
Website-HowTo Documentation

Release 1

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September 08, 2016

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This document lists general guidelines for website creation at Mozilla, covering topics as hosting, platform/technology, brand guidelines, IT & security policies and other useful information to anyone looking to spin up a new website.

Contents:

Getting Started

You or your team has decided you need either a website or new pages.

Congratulations!

This guide will give you some hints/best practices to try and make this process as smooth as possible. If you get stuck, do not worry, just reach out to the folks listed under contacts for help.

As a website owner you will have a few responsibilities.

- You will need to define clear goals and KPIs (metrics + targets) for your project.
- You will need to think about the lifecycle of the project, does it have a pre-determined EOL date and what happens when it reaches end of life?
- What will you happens if the goals/KPIs are not met - at what point to we “admit defeat”?
- If dependent on moz.org team to build it, must accept that their business need will get prioritized along with other moz.org business needs (does not apply if budget is coming from business owner’s cost center).
- PMM clearance (for product groups that have a PMM)

To help you we have outlined the lifecycle of a website and what is needed at each step.

Website Lifecycle

Websites at Mozilla generally share this lifecycle:

1. Ideation
2. Resourcing
3. Design & Build
4. Learn & Iterate
5. Decommission

Your site may not have all of these and if you are building a service, there may not be a step 5 for many years. Additionally for a campaign website, there maybe a very short step 4.

2.1 Ideation

2.1.1 Summary

2.1.2 Required Steps

2.2 Resourcing

2.2.1 Summary

2.2.2 Required Steps

2.3 Design & Build

2.3.1 Summary

2.3.2 Required Steps

2.4 Learn & Iterate

2.4.1 Summary

2.4.2 Required Steps

2.5 Decomission

2.5.1 Summary

2.5.2 Required Steps

Contacts & Getting Help

External Resources

Below are links to external resources.

4.1 Consultant Guidelines

If you are looking to have your site coded by external resources please review our [Consultant Guidelines](#) .

4.2 Mozilla.org Guidelines

If you are looking to build pages on Mozilla.org, you should familiarize yourself with these [best practices](#) .

4.3 Brand Guidelines

{Placeholder for link to brand guidelines}

4.4 Email / Newsletter Guidelines

{Placeholder for link to email guidelines}

Indices and tables

- `genindex`
- `modindex`
- `search`