# **Agency Info**

Facts about agencies, their services, their staff, etc. Highly structured, aggregated on Georgia.gov for centralized presentation.

#### Organization Location

Your agency and its divisions or departments.

Physical locations where the public can interact with your agency.

### **Contact**

Names, numbers, and addresses the public uses to contact you.

# **Program or Service**

Programs and services you provide to the public, or to other agencies.

# **Visitor Aids**

Used to **direct new or confused visitors** to the right location. These resources are probably organic search and social sharing hot spots.

### How Do I...?

Guide visitors through a specific task with a checklist or step-by-step instructions.

## **FAQ** List

Answer common or related questions about a particular topic or service.

Items in group a explicitly relate to items in group b

Items in group a may include/ embed items in group *b* 

# **Organizational Tools**

Core building blocks for the site, including topic pages, special-purpose landing pages, and collections used to organize related items.

# **Topic Page**

Explain a specific topic or provide details about another topic or service.

# **Listing Page**

Combine related content into a list for easier browsing and reference.

# Book

Organize collections of pages with an index and page-to-page navigation.

**Landing Page** 

Organize topics, resources, documents and more into a "hub" for visitors.

### Web Form

Gather information from the public with a survey or application form.

# **Agency Communications**

**News, announcements, and records** made available to the public.

#### News

Blog posts, site news, and less official updates.

#### **Event**

Events open to the public, or official meetings they should be informed about.

#### Official Record

State documents covering changes in laws, public policies, or other official announcements.

### **Press Release**

Official press releases published by an agency or state official.

## Bio

Profiles of staff, elected officials, web writers, and other individuals.

# **Media and Microcontent**

These items may be embedded in "article" style content or listed on "collection" style content. Most should be accessible via the Document Management tools.

#### Video

A single YouTube video, with optional description and settings

#### **Picture**

An image with optional title, caption, and rights information

site

# **Link Collection**

A list of links with optional rich text descriptions.

# **Call to Action**

A piece of promotional content with no URL of its own that can be placed on other pages

# **Document**

Educational materials, downlodable forms, and more – almost always in PDF format

# **Embed**

An embeddable resource from a third party web

# **Record Header**

Letterhead for Official Records released in a particular timeframe

# **Emergency**

Platform-wide alert with link to details.

## Alert

High-priority messages or warnings displayed at the top of every page.

## **Important Date**

Important deadlines, dates, or holidays.