



Government of **Western Australia**  
Office of the **Government**  
**Chief Information Officer**

# Digital Services Policy Framework

## Common Website Elements Standards

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## Document Control

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| 2008 | Office of e-Government   | 1       | First Release  |
| 2010 | Public Sector Commission | 1.1     | Applied Public Sector Commission brand<br>Additional web accessibility elements added  |
| 2013 | Department of Finance    | 2       | Applied Department of Finance brand<br>Added responsive design guidance  |
| 2017 | Office of the GCIO       | 2.1     | Applied Office of the GCIO brand;<br>Minor edits to facilitate moving the content under the Digital Services Policy Framework, including removing references to WGF PSC Circular |



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## Introduction

This document describes the key elements required in all Western Australian Government websites. The Common Website Elements (CWE) standards provide a consistent structure for the placement of key web elements on all WA Government websites. They have been developed in consultation with agency groups, and are based on national and international best practice.

The objectives of the Common Website Elements standards are to:

- Introduce a level of consistency throughout all WA Government websites on the positioning and functionality of key website elements.
- Better promote and foster the WA Government identity, making it easier for users to identify WA Government websites.
- Make it easier for users to navigate WA Government websites thereby providing a more consistent user experience.

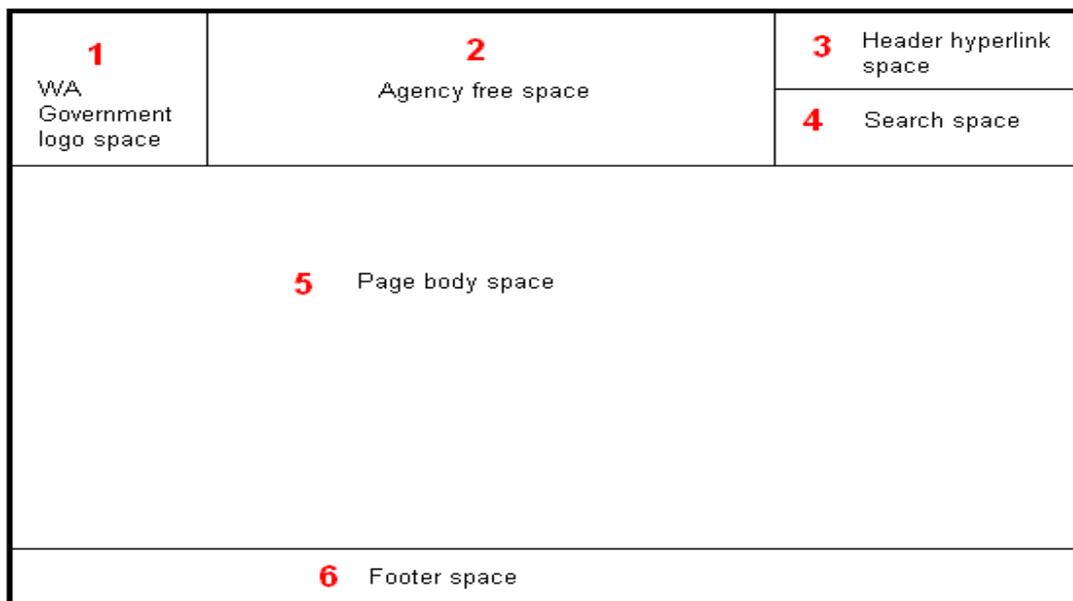
**The Common Website Elements standards is a mandatory requirement.**

## Common Website Elements

The Common Website Elements are grouped into six sections on the webpage as described below. For variation to this layout to accommodate smaller screen resolution devices (e.g. smartphone) refer to the Responsive Design section of this document.

| Section | Section Name             | Key website element required  | Requirements |
|---------|--------------------------|---|--------------|
| 1       | WA Government logo space | 'Skip to main content' and the State Coat of Arms or the State Government Badge | Mandatory    |
| 2       | Agency free space        | Agency name where applicable  | Mandatory    |
| 3       | Header hyperlinks space  | Header links (Site map, Accessibility, Contact us)                              | Mandatory    |
| 4       | Search                   | Website search function including whole of WA Government search function        | Mandatory    |
| 5       | Page body                | Global navigation, content, breadcrumb trail and content links                  | Mandatory    |
| 6       | Footer                   | Footer links  | Mandatory    |

Diagram 1 below illustrates the layout of these six (6) sections:



## 1. WA Government Logo space (mandatory)

This space is reserved for the 'Skip to main content' link and the WA Government logo.

### 1.1 Skip to main content (mandatory)

To improve website accessibility, provide a 'Skip to main content' link that will allow users to access the main content of the page directly. Most web pages are designed with the branding and navigation as the first elements on the page. The 'Skip to main content' link allows screen readers and keyboard users to go directly to the start of the main content on the page, bypassing all the other elements.

The function must be made visible on 'tab to' and placed at the top of the WA Government Logo area. It should be the first element on the webpage. The link should be displayed in text with the following wordings – Skip to main content.

Although not mandatory, it is recommended that the 'Skip to main content' link be visible at all times as this will assist users with impaired motor abilities.

### 1.2 WA Government Logo (mandatory)

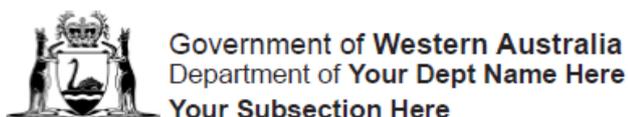
Agencies have the choice of the State Coat of Arms with the text 'Government of Western Australia' or the State Government Badge. No other images or text can be displayed in this space.

The WA Government logo must link back to the agency homepage, and must carry an alternative text or alt tag message, such as 'Government of Western Australia State Coat of Arms. Return to <Department/Agency> homepage'.

**\*STATE COAT OF ARMS**



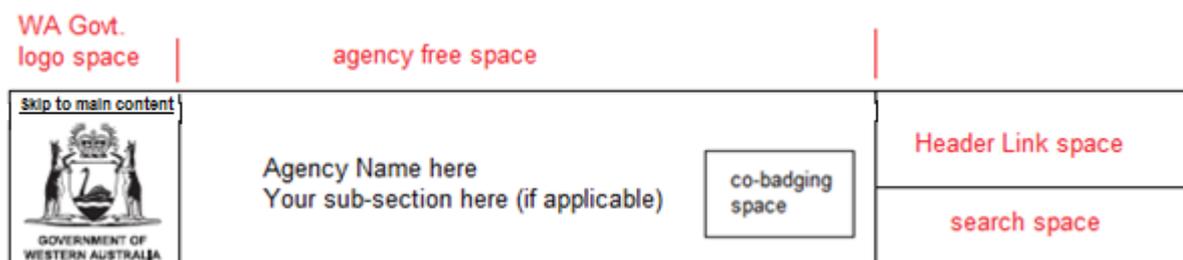
**\*STATE GOVERNMENT BADGE**



Above is an example of the State Coat of Arms with the text: Government of Western Australia and the State Government Badge, extracted from the [WA State Government Badge Style Guide](#)<sup>1</sup>. For logo requirements and layout options, refer to the [WA State Government Badge Style Guide](#). For logo dimensions and image downloads, refer to the [Coat of Arms Website Production](#)<sup>2</sup> webpage.

All WA Government logo queries should be referred to the Common Badging Committee. More information is available from the Common Badging Website at <http://www.commonbadge.dpc.wa.gov.au/Pages/WhoAdministersTheStateGovernmentBadge.aspx>

Below is a header example using the State Coat of Arms option:



When using the State Government Badge option, the WA Government logo space and the Agency free space can be merged into one area. For example:

<sup>1</sup> State Government Badge Style Guide, [http://www.commonbadge.dpc.wa.gov.au/Documents/state\\_govt\\_badge\\_style\\_guide\\_2011.pdf](http://www.commonbadge.dpc.wa.gov.au/Documents/state_govt_badge_style_guide_2011.pdf), Common Badging Government of Western Australia.

<sup>2</sup> Coat of Arms website production: <http://www.commonbadge.dpc.wa.gov.au/Pages/Downloads.aspx#coatextgovernmentwaweb>

| Merged WA Govt logo space and Agency free space  |                                   |
|--|-----------------------------------|
| <a href="#">skip to main content</a><br> Government of Western Australia<br>Department of the Premier and Cabinet   | Header Link space<br>Search space |
| <a href="#">skip to main content</a><br> Government of Western Australia<br>Department of Your Dept Name here <div style="border: 1px solid black; padding: 5px; display: inline-block; margin-left: 100px;">co-badging space</div> | Header Link space<br>Search space |

### Agency free space (mandatory)

This area is used to display the agency name and co-badging logo (if applicable). Agency can use this space to display the agency's name and/or the subsection name of an agency and an approved co-badging logo if applicable. For font specifications please refer to the [State Government Badge Style Guide](#)<sup>3</sup> available from the Common Badging website.

### Header hyperlinks space

This area must contain the following links, in the order displayed below:

- Site map
- Accessibility
- Contact us

An example of how these links could be configured in this space is shown below:

Site map | Accessibility | Contact us

The content of these links should be provided in the 'Page body' space.

#### 1.1 Site map (mandatory)

The site map represents the structure of the website both textually and graphically in a single page. It provides an excellent overview of the website and allows for quick access to pages and content of a website.

#### 1.2 Accessibility (mandatory)

The accessibility content page is used to provide information on options by which the agency's accessibility features can be enabled. It should contain information on:

- How to change text size.
- Detail how users can change the text size on the website. WA Government websites must be designed to ensure text resizing can occur, irrespective of the browser type or version being used. This can be done by setting relative sizes for text rather than absolute values.
- Use of access keys (if applicable).
- Tools to aid viewing website documents.

<sup>3</sup> Common Badging Government of Western Australia, loc. Cit.

- Agencies must provide links to free 3rd party reader and viewer software that will allow all documents on the website to be readable from any computer system. For example: Microsoft/Apple readers/viewers, Open source readers/viewers, PDF conversion tools, etc.
- Any other accessibility issues specific to your agency's website.
- Link to the 'Contact us' page.

Agencies are also required to state the website's accessibility level. It should also provide users with the following information:

- The legislation and standards the website is governed by.
- Actions undertaken by the website owner to meet their accessibility obligations.
- A list of the areas that do not currently meet these obligations and what steps are being undertaken to mitigate these issues.
- No responsibility is taken for the accessibility levels of external websites linked to from this website.

For information on WA Government Web Accessibility standard, please refer to the [Web Accessibility](#) section on the Department of Finance website.

### **1.3 Contact us (mandatory)**

The 'Contact us' page provides users with a list of up-to-date communication details. It should:

- Provide different methods of contacting the agency responsible for the website and its content. It is recommended agencies provide as many contact options as possible or applicable, for example:
  - building address
  - mailing address
  - switchboard phone number
  - fax number
  - email address
  - National Relay Service
  - interpreter
  - contact details for Media Liaison Officer
- Provide different types of communication options through a form, in both online and offline format. The form should be designed to accommodate the following uses:
  - Enquiry – for enquiries about the website, information or services provided
  - Feedback – to allow users to provide feedback about the website, information or services provided
  - Complaint – to capture complaints about the website, information or services provided
  - Compliment – to capture compliments about the website, information or services provided.

The form must:

- Clearly identify the purpose (as noted above) or allow users to select the option

- Be easy to complete by providing clear presentation and unambiguous wording
- Be designed to be as accessible as possible
- Provide full disclosure of matters relating to the privacy and security of the submitted information (for more information on privacy refer the Website Terms of Use document)
- Indicate if the user would like a response. If a response is required, the form must capture the user's name and email or postal address.

For more information on how to design forms, refer to the Department of Finance and deregulation's [Forms](#)<sup>4</sup> content.

### Search (mandatory)

This space is used to display the search function. Minimum requirements for this space are:

- A search function which defaults to searching the current website only
- A link to the whole-of-WA Government search – which should be displayed as “Go to whole of WA Government search”. This must be provided as a link to the WA Government Online Entry Point's search page (<http://wa.gov.au/search/>). It is preferred that this link opens in the same window.

These minimum search functions must be visible at all times. There must be no rollover, drop down or mouse click actions to view these minimum required search functionalities. To increase usability, it is recommended that agencies display the text 'search this site' in the search box.

An example of how this space could be configured is shown below:



Where possible, the search results should display the following information:

- Title (linked to content page)
- Description
- File format
- File size

The search results page should be titled 'Search results' to assist those with visual impairments using assistive technology identify the page where their search results are listed.

It is recommended that the 'Skip to main content' link be changed to 'Skip to search results'.

<sup>4</sup> Forms, AGIMO <http://www.finance.gov.au/agimo-archive/better-practice-checklists/forms-online.html>

## Page body space

This area must contain the following components:

- Global navigation
- Content
- Breadcrumb trail
- Content links

### 1.4 Global navigation (mandatory)

Global navigation as defined by AGIMO, is the consistent navigation across the entire site and usually allows easy access to major parts of the site<sup>5</sup>. To ensure usability, a logical structure based on user requirements and adherence to accessibility standards needs to be the primary driver when configuring the global navigation.

For more information on how to design usable navigations, refer to the Department of Finance and Deregulation's [Information Architecture for Websites: Better Practice Checklist](#)<sup>6</sup> and [Website Navigation: Better Practice Checklist](#)<sup>7</sup> documents.

The global navigation can be placed on the left-side or on the top of the page in the body section. See Appendix A for web page layout examples.

### 1.5 Content (mandatory)

The 'Page last updated' or 'Page reviewed' date must be provided on each content page. This is a required element in this section.

All web content must meet current Web Accessibility standard. For more information please refer to the [Minimum information requirement](#) page.

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<sup>5</sup> Navigation, AGIMO, <http://www.finance.gov.au/agimo-archive/better-practice-checklists/website-navigation.html>

<sup>6</sup> Information Architecture for Websites: Better Practice Checklist, <http://www.finance.gov.au/archive/policy-guides-procurement/better-practice-checklists-guidance/bpc-information-architecture/>

<sup>7</sup> Website Navigation: Better Practice Checklist, <http://www.finance.gov.au/agimo-archive/better-practice-checklists/website-navigation.html>, Department of Finance and Deregulation

## 1.6 Breadcrumb trail (mandatory)

The 'breadcrumb trail' must be located in the top section of the page body space (section 5 of the web page in diagram 1 above). The 'breadcrumb trail' must:

- Progress from the highest to the lowest level from left to right, i.e. start with the homepage and end with the user's current location within the website.
- Have active links for each of the levels shown, except for the lowest level.
- Have a separator between each link, such as the '>' symbol.

Example of how a 'breadcrumb trail' could be set up is shown below:

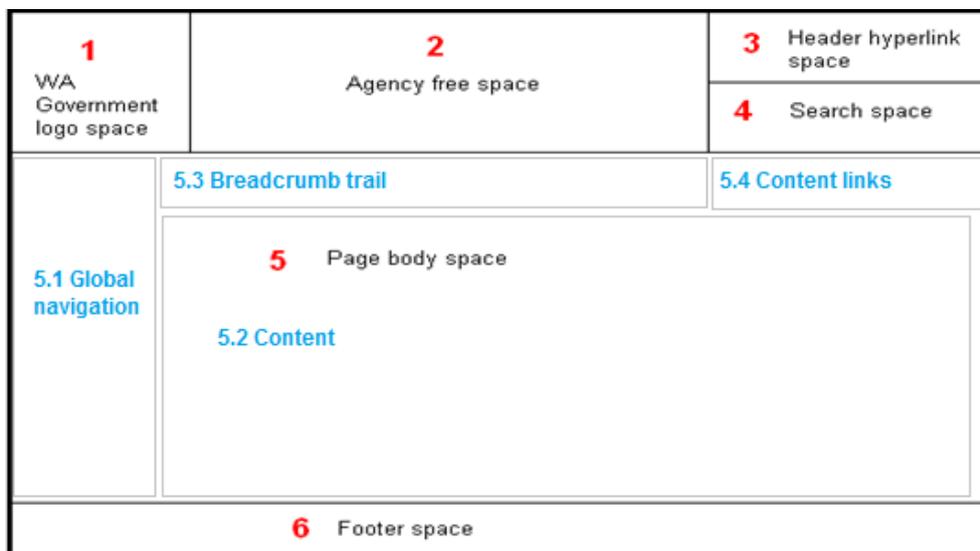
[Home](#) > [Policies and Guidelines](#) > Website Standards

The 'breadcrumb trail' approach provides context and allows the user to travel back up the hierarchy to any level without having to hit all the intermediate points.

## 1.7 Content links (optional)

This space located in the top right section of the 'Page body' area, is used to house functions that will further improve the usability and accessibility of the website.

These elements are not mandatory however if agencies choose to implement them, they must be placed in the top right section of the 'Page body' area.



Example of how the 'Content links' space could be set up is shown below:



OR



### 1.7.1 Text resize function (optional)

The default browser function for text resizing should always be available, as some users find online text hard to see and read.

The text resize function can also be made available through the website. Agencies choosing this option must ensure the script enabling this function is implemented correctly to meet web accessibility standard. The function must be placed in the top right section of the 'Page body' area. It can be displayed as follows with the alt text "increase text size" and "decrease text size" respectively:

- A<sup>+</sup> A<sup>-</sup> or
- text size: A A

### 1.7.2 'Print this page' function (optional)

It is recommended that agencies provide a print friendly function which is configured to print the core content of the page only – i.e. the main content with navigation removed, formatted to print correctly on the page.

The function can be displayed as:

- Text – Print this page or,
- A print icon (for example: ) with the alternative text "Print this page".

This function should open in a new window displaying the content to be printed, with a 'Print' button at the top right corner of the new window to activate the function. This function can be managed via a 'Print' component included within the Cascading Style Sheet (CSS) code.

Some considerations for the 'Print' CSS include:

- Change colours to black text on white background.
- Change the font to sans serif.
- Minimum print font size is 12 point.
- Underline all links.
- Remove non-essential images.
- Remove navigation.
- Remove all JavaScript, Flash and animated images.
- Include the State Coat of Arms in the top left corner of the page to be printed.
- Include the URL of the printed page in the footer of the page.

### 1.7.3 Email this page (Optional)

The 'Email this page' function makes it easier for web users to email the current page to a contact/friend.

The function can be displayed as:

- An icon (e.g. an envelope image ) , with the alternative text 'email this page' or
- As text 'Email' or 'email this page'

It is recommended that the function brings up a pop-up box with the following fields:

- Title (e.g. Email to Friend or email this page)
- From: <your name>
- To: <recipients email address>
- Optional message field
- Option to send a copy of the email to the sender. If this option is selected, the sender's email address will need to be captured.

The pop-up box will also need to display the 'Send' and 'Cancel' buttons.

#### **1.7.4 Social Media elements (Optional)**

Agencies that are implementing social media on their website can use this space to display their social media elements. These elements should be displayed as icons with the appropriate alternative text. They must be displayed after (to the right of) or below the usability and accessibility icons. Agencies must observe the [Social Media Guidelines](#)<sup>8</sup> when implementing social media on their websites.

#### **Footer (mandatory)**

The intention of the footer is to provide easy access to the homepage, WA Government entry point and the website's 'Terms of Use' information (e.g. privacy, disclaimer, copyright). The footer space must contain the following items:

- WA Government Online Entry Point (wa.gov.au)
- Home (links back to agency homepage)
- Privacy
- Disclaimer
- Copyright

The link to the WA Government Online Entry Point must:

- Be displayed as text – wa.gov.au.
- Be left aligned and link to <http://wa.gov.au> with the following alt text – "Go to WA Government Online Entry Point".
- Have a contrast ratio of at least 4.5:1 between the text and background colour.
- Is positioned in the left corner of the footer space.

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<sup>8</sup> *Social Media Guidelines*, Public Sector Commission, [http://gcio.wa.gov.au/wp-content/uploads/2016/05/Social\\_Media\\_Guidelines.pdf](http://gcio.wa.gov.au/wp-content/uploads/2016/05/Social_Media_Guidelines.pdf)

The remaining footer elements must be centred. Footer elements must have a separator between them, such as the “|” symbol. An example of how these elements could be set out is shown below:



The content for the website’s ‘Terms of Use’ elements must be displayed in the ‘Body’ space (section 5 of the web page in diagram 1 above). Default statements for the ‘Terms of Use’ information have been viewed by the State Solicitors Office and are provided in the ‘*WA Government Website Terms of Use Statements*’ document<sup>9</sup>. Agencies are encouraged to use these default statements. Any adjustments to the default statement should be reviewed and approved by their relevant agency resource.

Other elements can be added to the footer space if required. These elements can only be added to the right of the ‘Copyright’ element. Examples of other elements that could go in this space are:

- About Us
- Sub-division name (e.g. a business team or office within a department)

### **1.8 About us (Optional)**

The ‘About us’ page provides information about the agency that owns the website. This is not a mandatory element, however should agencies choose to provide this information, the placement of the ‘About us’ element should be in the footer area.

## **Responsive Design**

Responsive web design is the concept of presenting your whole website in a way that will fit the device that it is being viewed from – e.g.: desktop, tablet or smartphone.

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<sup>9</sup> *WA Government Website Terms of Use Statements*, Public Sector Commission, WA Government, [www.publicsector.wa.gov.au](http://www.publicsector.wa.gov.au)



(Image source: <http://www.business2community.com/online-marketing/responsive-web-design-vs-separate-mobile-site-%E2%80%93-which-is-right-for-you-0104949>)

Using responsive design, you could configure the website to proportionately scale up or down to suite the device resolution it is being viewed from. In addition you could also build multiple layout options (by shuffling some elements around the page) using the same content to suite different screen resolutions.

If you choose the latter design option, for smaller screen resolution devices (e.g. smartphone), the layout must include the following Common Website Elements:

1. WA Government logo<sup>10</sup>
2. Agency name
3. Link to Contact details
4. Link to the 'Terms of Use' elements (see section 6 above)

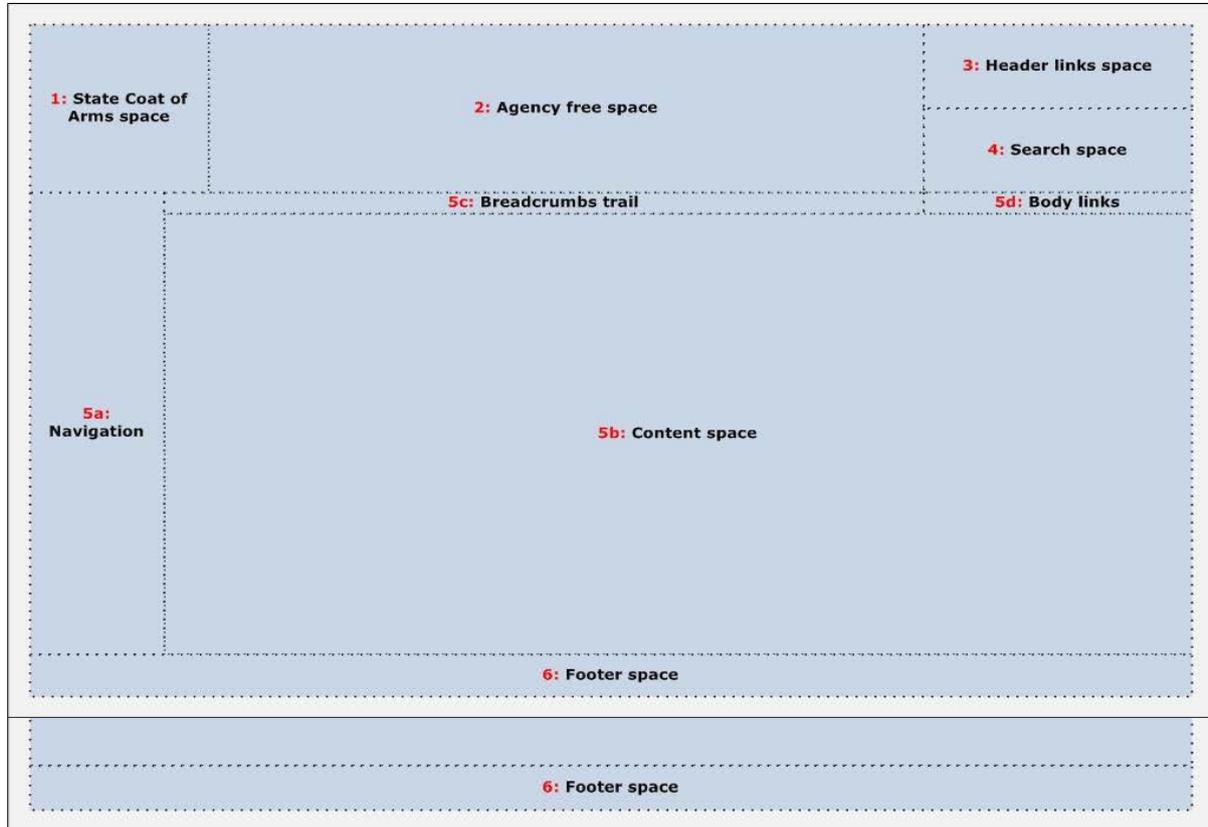
This requirement does not apply to mobile web applications or mobile specific websites – which are sites that deliver on specific business objectives rather than a replication of your existing website.

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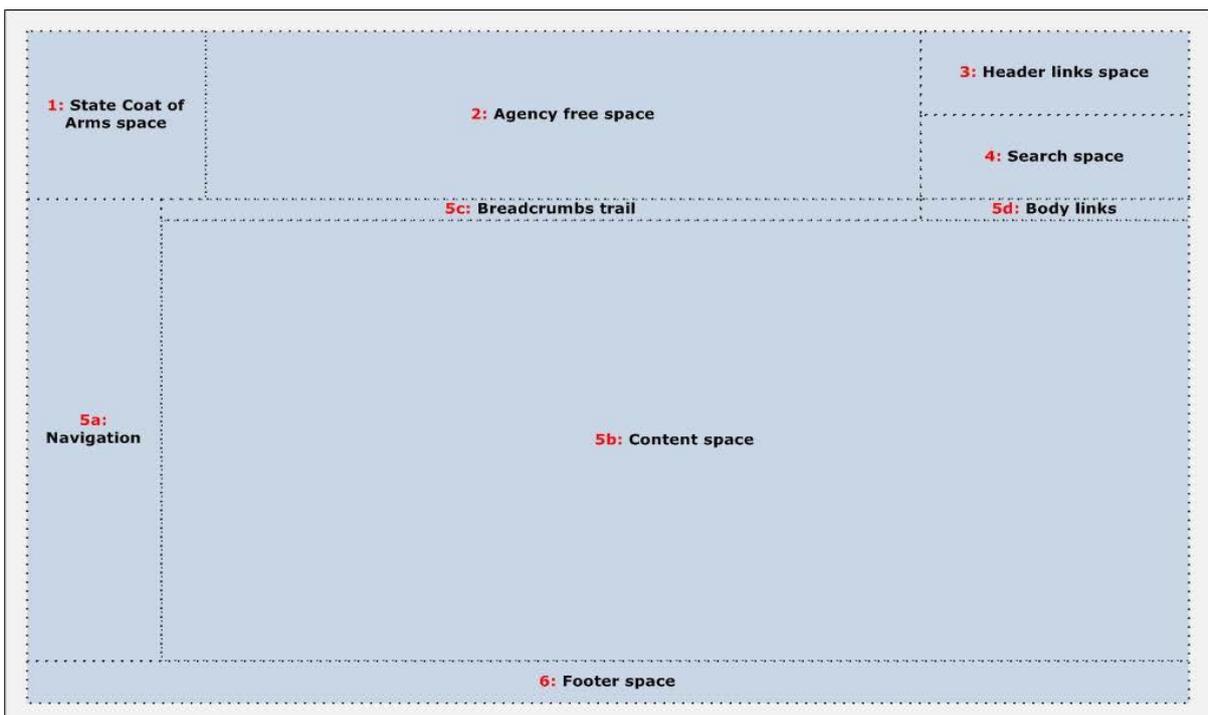
<sup>10</sup> All WA Government logo enquiries should be directed to [commonbadge@dpc.wa.gov.au](mailto:commonbadge@dpc.wa.gov.au)

## Appendix A

### Example web page layout – Left side navigation



### Example web page layout – Top navigation



## References

- Forms, Australian Government Information Management Office, Department of Finance and Deregulation, <http://www.finance.gov.au/agimo-archive/better-practice-checklists/forms-online.html>
- *Information Architecture for Websites: Better Practice Checklist*, Australian Government Information Management Office, Department of Finance and Deregulation, <http://www.finance.gov.au/archive/policy-guides-procurement/better-practice-checklists-guidance/bpc-information-architecture/>
- *Skip to Main Content links are Important*, webnauts.net, <http://www.webnauts.net/skip-to-main-content.html>
- “*Skip Navigation: Links*, WebAim, <http://webaim.org/techniques/skipnav/>
- *State Government Access Guidelines for Information Services and Facilities*, Disability, Disability Services Commission, <http://www.disability.wa.gov.au/Global/Publications/Understanding%20disability/Built%20environment/State%20Government%20Access%20Guidelines.pdf>
- *Common Badging Government of Western Australia*, <https://www.dpc.wa.gov.au/GuidelinesAndPolicies/CommonBadging/Pages/default.aspx>
- Web Accessibility, Office of the Government Chief Information Officer, Government of Western Australia, [http://gcio.wa.gov.au/wp-content/uploads/2016/05/Website\\_Accessibility\\_Standards-1.pdf](http://gcio.wa.gov.au/wp-content/uploads/2016/05/Website_Accessibility_Standards-1.pdf)
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- *Writing an accessibility statement*, Nomensa, 2007, <https://www.nomensa.com/blog/2009/writing-an-accessibility-statement>
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## Further Information

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