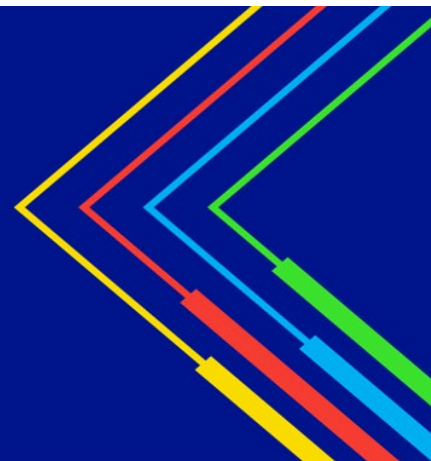# US Website Content Web Governance

This document sets out governance of National Grid's US content website and provides the guidelines and processes used to manage its content. It is for anyone involved in managing, creating or publishing content to nationalgridus.com.

Contents	Webpage

nationalgrid

1. Introduction

This document explains the policies, procedures and guidelines that help us ensure consistency across Content Web, the static portion of nationalgridus.com. It is for anyone involved in managing, creating or publishing content on the website.

The purpose of this document is to set out guidance for:
- management and development of content webpages in nationalgridus.com
- how content web is maintained
- who can access and update content portion of nationalgridus.com
- how to work with the teams accountable for updates

Content Web refers to the static, non-transactional webpages—or all webpages that are not behind the customer login—of nationalgridus.com. Content webpages are created and maintained in the Crownpeak CMS System using responsive webpage templates.

2. Compliance and Security

As a regulated company we must ensure that our content and user experience is in line with our BMS standards and our platforms are secure and protected from the risk of hacking or cybercrime. All content and publicly-available documents must be approved for public use, be accurate and up to date. Access to our content management system must be strictly controlled, with only trained and approved individuals able to gain access. We also have a legal requirement to ensure our websites are complaint to the WCAG 2.0 AA Accessibility Standards, for example for people with visual impairments.

3. About the National Grid US Websites

Hundreds of thousands of users access nationalgridus.com per month. The users include customers, regulators, and other stakeholders, as well as internal users such as staff, management and executives. Our website leverages responsive design to provide an experience that responds to any device, including desktop, tablet, and mobile phone.

The website has been designed to be user centric, enable customers to manage their accounts and provide an inspiring, informative, consistent, and intuitive experience. We ensure that we provide engaging content at the right time and in the most appropriate way.

National Grid's US website properties are comprised of regional websites based on customer type, as well as a number of microsites on one platform within a unified brand and design.

The regional websites include information such as:
- Login to customer account (this is not part of Content Web)
- Billing & Payment information including ways to pay/payment plans, bill delivery and help making payments
- How to save money and energy which includes energy saving programs, how to connect to natural gas, and other ways so save
- Safety and outages section that includes storm safety tips, ability to report/check an outage, as well as electric and gas safety information
- A Company section that includes corporate information, news stories, and navigation to the career

site for job applicants.

The regional websites on the nationalgridus.com domain include

- Massachusetts Business, serving electric customers
- Massachusetts Residential, serving electric customers
- Massachusetts Gas Business, serving natural gas customers
- Massachusetts Gas Residential, serving natural gas customers
- NY – Long Island Business, serving natural gas customers
- NY – Long Island Residential, serving natural gas customers
- NY – Metro Business, serving natural gas customers
- NY – Metro Residential, serving natural gas customers
- NY – Upstate Business, serving electric and natural gas customers
- NY – Upstate Residential, serving electric and natural gas customers

Examples of some of our microsites include:

- [Worcester Sustainability Hub](#)
- [Electric Vehicle Hub](#)
- [Project C](#)

4. Crownpeak Content Management System

Crownpeak is the content management system (CMS) platform used to manage and publish to nationalgridus.com.   Content webpages are created and maintained in the Crownpeak CMS system using responsive webpage templates.

Architecture overview

Nationalgridus.com is implemented using the Crownpeak CMS platform. Crownpeak is a Software-as-a-Service CMS product hosted in the AWS Cloud consisting of a front-end CMS UI and multiple environment pods serving websites through Microsoft IIS. A pod is a group of host machines in AWS. The Crownpeak Component Library is used to create Content Templates. These templates are used to create assets in the CMS repository and, paired with Crownpeak Publishing Packages, facilitate the copying of files from the CMS repository to the host pods. Published assets will be indexed in a Crownpeak G2 Search collection which will be used to drive website search results. An ASP.NET MVC application will be deployed along with the content administered by the CMS. The MVC application will handle special business logic such as cookie values, error handling, and dynamic view construction. *(reference: [National Grid - Content Web - Crownpeak Content Architecture - Version2](#))*

Access to Crownpeak

Access to the Crownpeak CMS is **strictly restricted** and will only be given to colleagues and contractors with approval from Bryan DeStefano.

Access is available for the following roles:

- News Editor – Publish & Update News section press releases
- Editors - Approve & Publish Site Content
- Developer - Develop Templates & Code Delivery
- QA Testers Base set of permissions for all QA Testers

Request for access must be submitted to the Content Web team via the Website & Digital Request Center.

at ngrid.com/request.
- Select Category=Crownpeak Access
- Include the role needed and attach approval from Bryan DeStefano.

Please note that a ticket must be submitted to remove employee from Crownpeak if/when employee leaves National Grid or their current job post.

The Content Web Team maintains an .xls of all CrownPeak Users which includes the Ticket Number and Approver associated with each user.

An end-of-year audit will be conducted by the Content Web Team to ensure CrownPeak users and roles are current.

Templates

Our CMS contains templates that are used for specific content.   Some templates include:
- Homepage
- General Content
- Service – Rebate
- News templates, used exclusively for news articles.

Webpages are created using templates and are designed in accordance with US Brand Identity Guidelines. Each template contains components used to create webpages; view the Content Web Template Guide for more information.

Components

Components are the building blocks of a webpage and hold content. The components will adhere to the template and structure of a webpage and contain content such as banners, text, images, videos and more. View the Content Web Template Guide for more information; you can also view components on the online website guidelines.

5. Content Web Team

The Content Web team is part of the Customer Enablement Products group and has overall accountability to maintain website appearance by enforcing content, navigation architecture and design standards as well as brand guidelines.

The Content Web team:

- manages and maintains the CMS used to update nationalgridus.com regional websites and microsites
- manages access to Crownpeak CMS
- manages existing and new content on the nationalgridus.com website. This includes updates to static content, images and documents to the website
- Responsible for development of new webpages and/or microsites; and ensure they adhere to current design system style guidelines
- ensures content standards, design and governance are followed
- works with the content owner, IT Security and Legal if there is new functionality that may impact the security of the website

All requests for website updates or new projects must be submitted to the Content Web team via the Website & Digital Request Center at ngrid.com/request

All requests should be submitted only by the content owner.

6. Content Owners

Content Owners play an important role as they **own and are accountable** for content in their specified website areas (sites or webpages).

- They are accountable for the accuracy, maintenance and quality of the content (including documents, articles, press releases, images etc.)
- They must follow the content standards set out in this document and be familiar with and adhere to the policies and principles laid out in this document.

They work closely with the SMEs or stakeholders and the content web team to:

- Ensure that content is correct and current
- Review and submit web requests to remove outdated content and/or documents
- Review and approve publishing or removal of content
- Engage with and obtain input from stakeholders and SMEs, when necessary

Requests to update website content can only come the Content Owner; the web team cannot work with other stakeholders.

- If a there is a change in content owner, please update Content Web team
- A content owners.xls is maintained and reviewed annually by the Content Web team.

An annual content review will be performed at the end of the fiscal year (pending storms) by the Content Web team during which time Content Owners will be asked to review and update their content.

7. Types of Webpages and Websites

There are different categories of webpages/websites in nationalgridus.com. The main types of webpages are explained below:

Regional Webpages

Regional webpages are available as links in regional navigation. They can be accessed via primary (top) navigation or sub-navigation links located in the left navigation rail.   These are enduring webpages that contain program or other company information.

These webpages can be full-width/2-col/3-col – based on navigation scheme.
- Level 1 webpage are full width: Safety & Outages
- With limited exceptions, the following webpages always use the left column for navigation:
  - Level 2 webpages - They can be 2- or 3-column. See Outage Central
  - Level 3 webpages – these are children of a Level 2 webpage. They can be 2- or 3-column. Example: Our Restoration Process

Campaign Webpages

These webpages can only be accessed via direct url, they are not listed in regional website navigation.

A campaign webpage can be used to create more engaging content experiences that tie in with broader campaign content. Campaigns usually have a single transactional goal associated with them; such as download a report, watch a video, or register for an event.

1. A campaign webpage is meant for limited-time campaigns; **it is not meant to replace regional program webpages.   These webpages should have an expiration date.**

2. **It is important to remove these webpages when the campaign is complete/finished** and that is the responsibility of the content owner.

3. We do not link to campaign pages from the regional website navigation.

Example of a campaign webpage: Paperless
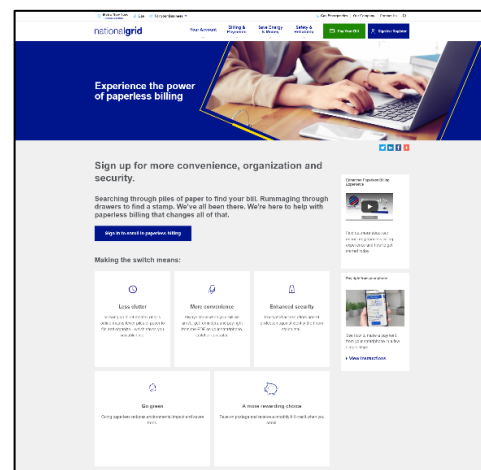
Microsites

A microsite is an enclosed website experience that sits within the main framework of the National Grid US website. These contain a sub-brand feel and use their own navigation bar for users to access and navigate through the site.

We generally do not link to campaign pages from the regional website navigation.

Example of a microsite: Electric Vehicle Hub
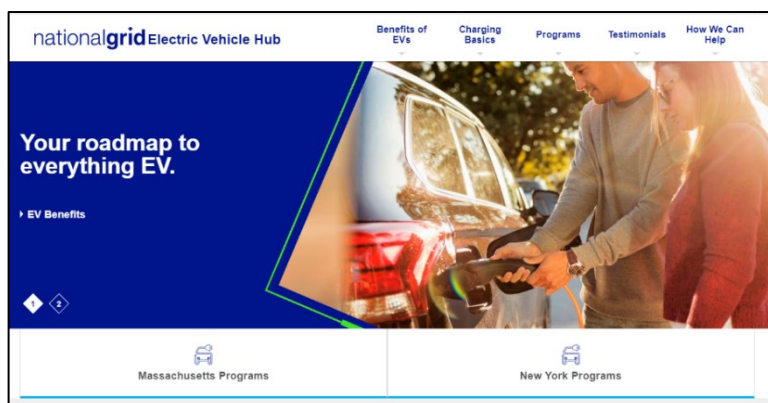
8. Types of Web Content *(other types of page elements)*

PDF Documents

We are striving for 100% compliance for Web Accessibility for the ADA (American Disabilities Act) on our Websites.   To ensure WCAG compliance, all pdfs created for the web must:
- File size: < 1mb (or 1000kb)
- contain a complete title field

PDF Titles for Web Accessibility
One of the issues to comply with is making sure documents have an appropriate and descriptive title in their file properties. That is a significant step to providing proper accessibility to all users of our website.

How to title PDFs
1) Select "File" --> "Properties" -->
2) Add your user-friendly title to the field labeled "Title" --> Click "OK
3) Click the "Save" icon, or "File" --> "Save

For more information, see PDF Titles for Web Accessibility

Images

Imagery and icons should follow the US Brand Identity Guidelines.

- Please ensure images are <200kb

The responsive nature of the website means images will display differently depending on the size and orientation of the device used to view the page.

Content Web has image guide templates to help create and visualize how images may appear on the website. The colored areas in the safe zone templates will potentially get cut off depending on the size and orientation of the device used to view the page.

But even with these templates, there's so much variability in responsive devices, there's no truly safe way to guarantee that edge elements won't get cut off at some point.   Overall guidance is to identify a single focal point and establish that very near the center of the safe zone.

The website applies styling to images used in components. Each image used in a component should be sized appropriately with no additional treatment (i.e. colored/slant areas should not be added to the image, website css styles does that).

- Image only; wording or logos are discouraged.

- Try to put the image that you want to display as close to center as possible.

- What-you-see-is-NOT-what-you-get with these…. The responsive nature of the website means that parts of the images will get cut off depending on the size and orientation of the device used to view the page.

- It's generally not a good idea to include graphic/text elements within imagery, unless they're the main subject of the image and dead-center in safe zone.

Image Dimensions: Homepage

Component	Image Size	Naming Convention
Carousel Slide Banner	2300 x 1060px	Homepage_Banner.jpg
Primary Promotion area, right and left images	1266x650 px	Homepage-PrimaryPromotion.jpg
Primary Promotion area, mobile image	1108x752 px	Homepage-PrimaryPromotion-Mobile.jpg
Secondary Promotion area	776x700 px	Homepage-SecondaryPromotion.jpg

Image Dimensions: General Content Webpage

Component	Image Size	Naming Convention
Content Banner	2300 x 800 px	Content_Banner.jpg
Horizontal Article Card	428 x 360 px	Content_HorizArticleCard.jpg
Vertical Article Card	714 x 582 px	Content_VertArticleCard.jpg
Slideshow	2100 x 1176 px	Content_Slideshow.jpg
2-Column Webpage Promotion Area		
Featured Promo	1456 x 554 px	2-Column-Promo-Image- Featured.jpg
Basic Image Promo	1180x 580 px	2-Column-Promo-Image-Basic.jpg
3-Column Webpage Promotion Area		

Featured Promo	714 x 414 px	3-Column-Promo-Image-Featured.jpg
Basic Image Promo	634 x 290 px	3-Column-Promo-Image-Basic.jpg

Forms

Forms on the content website are created by the Content Web team only using Form Assembly, a fully approved NG IT tool.

- **All external online forms used by customers** should be embedded into the retail website.
- Content Web team creates the forms based on client requirements.
- Upon submittal, form data is emailed to a National Grid outlook box.
  - Email address should be provided to the Content Web Team by the Form Owner, who in turn requested and received it from IT / box.xxxxx@nationalgrid.com format.
  - If form is required to use an external vendor mailbox, client must have the vendor's NDA reviewed by the Legal Team (Greg Harvey and/or Tanya Blocker) to determine data privacy and our privacy policy to ensure compliance.

Data export via .csv file can be provided to the Form Owner upon request to the Content Web team at ngrid.com/request. The data will be placed in a Sharepoint folder, provided by Form Owner. Data is only available going back 3 years due to the data retention policy.

A data retention/purging policy is in place as of 8/21/2023 : All form responses older than 3 years will be purged in the Form Assembly system. This means we will no longer be able to extract form responses going back further than 3 years from the current date. Please note that you are NOT losing data on your end, you still get to keep the copy of all the form submittals that were already sent to the destination mailboxes or other backend systems (i.e. Salesforce, CSS).

Bitly and Vanity Links

Bitly is a URL shortening service and a link management platform for use in social networking, SMS, and email. Bitly was originally created so people could share short links on social, where character count was often limited.

National Grid uses bitly links on radio, billboards, prints, brochures, tv, postal mail or any non-digital channel that requires user to type in URL. We also use bit.ly for social and text messages.

Content Web provides two types of Bitlys via ngrid.com/request:

Bitly Link *(a Branded Link)*
This is automatically generated by the system when a bitly is created.

Example: ngrid.com/2th6hm

Vanity Link *(a Custom Link)*
This is a bitly using a custom back-half.

Example: ngrid.com/paperless

To request a Bitly, submit at ngrid.com/request.   As you create the request, select Category=Bitly Request. Complete guidance is available by reading *Bit.ly Training May 2022.pptx*.

9. How to submit a request to: Updates to Existing Webpages

All webpages have been assigned a content owner(s) who is responsible for keeping that content up to date. All updates to webpages should be reviewed and authorized by the associated content owner.

Webpage updates are submitted to the Website & Digital Request Center at ngrid.com/request. Content Owner approval is required prior to the update being made live on the website.

<u>Process for updates</u>
1. Submit request ticket at ngrid.com/request
2. The ticket should include all information and/or assets required to complete the update. This might include:
   o Layout document showing exactly how the webpages will appear
   o Copy document for each page; this should include any link urls
   o All image/pdf
3. The ticket will be assigned out to a member of the content web team who will make changes in a development environment.
4. Content Owner will be asked to review and approve the update(s).
5. Upon approval, the update will be pushed to the live website.

10. How to submit a request for new content

All requests for new webpages or microsites must be submitted to the Content Web team via ngrid.com/request for further review. A Content Owner should be identified.

All web projects should adhere to the guidelines set forth in this Content Web Governance Framework document and the Content Web Template Guide.

All webpages and microsites are created using a set of pre-defined templates and components.

Content Web will provide guidance, timelines, and ensure the content adheres to all governance and guidelines prior to giving approval to move forward.

Projects can begin with contacting the Content Web team to initiate a discussion of project details and scope. This can include
- Goal or Summary of the project
- Target audience for the content/website
- How that audience will be informed of this new website/page
- Content
- Timelines
- Documents required
- Materials that will be needed include the following.
   o Webpage layout (visual) in pdf or .doc format
   o Webpage text in .doc format
   o Imagery and/or pdfs
- If information or content arrives late or the scope changes, the timelines will be amended to reflect this.

<u>Project Outline</u>
- Meeting with Content Web team to determine details and scope
- Assets required include:
   o Layout document showing exactly how the webpages will appear
   o Copy document for each page; this should include any link urls
   o All image/pdf
- Once the layout document is final and approved, the web team will begin development. At this point, a ticket should be submitted at ngrid.com/request

- After the web team completes development, the client will be asked to review and approve prior to the materials being moved to the live website.

11. Content Web Policy: New Functionality

New functionality is defined as:

- Request to embed an application/code (i.e. javascript) onto a webpage via iframe.
  - Example: external application, map or form
- New templates, new components, new features

All web projects should adhere to the guidelines set forth in this Governance Framework document and the Content Web Template Guide.

Client should reach out to Bryan DeStefano before embarking on a new initiative to ensure it meets all system and security requirements.

Project must have the following approvals:
- Digital Risk & Security (Ed Brodsky)
- Legal – (Website must meet the WCAG 2.0AA standard and provide ADA Certificate)
- US Brand Manager (TBD)

Once all documentation has been approved, all requests for new technical features and website functionality must be submitted to the Content Web team at ngrid.com/request for further review. A Content Owner should be identified and all documentation approvals attached.

Note: The Content Web team should be engaged early in the process to provide guidance, timelines, and ensure the content adheres to all governance and guidelines.

12. How to submit website request

Content Web can only accept requests for support (e.g. uploading of documents, changes to the website, creation of webpages, CMS access, etc.) via the Website & Digital Request Center at ngrid.com/request.

To use the Website & Digital Request Center, please follow this process:

1. Register to use the Digital Support Portal by visiting ngrid.com/request and click on the'Register to begin' link. Employees must sign up using their National Grid email address.

2. Once logged in, please submit a new request using the form provided. This will create a ticket, which will be assigned to a team member for response.

13. Appendix

Documents referenced:
- Content Web Template Guide
- US Brand Identity Guidelines
- Bit.ly Training May 2022.pptx

- [PDF Titles for Web Accessibility](#)