

Developing & Delivering Government Services on the World Wide Web: Recommended Practices for New York State

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The Internet can help government agencies communicate with the public, with businesses, and with one another. The anytime, anywhere character of the Internet allows government information and services to be more available to more people with greater convenience and lower cost to customers. These guidelines were created to help government organizations in New York State achieve these benefits at reasonable cost and effort.

These guidelines focus on one major aspect of the Internet: the World Wide Web (WWW or Web) which has emerged as an interconnected network of information sources located all around the world. These guidelines present principles to help government agencies in NYS decide how best to design, manage, and market Web services. There are many excellent electronic and print resources that deal with the technologies of the Web. We did not set out to create another one. Instead, we emphasize important topics that are often neglected: setting service objectives and policies, organizing and managing staff and other resources, assessing costs and effectiveness.