



December 11, 2003
Volume 1, Issue 3

Agenda for Today

December 11, 2003

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- 2** **Inktomi Advanced Search: Better Results by Design**
John Thompson
- 3** **Preflight Checks for Usable PDF Files**
Anne Nolan
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Emerging Diseases Web Site
Tina Stojakovich, DNR
- 5** **Security and Web Site Design**
Rick Wolfinger, Enterprise Security
- 6** **The Pitfalls of Domain Ownership**
Ric Tombelli
- 7** **Q & A**
Next Meeting: March 4, 2004 10 am
Michigan Library & Historical Center Forum Room

website:
<http://w3.michigan.gov/e-michigan>

e-MichiganWeb Development Group
(DIT-EWD)
Phone: 241-5950

Advanced Search Feature Article Inside this Issue!

"Both state employees and citizens have been asking for a better search feature on the Michigan.gov Web portal. I am very happy that our team was able to answer the call and improve service."

-- Lucy Pline, EWD Manager

Welcome to the December 2003 Meeting!

We are pleased to host this CMA Users and Webmasters Meeting! Today's session focuses on these key topics: the Inktomi searching, PDF files, security and cybersquatting. We hope you pass this information up the chain and across your enterprise for the benefit of all State employees and your customers.

Security and Web Design

Rick Wolfinger, Enterprise Security

Rick Wolfinger began his security career in 1983 working for the U.S. Air Force in Electronic Security Command (Japan). He was responsible for computer and communications systems on SAC Airborne Command Post aircraft and National Emergency Airborne Command Post aircraft. He worked as defense contractor in England and Denver, Colorado supporting United States Department of Defense. Rick joined State of Michigan October 2002.



The State of Michigan faces threats to its IT security daily. Typical incidents per day include:

- 1500 e-mail viruses
- 38,000 scans/probes
- 620 web server attacks
- 3 computer hack attempts

There are many ways we as employees can help stem the attacks and preserve our enterprise security. One of the main ways we can safeguard our applications and network is by adopting good password standards.

Some examples of BAD password design exist as we speak. Some actual cases include:

- "If you answer yes to one on-line question, a password will be automatically sent to you."
 - Application designed to accept a password one character long.
 - Application designed to accept Social Security Number as password.
- When the Enterprise Security Team reviews Web applications for security, the use of passwords will be reviewed the issues that need to be resolved. Among other review criteria will be an Application Review Security Checklist, adherence to the following State Policies:
- 1410.17 Michigan State Government Network Security Policy (section 6.6 for password information)
 - 1310.16 Acceptable Use of the State Telecommunications Network
 - 1460.00 SOM Acceptable Use Policy
 - State of Michigan Privacy Policy which is attached to the Michigan.gov footer on all Agency and application Web sites.

A new Web site will soon be available. MOST stands for Michigan Online Security Training. The site, w3.michigan.gov/most, is being developed by Enterprise Security in cooperation with Walsh College. This site is being designed to increase awareness and knowledge of security for SOM employees. The Web-based program contains basic security concepts and a test-your-knowledge module.

Look for "AI" the owl to help you be "Security Wise!"

Preflight Check List for PDF files

Before putting PDF documents on a Web site:



- Check to see that the text, artwork, and layout in the documents are complete and correct, and that all links, bookmarks, and other enhancements are in place.
- The documents should be at the point where you would print them if you were distributing on paper.
- **File Names:** When naming a PDF document that is going to be distributed electronically, it's a good idea to follow naming conventions:
 - Use only alpha characters, the underscore (_), and digits (0-9).
 - For aid in searching: use your agency acronym as a prefix to the file name: Example: DITtrainingnews.pdf
- **File Size:** Use the optimization tools available in Acrobat and think about your customer.
 - Many customers will still be using dialup connections.
 - Test your files at home with your service provider.
 - Instead of distributing one large document, distribute a collection of small documents with links between them.
 - Small documents open faster than large ones, and with links between them, users can go straight to the relevant information.

Optimizing Files for the Web View

There are a few ways to optimize your files to make them easier and faster to download for your customers.

To optimize PDF files in Acrobat 5.0:

1. Open the PDF file in Acrobat, and choose Edit > Preferences > General.
2. Select Options in the left panel of the Preferences dialog box.
3. Select Save As Optimizes for Fast Web View, and then click OK.
4. Choose File > Save As.

To optimize PDF files in Acrobat 4.x:

1. Open the file in Acrobat 4.x, and choose File > Save As.
2. Select Optimize in the Save As dialog box, and then click Save.
3. Click Yes to replace the existing file.

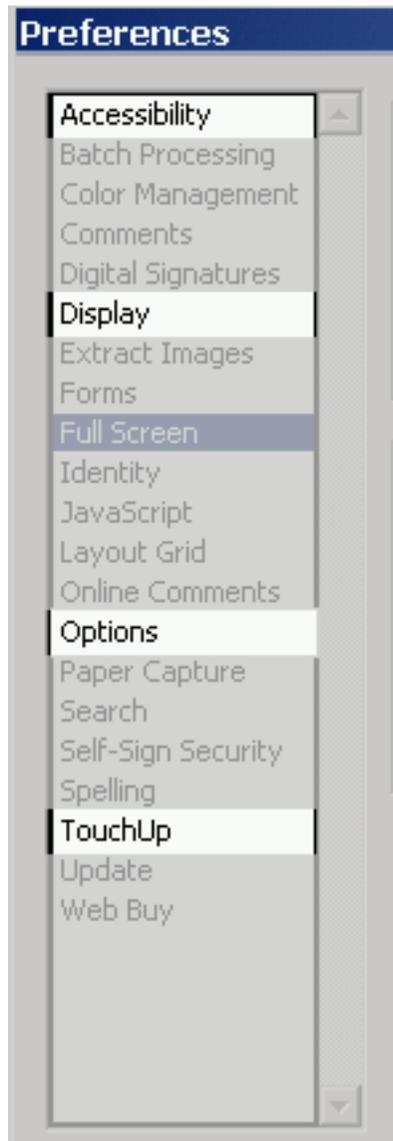
How to Set Document Preferences:

EDIT/PREFERENCES/GENERAL

Many of the items in the check list can be done using the tools in Acrobat. Look at the top menu in Acrobat. Click on EDIT/PREFERENCES/GENERAL

Accessibility can set some options on your document to help make it more accessible to those with disabilities.

Display is where you can set a number of options:



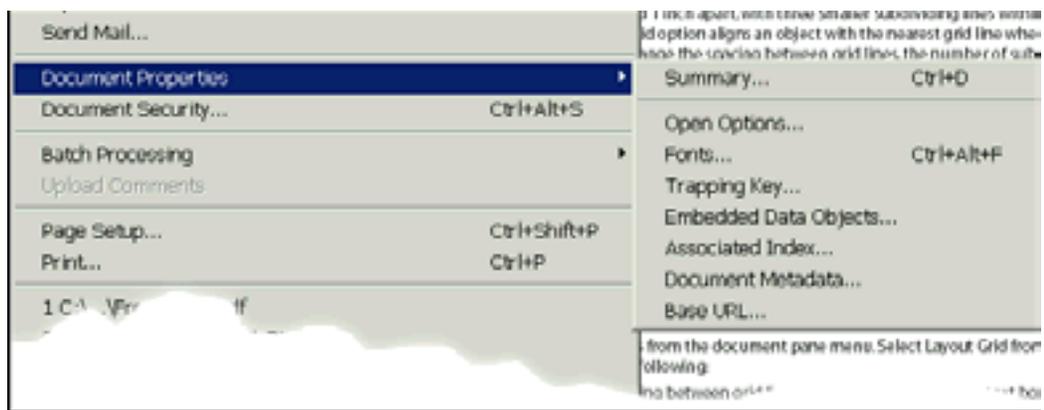
- Set the initial view: Single page, continuous or continuous facing pages
- Set the default zoom: Select from different font in the page or percentage of zoom.
- Options** allows you to set Browser Settings, whether you want a splash screen at startup and some other settings aimed at more usable documents.

FILE / DOCUMENT PROPERTIES

Summary: This pane shows you what the document **metadata** contains. The document **metadata** is the information grabbed by the search engine and displayed as search results.

You can also look at the metadata using the **Document Metadata Pane**

Open Options: is another place where you can set how you want your documents to open.



Notes:

CMA Updates

Rick Peterson has made the following CMA updates since the last meeting.

KEYWORDS: When Editing Content, you will notice an input field for Keywords. This field is used to generate the Meta tag for keywords which appears in the <head> portion of document. The KEYWORDS metatag is instrumental in improving search results. The "Short Display Text" field for Categories is used for the same purpose. This assists in improving the Inktomi search results by allowing a search based on keywords. In conjunction with this, an enhanced, advanced search form was developed.

MORE STATE WEB SITES- The State Web Sites listing has been modified to include "Other" sites, such as redirects and special non-Agency sites, special interest sites and non-Vignette sites. Site Admins, contact your EMI Admin for more information.

ONLINE SERVICES COMPONENT The "On-Line Services" type component (List with More) is available for use Agency sites. Watch for the new template instructions on the e-Michigan site.

PREVIEW CATEGORY PAGE: Browse Categories now has preview of Content and Nav categories. The LIVE/IN_PROGRESS indicator will be a link to preview the navigational categories.

MOVE CONTENT: To allow for bulk moving of content items. This will shorten the process of updating the Primary Category for multiple pieces of content. The Content listed for categories now displays check boxes for content (Only when Primary Category ID is ID of Category being browsed). Content is moved by checking the box (a Select All/Deselect All checkbox is available) and clicking the Move button. Use the Category select process (top level category, then primary category) select the destination category.

The content is associated to the newly select category. Any existing workflow is not modified. Another checkbox allows the user to keep the current category association. This enables the content to be displayed in both categories, the original content Category and the newly selected Primary Category.

REPURPOSE CONTENT: Associate content from other agencies to your categories. When Viewing General Content Index, the grayed-out "Edit" is now a link to "View" the content. Clicking on "View" takes you to the View Content Item page. At the page bottom are listed the Associated Categories. Clicking on "Add" will take you through the Add New Association CATEGORY process. The content appears in your category layout as well.

LINKS TO ASSETS OR CONTENT SHORTCUT: Previously, a user needed to add or edit an asset and copy the path generated and paste the path in the Link field or a Link type content item. Or, preview or browse to a piece of content and copy the URL to it. Now, a shortcut process was added for Link (URL). Enter a Content or Asset ID in the Link (URL) field, make the appropriate Content/Asset ID selection and Update the content. The code will automatically generate the formatted relative URL for the content or asset ID that you entered. This only happens when you enter a number in the field. If you enter a number in the field and do not select Content or Asset, Content is the default.

WORKFLOW/CACHING FIX: Workflow Transaction => Added new feature to check Category and Site status for LIVE content category associations. For each association, if both statuses are live, smart cache management records are added to the cache table. This should address a caching situation where content is pushed through workflow and the release date has already passed.

The Pitfalls of Domain Ownership

Don't become a "cybersquatting" victim!

Ric Tombelli, e-MI Webmaster

Many agencies throughout the state have, over time, accumulated a lot of domain names. These allow an agency to point or direct users to a particular URL that reflects and specific acronym, program name or specialized task force or committee.

These seem harmless to the user, the state agency and to most of us that have grow so accustomed to surfing the web for all our information needs. In fact a look at the state's external proxy server that routes domain names shows that we currently maintain well over 200 distinctive domain names that have been custom ordered by agencies.

Some like (and I'm not trying to single anyone out here)...

<http://www.mi529prepaid.org>

<http://www.mich-freedomacademy.org>

<http://www.mesb.org>

<http://www.2649.org>

<http://www.bingedrink.com>

<http://mi529prepaid.com>

<http://met4kid.com>

<http://mimhefa.org>

These domain names have been purchased using popular domain services like register.com, tu cows.com and others. The cost is nominal, starting at just \$35.00 and ranging up to over \$150.00 depending on how long the agency plans on keeping it active. If you did some quick math, 200 domain names at an average of \$75.00 per year costs the state \$15,000.

These domains serve a useful purpose, albeit a dubious one, in that they do provide an easy, memorable way to get average web users to identify with a government program and get to the web site that supports it.

After all, marketing URLs should be easy to remember and easy to type. These domain names certainly accomplish that – and only that.

But with all the good they do, the state has started seeing some dark sides to domain names. What happens to a domain name when it's no longer needed, or the program goes away, or the task force accomplishes what it set out to do? What happens to all the sites that may have linked to the domain name, including library and school computers that have the sites book marked? What difference does it make after all?

The dark side of domain names is that they are actively being sought by some of the abusers of the Internet world. These are companies or individuals who seek to exploit, extort or otherwise high-jack legitimate domain names for their own use. The domain name in its original form is snatched up only to lead users to a site that they have no idea that are connecting to. The idea is that once there, the user will decide to stay a while and visit, hopefully long enough to be lured into returning later, or to start making money transactions on the spot.

These domain names look totally normal in the favorites menu as well, and anyone briefly looking through or scanning access log files would never notice them.

Cyber-squatting (a term that has been used to define this activity) refers to companies or individuals who prey on expired domain names and buy them up, only to leave the domain name and even page titles exactly as it they are. This fools site crawlers and automated filters from even detecting that they are in fact illegitimate sites and contain the most offensive material.

To buy the domains names back, the original owners are required to pay thousands of dollars or face the continued bane of having their once legitimate program abused by an offensive material. Legally, there is absolutely nothing that can be done.

To counter this, agencies are being encouraged to refrain from purchasing specialty domain names that need to be maintained forever in order to be preserved, even after they have served their purpose. Agencies should use legitimate domain naming conventions that the state has already put in place to protect the state from this abuse.



Agencies should try to use the approved domain name of state.mi.us in all their agency specific applications.

<http://www.state.mi.us/webapp/>
<http://www.state.mi.us/folio>
<http://www.state.mi.us/gw5>
<http://www.state.mi.us/hdamk>
<http://www.state.mi.us/mitownhall>
<http://www.state.mi.us/msp/crd>
<http://www.state.mi.us/msp/ohsp/>

In addition, the Michigan.gov domain has been made available to all state agencies that wish to market their program or office to allow direct, safe, accurate and maintainable domain names and URLs that can be completely controlled by the state. This also places the site into the state's search engine and will increase the likelihood of it being found.

<http://www.michigan.gov/jointpermit>
<http://www.michigan.gov/wdl>
<http://www.michigan.gov/lyme>
<http://www.michigan.gov/fostercare>
<http://www.michigan.gov/osteoporosis>
<http://www.michigan.gov/westnilevirus>
<http://www.michigan.gov/metro>

These domain names and URLs are designed to be permanent and never require renewal. In fact the Michigan.gov marketing URLs are FREE. They can be changed at any time and if they need to be decommissioned, they will never ever fall into the hands of extortionists. In addition, DIT Infrastructure Services and telecom can set up a standard domain name using state.mi.us for your DMZ hosted or agency-hosted servers. All of this is maintained in house and will never expose the state to unwanted domain name usage or politically embarrassing situations.

More importantly, the citizens and school children of the state will be spared from unexpectedly visiting one of these offensive sites when accessing legitimate state content.

Advanced Search Features

In response to requests for an improved search feature, the e-Michigan Web Development team has recently added new options to the advance search feature, which will allow site visitors to more easily find the information they are seeking. Users are now able to use three levels of search criteria.

First Search Criteria

- Must contain a specific phrase
- Should Contain a specific phrase
- Must Not Contain a specific phrase

Second Search Criteria

- in the body of the Web content
- in the title of the Web content
- in the URL (web address)
- in the keywords of the Web content
- in the description of the Web content

Third Search Criteria

- the words
- the phrase
- the name

Users can now search for types of documents, such as Microsoft Office files, Acrobat files, text files or documents in Rich Text Format. The search can be done within a specific agency site or its navigational categories, or the entire Michigan.gov portal.

To access the advanced search feature, users simply enter any search word or phrase into the search field and click the <go> button. After the initial search results page is displayed (Figure1), users should notice an Advanced Search button in bright yellow. Clicking on this will bring them to the new advanced search page along with their original search criteria.



Webmaster Quarterly Meeting Evaluation

December 11, 2003

	Highest 5	4	3	2	Lowest 1	N/A
The objectives of the meeting were clear:						
The meeting met its stated objectives:						
The presenters were well prepared:						
The materials provided were useful and effective:						
The pace and organization was appropriate:						
Questions and concerns were addressed appropriately:						
How well did each topic address concerns or answer questions?						
• John Thompson: Inktomi Search						
• Anne Nolan: PDF- Searching and File Sizes						
• Tina Stojakavich: Emerging Diseases Web Site						
• Rick Wolfinger: Security and Web Design						
• Ric Tombelli: Domain Names & Cybersquatting						

Is the frequency of meetings appropriate?

- Just right, don't change it.
- We need to meet more often. How often? _____
- We need to meet less often. How often? _____
- We don't need to meet at all.

Questions or issues you expected to be addressed that weren't:

Topics you would like to see covered at future meetings:

Would you like to see more mini-meetings like the ADA presentation? If so, suggest a topic.

Would you be willing to present your site at a future meeting? Please include:

Your Name:

Site Name:

Phone Number:

Additional comments: