Idaho Technology Authority (ITA)

ENTERPRISE STANDARDS – 4000 INFORMATION AND DATA

Category: S4221 – METATAGS

CONTENTS:

I. DEFINITIONS

See ITA Guideline G105 (ITA Glossary of Terms) for definitions.

II. RATIONALE

Metatags help citizens find specific pieces of information by improving the search capabilities of the State's search engine. By using a common standard, State agencies can more easily reach their intended audiences, and citizens will have a better experience in using the State's web pages and finding the information they need. Use of metatags will allow the State's search engine to work to its full potential.

III. APPROVED STANDARD(S)

NISO/ANSI Standard 39.85, also known as "Dublin Core," is hereby adopted as the metatag standard for Idaho State government web pages. This standard consists of the following elements. Exact syntax, definitions, and usage guidelines will be developed as supporting documentation. Elements marked with an asterisk (*) are recommended as minimum-level metatags, while others may be used as appropriate.

1. Title; *

2. Publisher; *

3. Creator or author; *

4. Description; *

5. Subject; *

6. Date created; *

7. Date last modified; *

8. Format; *

9. Language; *

10. Identifier;

11. Rights;

12. Type;

13. Contributor;

14. Coverage;

15. Relation; and

16. Source.

The Dublin Core is specifically designed for indexing web pages. It is used in hundreds of implementations worldwide, in both government and non-government settings, and has been translated into twenty (20) languages. The National Information Standards Organization and the American National Standards Institute have approved it. More information on the Dublin Core is available on the Internet at http://dublincore.org.

IV. APPROVED PRODUCT(S)

Software products to aid in the generation of the metatags are under review by the ITA Metatag Task Force at this time.

V. JUSTIFICATION

Products to aid in the generation of metatags will make it easier to apply metatags and encourage faster adoption of the standard.

VI. TECHNICAL AND IMPLEMENTATION CONSIDERATIONS

When metatags are in place, the State search software will be re-programmed to give more weight to metatags. This will allow the search engine to work to its full potential and deliver better search results.

The standard will be implemented on a voluntary basis, at the discretion of each agency. Webmasters, web development staff, and web authors are likely to be the primary implementers, with training and support provided by the Idaho Commission for Libraries, the State Webmaster, ITA staff, and Access Idaho staff.

Adoption of the standard will be promoted through a variety of strategies, including education, training, and software tools, that make it easier to apply metatags. Early adopters are expected to see immediate benefits in reaching their intended audiences, and this will encourage adoption by other agencies.

VII. EMERGING TRENDS AND ARCHITECTURAL DIRECTIONS

Metatag standards are evolving at both the national and international levels. The Metatag Task Force will monitor developments and may build on the metatag standard as new information becomes available. Of special interest is a recently released draft of a *Government Application Profile for Dublin Core*.

Metatags for web pages should ideally be seen as one component of a comprehensive records management system. Standards and best practices for electronic records management are emerging and will be considered by the State Records Management Task Force, whose work will be coordinated with the work of the Metatag Task Force.

Resources for implementation and training are under review at this time and will be incorporated into this standard as they become available.

VIII. PROCEDURE REFERENCE

ITA Standard S4221 (Metatags) used on the State of Idaho's Wide Area Network (WAN) must comply with ITA Policies P1020 (Idaho.Gov Portal Privacy Notice) and P5010 (Web Publishing).

IX. REVIEW CYCLE

Twelve (12) months

X. CONTACT INFORMATION

For more information, contact the ITA Staff at (208) 605-4064.

REVISION HISTORY

5/6/19 – Removed individual definitions and replaced with reference to ITA Guideline G105 (ITA Glossary of Terms)

7/01/13 – Changed "ITRMC" to "ITA".

2/2/11 – Number changed from S5110, also 4000 group title changed from "GIS (Geographic Information Systems) Data".

3/7/07 – Review cycle adjusted to 12 months

9/13/06 – Section VI, Technical and Implementation Considerations, updated to reflect an agency name change.

Effective Date: December 7, 2001