
Corporate Affairs Intranet Publishing Checklist



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Introduction

The Intranet Publishing checklist has been designed to be a developer's aid to Branding and Publishing Standards for internally facing Intranet sites. The items in this checklist incorporate Internal Web Development Standards and Guidelines, Branding Guidelines and Web Development Best Practices.

Site Classifications

In an effort to categorize all the different types of web sites that represent Corporate Affairs on myELVIS, the following classifications will be used:

Classification	Description
Departmental	The standard Intranet site representing departmental information and business practices specific to a particular business area. These sites are sponsored by the individual departments and are maintained internally within each department. Each site is unique to a particular department's mission and contains various elements. Standard within each departmental website is information relating to personnel, roles, responsibilities, mission and archival/search elements
Shared	These sites contain information that is shared across multiple business areas and is not unique to any specific department
Special	These sites are used for special communications or information that is not necessarily department related.
Application	These sites are special use sites containing interactive functionality used to facilitate special needs. Examples would be the "7-7000" website, myWorkPlace, myELVIS.

Standard & Guideline Applicability

Not all of the items on this checklist apply to each site classification. Therefore, a rating of applicability is used for each standard and guideline usage on each site classification. The following table describes each term used on the checklist.

Rating	Description
Required	These standards and guidelines apply to the site classification and should be used when developing a new site or creating the next site release.
Optional	These standards and guidelines apply to the site classification and can be used when developing a new site or creating the next site release.
Depends	These standards and guidelines may apply to the site classification. It depends on the purpose and intent of the content and audience.
Cond. (#)	These standards and guidelines are conditional based on the checklist number in parenthesis.
N/A	These standards and guidelines do not apply to the site classification.
No	These standards and guidelines do not apply to the site classification and should not be used on this site classification

Branding Checklist

	Checklist Item	Department	Shared	Special	Application
1	The Lilly signature logo should be right justified in the fifth column of each website page. Must be Lilly Red (#CC0000). Sized to 115 x 84 pixels with a white background.	Required	Required	Required	Required
2	The Lilly signature will be an image link pointing to the Lilly.com website home page.	Required	Required	Required	Required
3	Use the Lilly signature without the Brand Line on all pages of the site. The difference between the Brand line signature and the signature without the Brand line is the "Answers that Matter".	Required	Required	Required	Required
4	Primary navigation links are graphic images.	Required	Required	Required	Required
5	Footer should be 1pt. "Arial/Helvetica/Sans-Serif" and contain: Sponsor's Department Name, Date Last Modified and Person to contact for more information or questions.	Required	Required	Required	Required
6	Typography- Font on page Arial/Helvetica/Sans-serif. (Foreign language character typographies are listed in the Branding Guidelines). Main content area should be sized at 2pt.	Required	Required	Required	Required
7	The primary color palette consists of Lilly Red (#CC0000), White (#FFFFFF) & Black (#000000). Signature and links – Lilly Red Navigation, Title, Content, Text, Rules – Black Background Color - White Subtitle – Light Gray Messages from Lily – Medium Gray.	Required	Required	Required	Required
8	Frames may not be used.	Depends	Depends	Depends	Depends

	Checklist Item	Department	Shared	Special	Application
9	Web pages shall have a unique title	Required	Required	Required	Required

Graphic Design Checklist

	Checklist Item	Department	Shared	Special	Application
1	A primary photograph either (.GIF or .JPG) is used on the home page.	Required	Depends	Depends	Depends
2	The primary photograph is color with a white or transparent background no more than 179 pixels wide and 450 pixels in height. It is located in upper left corner clear of all other elements other than rule lines.	Required	Required	Required	Required
3	The primary photo can bleed off of the top and left side of the page but should not be cropped on the bottom or right side.	Required	Required	Required	Depends
4	Any imagery within the content should be relevant to the content of the page.	Required	Required	Required	Required
5	Department or Site name must be a graphic image (.GIF) DIN Medium, 18 pt., black.	Required	Required	Required	Optional
6	The primary navigation buttons should be graphic images (.GIF) DIN Medium, 13 pt., black.	Required	Required	Required	Optional
7	The page title and subtitle should be graphic images (.GIF) The title area contains the title of that section, which should be in bold print. Page title is DIN regular, 32 pt., black. Title should be no more than ½ the width of columns 2 and 3 combined.	Required	Required	Required	Optional
8	Subtitles are added on all standard pages. Page sub-title is DIN medium, 16 pt., light gray.	Required	Required	Required	Optional

	Checklist Item	Department	Shared	Special	Application
9	If used, the “Messages from Lilly” should be graphic images (.GIF) and be right-aligned to column 3. DIN medium, 16 pt., medium gray. (Generally not used for Intranet sites)	Required	Required	Required	Optional
10	The Home page should not have a Message tag line.	Required	Required	Required	Optional
11	If Back links are used, they appear below the content title and at the end of the content text to return the user to a previous level. Hypertext links or the back graphic can be used.	Required	Required	Required	Optional
12	All imagery is high resolution. 72 dpi and either a .GIF or .JPG file.	Required	Required	Required	Required
13	HEIGHT and WIDTH tags shall be used for all images.	Required	Required	Required	Required
14	Elements on the page do not exceed the right side of the Lilly logo – 740 pixels from the left. (except black lines which should be 100% width)	Required	Required	Required	Required
15	Non-Lilly logos must not overpower the Lilly logo. Vertical image (or more box-like) - no more than 68 pixels high. Horizontal image - no more than 50 pixels high.	Required	Required	Required	Required
16	Any “head-shot” images are 110 pixels wide and 141 pixels high.	Required	Required	Required	Required
17	PDF treatment consists of two parts. The first part contains the link name, followed by the Adobe PDF .GIF file and the size of the file in parenthesis. The second part is the Important Note section which contains links to the Adobe Acrobat download site. The Important Note section should be located on the bottom of the web page.	Required	Required	Required	Required

	Checklist Item	Department	Shared	Special	Application
18	Flash may not be used unless a strong business case can be made for its need. Prior approval is necessary, so coordinate with ISG first. Flash shall be used only for practical business need, e.g. Product Demonstration. See eLISA standards for supported versions. (Flash is acceptable only if formally approved by ISG.)	Required	Required	Required	Required
19	Style Sheets and Cascading Style Sheets are acceptable	Optional	Optional	Optional	Optional
20	All images and primary navigation buttons use <ALT> tags with relevant descriptors.	Required	Required	Required	Required
21	Each page requires a <TITLE> tag that is relevant to the page content.	Required	Required	Required	Required
22	All pages should have <META> tags with pre-defined keywords that include Lilly, Eli Lilly and Eli Lilly and Company.	Required	Required	Required	Required
23	Each horizontal area is delimited by a black rule, 1 pixel high.	Required	Required	Required	Required
24	The standard page layout consists of six horizontal areas: Header Area (84 pixels), Navigation Area (16 pixels) Title Area (36 pixels), Content Area (Var. 300 pixels min.) Message Area (24 pixels), Footer Area (not specific)	Required	Required	Required	Depends

	Checklist Item	Department	Shared	Special	Application
25	<p>The layout of pages consists of six columns: Column 1 – Primary photograph (179 pixels) Column 2 – Gutter Area (15 pixels) Column 3 – Main Content Area (241 pixels) Column 4 – Gutter Area (28 pixels) Column 5 – Main Content Area (241 pixels) Column 6 – Gutter Area (36 pixels) (Use of a primary photograph is required on the primary home page but optional on all secondary pages. Column 1 is reserved for either secondary navigation or a photograph on all secondary pages. Columns 3-5 can be combined to form one large content area at 510 pixels.)</p>	Required	Required	Required	Depends

Navigation Checklist

	Checklist Item	Department	Shared	Special	Application
1	All hypertext links are "Arial/Helvetica/San-serif" and size 1 if secondary navigation, size 2 if content navigation. Link colors may be static Lilly red (#CC0000) and gray (#333333) when visited.	Required	Required	Required	Optional
2	Right side navigation is to be a graphic image using 12pt. DIN medium font.	Optional	Optional	Optional	Optional

META Tag Requirements

The following nine META tags are considered “Core” and are required on all Intranet websites:

Name	Title
Syntax	<META NAME= “dc.title” CONTENT=”appropriate CONTENT”>
Definition	Resource title; a name given to a resource.
Obligation	Mandatory
Max. Occur.	Once
Vocabulary	No standard.
Discussion	The title should be very similar (probably identical) to the text contained in the <TITLE> tag within the web page. This information is used to label the web page in search results and other sources. As such, it should accurately represent the page even when taken out of context. For example, "Organization Chart" makes no sense out of context. Instead, use a title like "XYZ Department Organization Chart."

Name	Date Created
Syntax	<META NAME= "dc.date.created" CONTENT="appropriate CONTENT">
Definition	Original creation date for the resource.
Obligation	Mandatory.
Max. Occur.	Once.
Vocabulary	Standard date format: 2003.07.01 (year.month.date)
Discussion	This is the original date the web page was created. There is room for flexible interpretation; for example, either the original creation date or the date the site was launched could be chosen as the creation date for a web page. Use the interpretation that makes the most sense for your site, but be consistent. This date should not change over the lifetime of a document.

Name	Date Modified
Syntax	<META NAME= "dc.date.modified" CONTENT="appropriate CONTENT">
Definition	Most recent date when the resource content was modified.
Obligation	Mandatory
Max. Occur.	Once.
Vocabulary	Standard date format: 2003.07.01 (year.month.date)
Discussion	This is the latest date when the web page was changed. As with creation date, there is room for flexible interpretation; for example, the date modified could be the last time the web page was changed, or the last time the information on that page was changed. The latter is probably more important but the former is probably easier to track (using the file system's Last Modified date) and is probably a reasonable choice. Again, use the interpretation that makes the most sense for your site, but be consistent.

Name	Retention Date
Syntax	<META NAME= "dc.date.expiration" CONTENT="appropriate CONTENT">
Definition	Current end of life date for this resource. May be extended.
Obligation	Mandatory, default to 1 year past modification date
Max. Occur.	Once.
Vocabulary	Standard date format: 2003.07.01 (year.month.date)
Discussion	This date defines the lifetime for the document. When today's date is later than the retention date, the document can be considered outdated. The date can be chosen based upon the nature of the content, but in no case should it be greater than one year from the last modified date. The date can be perpetually updated upon review of the content. (This implies that all web pages should be reviewed at least once a year.) This date will eventually be used to mail reminders to the content owners and technical contacts when their documents pass the retention date. <i>This is the single most important element for improving the usability of the intranet.</i>

Name	Resource locator
Syntax	<META NAME= "dc.identifier" CONTENT="appropriate CONTENT">
Definition	URL.
Obligation	Mandatory, defaulted
Max. Occur.	Once.
Vocabulary	Use URL.
Discussion	This provides for a means to attach the URL for a document directly to the metadata for a document. That way, if the web page is taken out of context, it can still be traced back to its original location. This could be extended to include other types of resources.

Name	Language
Syntax	<META NAME= "dc.language" CONTENT="appropriate CONTENT">
Definition	Language used in the resource
Obligation	Mandatory, defaulted
Max. Occur.	Generally once.
Vocabulary	ISO 639-2 (http://www.oasis-open.org/cover/iso639a.html)
Discussion	This provides for a means to filter content based on the language used. In rare cases where two languages are used within the same web page, both languages should be listed, in comma-delimited format, with the predominant language first.

Name	Business Owner
Syntax	<META NAME= "lly.owner.business" CONTENT="appropriate CONTENT">
Definition	Person responsible for the resource. Content owner; content steward.
Obligation	Mandatory
Max. Occur.	Once
Vocabulary	Use name as displayed within the corporate directory (see MyELVIS).
Discussion	This is the person who is primarily responsible for the content of the web page. This person should be the point of contact for questions about the information on the web page, and for questions about the relevancy or lifetime of the document. In some cases this is the same person as the technical admin, but this should not be the case if the technical admin usually receives page changes from other sources.

Name	Business Area
Syntax	<META NAME= "lly.owner.department" CONTENT="appropriate CONTENT">
Definition	Department that owns the resource.
Obligation	Mandatory
Max. Occur.	Once
Vocabulary	Use department name as specified within the corporate organization directory.
Discussion	This is the department that owns this resource. Typically this involves providing the business justification and much of the content. The business owner will usually be part of this department. Remember that this is applied to the specific page, so define the business area as narrowly as possible – at the department level, if possible. Some web pages may not have an organizationally defined business area (for example, a web page for an employee activities group).

Name	Technical Admin
Syntax	<META NAME= "lly.owner.tech" CONTENT="appropriate CONTENT">
Definition	Lilly technical contact for the resource or system.
Obligation	Mandatory
Max. Occur.	Once
Vocabulary	Use name as displayed within the corporate directory (see MyELVIS).
Discussion	This is the person directly responsible for changing the web page. In many but not all cases this will be an IT person. This is the

The following five META tags are considered “Extended” and are not required on all Intranet websites. These metadata tags are not mandatory, because they do not apply to every web page. However, they should be considered important and strongly encouraged where applicable.

Name	Author
Syntax	<META NAME= “dc.creator” CONTENT=”appropriate CONTENT”>
Definition	Person or Persons responsible for creating the content of the resource.
Obligation	Optional
Max. Occur.	Unlimited up to 255 characters.
Vocabulary	Use name as displayed within the corporate directory (see MyELVIS) where applicable.
Discussion	Use the Author element where it is useful to distinguish the Author from the Content Owner – for instance, where the document was written by an external source.

Name	Subject
Syntax	<META NAME="dc.subject" CONTENT="appropriate CONTENT">
Definition	Keywords, as defined by the Content Owner, identifying the subject of the resource.
Obligation	Optional
Max. Occur.	Multiple
Vocabulary	Should use a controlled vocabulary owned and maintained by the content business area.
Discussion	

Name	Description
Syntax	<META NAME="dc.description" CONTENT="appropriate CONTENT">
Definition	General description of resource content.
Obligation	Optional
Max. Occur.	Once up to 255 characters
Vocabulary	No standard.
Discussion	This should be used to provide a description or brief summary of what the page contains. As with the title, make sure that the description is useful when taken out of context. Not every document will require a description; however, use of description is strongly encouraged where possible.

Name	Publisher
Syntax	<META NAME= "dc.publisher" CONTENT="appropriate CONTENT">
Definition	External company publishing (i.e. responsible for) the information, e.g. Reuters
Obligation	Mandatory for externally published content. Only used for externally published data.
Max. Occur.	Once.
Vocabulary	No standard.
Discussion	This element is only used to identify the external company responsible for information not created by Lilly. Generally this will be the copyright holder.

Name	ELVIS Alias
Syntax	<META NAME= "dc.identifier.alias" CONTENT="appropriate CONTENT">
Definition	Alias for use with Go ELVIS. (Note: this is for reference purposes; Go ELVIS will maintain a separate list of aliases and URLs.)
Obligation	Optional
Max. Occur.	Unlimited up to 255 characters
Vocabulary	No standard.
Discussion	

Publishing Checklist

	Checklist Item	Department	Shared	Special	Application
1	Business Case and Requirements identified (Purpose, Goals, Results, Scope & Target Audience identified)	Required	Required	Required	Required
2	Roles established and individuals identified (Don't forget a Communications Plan)	Required	Required	Required	Required
3	Design created and collaborated (Coordinate with EIS for any Impact to Services)	Required	Required	Required	Required
4	Security needs identified and coordinated (Be aware of Privacy and Sensitive Data requirements)	Required	Required	Required	Required
5	Content development coordinated and accomplished (Adhere to "Best Practices" and code standards)	Required	Required	Required	Required
6	Testing accomplished (Include navigation, functionality, content, branding)	Required	Required	Required	Required
7	eLISA, IAPP and CSQ compliance ensured (META tags = 9 Core & 5 Extended)	Required	Required	Required	Required
8	Publish Site (Don't forget your myELVIS catalog information)	Required	Required	Required	Required
9	Collect feedback and metrics (Coordinate with ESM for WebTrends)	Required	Required	Required	Required
10	Update content and make revisions (Test all changes)	Required	Required	Required	Required
11	Ensure Continued Compliance (Keep your site updated regarding CSQ, Privacy, etc.)	Required	Required	Required	Required
12	Verify retention and retirement status (Retire outdated content and evaluate continued need for site)	Required	Required	Required	Required
13	Retire when applicable (If your site becomes unneeded or obsolete, retire it)	Required	Required	Required	Required