- b. **Functionality:** All modules of the website should be tested for their functionality. Moreover, interactive components of the site such as discussion boards, opinion polls, feedback forms etc. should be working smoothly;

- c. **Broken Links:** The website should be thoroughly reviewed to rule out the presence of any broken links or errors. A number of tools and techniques are now available to easily detect the broken links in a website;
- d. **Traffic Analysis:** The site traffic should be regularly monitored to analyse the usage patterns as well as visitors' profile and preferences. Traffic Analysis tools also give reports on broken links;
- e. **Feedback:** Feedback from the visitors is the best way to judge a website's performance and make necessary improvements. A proper mechanism for feedback analysis should be in place to carry out the changes and enhancements as suggested by the visitors.

10.4 Archiving of Documents

Government websites generally are warehouses of a large number of documents and reports, which are of relevance and importance to specific audiences as well as citizens at large. Many at times, these documents also have historical importance and are also referred extensively for academic and research purposes. These documents can be kept for online access only for a specific period of time and need to be moved to offline archives on the expiry of the pre-decided duration. This is important since these old documents sometimes need to be referred to for regulatory or legal purposes.

The Departments MUST have a clear-cut Archival Policy with regard to such old documents stating for how long would they be kept online, when would they be moved to offline archives and if /when would they be permanently deleted or purged.

10.5 Compliance with Guidelines and Standards

These guidelines aim at fulfilling the objectives of National Branding initiative, and make GoZ websites citizen friendly and conform to high standards of quality, the website development and management teams in all Departments should endeavour to comply with these guidelines in earnest spirit, and in line with the National Branding Thrust. They are also as a result of the Government of Zimbabwe Content Management and Quality Control workshop held at ZIPAM in March 2017.

Further, the website management teams should ensure that all Government websites undergo and clear a security audit carried out by the GISP, and other authorised agencies before being hosted, as well as after major revisions.

10.6 Website Review & Enhancement

Government Departments at all levels should evaluate visitor satisfaction and usability of their websites and use the outcome of assessments to improve the websites.

10.6.1 Besides regular feedback through feedback form, Departments may obtain visitor feedback through online questionnaires or surveys where the visitors can

be asked to rank the website on various parameters and give detailed inputs on what more they would like to be added on the website.

10.6.2 Detailed review of web analysis reports over a long span may also reveal a lot of information on usage or expectations from the website.

10.6.3 In order to keep abreast with the latest technologies as well as to cater to the visitor's demands for major changes and enhancements in the website, GoZ sites should opt to undergo a formal review by an internal group or an external agency, for example the Computer Society of Zimbabwe (CSZ) to further orient them towards citizens and other stakeholders.

10.7 Website Policies

Websites represent the face of the department in the cyber world. Like the Department itself, the website also has to continually grow and evolve. As the website grows in size and reach, the expectations of the citizen also grow. It is therefore important that we set down rules and regulations to operate and manage the websites effectively.

Although different policies and their need and purpose is explained in various sections of this document for the sake of convenience, a complete list of policies along with the section are referenced below

ID	POLICY	REF
1	Copyright Policy	3.1
2	Hyper linking Policy	3.2
3	Terms & Conditions	3.3
4	Privacy policy	3.4
5	Content Contribution, Moderation and Approval Policy (CMAP)	5.2.1
6	Web Content Review Policy (CRP)	5.2.3
7	Content Archival Policy (CAP)	5.2.6
8	Website Security Policy	7.7.2
9	Website Monitoring Policy	10.3
10	Contingency Management	8.3

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