

the NATIONAL OCEAN SERVICE

Summer 2011 National Ocean Service Web Workshop Part 1: The Modern Web



The New Way: NOS (1995)



Welcome!

NOS is the primary civil agency within the Federal Government responsible for the health and safety of our nation's coastal and oceanic environment. As part of NOAA, the National Ocean Service provides a wide range of products and services, established on the best scientific basis, for the protection of life, property, and the environment.

NEW SERVICE!!



...The National Ocean Service is pleased to announce [NOS MapFinder Service](#). Visit this interactive map site to access NOS data and products at the click of a button.

The New Way: NOS (2011)



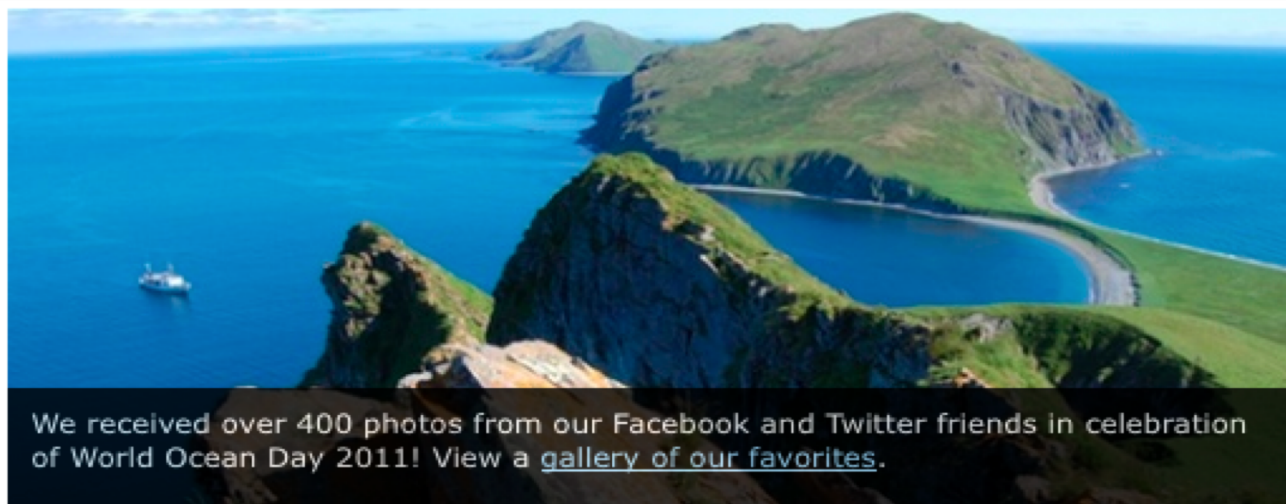
NOAA

NATIONAL OCEANIC AND
ATMOSPHERIC ADMINISTRATION
UNITED STATES DEPARTMENT OF COMMERCE

Search

NATIONAL OCEAN SERVICE

HOME EXPLORE EDUCATION NOS NOW OCEAN MEDIA OFFICES DATA EXPLORER WEBSITES ABOUT



We received over 400 photos from our Facebook and Twitter friends in celebration of World Ocean Day 2011! View a [gallery of our favorites](#).



More Ocean Facts



What do coral reefs have to do with medicine?



Web: gateway to everything

- About 5 percent of texts have been digitized as of 2006.
- Virtually all recorded music has been digitized.
- About 12 percent of the half million films listed on IMDB have been digitized on DVD
- Number of Web sites on the Internet: 2 billion
- Number of blogs on the Internet: 250 million
- Videos watched on YouTube every day: 2 billion
- Every minute 35 hours of video uploaded to YouTube
- Number of images uploaded to Flickr every minute: 3,000
- Number of images on Flickr, Sept. 2010: 5 billion
- Number of images uploaded to Facebook, every year: 36 billion


What makes the Web different


- It is random access (you don't have to start at the beginning)
- It is on demand (you don't have to wait for the 7:00 p.m. news, or the morning paper)
- It comes to you (you don't have to go to the theater, or a library)
- **It is indexed.**
- It is recorded, and you can get metrics

Conventions: Banner and Corporate identity



- Link banner image to home page
- Link NOAA seal to www.noaa.gov

NOAA Sites National Oceanic and Atmospheric Administration National Environmental Satellite, Data & Information Service National Marine Fisheries Service National Weather Service NOAA Research NOAA Library NOAAWatch NOAA Careers NOAA Staff Directory	NOS Program Offices Center for Operational Oceanographic Products and Services National Centers for Coastal Ocean Science NOAA Coastal Services Center National Geodetic Survey Office of Coast Survey Office of National Marine Sanctuaries Office of Ocean and Coastal Resource Management Office of Response and Restoration	NOS Headquarters For NOS Employees Equal Employment Opportunity and Diversity Programs Integrated Ocean Observing System Program International Program Office Management and Budget Office	Site Links Home Site Map Acknowledgments Information Quality Freedom of Information Quality Act (FOIA) Privacy Policy 
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 Revised June 14, 2011 | [Questions, Comments? Contact Us](#) | [Report Error](#) | [Disclaimer](#) | [About the Site](#) | [User Survey](#)
Web Site Owner: National Ocean Service | National Oceanic and Atmospheric Administration | Department of Commerce | USA.gov
<http://oceanservice.noaa.gov/welcome.html>

Conventions: F-Shaped Pattern

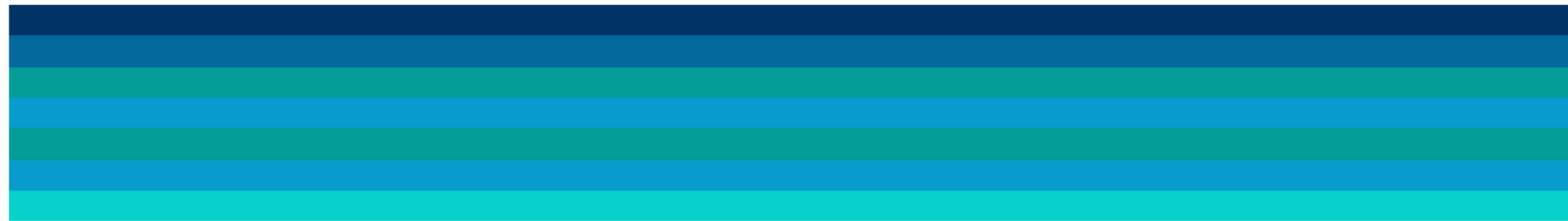


- International Usability: Big Stuff the Same, Details Differ – <http://www.useit.com/alertbox/international-sites.html>
- F-Shaped Pattern For Reading Web Content - http://www.useit.com/alertbox/reading_pattern.html

Conventions: Useful 404 errors

- Don't over-format – it is an error page

NOAA Ocean Service



Oops!

I looked, but could not find what you were seeking.

Please try one of the following entry points:

[NOAA Ocean Service](http://oceanservice.noaa.gov/)

(<http://oceanservice.noaa.gov/>)

[Thematic Listing of National Ocean Service Web sites](http://oceanservice.noaa.gov/Products/web_index.html)

(http://oceanservice.noaa.gov/Products/web_index.html)

Conventions: Specialized E-mail contacts

- Group account: **nosweb@noaa.gov**
- <https://ui.nems.noaa.gov> to search
- Advanced button:

You are currently logged in as [Mike.Shelby](#). [Click here to logout.](#)

Find Groups

in subtree: NOAA Groups (ou=Groups,o=noaa.gov)

Select the attributes to display in the results and enter query criteria in the appropriate field(s). Wildcards are permitted. [\[Check all\]](#) [\[Uncheck all\]](#)

Name	<input checked="" type="checkbox"/>	<input type="text"/>	Group Manager	<input type="checkbox"/>	<Any>	Owner	<input type="checkbox"/>	<input type="text"/>
Dynamic Membership	<input type="checkbox"/>	<input type="text"/>	Group Members	<input type="checkbox"/>	<input type="text"/>	Mail Host	<input checked="" type="checkbox"/>	<input type="text"/>
External Mail Members	<input type="checkbox"/>	<input type="text"/>	E-Mail	<input checked="" type="checkbox"/>	<input type="text"/>	Alternate E-Mail Address	<input checked="" type="checkbox"/>	<input type="text" value="*nosweb*"/>

Sort By: Additional LDAP filter clause:

Conventions: E-mail Search Results

You are currently logged in as [Mike.Shelby](#). [Click here to logout](#).

[cn=_NOS Webmaster,ou=Groups,o=noaa.gov](#)

[Raw Display](#)

[Edit Group](#)

[Members](#)

[Groups](#)

Group Identification

Name	_NOS Webmaster
Description	NOS Webmaster
See Also	none
Group Manager	_NOS AA Mail Admins
Group Owner	Lawrence.Charters

Group Membership

Dynamic Membership	
Group Members	Lawrence.Charters
	Davida.Remer
	Mike.Shelby
	emily.crum
	Troy.Kitch

External Mail Members

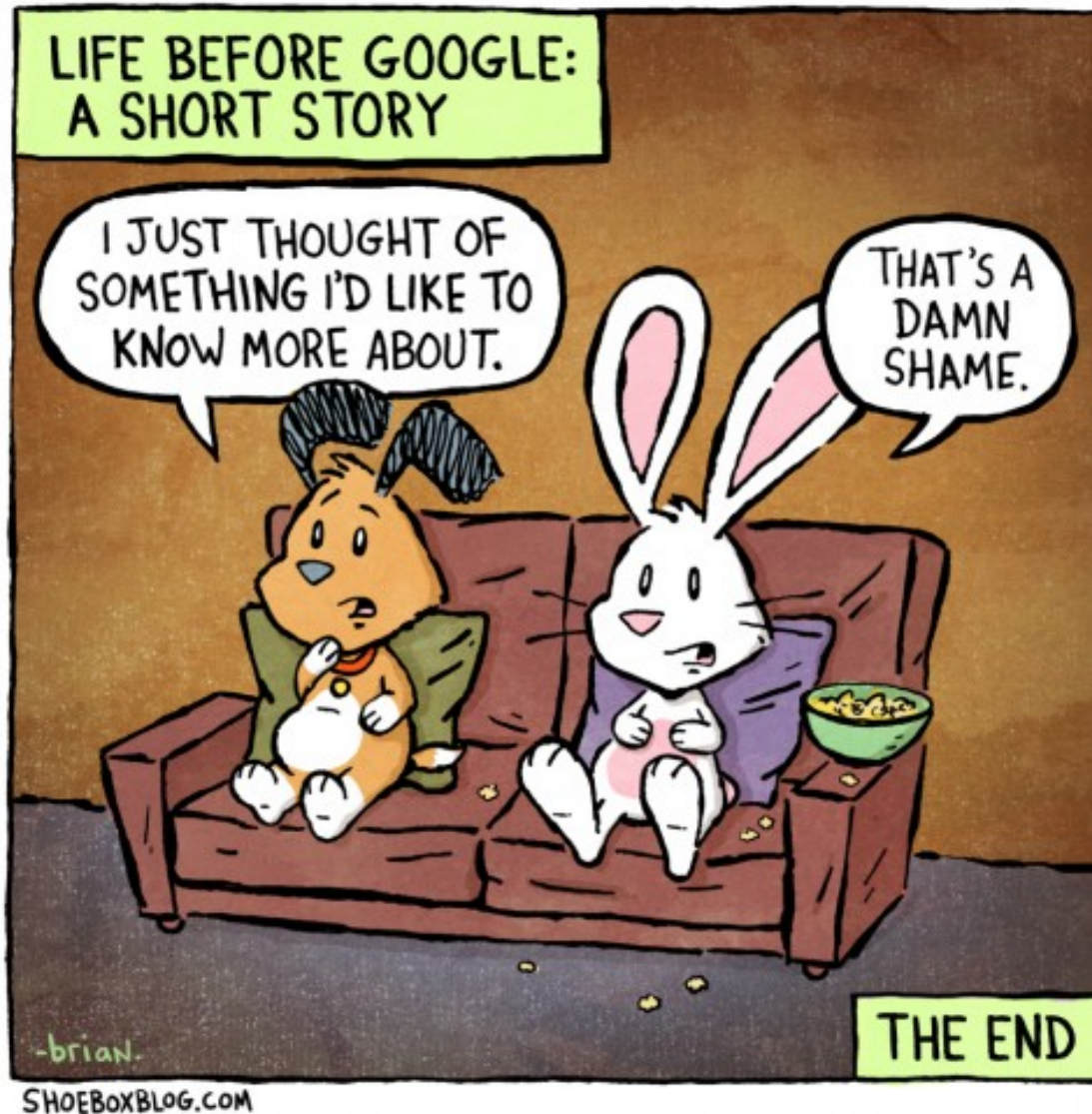
Mail Delivery

E-Mail Address	nos.webmaster@noaa.gov
Alternate Address	nosweb@noaa.gov
	nos.web@noaa.gov
Mail Host	mail.nos.noaa.gov

Web site policy and five Ws

- Who?
- What? [content issue]
- When?
- Where? [content issue]
- Why? [content issue]
- How? [content issue]
- Latin: *Quis, quid, quando, ubi, cur, quem ad modum, quibus adminiculis* [who, what, when, where, why, in what way, by what means]

Web site policy and five Ws II





Web site policy and search engines


- Web sites are, deep down, text.
- Government policy, with few exceptions, is aimed at making this text available to all.
- Section 508 of the Rehabilitation Act is aimed at visitors with disabilities.
- The most frequent disabled visitors are Google and Bing.
- Make Google and Bing happy and you comply with ***policy***, including Section 508.

Web site policy: search is blind


NOAA HOME WEATHER OCEANS FISHERIES CHARTING SATELLITES CLIMATE RESEARCH COASTS CAREERS

 **NOAA CLIMATE SERVICES**
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION

Prototype 

Explore: [Data & Services](#) [Understanding Climate](#) [Education](#) 

Articles



CSI Team Investigates Tornado Outbreak




Featured Article, May 06, 2011
by Rebecca Lindsey
The tornado outbreak across the southern United States in late April 2011 was deadly, devastating, and record breaking. NOAA's "CSI" team is investigating the possible connections between global warming, natural climate patterns, and tornadoes.
[Read More](#)

[Browse ClimateWatch Articles](#)

Videos

[Browse ClimateWatch Videos](#)

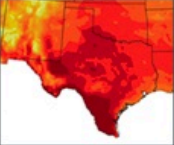
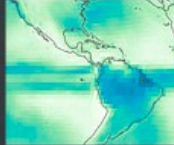

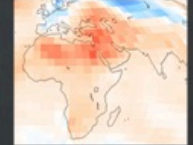
Meet NOAA's climate scientists and get their perspectives on climate.


-  [Watch](#)
Predicting El Nino and La Nina Events
-  [Watch](#)
Impacts of La Nina in Africa
-  [Watch](#)
The Effects of Climate Change on El Nino & La Nina

Images

[Browse ClimateWatch Images](#)


Browse images, photos, and visualizations of Earth's climate system.

- 
- 
- 
- 

[Subscribe to ClimateWatch RSS](#) 

Global Climate Dashboard

[Climate Change](#) [Climate Variability](#)

 **Past Weather**

[Lookup](#)

Adjust the sliders to view different time periods.

Web site policy: search is blind II

NOAA HOME WEATHER OCEANS FISHERIES CHARTING SATELLITES CLIMATE RESEARCH COASTS CAREERS

[National Oceanic and Atmospheric Administration, United States Department of Commerce](#)

Prototype

[Click to display Climate Watch magazine content](#) [Click to display Data & Services content](#) [Click to display Understanding Climate content](#) [Click to display Education content](#)

Search all of NOAA

Search



Global Climate Dashboard

Climate Variability

City, State or Zip

06-13-2011

Lookup

Web site policy: search is blind II

HTTP/1.1 200 OK

Date: Wed, 15 Jun 2011 12:43:33 GMT

Content-Length: 40426

Title: NOAA Climate Services

X-Meta-Author: US Department of Commerce, NOAA, National
Oceanic and Atmospheric Administration

X-Meta-DC.Creator:

X-Meta-DC.Date.Created: 2009-06-25

X-Meta-DC.Date.Reviewed: 2009-06-25

X-Meta-DC.Description:

X-Meta-DC.Language: EN-US

X-Meta-DC.Title:

X-Meta-Description:

X-Meta-Keywords: noaa, climate, service, climate change, global
warming, carbon dioxide, temperature, sea level, sea ice, past
weather

Web site policy: NOAA logo

- Who: who are we? The NOAA name and logo – clear and undistorted – provides an answer.



Web site policy: NOAA logo II



Web site policy: NOAA logo III

 U.S. DEPARTMENT OF COMMERCE
National Oceanic and Atmospheric Administration

This Site NOAA



NCCOS  Center for Coastal Monitoring and Assessment
Science Serving Coastal Communities

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Web site policy: NOAA logo IV

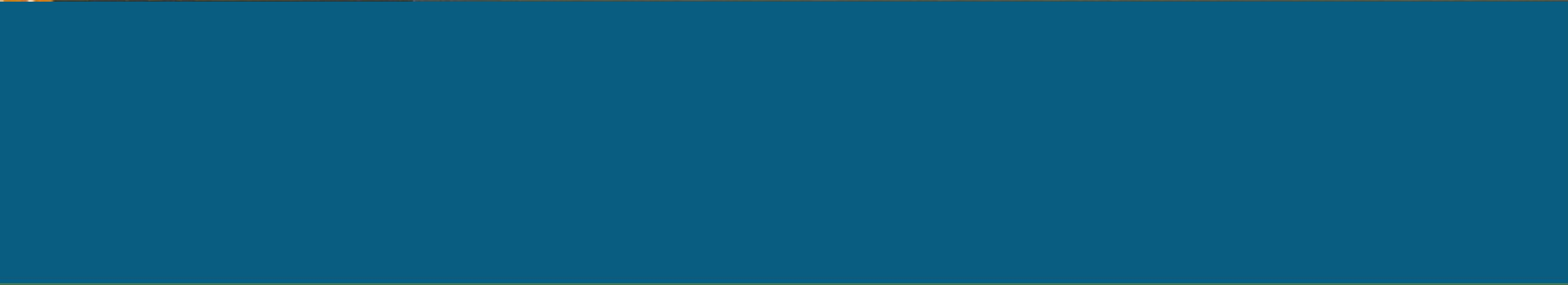


NCCOS 

Center for Coastal Monitoring and Assessment
Science Serving Coastal Communities

- Home
- About Us
- News & Features
- Research
- Publications & Products
- Data
- Opportunities

With the NOAA 200th Celebration coming to a close at the end of 2007, maintenance of this Web site ceased. Updates to the site are no longer being made.



Web site policy: NOAA logo V

 U.S. DEPARTMENT OF COMMERCE
National Oceanic and Atmospheric Administration

This Site NOAA



NOAA AQUACULTURE PROGRAM

 Center for Coastal Monitoring and Assessment
Science Serving Coastal Communities

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NOAA CELEBRATES
200 YEARS of SCIENCE, SERVICE, and STEWARDSHIP



 U.S. DEPARTMENT OF COMMERCE
National Oceanic and Atmospheric Administration

This Site NOAA



OCEAN & COASTAL RESOURCE MANAGEMENT

[site map](#) [contacts](#) [my state](#)

Web site policy: NOAA logo VI



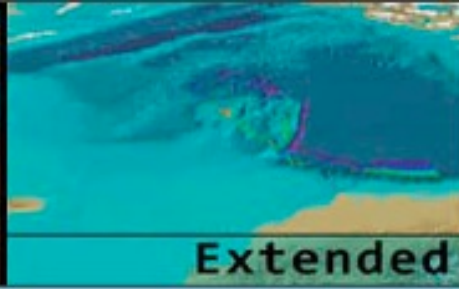
The banner features a teal background with a pattern of light blue and green lines. On the left, there is a small graphic of a plant with orange and yellow flowers. The text 'coastal indicators information exchange' is written in a serif font, with 'coastal' in lowercase and the rest in title case. Below this, the words 'COASTAL COORDINATION COMMITTEE' are written in a smaller, all-caps, sans-serif font.

coastal indicators information exchange
COASTAL COORDINATION COMMITTEE

Web site policy: NOAA logo VII

coastal indicators information exchange

C O A S T A L C O O R D I N A T I O N C O M M I T T E E

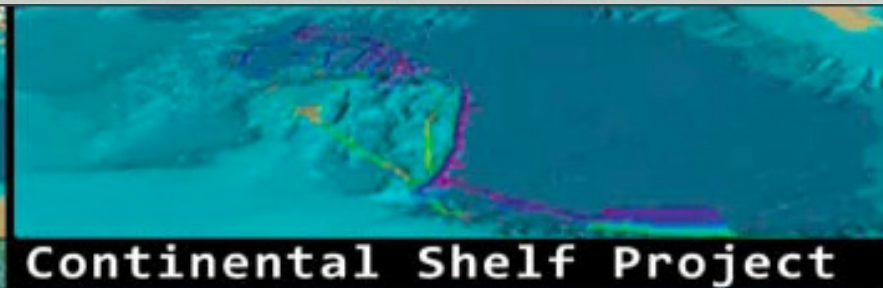
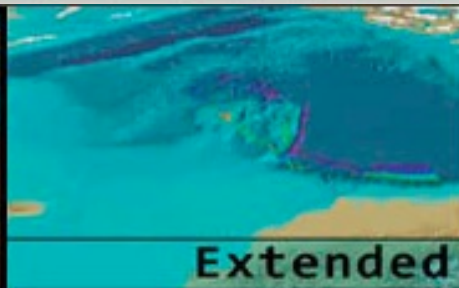


Extended Continental Shelf Project

Web site policy: NOAA logo VIII

coastal indicators information exchange

C O A S T A L C O O R D I N A T I O N C O M M I T T E E



Extended Continental Shelf Project



US Department of Commerce
National Oceanic and Atmospheric Administration

MPA NOAA

About MPAs

National System

Data & Analysis

Resources

Science & Stewardship

Advisory Comm

NATIONAL MARINE PROTECTED AREAS CENTER

www.mpa.gov

Web site policy: NOAA logo IX



NATIONAL MARINE SANCTUARIES



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[About Your Sanctuaries](#)

[Visiting Your Sanctuaries](#)

[Expeditions](#)

WELCOME

Welcome to the National Marine Sanctuaries web site. Here you'll discover the marine life and extraordinary habitats that make up your nation's marine sanctuaries and our continuing efforts to conserve these ocean and coastal treasures.

Web site policy: NOAA logo X



NATIONAL MARINE SANCTUARIES



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Florida Keys National Marine Sanctuary

[Visitor Information](#)

[News](#)

[Calendar of Events](#)

[Education](#)

[Sanctuary Resources](#)

[Resource Protection](#)

[Blue Star
Diving and Snorkeling](#)



[Committed to
Coral Conservation](#)

[Eco-Discovery
Goes Solar](#)



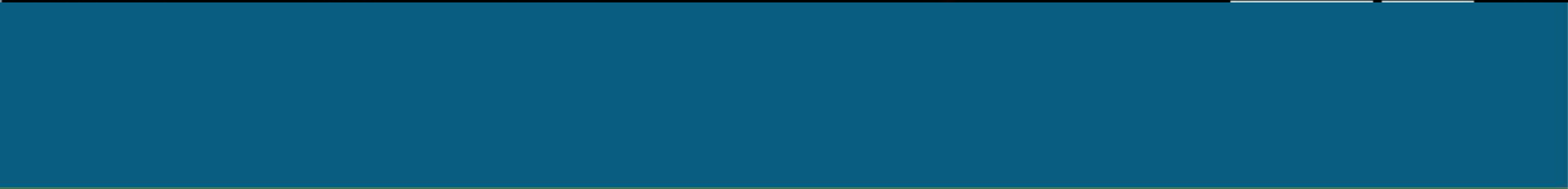
Web site policy: NOAA logo XI



Web site policy: NOAA logo XII



Web site policy: NOAA logo XII



Web site policy: contact link

- Who: contact us

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National Oceanic and Atmospheric Administration
National Environmental Satellite, Data & Information Service
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National Weather Service
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NOAA Careers
NOAA Staff Directory

NOS Program Offices

Center for Operational Oceanographic Products and Services
National Centers for Coastal Ocean Science
NOAA Coastal Services Center
National Geodetic Survey
Office of Coast Survey
Office of National Marine Sanctuaries
Office of Ocean and Coastal Resource Management
Office of Response and Restoration

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<http://oceanservice.noaa.gov/welcome.html>

Web site policy: contact link II

- Who: contact us

Home > Contact Us

Contact Us

NOS encourages its constituents and the public to communicate their questions, ideas, concerns, and suggestions to us. To assist visitors to our Web site, this page provides points of contact for NOS headquarters and different sections of the NOS website.

NOS Headquarters

Assistant Administrator for Ocean Services and Coastal Zone Management
NOAA's National Ocean Service
SSMC4, Room 13632
1305 East-West Hwy
Silver Spring, Maryland 20910
(301) 713-3074

For **media inquiries**, contact NOS *Public Affairs*:
(301) 713-3066

Ben.Sherman@noaa.gov or John.Ewald@noaa.gov

For **constituent and interest group inquiries**, contact NOS *Constituent Affairs*:

(301) 713-3060

nos.constituent@noaa.gov

For **general public inquiries** about NOS, contact:

Communications and Education Division

NOAA's National Ocean Service

SSMC4, Room 13317

1305 East-West Hwy

Silver Spring, MD 20910

Ph: (301) 713-3010

Email: nos.info@noaa.gov

NOS is happy to supply any available publication produced by the National Ocean Service that is not available for downloading from this website or the website of an NOS program or staff office. Refer to the contact information in the [Outreach](#) or [Publications](#) sections of this website for the name or email address of the individual or office to contact.

NOS regrets that it is unable to conduct research in response to questions for the purpose of meeting school assignments or filling extremely broad and all-encompassing requests for materials.

NOS Website

For **questions or comments** about the technical aspects of this site, email: nos.web@noaa.gov. For **questions or comments** about the content on the site, email: nos.info@noaa.gov.

Web site policy: date of revision

- When: Date of revision/review. Not DOC policy; Information Quality Act requirement

NOAA Sites

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Web site policy: privacy policy

- Privacy policy: are we secretly working for the police? CIA? Wal-Mart?

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Web site policy: privacy policy II

- Privacy policy for embedded content

Specifically, information collected during your visit may be shared with the following specific non-governmental entities:

- **Twitter.** We offer a Twitter [widget](#) on our site that accesses a Twitter.com widget service in order to provide you with a current list of the latest NOS 'tweets.'

- **Google.** We offer a YouTube [widget](#) on our site that accesses Google.com (the parent company of YouTube) in order to provide a current list of the latest NOS YouTube videos.

- **Flickr.** We offer a Flickr [widget](#) on our site that accesses flickr.com in order to provide you with a current list of the latest NOS Images posted on the Flickr service.

- **Amazon Simple Storage Service (S3).** We have contracted with an outside firm (crazyegg.com) to track where visitors click on a given page, using X/Y coordinates. This spatial information is used in our ongoing improvement process to determine the placement of information on a page. The only information passed on to the third party is the X/Y coordinates of clicks, as well as the browser's Internet address and browser type. No private information is passed on. The scripts that collect and parse this information are located on Amazon.com S3 servers.

- **Foresee.** We have contracted with an outside agency (foreseeresults.com) to measure customer satisfaction with our Web site via a pop-up survey. If you choose to take this survey, your submission will be sent to Foresee. We use the results of this survey to improve the Web site and do a better job of providing information to the public.

Web site policy: disclaimer policy

- Disclaimer: we are responsible for our content, not non-NOAA content

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<http://oceanservice.noaa.gov/welcome.html>

Web site policy: Web site owner

- Only policy that is strictly bureaucratic. DOC wants to know who owns what.

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