

ISO/IEC/IEEE 23026:2023-07 (E)

Systems and software engineering - Engineering and management of websites for systems, software and services information

Contents		Page
Foreword		vi
Introduction		viii
1	Scope	1
2	Normative references	1
3	Terms, definitions and abbreviated terms	1
3.1	Terms and definitions	1
3.2	Abbreviated terms	5
4	Planning websites	6
4.1	Defining the purpose, users, and context of the website	6
4.2	Establishing the informational website design and sustainment strategies	7
4.2.1	General	7
4.2.2	Website plan	8
4.2.3	Website maintenance planning	8
4.2.4	Website maintenance procedures	9
4.3	Establishing the privacy and security strategy	9
5	Designing and engineering websites	11
5.1	Design goals and website requirements	11
5.2	Design principles	12
5.3	Choice of devices and media	12
5.4	Engineering for website security	13
5.4.1	General	13
5.4.2	Website operational security procedures	14
5.4.3	Website security reviews and audits	15
5.5	Engineering for performance, scalability, and sustainability	15
5.5.1	General	15
5.5.2	Selecting technical formats and standards to use for the website	16
5.5.3	Bandwidth efficiencies	18
5.5.4	Document type declaration	18
5.5.5	Description metatag	19
5.5.6	XML considerations	19
5.5.7	Image formats, image compression and video	19
5.5.8	Server technology independence	19
5.5.9	Designing for performance and scale	20
6	Testing and evaluating websites	21
6.1	Test planning	21
6.2	Testing for usability	21
6.2.1	General	21
6.2.2	Validation of markup language and accessibility conformance	22
6.2.3	Operational validation	22
6.2.4	Active links	23
6.2.5	Dead links	23
6.3	Testing for performance and resilience	23
6.4	Testing for security	24

7	Managing the website	24
7.1	Website roles and responsibilities	24
7.2	Control of information content	25
7.3	Managing security	25
8	Sustaining the website	26
8.1	General	26
8.2	Continuous delivery, content validation, and versioning	26
8.3	Handling disconnects	27
8.3.1	General	27
8.3.2	Site or page relocation	27
8.3.3	Redirection	27
8.4	Security monitoring and measurement	28
8.5	Backups and archiving	28
8.5.1	Backups	28
8.5.2	Archiving	29
9	Website features	30
9.1	Web page components	30
9.1.1	General	30
9.1.2	Website home page	31
9.1.3	Identifying the website and its owner	31
9.1.4	title, header, and headings	32
9.2	Site navigation	32
9.2.1	General	32
9.2.2	Links	33
9.2.3	Offsite warning	34
9.2.4	Usage tracking and cookies	34
9.2.5	Frames	35
9.3	Search and indexing	35
9.3.1	General	35
9.3.2	Search filtering	36
9.3.3	Keywords	36
9.3.4	Metadata for indexing	36
9.3.5	Flushing search engines	36
9.4	Presentation of information	37
9.4.1	Presentation of text	37
9.4.2	Graphic images	37
9.4.3	Animations, 3D, sound, video	38
9.4.4	Use of colour in websites	38
9.4.5	Time-sensitive content	39
9.4.6	Printing from websites	41
9.5	Accessibility	41
9.6	Website security	43
9.6.1	Overall security considerations	43
9.6.2	Website security monitoring and measurement	43
9.6.3	Web page security designations	44
9.6.4	Security of the website code	45
9.6.5	Website access and authentication	46
9.7	Data management	48
9.7.1	General	48
9.7.2	Website information integrity	48
9.7.3	Data encryption	49
9.7.4	Data privacy	49
9.7.5	Intellectual property rights	51
9.8	User interaction	51
9.8.1	Providing user support	51
9.8.2	Collaboration and user generated content	52
9.9	Translation and localization	52
9.9.1	General	52
9.9.2	Browser language selection	52

9.9.3 Icon use 53
9.9.4 Holidays and time zones 53
9.9.5 Place of origin 54
9.9.6 Hemisphericals 54
9.9.7 Metric and monetary units 54
9.9.8 Regulations 54
9.9.9 Contact information 54

ISO/IEC/IEEE 23026:2023(E) Bibliography 55

IEEE notices and abstract 58