Web Content Management System and One EPA Web

One EPA Web is a concept to improve EPA's website to better meet the needs of our Web visitors by organizing EPA's website around environmental topics instead of organizational structure. One EPA Web content is developed and managed in a Web Content Management System (WebCMS). EPA's WebCMS standardizes the technical aspects of creating and publishing content to our public website. It allows content managers to focus on developing and editing content. Using a Web CMS automates many content creation processes that are inconsistent, incorrect or missing when done manually. All content is tagged with metadata (descriptive information about the content) to improve search results.

In Support of One EPA Web

The WebCMS is designed to support the objectives of One EPA Web which are to:

- make information about environmental topics easier to find;
- present content to address top audiences and their primary tasks when visiting www.epa.gov;
- manage our website with one set of priorities and guiding principles; and
- organize information into resource directories, microsites, and a searchable collection:
    - resource directory – a single navigation page that links to the most important related content on a topic wherever it resides, regardless of which organization manages the information
    - microsite – a comprehensive , consolidated site on a topic with self-contained navigation
    - searchable collection – unlinked content.

Features of the Web CMS

EPA's Drupal-based WebCMS is composed of modules contributed from the open source community and custom modules that were developed to meet specific EPA requirements. The system fully supports creating and maintaining resource directories and microsites with EPA standard styles. Features include:

- LAN ID/password login with role-based access for content authors, approvers, editors, and webmasters
- Requirement for metadata to be added for all content prior to publication
- Ability to dynamically create "related items" lists based on metadata
- Management of PDF files for linked content and the creation of a searchable collection
- Workflow to track content approval
- Defined content review cycles with automated email notifications to content owners
- Automated management of internal links and
- Responsive Web design that intelligently renders content formatted specifically for the size of the viewing device.

Highlighting Important Concepts

The WebCMS provides a structured process for creating, publishing, and managing website content that differs from legacy practices in several ways. Important concepts for EPA's Web community to learn and understand:

- PDF files are attached to a document page that requires metadata
- URLs have a defined naming convention
- The basic unit of a site is called a web area; it is not a hierarchical directory file structure
- Content is assembled on demand and the Web CMS wraps it in the look and feel as it is delivered –

content is no longer coded into a template
- Local styles are not allowed because they break the responsive design of the system that formats the content based on the reader's screen size, whether it is a mobile device, tablet or computer.

The system does not require highly technical skills or HTML coding knowledge to use. There are numerous resources available to assist system users including:
- Online WebCMS training
- Frequent Questions
- Web Guide and
- Help Desk: Web_CMS_Support@epa.gov.

For More Information

Drupal WebCMS training and information: http://www.epa.gov/webguide/get-started#drupal
General website management resources: http://www.epa.gov/webguide
WebCMS system: contact Susan Fagan (202-566-2021, fagan.susan@epa.gov)