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GOVERNMENT OF GUAM  
*Gubetnamenton Guåhan*

# OFFICE OF TECHNOLOGY

Post Office Box 884 • Hagåtña, Guam 96932



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## GOVERNMENT OF GUAM (GUAM.GOV) Website Standards

The Office of Technology (OTECH) shall provide sound standards and policy-compliant IT enterprise solutions to ensure the security, reliability, and continuity of the Government of Guam (GovGuam) network. This document outlines the recommended elements identified for GovGuam line agency public-facing websites within the GUAM.GOV domain. As website usage by the public continues to grow, it is critical that Government of Guam websites present a professional, user-friendly, integrated portal to agency information and services.

### Website Standards:

1. **Design:** Websites shall include strong brand presence for the Territory of Guam and the Agency entity. The use of consistent design elements will promote a standard look-and-feel while also improving the overall user experience.
  - a. **Header** – The header provides a consistent, seamless look-and-feel to the GovGuam web presence. Key elements of the header shall include:
    - i. Agency entity Branding – An Agency entity logo shall be used for identification. The logo should be clear and contain legible text. When an Agency entity logo is not available, the GovGuam seal should be used in its place followed by the Agency entity title.
    - ii. Navigation – Provide a direct link to the most utilized landing pages or services within the website. Ensure link names are clear and concise and accurately represent the destination content. Ensure that the primary and secondary navigational elements are consistent and provides navigation on all webpages throughout the website.
  - b. **Footer** – The footer must appear at the bottom of all Agency entity web pages. Key elements of the footer shall include:
    - i. Link to Agency entity's Website Terms of Use specific to the published website.
    - ii. Link to user visible sitemap which presents a systematic hierarchical view of the website. A user visible sitemap does not need to contain every page on the website if there are many resources, especially application generated dynamic pages. Sitemaps shall regularly be updated when new pages are published. It is recommended that XML sitemaps be submitted to all major search engines.



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- c. **Content Area** – The content area in the Agency entity’s homepage provides a space for Agencies to include program specific content using a variety of elements and layouts. Key elements of the content area shall include:
- i. Agency entity’s essential programs or digital service offerings targeting Guam residents, visitors, businesses, and government entities. Digital services include the delivery of digital information (e.g., data or content) and transactional services (e.g., online forms, benefits applications) across a variety of platforms, devices, and delivery mechanisms (e.g., websites, mobile applications, and social media).
  - ii. Contact Information – Each Agency’s website shall have a “Contact Us” page easily accessed from the home page. Contact information should include: Mailing address, fax number, phone number, if available, and an email address or web response form.
  - iii. Agency Information - Each agency shall have an "About Us" or "About [Agency]" page or section that describes the functions of the agency and may include but is not limited to: the agency's mission, vision, or purpose; organizational structure; staff; news releases; location.
2. **Accessibility:** All Agencies are responsible for ensuring their public websites are always accessible to people with disabilities.
3. **GUAM.GOV Domain:** Web domains occupying the GUAM.GOV domain zone must comply with domain name requirements.
4. **Browser Compatibility:** Public-facing content must be compatible with the current manufacturer-supported versions of Microsoft Edge, Mozilla Firefox, Google Chrome, and Apple Safari. Web content must not be dependent on the idiosyncrasies of any browser. All features should remain minimally usable with the older versions of said browsers. It is acceptable for some features to require a more recent browser version or plug-in for the maximal effect. Nevertheless, web content should remain minimally usable even without the benefit of such an upgrade or plug-in. Further, any such upgrade or plug-in must be easily available for download without incurring any fees. It is acceptable for web content to have some minimal differences in look and feel across the spectrum of browsers and versions.
5. **Security:** All Agencies shall ensure appropriate steps are taken to protect web content from unauthorized access or modification. In ensuring the security of Web Content, each Agency shall:
- a. Commit to continuous process of maintaining the security of Web Servers to ensure continued security. OTECH maintains the right to take any website offline for any critical and high vulnerabilities detected by our network tools and administrators.



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- b. Use authentication and cryptographic technologies as appropriate to protect certain types of sensitive data with differing access privileges. Websites shall, at minimum, use Transport Layer Security (TLS) certificates (formerly referred to as Secure Socket Layer (SSL) certificates) that adhere to a minimum Secure Hash Algorithm (SHA) 2 and 2048-bit key encryption. This requirement is not optional.
- c. Define complete Web content access matrix that identifies which folders and files within the Web server document directory are restricted and which are accessible
- d. Where available, use host-based Intrusion Detection Systems (IDS) and Intrusion Prevention Systems (IPS) Protect each database server from command injection attacks.

## Website Administration Guidelines:

1. **Portal Updates:** Agencies shall notify the OTECH when new services or sites are added, and when site structure is changed so that existing links to the site might be affected. Contact [helpdesk@otech.guam.gov](mailto:helpdesk@otech.guam.gov) to report changes.
2. **Site Management Plan:** Agencies shall develop a formal website management plan. This plan shall identify roles and responsibilities, site monitoring and evaluation, content maintenance, oversight, user feedback and other aspects of site management.
3. **Website Coordinators:** Each agency is required to designate one or two individuals who will serve as the coordinators of all website activities for the agency, including ensuring that all state web standards and policies are met.
4. **Backup and Recovery:** Agencies shall develop their process to backup their website periodically and ensure a procedure for data recovery in case of compromise.

These specifications have been developed by the Office of Technology (OTECH) and reviewed and approved by OTECH Chief Technology Officer.

Frank LG Lujan, Jr.

January 8, 2024

Approved Date