



**Asia-Pacific
Economic Cooperation**

APEC WEBSITE GUIDELINES

**APEC Secretariat
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INTRODUCTION

Today, websites play a pivotal role in disseminating news, communicating messages, hosting resources and publicizing and facilitating events. To be effective in accomplishing its roles, websites need to undergo careful planning prior to development. Websites need to have clearly-defined goals, meet the needs of their target audience, and ensure that information is always current, easy to use and intuitive to navigate.

In addition to its functional roles, websites also present the “public-face” of an entity. Well-designed websites with consistent brand identity and coherent messages are able to effectively communicate what the entity stands for. Successful websites need to go beyond being well-managed.

The purpose of this document is to provide basic guidelines for the development of an APEC website and the procedures that must be followed before the APEC logo can be hosted on an APEC website. Adherence to the basic guidelines is intended to instill good basic website fundamentals on APEC websites. Following these procedures for the use of the APEC logo on websites will contribute towards improving APEC’s presence on the internet. Proper website development procedures should be undertaken over and above what is being described in this document.

References to other guidelines that have direct implications on the development of APEC websites have been included in this guide – APEC Logo Guidelines, APEC Publications Guidelines, APEC Sponsorship Guidelines and the APEC Website Policy.

The APEC Secretariat, APEC groups and member economies are involved in the development of APEC websites. Those people who are responsible for the development of an APEC website are to closely consult with the Web manager and the relevant Program Director at the APEC Secretariat so as to ensure that the guidelines are met.

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I. APEC WEBSITES

1. Purpose of APEC Websites

The **main APEC website** (www.apec.org) strives to provide the APEC forum with a means to communicate the benefits and outcomes of the process to appropriate audiences in member economies. Additionally, the website aims to provide a solid platform for APEC's future web presence and identity, and to function as an effective central store of information on APEC's processes and activities.

An **APEC-satellite website** should serve as a communications channel for APEC groups to reach out to their specific target audience. It should be seen as complementing the APEC website by providing more in-depth information/services than is already available on the APEC website.

An **APEC-satellite sub-site** plays a complementary role in circumstances in which an APEC-satellite website is unable to host more specialized and in-depth information. Examples of APEC-satellite sub-sites include:

- Websites hosting resources developed through an APEC project and relevant to APEC fora.
- Websites developed as an initiative of an APEC economy or several APEC economies that have been sanctioned by APEC fora.
- Websites of Expert Groups and Networks of APEC fora.

An **APEC event website** provides information on an upcoming APEC event.

The purpose and content plan for a proposed APEC-satellite website, APEC-satellite sub-site or APEC event website should be approved by the respective APEC forum and the APEC Secretariat in order for it to be considered an "official APEC Website". Non-official APEC websites will not be allowed to use the APEC logo.

It is vitally important for the APEC Secretariat, through the respective Program Director, to be involved with the approval process in order for the APEC Secretariat to ensure appropriate parties are publishing information on behalf of APEC and to ensure that APEC-satellite websites are complimentary to the APEC Secretariat's website outreach strategy.

APEC websites are to comply with the guidelines stipulated in this document, approved APEC nomenclature and the APEC Logo Guidelines. These websites are also to comply with the APEC Sponsorship Policy Guidelines, where applicable.

2. Procedures to Achieve "APEC Website" Status

- (a) The approval of the purpose, content and future maintenance plan of the concerned website should be sought from the respective forum and/or associated sub- group first. The APEC Secretariat should be informed of this approval.
- (b) Where there are sponsorship agreements on the website, a copy of the agreement should be provided to the APEC Secretariat. Please refer to the "APEC Sponsorship Guidelines" for more information.
- (b) Project overseer or webmaster should make sure the contents comply with the approved APEC Nomenclature as stated in the "APEC Publication Guidelines".
- (c) The responsible Chair/Lead Shepherd, project overseer or webmaster should ensure information is updated and accurate.
- (d) Project overseer or webmaster should furnish the APEC Secretariat with the information that is required in the "**Information on an APEC-satellite website**" form (Form A) in Annex below.

- (e) Project overseer or webmaster should also submit their application for an APEC sub-domain name for the website through the “**Application for an APEC sub-domain name**” form (Form B) in Annex 1.
- (f) The APEC Secretariat will then check to see if all basic requirements have been fulfilled. The APEC Secretariat will endeavor to provide advice on possible changes that would improve the website and will inform the project overseer/webmaster on the status of the application for the APEC sub-domain name that has been requested.
- (g) The APEC Secretariat will then approve the status of the website as an “APEC website”. An APEC logo reference number will be assigned to the website and details of the website will be entered into the database. Use of the APEC logo on the website is to comply with the “APEC Logo Guidelines”.
- (h) Project overseer or webmaster should write to the Chair/Lead Shepherd for a final check before the website is officially launched.
- (i) Upon launch of the website, the APEC Secretariat Program Director should inform the Director (Communications and Public Affairs) at the APEC Secretariat of its website address so that a hyperlink can be created on the main APEC website.

3. Hosting

The APEC Secretariat is unable to host APEC websites as this requires greater resources than is currently available.

However, the APEC Secretariat is able to create an APEC.org sub-domain name for an APEC website. For example, the Energy Working Group website is currently using www.ewg.apec.org to enable greater APEC brand recognition and association with the main APEC website. The technical pre-requisite is for the website to have a public IP address. The project overseer or the main contact person is to furnish the APEC Secretariat with information that is required in the “**Information on an APEC-satellite website**” form (Form A) and in the “**Application for an APEC sub-domain name**” form (Form B) in the Annex.

4. General Principles for APEC Websites

(a) Accessibility

APEC websites are to be accessible to users in all APEC economies.

Basic principles on accessibility (general):

- compatible with browsers commonly used on the internet and the different versions
- compatible with the various operating systems commonly used
- tested on a minimum internet connection of 56kbps.
- pages can be bookmarked
- downloadable documents are primarily made available in PDF as they can be viewed and printed on any platform and data integrity is ensured. Documents, such as templates, that are required for use are accessible in Word format.

Basic principles on accessibility (navigation):

- global navigation allows access to all major content areas from any page on the website
- local navigation allows access to content areas under each major content areas of the website.
- breadcrumbs are an effective way of assisting users in their navigation as they inform users of where, on the website, the page that they are currently on is residing on the website. All pages should also have a hyperlink back to the homepage.

Basic principles on accessibility (content categorization):

- logical and intuitive grouping of information on the website, enables faster and more efficient retrieval of information and resources.

(b) Website Content and Content Quality

Ensuring content quality is essential to establish an APEC website as the key source of information on latest developments, and to encourage repeat usage of the website.

Basic principles on content quality:

- information hosted on the website contributes towards meeting the objectives of the website.
- information is current, accurate and suitable for the target audience and is in agreement with APEC's objectives.
- avoid duplicating information – documents (meeting documents, statements, etc), publications, etc – hosted on the APEC website or any other website.
- content complies with approved APEC nomenclature.
- wherever appropriate, hyperlinks should be created to refer users to further information

(c) Consistent Look and Feel

Webpages on APEC websites should have consistent functionality and look-and-feel across all pages.

Basic principles on look and feel s:

- systematic font types, colors and sizes that enhances readability
- consistent color scheme, design and functionalities

(d) Avenues for outreach to key target audience

APEC websites' homepage should host information on the latest developments on the issues covered on the website. It should also be leveraged to highlight key issues of high relevance to it's target audience.

5. Development Considerations for APEC Websites

It is very common for web developers to ignore the “**real needs**” analysis when developing a website. Often, one is driven by concerns such as: “**how to design**”, “**what technology to use**” and “**what content to include**”. This can lead to the website lacking both focus and clarity in purpose, and being difficult to manage. Also, the development phase may be plagued with changes and additions that can adversely affect the overall smooth development of the website

The basic considerations for APEC websites in website development are as follows:

(a) Statement of Goals

The development of APEC websites should begin with the setting of a statement of goals that the website is to achieve. The statement should include specific strategies around which the website will be designed and specific quantitative and qualitative measures of how the success of the website will be evaluated.

Examples are as follows:

- to briefly introduce APEC and the APEC group to the audience
- to demonstrate readiness in hosting the APEC event (APEC event website)
- to communicate the latest happenings
- to provide an information channel for those involved in the APEC process to be kept updated
- to provide the means for users to obtain further information

b) Analysis of audience

The next step would be to analyze potential audiences for the website. The main objective for this analysis is to identify their needs and expectations.

Examples are as follows:

- Public users who are interested in the particular issue for which the website is hosting information. Their needs would include background information of the APEC group, information about the event and latest developments and outcomes of the event.
- APEC officials or users (eg, participants) involved in the APEC process. Their needs would include information on administrative arrangements (registration, agenda, documents, etc) and logistical arrangements (hotels, etc).
- Media. Their needs would include news-worthy information that could be packaged and channeled to their target audience.

(c) Identification of web assets

This involves establishing the content that needs to be available on the website and to acquire the materials. Web assets are to meet the content needs of the website's target audiences and to achieving the goals of the website.

Examples are as follows:

- Information on background information, issues, outcomes of related developments, etc that would be hosted as webpages.
- Official Documents, other than APEC Meeting documents or APEC publications that are to be provided to the APEC Secretariat and hosted on the Meeting Documents Database and the main APEC website. Examples are Administrative Circulars, General Information and Registration forms News materials
- Images
- Multimedia
- Hyperlinks
- Schedule of events

(d) Content structure

Content structure involves categorizing the identified web assets into logical sections so as to ensure that they can be intuitively located and retrieved easily and quickly. Typically, a content matrix is developed, describing the sections on the website, the content in each of the sections and the content owners of the content. The content matrix is to be updated whenever new content is added to the section.

(e) Maintenance Plan

The next step is to develop a maintenance plan for the website. The maintenance plan is to include a technical administration plan as well as the content administration plan of the website.

The technical administration plan covers the hosting of the website and how that technical maintenance is to be undertaken. This would include:

- Hosting of the website (Servers, bandwidth, etc)
- Technical maintenance of the website (Uptime, ensure accessibility, etc)
- Security (Security updates, measures to prevent unauthorized access, etc)

The content administration plan covers how the web assets that have been identified will be maintained. This would include:

- Currency of information (Frequency of updates)
- Identifying content owners
- Process of updating the website

(f) Accessibility

First and foremost consideration is to be given to ensuring that the website is accessible to users from all of the 21 APEC member economies. For more information please refer to section 4(a) on General Principles of APEC Websites – Accessibility.

(g) Identification of web functionalities

Identification of web functionalities starts with identifying services to be offered on the host economy website. These functionalities are to contribute towards accessibility and achieving the goals of the website.

Examples are as follows:

- Navigational bars (Tools, Primary and Secondary navigational bar)
- Search
- Contact details for users to channel their queries
- Print-friendly page
- Online accreditations
- Site-map
- Breadcrumbs

(h) Web style and Design

The web style documentation for the main APEC website can be requested from the APEC Secretariat as a basis for a web style for the APEC website. Please contact the Web Manager at sbo@apec.org.

Professional services should be sought when designing APEC websites. It is important to note that visual design must not be overdone.

Basic considerations in designing APEC websites are:

- Conformance to General Principles for APEC Websites – Accessibility
- Enhances readability
- Visually appealing
- Consistent design on all pages on the website.
- Avoid unnecessary graphics; where graphics are used, ensure proper sizing, positioning and use of 'Alt' text.
- Page layout should not be wider than 1024 pixels
- Use of web-safe colors that are consistently supported by web browsers
- Avoid framed pages

The homepage is the main entrance to websites and hence, creates a 'first-impressions' for users. In addition to the previously-listed basic considerations, additional considerations for APEC website's homepage are as follows:

- Demonstrate the website's purpose
- Reveal some of the website's content (eg – an upcoming event, recent publication, etc)
- Help users find what they need (content/services that are of high relevance)
- Use meaningful graphics that support or show content
- Use prominent spaces prudently

6. Hyperlinks on APEC Websites

Hyperlinks should be created to refer users to webpages on other websites (APEC websites as well as other websites) to assist users to clearly understand the context of the information that is contained on a page on APEC websites while keeping information on that page concise. This is also to avoid duplicating information that already exists on other pages on the APEC website.

References to APEC Publications are to be made via hyperlinks to the appropriate Publications page on the main APEC website. This is to provide useful information (price, file size, etc) before users download the publication. Also, this allows users to view other publications that may be of interest.

References to APEC Meeting Documents are to be made via hyperlinks to the respective document on the Meeting Documents Database (<http://aimp.apec.org>).

The APEC logo hosted on APEC websites must be hyperlinked to the main APEC website. The APEC logo is to be hosted in a prominent position and use of the APEC logo is to conform to the APEC Logo Guidelines.

Hyperlinks to APEC websites could be created on the main APEC website where they would then serve to refer users to further information when they are accessing information on the APEC

website. Hyperlinks to be created are to comply with what is stipulated in the APEC Website Policy. Program Directors are to provide the APEC Communications team at the APEC Secretariat with the necessary information.

7. Displaying the APEC Logo

Unless a website has been approved in the manner as described in Section 2 - Procedures to Achieve "APEC Website" Status, the APEC logo must not be displayed. The APEC logo is to be hyperlinked to the main APEC website and the use of the APEC logo. This hyperlink will be IN ADDITION to any other hyperlinks back to the Secretariat.

APEC considers the unauthorized use of its logo on a non-approved website as a breach of copyright. All logo usage must have the approval of the APEC Secretariat.

The 'Trade Mark License' should be signed among parties to ensure that the APEC mark is reproduced accurately. The APEC Intellectual Property Policy should be read in conjunction with this section.

8. Disclaimers

There are a number of websites for which APEC does not control the content, especially hyperlinks to other related websites. Therefore it is advisable to add a disclaimer to such websites. This disclaimer also applies to websites that do not adhere to the approved APEC nomenclature and Guidelines. A sample is as follows:

"Disclaimer: The following website(s) may not fully comply with the approved APEC Nomenclature and Publication Policy. The hyperlinks provided here are for your convenience only. APEC is not responsible for accuracy of the information provided."

9. Appropriateness of Uploading Official APEC Publications to APEC Websites

Copyright of all official APEC publications belongs to the APEC Secretariat. So, it is inappropriate for other APEC websites to upload any APEC publications to their websites without authorization from the Secretariat. All officially published APEC publications that are presented electronically should only be hosted on the main APEC website. Other websites can only upload the "executive summary" and hyperlink to the Secretariat's page where the publication can be found. Downloading of publications from their websites is not allowed unless authorized by the Secretariat.

10. APEC Documents on APEC Websites

The APEC Secretariat, as the key repository of APEC meetings documents, provides access to APEC meeting documents via the Meeting Documents Database (<http://aimp.apec.org/MDDDB/default.aspx>). Meeting documents from 2007, 2006 and 2005 are now hosted on the MDDDB. Earlier documents are progressively being migrated to the MDDDB and can still be accessed via the "Documents and Reports" section on the main APEC website. APEC websites are to avoid hosting meeting documents and are recommended to establish hyperlinks.

11. Information on an APEC Website

The APEC Secretariat, which oversees the management of the APEC website, requests that all APEC groups which are developing an APEC website to furnish the Secretariat with all the information required in this form.

The objectives for collating this information are:

- To establish who is publishing information on behalf of APEC
- To identify the purpose of the APEC website
- To assist the APEC Secretariat in keeping track of all APEC websites

- To enable the APEC Secretariat to provide guidance for developers of new APEC websites in conforming to the requirements of an APEC website
- To assist the APEC Secretariat in contacting the administrators of all APEC-satellite websites whenever required.

The APEC Secretariat strongly encourages the project overseer/webmaster to identify the website maintenance plan for the website. This is to ensure that content on the website will be updated on a timely basis.

An 'APEC-Satellite Website Information' form must be submitted to the APEC Secretariat's Program Director responsible for the group or issue. **For more information, please contact Mr Sharudin Bin Othman, Systems Analyst, APEC Secretariat at sbo@apec.org or (65) 6772 7618.**

12. Use of 'APEC.Org' Sub-domain Name

APEC-related websites can now use **apec.org** sub-domain names through a service offered by the APEC Secretariat.

Acquisition of the apec.org domain name for the main APEC website presents an opportunity for building a more unified web presence for APEC-related activities. APEC fora are therefore encouraged to ensure that APEC websites under their control use domain names which demonstrate a direct relationship with the main APEC website. For example, the Energy Working Group website can now use www.ewg.apec.org to enable greater APEC brand recognition and association with the main APEC website.

Other benefits of using APEC sub-domain names are:

- Search Engine Recognition – the apec.org name has been optimized to appear first in most search engines. Sub-domains will also appear high in search results.
- Intuitive, Consistent Domain Names – users will easily identify and remember the domain name because it uses either the name of the APEC forum or issue followed by apec.org
- Cost savings - no setup or renewal fees are required for APEC sub-domain names because the APEC Secretariat maintains the apec.org domain.

To support APEC brand recognition and promote a cohesive web presence for APEC it is important that APEC sub-domain names for APEC websites accurately reflect the website's association to the APEC process. APEC websites should be easily located from, and be directly associated with the content that the main APEC website provides to ensure that the transition from different sets of information is as logical and seamless as possible for the user.

The APEC Secretariat, which oversees the management of the main APEC website, requests APEC groups interested in applying for a website sub domain name to supply all information required in the application form. The Secretariat can also provide advice on appropriate APEC sub-domain names.

The application form must be submitted to the Program Director at the APEC Secretariat responsible for the group or issue. The APEC Secretariat will advise whether the requested name has been approved or will assist with the generation and selection of appropriate names for consideration.

APEC websites, which currently have their own domain names can also utilize this service. The apec.org sub-domain name could be used to replace the existing domain or as a secondary domain name to the existing domain.

Managers of existing websites considering switching to the APEC sub-domain name should consider subscribing early to allow smooth transition prior to the expiration of existing domain names.

For more information, please contact Mr Sharudin Bin Othman, Systems Analyst, APEC Secretariat at sbo@apec.org or (65) 6772 7618.

II. ANNEX

- Form A. APEC-Satellite Website Information Form
- Form B. Application for APEC.ORG Sub-domain Name Form

Form A: APEC Satellite Website Information Form

APEC-SATELLITE WEBSITE INFORMATION FORM

Information About the Website	
URL of the website:	
Purpose of the website:	
Target Audience:	
Responsible Fora/Group:	
Coordinating Program Director:	
Expected Live Date:	
Expected End Date:	
Website hosted at:	
Expiry Date of Web Hosting Contract:	
Website Maintenance Information:	(please briefly describe how the content will be updated and any other maintenance required)
Contact Information for Website Management	
Name:	
Email:	
Telephone No:	
Fax:	
Any Other Information:	

Form B: Application for APEC.Org Sub-Domain Name Form

APPLICATION FOR APEC.ORG SUB-DOMAIN NAME FORM

Technical Information
Domain Name Applied for:
IP Address Mapping the Domain Name to:
Expected Live Date:
Expected End Date:
Contact Information for Management of Sub-domain Name
Name:
Email:
Telephone No:
Fax:

Responsibility and conditions:

1. Application for APEC.org sub-domain name must be accompanied by the APEC Satellite Website Information form
2. Any changes to the above information **must be** provided to the APEC Secretariat (via coordinating Program Directors) immediately.
3. The Secretariat requires the above information at least 15 working days in advance of the expected live date of the website.