



GOVERNMENT WEBSITES EXCELLENCE MODEL

DUBAI GOVERNMENT WEBSITES GUIDELINES

Version 3.0

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Executive Summary

Websites globally have grown at an unprecedented rate in the last decade in terms of number, richness and overall complexity. Concomitantly and concurrently, governments have created their own websites as powerful channels used for communication and for providing services and miscellaneous other information to the public. Similarly, Dubai Government has implemented several websites and has enriched their contents throughout the years boosting their overall maturity and quality¹.

In this document, Dubai Smart Government Department (DSG) presents the "Government Websites Excellence Model" (GWEM), which is a revised, restructured and enhanced version of the previously published "Website Standards and Guidelines, Version 2.8" document and enriches the formerly established guidelines and best practices for Dubai Government websites. The main purpose of this document is to formulate government-wide guidelines to be adopted by Dubai Government Entities in their websites to achieve extended maturity in line with internationally accepted best practices and standards. The "Government Websites Excellence Model" (GWEM) is based on extensive research and benchmarking conducted by DSG and intends to raise the bar in website practices adopted by Dubai Government entities.

GWEM (Government Websites Excellence Model) "Figure 1" consists of 3 main elements

- **Concept**
- **Components**
- **Objectives**

The model is built around a "Customer-Focus" *Concept* and consists of 46 guidelines available under 4 *Components*, namely;

- **Accessibility (6 Guidelines)**
- **Usability & Design (20 Guidelines)**
- **Content (17 Guidelines)**
- **Policies (3 Guidelines)**

The guidelines intend to provide the necessary control on how to ensure that government websites are developed, managed and enhanced for achieving two main *Objectives*;



"Figure 1" – Government Websites Excellence Model

- **High Levels of Customer Satisfaction**
- **High Levels of Website Usage**

GWEM provides a broad set of guidelines to ensure customer-focused government websites, while allowing the users to maintain a certain level of uniform browsing experience through Dubai Government entities' websites. The uniformity of the browsing experience is maintained at a high-level without being overly prescriptive and leaves a wide margin for Dubai Government entities to innovate within the specified broad guidelines in GWEM.

The guidelines in this document are intentionally formulated in a technology neutral manner and all efforts are made to keep the language of this document easy to read and comprehend for non-technical managers.

All government entities are strongly encouraged to comply with these new guidelines. GWEM establishes another interim milestone for Dubai Government websites in our journey towards excellence in eGovernance. Dubai Smart Government Department will continue improving and publishing website guidelines in the future as well. Dubai Smart Government Department team welcomes suggestions and feedback from its stakeholders to improve the quality and content of this document and is available to provide consultation and clarifications regarding the guidelines.

¹ The overall average score of Dubai Government websites has consistently increased between the years of 2006 and 2010 based on DSG's annual website evaluations.

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1 Introduction

Dubai Government entities provide a wide range of information and services to fulfil their customers' needs in an effective and efficient manner from their websites. Therefore, it is imperative to ensure that the Dubai Government entities' websites are aligned with their customer needs and expectations while portraying a coherent and uniform image.

This document presents the “**Government Websites Excellence Model (GWEM)**”, which provides guidelines and best practices to achieve high quality, easy to use, customer-focused Dubai Government websites. GWEM is developed to build **customer focused** websites by increasing the levels of **customer satisfaction** and **website usage** through formulation of a set of guidelines that focus on some of the more critical issues related to websites' **accessibility, usability & design, content** and **policies**.

The model should be adopted by Dubai Government entities. The content and presentation style of individual websites may vary greatly, however their adherence to common look and feel, accessibility and usability principles, fundamental website aspects, and good governance practices must not be compromised.

This document is mainly based on extensive research conducted by Dubai Smart Government Department (hereafter referred to as DSG) regarding the world wide implemented guidelines. All the guidelines in this document are intentionally formulated in a technology neutral manner. All efforts are made to make the language simple and easy to understand for general audience. The readers of this document are encouraged to provide their feedback and suggestions to improve the quality and the contents of this document. Although a wealth of information related to the website guidelines is available globally, this document mainly focuses on some of the more fundamental issues around government websites and provides guidelines which all Dubai Government entities are expected to follow.

1.1 Scope of this Document

The guidelines stated in this document are applicable to Dubai Government owned and/or managed websites. This includes, but is not limited to, the Official Portal of Dubai Government (www.dubai.ae) and Dubai Government entities' websites.

The guidelines stated in this document are NOT applicable to the participation of Dubai Government entities in external non-government websites (e.g. social media websites, Web 2.0 non-Dubai Government managed websites, etc).

This document does NOT provide detailed guidelines for the eServices provided by Dubai Government entities. For detailed eServices standards and guidelines, please refer to the “eServices Delivery Excellence Model, eServices Standards & Implementation Guidelines, Version 3.1” document published by the Dubai Smart Government Department (DSG).

1.2 Ownership of this Document

The ownership of “Dubai Government Websites Guidelines, Government Websites Excellence Model, Version 3.0” document lies with Dubai Smart Government Department (DSG). The intellectual property rights of this document, including copyrights, belong to DSG unless explicitly stated otherwise. DSG is responsible for the maintenance, revision and enhancement of this document. Keeping in view the growing nature of the Web and the necessity to conform to internationally accepted best practices, this document shall be reviewed periodically and revised accordingly by DSG.

2 Government Websites Excellence Model (Government Websites Guidelines)

Dubai Government Websites Guidelines are represented through the “Government Websites Excellence Model (GWEM)” developed by DSG in this document. GWEM provides a broad set of guidelines to ensure customer-focused government websites, while allowing the users to maintain a certain level of uniform browsing experience through Dubai Government entities’ websites. *“The uniformity of the browsing experience is maintained at a high-level without being overly prescriptive and leaves a wide margin for Dubai Government entities to innovate within the specified broad guidelines.”*

“Figure 2” presents the GWEM (Government Websites Excellence Model), which consists of 3 main elements:

- Concept
- Components
- Objectives



“Figure 2” – Government Websites Excellence Model

Building customer-focused websites which are highly accessible, well designed and usable, providing appropriate content and supported by policies to achieve high levels of customer satisfaction and website usage.

GWEM is built around a “**Customer-Focus**” Concept and consists of 46 guidelines available under 4 *Components*, namely;

1. **Accessibility (6 Guidelines)**
2. **Usability & Design (20 Guidelines)**
3. **Content (17 Guidelines)**
4. **Policies (3 Guidelines)**

The guidelines intend to provide the necessary control on how to ensure that government websites are developed, managed and enhanced for achieving two main *objectives*:

- **High Levels of Customer Satisfaction**
- **High Levels of Website Usage**

The following sections provide detailed descriptions of the model concept, components and objectives.

2.1 GWEM Concept: Customer Focus Concept

Successful websites are the ones that adopt a customer focused approach. Government websites should be designed to address the needs and expectations of users visiting the websites and more broadly their stakeholders' aspirations.

An initial step towards designing a successful customer focused website is to understand and define the users/customers of the website. The ability to create accessible, usable and useful website designs is highly dependent upon the availability of a clear audience(s) definition.

DSG surveys clearly indicate that the majority of users visit a government website to get information and to obtain services from the government entities. If these are not available through easily accessible & usable effective means, it is possible that the user might not return to the website again. The user should be able to easily access the website, conduct the service and get results in an efficient and effective manner. The main objective of the website is to serve and retain its users.



2.2 GWEM Components

GWEM consists of 4 components (Accessibility, Usability & Design, Content, Policies). Each component consists of a set of guidelines, each with a unique associated number, to be implemented on Dubai Government websites.

Component 1: Accessibility

Typically, a government website serves a largely heterogeneous population that comprises users with vastly different learning styles and capability levels. From conception to implementation, website designers must be ever mindful of possible access barriers if the desired goal is to create a government website that is inclusive and accessible to the widest possible audience.



Following are the guidelines to enhance government websites' accessibility in Dubai Government:

Component : Accessibility

Guideline Number: A.01

Guideline: Provide Access to the Website Through an Easy to Remember URL including an Appropriate Representation of the Entity Name under (.gov.ae) domain

Description:

For the convenience of the users, the website Uniform Resource Locator (URL) should be:

- Short and easy to remember.
- Clear and unequivocal in referring to the entity name or its abbreviation.
- Under (.امارات) top-level domain, for Arabic website.
- Under (.gov.ae) top-level domain, for English website. Entities that already established another domain name with a (.ae) top-level domain should aim at directing the (.ae) domain to (.gov.ae) top level domain.

The entity should also make an effort to reserve alternate URLs which are representative of the entity name and point them to the entity's website. This will allow enhanced accessibility for users who type different URLs in a trial and error manner to reach to an entity's website.

**** Note:** DSG may revise/update this guideline based on ICANN (Internet Corporation for Assigned Names and Numbers) decision on June 20, 2011 regarding Internet's Domain Name System.

Component : Accessibility

Guideline Number: A.02

Guideline: Provide a Quick Access to the Website from a Search Engine

Description:

Internet users tend to use a search engine to access various websites regarding their topics of interest and/or their actual needs. Government entities should aim to:

- Get their websites listed in commonly used search engines (e.g. Google, Yahoo, Bing, etc) since they generate a sizable portion of the user traffic for government websites.
- Be ranked high within the search results relevant to its core business and services provided.

The entity can increase its website search ranking, among others, by:

- Defining meaningful and relevant keywords/metadata on the level of a page. For example a user may search for "Paying traffic fines Dubai"; if proper and relevant metadata is defined, the entity page responsible for this service would appear on the top or very near the top of the search results list.
- Providing a proper, short and meaningful website description explaining its purpose and content.
- Having relevant page titles on its website.
- Using Search Engine Optimization process.

Component : Accessibility

Guideline Number: A.03

Guideline: Provide Access to the Website with Identical and Consistent Results through a Wide Range of Web Browsers

Description:

A key consideration in web design is to create website pages that are browser independent in order to keep the website accessible to everyone, from the person using the cutting edge of Internet technology to the person sitting in front of some outdated and old computer. Therefore, government entities' websites should:

- Be designed in a way that different web browsers display the same results consistently for accessing pages in the government websites.
- Avoid promoting one or more particular browser(s).
- Remain usable, fully functional and produce consistent results for different browsers and for browsers' different versions.

It is recommended that entities:

- Test their websites using different most commonly used browsers (e.g. Microsoft Internet Explorer, Mozilla Firefox, Google Chrome and Safari); browser testing should be conducted to a minimum upon major updates on the sites.
- Mention the browsers the website is fully compatible with together with the browser versions; however, government websites should be available on a wide range of browsers to accommodate the different types of audience accessing the website.

Component : Accessibility

Guideline Number: A.04

Guideline: Provide a Functional Bilingual Website

Description:

The commonly used languages in Dubai are Arabic and English. Therefore all Dubai Government websites should be bilingual (Arabic and English).

A bilingual link should always:

- Appear in a consistent location at the website header on every page.
- Direct the user to the same page in the selected language, in case he/she used the bilingual link while browsing the website pages.

Component : Accessibility

Guideline Number: A.05

Guideline: Provide Appropriate Access to Website Files

Description:

All files available on government websites should contain a:

- File name.
- File description.
- File size.
- File format.
- File date; should indicate the date the file was placed on the website, or the published date of the file.

The files should be available in an accessible format to all users of the website, therefore government entities should consider the below issues regarding the file format:

- HTML is a preferred format to view files on a website, which significantly enhances accessibility for all users. PDF (Portable Document Format) is an alternative format. If PDF is used, it is important to provide a link to download a free PDF format file reader (i.e. Adobe Acrobat Reader).
- It is preferable to avoid having files which require purchasing licensed software (MSWord, MExcel, MSPowerPoint); if required, then the entity must ensure that the users already have these applications or a facility is provided to download applications which allow the user to view the files in their original format.

Component : Accessibility

Guideline Number: A.06

Guideline: Provide Access to the Website for People with Disabilities

Description:

The audience of government websites includes a diverse group of individuals with disabilities, some of which are indicated below:

- Visual disabilities: blindness, low vision or loss of visual acuity.
- Auditory disabilities: complete deafness or some levels of hearing loss.
- Cognitive disabilities: speech dysfunction, language or learning impairments.
- Physical disabilities: impaired mobility or loss of fine motor control.

The World Wide Web Consortium (W3C)² provides a set of guidelines (Web Content Accessibility Guidelines WCAG 2.0) for making website content accessible for people with disabilities. WCAG 2.0 has 12 guidelines organized under 4 principles as briefly stated below³: **(Important: The principles and guidelines briefly mentioned below should not be used as a basis to verify the conformance level with WCAG 2.0 guidelines. Therefore, government entities must refer to official WCAG 2.0 documentation and use it as a basis to determine their level of conformance.)**

1. Principle 1: Perceivable : Information and user interface components must be presentable to users in ways they can **perceive**.

Guideline 1.1: Text Alternatives: Provide text alternatives for any non-text content so that it can be changed into other forms people need, such as large print, braille, speech, symbols or simpler language.

Guideline 1.2: Time-based Media: Provide alternatives for time-based media.

Guideline 1.3: Adaptable: Create content that can be presented in different ways (for example simpler layout) without losing information or structure.

Guideline 1.4: Distinguishable: Make it easier for users to see and hear content including separating foreground from background.

2. Principle 2: Operable: User interface components and navigation must be **operable**.

Guideline 2.1: Keyboard Accessible: Make all functionality available from a keyboard.

Guideline 2.2: Enough Time: Provide users enough time to read and use content.

Guideline 2.3: Seizures: Do not design content in a way that is known to cause seizures.

Guideline 2.4: Navigable: Provide ways to help users navigate, find content, and determine where they are.

3. Principle 3: Understandable: Information and the operation of user interface must be **understandable**.

Guideline 3.1: Readable: Make text content readable and understandable.

Guideline 3.2: Predictable: Make Web pages appear and operate in predictable ways.

Guideline 3.4: Input Assistance: Help users avoid and correct mistakes.

4. Principle 4: Robust: Content must be **robust** enough that it can be interpreted reliably by a wide variety of user agents, including assistive technologies.

Guideline 4.1: Compatible: Maximize compatibility with current and future user agents, including assistive technologies.

WCAG 2.0 above guidelines are further explained into Success Criteria to be used for requirements and conformance testing and categorized into three conformance levels, A, AA , AAA.

The World Wide Web Consortium (W3C) provides several material, documents and tools to ensure that the guidelines are easy to follow and implement as indicated below:

1. Web Content Accessibility Guidelines (WCAG) Overview; (English)

<http://www.w3.org/WAI/intro/wcag.php>

2. How to Meet WCAG 2.0 (Quick Reference); (English)

<http://www.w3.org/WAI/WCAG20/quickref/>

² The World Wide Web Consortium (W3C) is an international community where Member organizations, a full-time staff, and the public work together to develop Web standards, Source: www.w3.org
³ <http://www.w3.org/TR/2008/REC-WCAG20-20081211/>. The intellectual property rights of these 12 guidelines and 4 principles belong to W3C, not DSG.

3. Web Content Accessibility Guidelines (WCAG) 2.0;

English: <http://www.w3.org/TR/2008/REC-WCAG20-20081211/>

Arabic: <http://www.w3.org/WAI/WCAG20/translations>

4. Techniques for WCAG 2.0; (English)

<http://www.w3.org/TR/WCAG20-TECHS/>

5. Understanding WCAG 2.0; (English)

<http://www.w3.org/TR/UNDERSTANDING-WCAG20/>

Dubai Government Entities Conformance Requirements:

All Web content available on Dubai Government websites shall conform to Web Content Accessibility Guidelines 2.0, W3C World Wide Web Consortium Recommendation 11 December 2008, and shall comply with Level A & Level AA Success Criteria (<http://www.w3.org/TR/200X/REC-WCAG20-20081211/>).

All Dubai Government Websites shall conform to Web Content Accessibility Guidelines 2.0 Level A by 2014 and Level AA by 2016.

Component 2 : Usability and Design

The branding elements of a website should convey a single, unified message to all users. Brand elements should include and utilize Dubai Government's as well as the entity's imagery, iconography and visual cues.

There is a need to implement a single brand identity to a certain extent that is promoted by the relevant government bodies and for their respective communications and promotion channels. This requires a unified, seamless and usable design that a website user experiences when on any page of the entity's website. How the logos and taglines are used, which colour palettes are chosen, what uniform templates are used for different entity contents in subsections of the site are critically important in establishing a true brand.



Following are the set of guidelines to achieve a nominal level of usability and common design across the Dubai Government websites:

Component : Usability and Design

Guideline Number: UD.01

Guideline: Provide a Clearly Defined Website Header and Footer

Description:

The header & footer of the government entity website should be:

- Clearly defined and separated from the rest of the content.
- Consistently used throughout the entire website (on all the pages of the website).

The website header must contain

- Government of Dubai official logo on the left side and the entity's official logo and name on the right side at the top of the page header. These components must appear on white strip and as identified by the Government of Dubai Brand Identity Guideline Book, Section 5.9: websites; "The composite government entity logo structure should appear as a header on entity website. The white strip has to occupy the entire width of the portal and should appear at the top of every page. (The same official brand structure should be used for both Arabic and English pages)."⁴, within the header white strip or above it, the use of images, other logos, text and other distracting elements must be avoided.

The website footer should be designed to provide the users with easy access to common important information available on the website in addition to other elements explained in "Table 1".

The Table on the next page provides the minimum elements that must/should be available within an entity webpage header and footer; further guidelines of the elements are provided in the subsequent sections:

Element	Webpage Header	Webpage Footer	Comments
Entity official Logo	Mandatory	Not recommended	Must be located on the top right side of the page and available in all pages.
Dubai Government Logo	Mandatory	Not recommended	Must be located on the top left side of the page and available in all pages.
Homepage Link	Mandatory	Optional	A link to home page should be available in all pages.
Search Tool	Mandatory	Optional	An effective and efficient Search function should be provided.
About us	Mandatory	Optional	A link to about us should be provided.
Contact us	Optional	Mandatory	A link to contact us should be available at least in the website Footer.
Bilingual Language Link	Mandatory	Optional	A bilingual language link should be provided.
Dubai.ae/دبي.امارات logo	Mandatory	Not recommended	Dubai.ae official logo (English/Arabic) should be provided in the header.
Sitemap	Optional	Optional	A link should be available either in the header or in the footer.
Website Policies	Not recommended	Mandatory	A link to website policies should be provided.
Copyright Statement	Not recommended	Mandatory	A copyright statement should be available as part of the footer.
Site Last Updated	Not recommended	Mandatory	The site last updated date should be available as part of the footer.
FAQ	Optional	Optional	A Link should be available either in the header or in the footer.
Site Maintained By Message	Not recommended	Mandatory	The message should be available as part of the footer.

"Table 1" – Website Header & Footer elements

Component : Usability and Design

Guideline Number: UD.02

Guideline: Provide a Clear and Readable Entity & Dubai Government Logos

Description:

The Government entity and Dubai Government logos available on the website header should be of good quality (Readable and not pixelated). The quality should not be compromised at the cost of small image size for the logos. Government entities should ensure that:

- The entire logo should be clickable so that the user should not guess which part is clickable.
- Clicking on the entity logo directs the user to the homepage of the corresponding language (Arabic to Arabic homepage and English to English homepage).

Component : Usability and Design

Guideline Number: UD.03

Guideline: Provide a Functional Link to the Official Portal of Dubai Government

Description:

Dubai.ae is the official portal of Dubai Government. It offers a wide range of government eServices targeted at individuals, businesses and visitors. Additionally, the portal also contains information about all the government entities of Dubai and their contact details. The portal is considered a virtual government compound where the user can visit all the government entities and their eServices. "Dubai.ae" (For English website) or "دبي.امارات" (For Arabic website) logo should:

- Be available at a consistent location in the page header throughout the website.
- Link to <http://www.dubai.ae> either English or Arabic website depends on the user's language.
- Be clear and readable.

Component : Usability and Design

Guideline Number: UD.04

Guideline: Provide a Well Designed Customer Focused Homepage

Description:

A government website homepage should be well designed and constructed to provide a first good impression for the users. The homepage must clearly reflect the identity of the organization & should be customer oriented to achieve the customer focus goal. Below are some guidelines for the homepage to achieve this objective:

- The homepage should have a brief description about the government entity or the website mission or purpose with a link to about us for further details.
- The homepage should be customer focused, not entity focused. The homepage should address the user needs and expectations. The entity's services and eServices should be presented in the homepage to ensure easy & quick access for the users. The Services or eServices should be highlighted and can be categorized or grouped in the homepage by customer segments, by service categories, by the frequency of use (e.g. most used services), by the need (e.g. "I need to" or "I want to" "renew my license" or "pay my fines") or by similar appropriate criteria.
- The homepage should include the important elements and valuable information from the users' perspective and should differ from any internal page within the website. The design and organization of elements on the home page should be based on the users' needs & expectations and the criticality of information from users' perspective.

The amount of text available on the home page should be kept to a minimum with the consideration of highlighting major elements and subject to enabling the user to further browse the site. Other issues related to the homepage design include: *(Please refer to Guideline UD.19 for further details)*

- Limit the use of horizontal and vertical scrolling to view the entire contents of the home page.
- Limit the use of heavy images, flash and video to ensure quick downloading of the homepage.
- Ensure that the homepage is of a reasonable size to ensure fast loading of the website.

Component : Usability and Design

Guideline Number: UD.05

Guideline: Provide a Functional Homepage Link Available Across all the Website Pages

Description:

All government entities' websites should have a homepage link that:

- Is available at a consistent and convenient location in the website header across all the website pages.
- Enables the users to go back to the homepage no matter where they are on the website through a single click.

Component : Usability and Design

Guideline Number: UD.06

Guideline: Provide a Well Structured and Effective Sitemap

Description:

A sitemap is a page which outlines the structure of the entire website. It helps the users understand the site structure and layout, thus government entities should have a link to the sitemap page:

- Available at a consistent location throughout the website either in the website header or in the website footer.

The sitemap should be:

- Well organized and structured in a way which provides quick access to what the site has to offer, for example having major categories, sections and subsections which are designed based on users' needs.
- Up to date, since the website sitemap links are ideal candidates to submit to a search engine. Submission of a sitemap to a search engine can help in getting all web pages indexed quickly by the search engine.

Component : Usability and Design

Guideline Number: UD.07

Guideline: Provide an Effective and Efficient Search Functionality

Description:

On government websites or any other website, providing a non-working search function is considered one of the most crucial flaws. Therefore government entities should have a basic website search feature that is:

- Available in a consistent location at the page header throughout the website.
- Easily accessible and easy to use.
- Capable of performing a basic keyword search, at a minimum.
- Working properly and producing relevant, meaningful and good quality results.

It is also important to ensure that search results must be language consistent. The display of the results is extremely important to ensure an effective and efficient search. A good search result page may include:

- A highlight of the searched keyword.
- A facility to sort the results.
- A facility to display a number of results per page (ex. 10 results per page, 20 results per page).
- A facility to scroll back and forth among the search results (e.g. go to the next page of search results, go to the last page of search results, go to a certain page number in the search results, etc)
- The total number of search results.
- The titles of the results followed by brief descriptions and the relevant links.

Component : Usability and Design

Guideline Number: UD.08

Guideline: Provide a Logically Organized and Easy to Navigate Website

Description:

The main interface problem in websites stems from the lack of sense of direction within the local information structure. Government entities should:

- Ensure that the website is logically organized and designed and has a comprehensive and easy-to-use navigation structure.
- Ensure that all website links are at logical and intuitive places so that users can reach to the links by using common sense.
- Ensure that all the website content is organized logically (For example, providing an eServices link only under "About Us" will not make any sense to the user).

Below are some guidelines government entities should follow while designing the website navigation menu of a website:

- The website navigation menu should be at a consistent location on every page of the website, however the entity can decide on the design & location of the website navigation menu based on their needs.
- The website navigation menu should be different from the rest of content a new user should be able to recognize the main navigation from the first visit.
- The website navigation menu titles should be short and descriptive.

Component : Usability and Design

Guideline Number: UD.09

Guideline: Provide a Proper and Easy to Use Navigation Facility

Description:

In general, the navigation facility serves in:

- Providing information to users as to where they are located within the site.
- Offering shortcut links for users to "jump" to previously viewed pages without using the "Back" button or any other link.
- Increasing user's efficiency while browsing the website.

Government entities should design and implement a navigation facility on their websites (e.g. Breadcrumbs). Thus government entities' websites navigation facility should:

- Be available at a consistent location throughout the website pages.
- Be available in a consistent style across all the website pages.
- Have an indicator where the user is in the website.
- Have a link to homepage.

Component : Usability and Design

Guideline Number: UD.10

Guideline: Use an Appropriate Design for Website Links

Description:

On the web, links are a key factor in the navigation process. The links available on the government websites should be distinguished properly from the rest of the content. Colors and underline are the most commonly used mechanisms.

Government websites should:

- Have a consistent link style throughout the website.
- Avoid using links design and style on other content that is not clickable.
- Use different colors for visited and non-visited destination links.
- Avoid using special cursors for mouse-over on links.

It is quite confusing and misleading when websites use the same link colour for visited and new destinations. Users can exclude links that proved fruitless in their earlier visits. Conversely, they might revisit links they found helpful in the past. Most importantly, knowing which pages they've already visited frees users from unintentionally revisiting the same pages repeatedly.

Component : Usability and Design

Guideline Number: UD.11

Guideline: Provide Clear and Meaningful Links on the Website

Description:

The links available on the government websites should be meaningful links. In order to achieve this objective, government websites should:

- Provide short & descriptive links.
- Add a descriptive text next to a link or on mouse over to make links more meaningful. In case of embedded links the link should be self-explanatory, without requiring the user to fully read the surrounding text; for example if an entity name is a link in the text, the whole entity name should be mentioned and clickable.
- Indicate clearly the destination or function of the links.

Component : Usability and Design

Guideline Number: UD.12

Guideline: Provide Active Internal and External Links

Description:

It is important to ensure that all links available on government entities' websites are working properly and up to date. Links on government websites can be

- Internal Links: are website links which link to pages/content available on the same website
- External Links: are website links which link to websites/pages/content available on websites that are not under the government entity website URL.

For external links it is not easy to validate all website external links are active. Therefore government entities should have a process in place to check and verify links on regular basis. Links that are no longer working should be corrected or removed. Some of the search engines de-index the website if more than a certain number of links does not work properly.

External links available on government websites should:

- Open in a new page, and if possible present the user with a notification that he/she is leaving the website.
- Open in the related language, i.e. from an English page, a link must only be opened in English website and vice versa. If the destination website is not available in the same language, the users should be informed before they discover it by themselves.

Component : Usability and Design

Guideline Number: UD.13

Guideline: Direct Old Website Links to New and Updated Ones

Description:

Users tend to save their favourite links so they can easily return to the website in the future. However, web pages and content change constantly and government entities' websites are not an exception. It is recommended that government websites' old links should direct to new links to enhance the continuity, usability and satisfaction of the website.

It is recommended that government entities inform Dubai.ae team in case of such changes on their website to take necessary actions and update "Dubai.ae" content accordingly.

Component : Usability and Design

Guideline Number: UD.14

Guideline: Provide Simple and Easy to Use Forms

Description:

Forms are used on a website to submit information from the user to the government entity, which in turn should get processed. It is important to ensure that online forms available on the website should be user-friendly, easy to use and simple.

Below are some guidelines government entities should follow to produce user friendly simple and easy to use forms:

- All mandatory fields should be clearly marked to indicate that these fields are required. Common procedures of indicating that a field is required may include the use of key with symbols like an asterisk (“*”) preferably in bold format with a different colour in accordance with the site design. If space and design accommodate, the words “Required field” may accompany the textbox. Whichever method is used, it should be clearly labelled. Knowing that a required field was missing after submitting a form and having to refill the entire tedious form again is an experience described as one of the unpleasant by user friendliness evaluation surveys. As a good practice, the form should be coded in a way that the user is alerted about the specific missing field before actually submitting the form.
- The data format of the field should be stated within or adjacent to the field with an example. For example if a field requires the entry of a date, it should indicate if it is in long format or short, with international standard placeholders like DD-MM-YY or DD/MM/YYYY with examples like 03-12-06 or 03/12/2006. Similarly, phone number instructions should be available on whether to enter area code with brackets, dashes or without any spaces. The data format should be clearly mentioned to avoid even the slightest ambiguity. This will prevent the user from guessing at what convention or format to follow, and on the server end it will also help in ensuring that all the data is without variation in a consistent format.

Component : Usability and Design

Guideline Number: UD.15

Guideline: Provide Proper and Easy to Understand Guidelines for Completing the Online Forms

Description:

All the forms that are available online should have instructions available online. These should be displayed either on the page leading to the form, at the top of the page above the form, or on a separate page with a link at the top of the form.

Government websites have a wide range of audience and should be designed in an inclusive manner. It is not unusual to have novice users accessing government websites or even world wide web in general. Hence it is a very good practice to include online instructions describing in detail how the corresponding online forms should be filled out.

Component : Usability and Design

Guideline Number: UD.16

Guideline: Provide Functioning and Properly Working Forms

Description:

Submitting a form only does not ensure that the form is functioning properly, the user's inquiry/request should be processed. Below are some guidelines government entities should follow to ensure properly functioning and working forms:

- Provide a confirmation screen, upon submitting the form, along with a reference number for follow up purposes in case needed. The confirmation screen may also contain the contact number or email which should be used with this reference number for an inquiry or to obtain any clarification.
- Provide a notification about time/date of the request completion.
- Provide a facility to print the confirmation screen for future reference and use.

Component : Usability and Design

Guideline Number: UD.17

Guideline: Provide a Functional Print Facility on the Website Pages

Description:

The user can print a webpage by using the printing facility available within the browsers; however, this facility doesn't provide a proper printing layout of the webpage content in all cases. Government entities should provide a printing link on important and valuable content pages, at a minimum, which enables the user to print the content in a proper format for further reference.

Component : Usability and Design

Guideline Number: UD.18

Guideline: Provide a Consistent Font Style Across the Website Pages

Description:

Using Consistent Font Styles are essential elements in an effective website design. It is recommended that government websites use fonts that are easier to read on the computer screen. Government entities should consider the below guidelines while selecting and using website fonts:

- The format of the website font should be unified, to a certain extent, across the website pages.
- Serif fonts usually have finishing strokes or tapering ends which can be seen in printed material. Sans serif fonts (without ends) are generally considered easier to read on computer screens. For website pages, it is recommended to use common sans serif fonts which can usually be found on every computer and operating system. These include Arial, Tahoma, Trebuchet MS & Verdana for English; and Arial, Tahoma, Simplified Arabic & Times New Roman for Arabic.
- The size of the font may vary depending on the content, though the recommended font sizes for sans serif fonts (excluding headings) are minimum 10 point for English and 12 point for Arabic. Accessibility tools to increase/decrease font size should also be provided.
- The design of the font may also vary depending on the content. For main body text it is preferable to use black color on high contrast plain background; for long paragraphs mixed case or special font characteristics such as bold/color or different sizes may be used.
- Underlining should be avoided for un-clickable text.
- Overuse of ALL CAPITALS and italicized text should be avoided.

Component : Usability and Design

Guideline Number: UD.19

Guideline: Provide a Consistent Format Throughout The Website

Description:

Use of a consistent website format is considered one of the most common traits of good websites. The format of the website involves all items related to the design and look & feel of the website such as colors used, the layout of pages, menu location, font style and size, etc. Users feel more comfortable if a website maintains a consistent look and feel throughout the site. Consistency throughout the website helps users familiarize themselves with the website easily and makes navigation easier. Government entities should maintain a consistent website format throughout all website pages.

Below are some guidelines government entities should follow to ensure that that web pages & graphics are properly designed:

- **Use Reasonable Image Size:** The size of images available on the website should be of reasonable size to ensure fast loading of the site. Large size images may degrade the performance of the website for some users. If large images are required on the website then thumbnails can be used, whereby the user can click on the thumbnail to view the full size image.
- **Use Adequate Color Schemes:** The main text area of the page should always contrast sharply with a plain background, preferably white background. Usage of watermarks, patterns and images in the background should always be avoided.
- **Avoid using Flash Introduction Page:** Flash introduction on accessing the website should be avoided. If a flash option is to be used within internal pages, it must be the users' choice through an explicit selection facility.
- **Limit the Use of Animation:** Animation is usually distracting and often irritating to users of the website. If animation is to be used within the pages of the website it should add value to the design and content.
- **Provide Appropriate Width of the Website Pages:** The homepage and all other pages of a website should be resolution independent to allow for adaptation to different screen sizes.

- **Limit the Use of Horizontal Scrolling:** Horizontal scrolling bars should be avoided as users will lose context of the remaining page. On the other hand resizing the text may result in having a horizontal scrolling. In general, website should aim at avoiding the scroll at least for the first 2-3 resizes from the default value.
- **Limit the Use of Vertical Scrolling:** The vertical scrolling should be to a minimum level. A significant minority of users choose to scroll the page down. In some cases, vertical scrolling bars become necessary and it is preferred to use this option rather than going to the next page; in this case it is recommended to place a "Top" link on the page to enable users to go back.

Component : Usability and Design

Guideline Number: UD.20

Guideline: Provide Well Designed Website Page Titles

Description:

It is important that government entities aim at providing well designed website pages titles. Most internet users rely on search engines to find their needs, search engines use page titles to display results. A well designed website page title should

- Properly describe the webpage content using common keywords.
- Be brief, short, easy to read and clear.
- Be available according to the website language (English/ Arabic Titles).

Component 3: Content

The content available on a website is a very crucial element in ensuring the success of website in meeting users' needs and expectations. The content needs to be alive, current, accurate, relevant and easy to read for users in order to have a reason to return to the site again. Though the control of content on a website is left to the respective government entity to decide in line with their objectives.



Following are some guidelines that government entities should follow to ensure common, structured and proper content on their websites:

Component: Content

Guideline Number: C.01

Guideline: Provide Information about the Government Entity in "About Us" Section

Description:

All government websites should have an "About Us" page where the entity provides the user with information about:

- The entity's vision statement.
- The entity's mission statement.
- The entity's mandate.
- The entity's objectives.
- The entity's organizational structure (Optional).
- Strategic plan(s) (Optional).
- General contact information: include general entity contact information with a link to contact us for further contact information.

Component: Content

Guideline Number: C.02

Guideline: Provide Entity Contact Information in "Contact Us" Page

Description:

The "Contact Us" link should be placed at a consistent location (link to contact us should be available at least in website footer) and must include the following information to a minimum:

- The physical mailing address of the entity's head office and branches/service centers.
- The street address of the entity's head office and branches/services centers with location maps. (It is important to ensure that the location maps are available in both languages (Arabic & English).
- The entity's and branches/service centers telephone number(s). The telephone number should include area code.
- The entity's and branches/service centers fax number(s). The fax number should include area code.
- The entity's and/or branches/service centers e-mail address(es).
- A point of contact within the entity that is responsible for user inquiries (does not necessarily have to be an individual name; it can also be an email address labelled as customer service@... or questions@..., etc). Government entities are encouraged to provide an autoreply email for users informing them for example with a response time, follow up details. *(Please refer to section UD.16 for further details).*
- The entity's and branches/service centres hours of operation for over the counter and telephone based interactions, in case the entity directly deals with the public.
- A link to the entity's chat service, in case the entity has a chat service (Optional).
- The entity's Director General contact details such as an email (Optional). The entity may also include such information in Director General page.

Component: Content

Guideline Number: C.03

Guideline: Provide a Facility to Submit Feedback on the Website

Description:

- As part of public engagement, the government websites should be as interactive as possible. An interactive government website makes users more comfortable and helps them enhance the trust in the website. A feedback form on the website will help users of the site to interact with government entities. The feedback form should be
- Simple, user-friendly and easy to use. *(Please refer to guidelines UD. 14-16 for further details).*
- Provided as part of the "Contact Us" page or as a separate page.
- Provided at a consistent location throughout the website.

Component: Content

Guideline Number: C.04

Guideline: Provide Effective and Efficient Frequently Asked Questions (FAQ) on the website

Description:

The Frequently Asked Questions or commonly referred to as FAQ is an online page that poses a series of commonly encountered questions and answers on specific topics. The FAQ has become a feature of the Internet. All over the world, government websites often refer users to a FAQ before asking them to email their questions, which help in cutting down on customer support efforts and costs while increasing the resolution time of customer inquiries.

Government website can provide FAQ at different levels, e.g. general site related questions, general entity related questions, service specific questions, etc. Below are some guidelines government entities should follow to ensure an effective and efficient FAQ section:

- FAQ link should be available at a consistent location throughout the website. If the FAQ is related to the website the link should be placed either in the header or in the footer.
- The FAQ page should be user friendly; the list of questions can be organized according to frequency or if the list is long then grouping or categorization is strongly recommended. The questions should be relevant to the group or the category.
- A facility to ask a new question should be available in case the user request is not fulfilled.

Component: Content

Guideline Number: C.05

Guideline: Provide Sufficient Information about Government Entity Services & eServices

Description:

Almost all government entities provide services to individuals and businesses in the form of either transactional, interactive or informational form⁵. It is always important that the entities provide detailed information about their services on the website. For the users it should be convenient to access a Service or an eService with minimum effort on an entity's website. Also, the users should have the option of reaching an eService through different ways including effective search function, site map and direct URL.

The list of services should include all the services regardless of delivery channels. The service information page should include the below service information:

- **Service Name:** The name of the service should be self-explanatory; the user should not need to read the service description unless he/she needs more information.
- **Service Description:** A brief description about the service.
- **Service Requirements:** Details of the requirements needed for this service (e.g. documents).
- **Service Procedures:** List of steps needed for this service, the steps should be clear and available in sequence.
- **Service Forms:** If the services require form(s) to be filled, an option should be available to download.
- **Service Expected Completion Time:** The expected average time to complete this service.
- **Service Fees:** The fees for this service (in some cases different fees might be required depending on certain conditions).
- **Service Centers:** Physical locations to access the service.
- **An Option to Perform the Service Online:** If the service is available online an option such as "online", "Perform it online" should be available.
- **SMS Dubai Push and Pull Services:** The sms service provided by Dubai Smart Government: if the service is available through SMS Dubai, the sms codes used for this service should be mentioned.

⁵ Please see the "Smart Service Definition Policy Document version 3" issued by DSG for details

- **Related Services:** Some services may require other service(s) from other entity(ies) or from the same entity. In such case(s) a link(s) or information to these service(s) should be available.
- **Additional Information:** It is at entity's discretion to provide miscellaneous information about the service.
- **A Simple Feedback Form:** (Optional) may include user engaging questions such as "Was this information useful/beneficial", " How can we improve" or " Do you have any comments/feedback".

Component: Content

Guideline Number: C.06

Guideline: Provide Accurate Website Copyright Information

Description:

Copyright is important for protecting the intellectual rights of a website. Government entities should provide accurate copyright information on their websites and the copyright should always be:

- Provided with the appropriate corresponding year followed by the entity name.
- Available at a consistent location throughout the website in the website footer.

Component: Content

Guideline Number: C.07

Guideline: Provide a Proper "Site Maintained By" Message

Description:

This component enhances the credibility of a website especially if the site is maintained by a government entity. Government website "Site Maintained by" message should:

- Include the entity name as "This site is maintained by the [Entity Name]".
- Be available at a consistent location throughout the website in the website footer.

Component: Content

Guideline Number: C.08

Guideline: Provide a Functional Link to eJob

Description:

eJob is the online recruitment portal that enables fresh graduates and experienced professionals to access the available job vacancies at Dubai Government entities. The portal enables them to apply to the job vacancies electronically via one centralized gateway. It also enables the HR sections of Dubai Government entities to publish their job vacancies and meet their recruitment needs⁶.

The service eJob is common to various government entities and used by the public. If the entity is subscribed to this service, it should provide the appropriate link to that service in their vacancies or careers page. The entity should ensure posting their vacancies and removing their filled positions in order to keep eJob up-to-date.

⁶ <http://www.dsg.gov.ae/en/ServicesPublic/eJob/Pages/default.aspx>

Component: Content

Guideline Number: C.09

Guideline: Provide a Functional Link to eSuggest

Description:

eSuggest is the web portal that handles all the suggestions raised against government organizations. This is a unified and decentralized system, used by government entities in Dubai, that enables receiving and handling customer and employee suggestions, and using feedback as a means for performance development based on best global practices⁷.

The service eSuggest is common to various government entities and used by the public. If the entity is subscribed to this service, it should provide the appropriate link to that service on their homepage.

Component: Content

Guideline Number: C.10

Guideline: Provide a Functional Link to eComplain

Description:

eComplain is a unified electronic system tailored to cater for the requirements of all participating government entities within Dubai, to ensure best practices in dealing with user complaints, including handling, facilitation and resolution to measure the impact and improve performance. The scope of the Complaint System covers all user concerns on government services provided by Dubai Government entities⁸.

The service eComplain is common to various government entities. If the entity is subscribed to this service, it should provide an appropriate link to that service.

⁷ <http://esuggest.dubai.ae/About.aspx>

⁸ <http://www.dsg.gov.ae/en/ServicesGovernment/e-Participation/Pages/Service.aspx?ServiceID=2374>



Component: Content

Guideline Number: C.11

Guideline: Explain the Complaint Handling Procedures on the Website

Description:

Complaint procedures help users in knowing how the entity deals with users' complaints and the time it takes to resolve a complaint. A link to the complaint procedures page should be available at least in the complaints section on the website.

Component: Content

Guideline Number: C.12

Guideline: Provide a Functional Link to Ask Dubai

Description:

AskDubai is a 24/7 government contact centre that enables the public to contact several government entities to inquire about various services in Arabic, English and Urdu languages. AskDubai provides many methods for users to submit their complaints or suggestions through multiple channels including phone, email, online chat or fax⁹.

The Ask Dubai service is common to various government entities and used by the public. If the entity is subscribed for this service, it should provide an appropriate link to that service on their website.



⁹ <http://www.dsg.gov.ae/en/ServicesGovernment/Pages/default.aspx>

Component: Content

Guideline Number: C.13

Guideline: Define/Use Proper and Meaningful Metadata on Almost Every Page of the Website

Description:

Metadata is the data used to describe information available on a website. It is important to properly define metadata (metatags) for pages of the website. The keywords defined for a page can be based on analysis results from external search engines or the website search engine or on results from user research conducted to gather the words used by web users.

Properly defined metadata will improve search engine retrieval of the website pages. Metadata can be added to the header of an HTML document and should be available on:

- The website homepage.
- Main website section pages.
- Pages that are registered with search engines.

There are metadata management tools that can assist in adding metadata to pages. Metadata alone cannot be relied upon for search engine retrieval and should be used in conjunction with text, which is displayed on the page itself. Metadata should also be included on HTML pages that use tables, frames or other formatting. Some of the most commonly used metadata standards include Dublin Core Metadata Standards and SC32/WG2 Metadata Standards.

Component: Content

Guideline Number: C.14

Guideline: Provide Accurate Dates on the Website Pages

Description:

The dates available on the website should be accurate. The site should have:

- Site last modified or updated date on the homepage, which should indicate the date the information is updated on the homepage.
- Dates on the pages that are frequently modified.
- Dates on the frequently visited pages, especially services pages.

Government entities should consider the below guidelines when introducing dates on their websites:

- The same date format to be used across the website pages.
- The date should be presented at a consistent location throughout the website.
- System generated date should not be used to indicate modification/updates on the site or pages.
- Some pages may include information that will not change; in this case the published date can be used.
- Current date and time are not recommended to be added to the site, as they may be misleading.

Component: Content

Guideline Number: C.15

Guideline: Provide Accurate and Most up to Date Information on the Website

Description:

Users visit the government websites to find most reliable, accurate and up to date information. In case they do not find the latest information on the website, they do not trust the quality and accuracy of the information.

Government entities should consider the below guidelines in order to provide accurate and up to date content:

- The entity should not to keep any kind of stale information on their websites. If the information is older than a specified time period, it should be archived or reviewed and marked with a new publishing date.
- The entity should post new laws and rules as soon as possible.
- The entity should clearly flag major changes on the website and on the website homepage(e.g. changes in design, navigation, services and eServices Pages).

Component: Content

Guideline Number: C.16

Guideline: Provide Correct Grammar and Spellings Content

Description:

A quality website should have minimum or no grammar or spelling errors to gain users' trust. A website with lots of errors can easily lose users' trust and confidence. It is important for the government entities to:

- Ensure that all the spellings and grammar on the website are correct.
- Ensure that each page has the same exact translation for bilingual websites.



Component: Content

Guideline Number: C.17

Guideline: Provide Appropriate and Well-Designed Online Advertisements

Description:

Government entities may include some advertisement on their websites to promote their services or other entities' services or to generate funds. Government entities' advertisements available on their websites should be government-related and should not affect the government entity branding.



Component 4: Policies

Information published or used on a government website presents legitimate concerns for the entity and also for the users accessing the website. The government entities should address all issues related to data protection, accessibility and responsibility among others on their websites through clearly and unambiguously stated policies for their users.



Following are some guidelines to be addressed at a minimum on entity websites to ensure legal concerns and issues are addressed for the users of the website:

Component: Policies

Guideline Number: P.01

Guideline: Provide Information Regarding the Protection and Handling of Privacy in the Website

Description:

Government entities should explain on their website how they handle the privacy of their website users. The related website policy should be easily accessible and available throughout the website at a consistent location in the website footer.

The policy should address the below issues at minimum:

- **Collection & Use of information:** The website should address what user information is collected, and how this information is used and shared by the entity.
- **IP Addresses & Cookies:** The website should address if users' IP addresses are collected and how they are used. If cookies are used, the policy must address the purpose of using them.
- **Protection of Information:** The website should address to whom and/or what entities users' information will be available and the policy for sharing the information with third party(ies), if any.
- **Security of information:** The website should address what measures are taken to preserve the security of users' information. It is mandatory to use a secure and encrypted method for transmission of personal data or conducting electronic financial transactions over the internet.
- **Disputes:** Steps a person should take if they have reasonable doubt that their privacy is being compromised.
- **Third Party Website:** If the entity has links to other website(s), the website should address all concerns and issues related to these links, such as responsibility, accuracy of information, security, liability of information, etc.

Component: Policies

Guideline Number: P.02

Guideline: Provide Information Regarding the Website Terms and Conditions

Description:

The website should outline the terms and conditions related to the usage of the website by a user. The terms and conditions should:

- Include, but not be limited to, the usage of content of the website, registration, termination, etc.
- Have a link available throughout the website at a consistent location in the website footer.

Component: Policies

Guideline Number: P.03

Guideline: Provide Information on the Accessibility of the Website

Description:

Government entities should aim at having their websites accessible for a broad range of users using different technology levels, therefore Government websites should include information regarding the accessibility of their website such as:

- Information on accessing the website for people with disabilities, the government entity can mention their compliance level with WCAG 2.0 Level A or Level AA upon implementation of related guidelines.
- The supported internet browsers & operating systems.
- The supported devices such as mobile phone, iPad, etc.

2.3 GWEM Objectives

As mentioned above, GWEM components and related guidelines are used to achieve high levels of customer satisfaction and website usage. The below section provides explanation regarding these 2 objectives.

Objective 1: Customer Satisfaction

A website is a valuable and effective tool as well as an effective channel to achieve an organization's objectives. It can be a powerful asset that supports key business processes and improvements as well as enhanced staff and customer satisfaction. Measuring the satisfaction level of the website users is a crucial element in ensuring that the website is fulfilling users' needs and expectations, and represents an improvement tool for the entity by gathering users' feedback and suggestions.



Website satisfaction surveys are one of the tools used to have a better understanding and insight into users' opinions and to enrich communication with them. An online satisfaction survey must be conducted to measure the website overall satisfaction in terms of usability, efficiency, content, design and accessibility.

Dubai Smart Government Department will use its eSurvey & will conduct an electronic survey every year. The analysis and recommendations will be provided to the government entities for improvements.

Objective 2: Website Usage

Tracking user activities on the website provides solid evidence for determining website popularity, potential future enhancements and planning of marketing activities. Tracking reports generated by web server software can provide the entity with valuable information to improve their website usage.



Below are some measurements government entities can use to enhance their website usage among others:

No.	Measurement	Description
2.1	Number of Visits a Site Receives	This indicates to a certain extent the awareness for a website and how popular it is among the users.
2.2	Page Impressions (Page Views)	Page impression is the number of times a page is requested from the website, including all graphics that might be used to make up that page. Measuring 'hits' alone does not give a meaningful analysis of usage - a page with 5 graphic elements may register as 6 hits but only one page impression.
2.3	Unique Visits/Browsers	Unique visits are used as one of the measures to track the traffic on a website; unique visits are considered the number of visits to a website from a unique IP address and device in a defined time period.
2.4	Successful and Unsuccessful Requests	It is worthwhile to see what percentage of files exhibits a problem or does not exist. It helps to indicate potential technical problems.
2.5	Top Referring Sites	The pages from which users might link to reach your website, may assist in refining advertising strategy and may uncover a new category of users.
2.6	The Order in which Users View the Pages	This can help the entity in assessing their navigation and information design. It is an effective tool to understand the user behaviour in the website.
2.7	Most Frequently Visited Pages	This can show where internal marketing efforts would work best.
2.8	Least Frequently Visited Pages	This can help in evaluating whether to continue upkeep on certain pages or possibly create awareness for them.
2.9	Referrer Log	It provides the search terms used to identify how users are looking for items. This will especially help in improving metadata and may also help in designing search based marketing campaigns through aligning with the way the users access the website.
2.10	Traffic Analysis	This should be undertaken, focusing on peak times (to assess bandwidth processing requirements) and on low activity times (should essential maintenance require the site being down for a short time).

"Table 2" – Website usage measurements

Summary

This document includes several guidelines which all Government Entities in Dubai are expected to follow in their websites. Compliance with these guidelines will not only enhance the quality of the entities' websites but also help in making them easy to use and customer-focused.

The guidelines are presented as part of an excellence model developed by Dubai Smart Government Department referred to as "Government Websites Excellence Model (GWEM)".

This model is created to provide Dubai Government Entities with the necessary guidelines and best practices to help in excelling in their website quality and increasing their customer satisfaction and website usage.

DSG team welcomes suggestions and feedback to improve the quality and content of this document. DSG will conduct formal consultation with Dubai Government entities to acquire suggestions and feedback for consideration in order to improve the quality and the contents of this document before finalization.

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