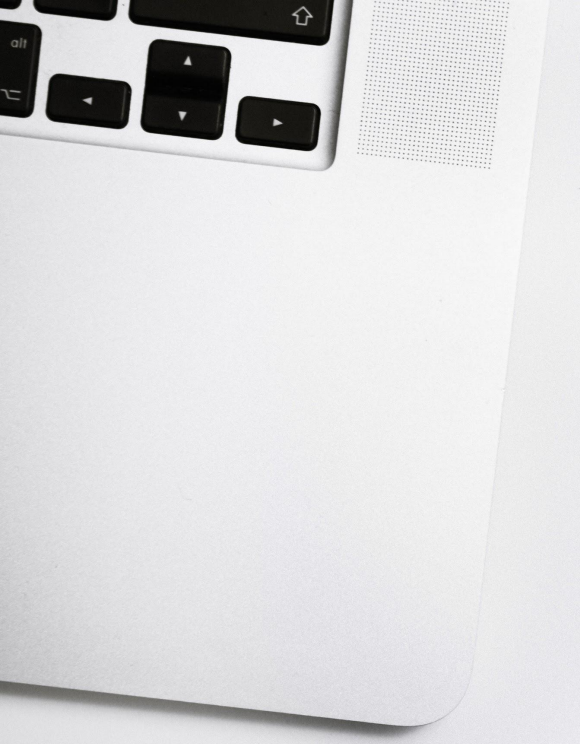
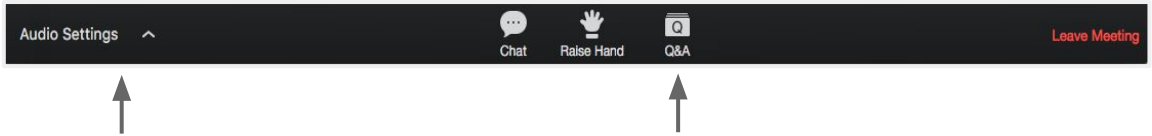


DIGITAL DEPLOYMENT

# Summer/Fall 2019 Updates

Please acquaint yourself with the Zoom toolbar while we wait for additional attendees to join:




**Don’t worry about taking notes, we’ll send the recording and slides later today.**

# Agenda

01 Introductions

02 Technology update

03 Security, reliability, and performance

04 New features

05 Q&A

DIGITAL DEPLOYMENT

# Who we are

**Cameron Eagans**
VP Engineering

**Mac Clemmens**
CEO

Along with Heather, Nate, Leo, Steph, and Kristy.

# Technology Update

We've been busy.

Since April 1

# 285

**sites migrated to Pantheon's hosting service**

Since April 1

# 285

**sites migrated to a standardized codebase**

Since April 1

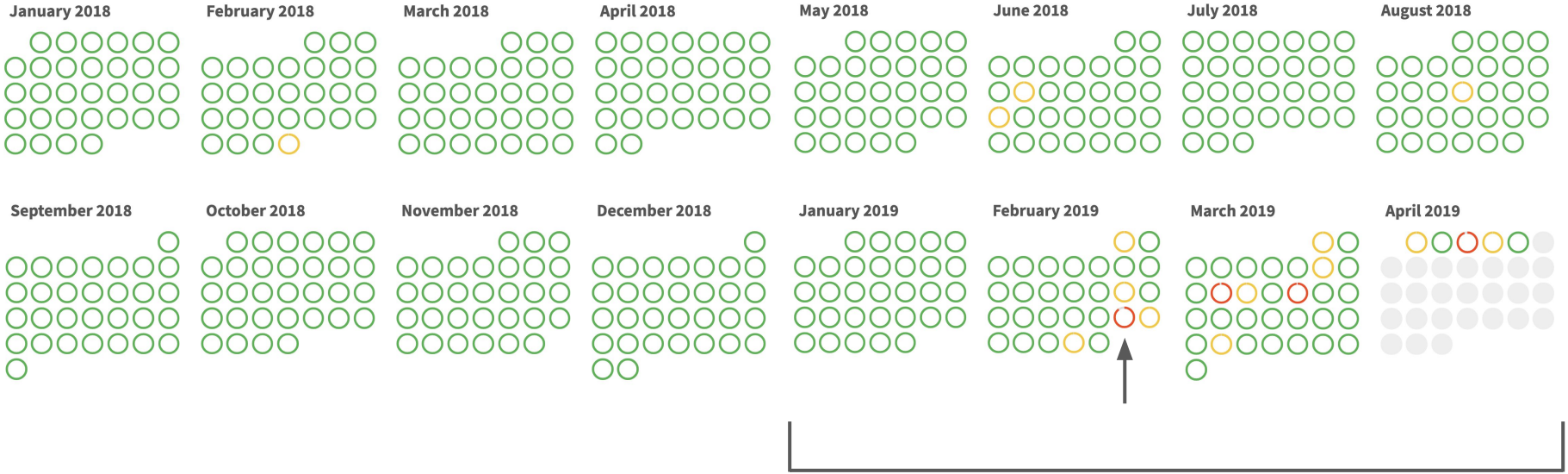
# 1000+ individual changes to our Standard Model codebase

# Security, Reliability, and Performance

DIGITAL DEPLOYMENT

# Historical reliability

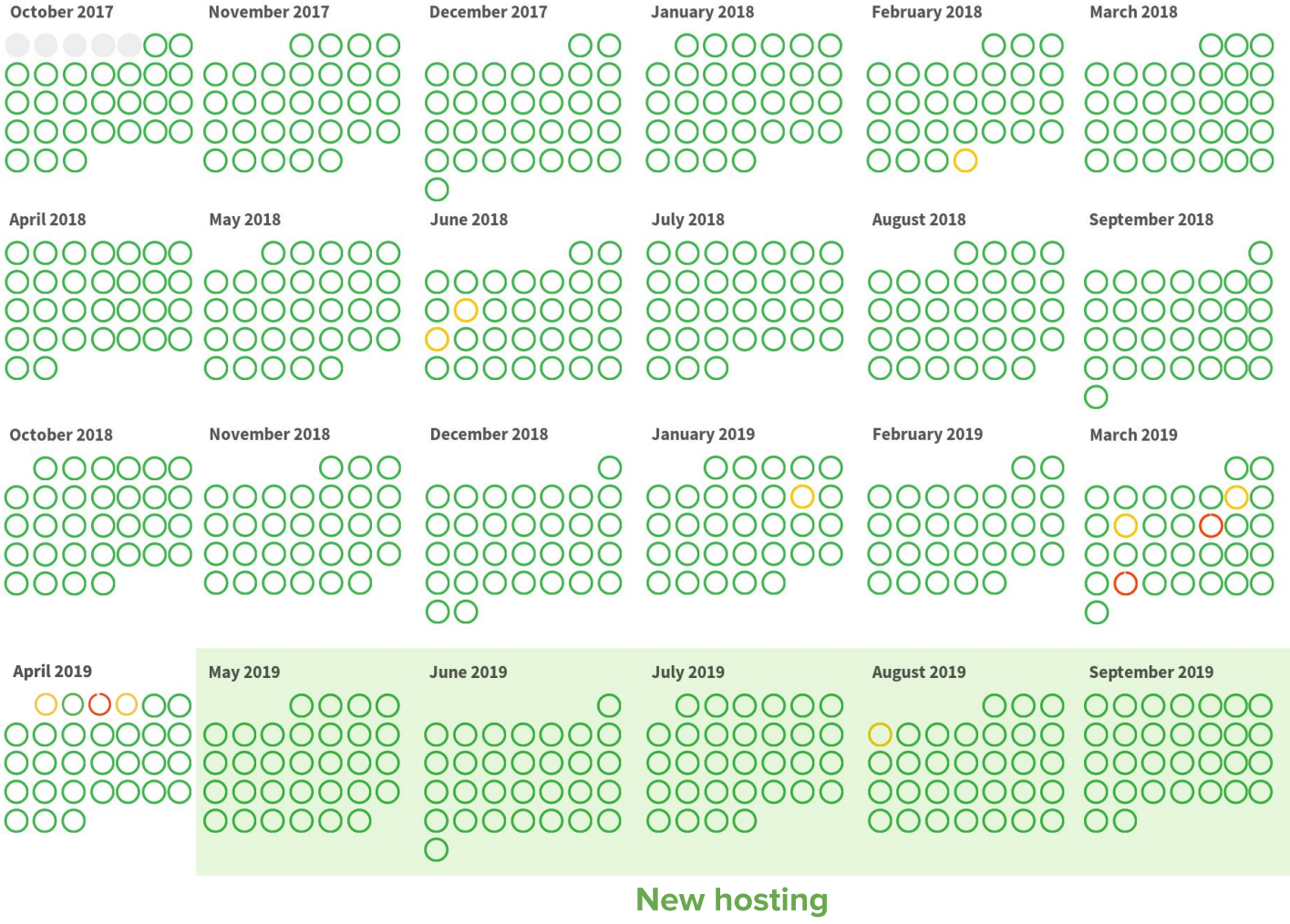
**Total Uptime: 99.981%**



# Historical reliability

**Total Uptime: 99.99%**

Pantheon has met and exceeded our expectations. There have been some isolated outages, but we've worked with Pantheon to resolve the root of the problems that caused them.



# PHP Upgrade

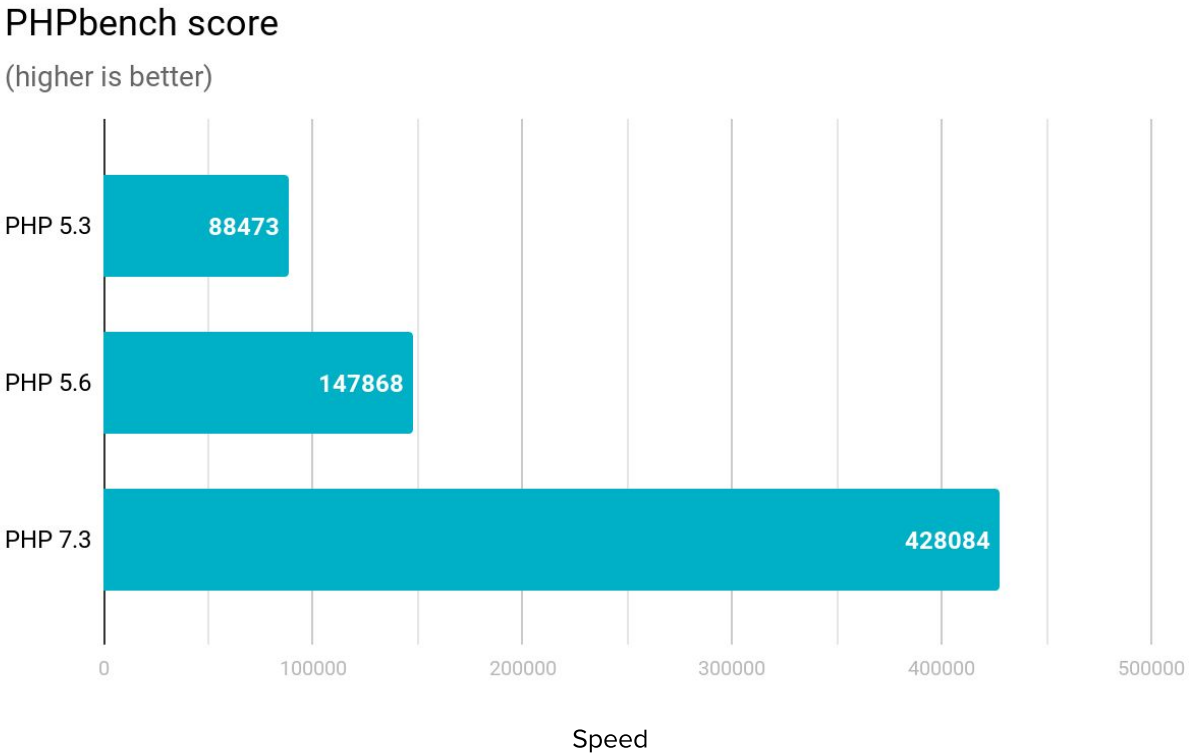
5.3 ⇒ 5.6 ⇒ **7.3**

As of September 13, all Digital Deployment sites are running on PHP 7.3.

Why it matters to you: More stable. Faster.

# PHP Upgrade

## 5x Faster



# Mandatory HTTPS & HSTS

It’s 2019.

*Every* website should be served over HTTPS at all times.

# Mandatory HTTPS & HSTS

We’re now enforcing HTTPS because:

1. It’s considered best practice on the web.
2. It protects your users.
3. It improves page load performance.

Further reading:
https://doesmysiteneedhttps.com/

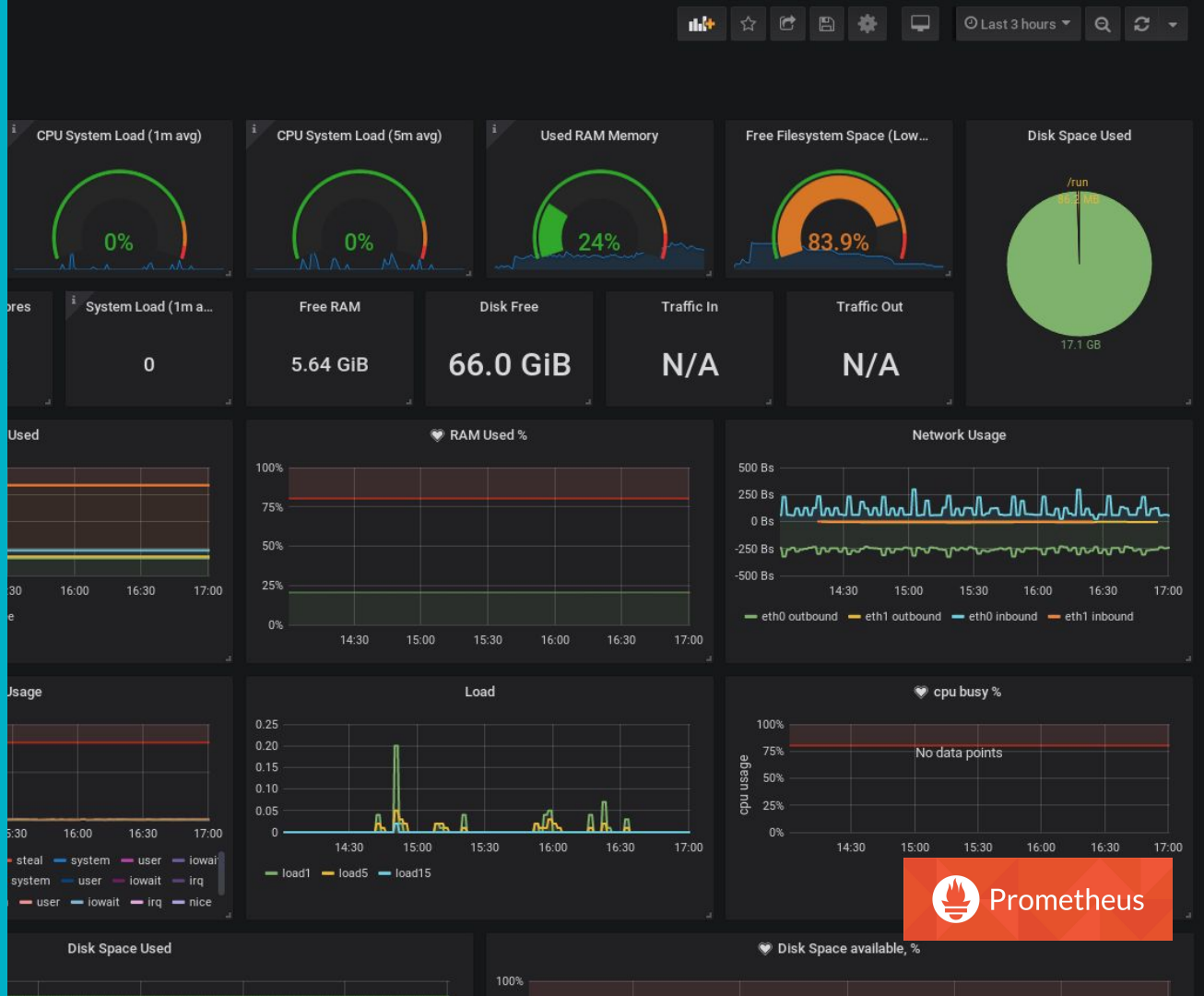
# Mandatory HTTPS & HSTS

FAQ:

*What's the difference between HTTPS and HSTS?*

HTTPS is the actual encryption for the connection. HSTS tells your browser that an encrypted connection is the *only* valid way to connect to your website, forever.

# Monitoring and alerting



# Monitoring and alerting

We’re now collecting data every two minutes about the availability and performance of every URL that’s pointed at our hosting infrastructure.

Example data points:

- Page load time
- URL redirect status
- Page content checks

# Monitoring and alerting

**Alert Manager** lets us know when something is wrong with varying levels of urgency and methods of contact.

# 262

data points per minute analyzed by Prometheus

# Mail deliverability

We've made *tons* of changes to ensure that when your site sends an email, it arrives at its destination and *not* in a spam filter somewhere.

TWILIO SendGrid

# Activity Feed

Timezone
UTC-06:00 - Mountain Time, US & Canada

Export CSV

**Search emails by:** Advanced Search

To email address

Dates
2019/09/06 - 2019/10/06

Clear Search

| STATUS | MESSAGE | LAST EVENT RECEIVED | OPENS | CLICKS |
|---|---|---|---|---|
| Delivered | **To:** [redacted]<br>Form submission: Contact Us from [redacted] | 2019/10/06 5:19pm<br>UTC-06:00 | 0 | 0 |
| Not Delivered | **To:** [redacted]<br>Form submission: Contact Us from [redacted] | 2019/10/06 5:19pm<br>UTC-06:00 | 0 | 0 |
| Delivered | **To:** [redacted]<br>Form submission from: Faculty Bargaining Meeting & Lunche... | 2019/10/06 5:18pm<br>UTC-06:00 | 0 | 0 |
| Delivered | **To:** [redacted]<br>Confirmation: Your child's absence has been submitted | 2019/10/06 5:18pm<br>UTC-06:00 | 0 | 0 |

## Email Information

Close

### Details

| | |
|---|---|
| To | [redacted] |
| From | [redacted] |
| Subject | Form submission: Contact Us from [redacted] |

More Details

### Event History

**Received by SendGrid**

Processed 2019/10/06 5:19pm UTC-06:00

**Received by** [redacted]

Delivered 2019/10/06 5:19pm UTC-06:00

**Received by** [redacted]

## Email Information

Close

### Details

| | |
|---|---|
| To | [redacted] |
| From | [redacted] |
| Subject | Form submission: Contact Us from [redacted] |

More Details

### Event History

**Received by SendGrid**

Dropped 2019/10/06 5:19pm UTC-06:00

This email was not sent because the email address previously bounced.

If you believe they should receive this type of email in the future, remove them from the Bounces suppression group. Learn more.

*Received by* [redacted]

*Received by* [redacted]

# Mail deliverability

As part of the migration, we asked you to add an SPF record to your domain if you didn’t have one already. More on this later, but this was essential to many of the deliverability improvements.

# SSO for DD Employees

Previously, we had an individual admin account on every website that Digital Deployment employees were able to use for supporting you.

# SSO for DD Employees

Now, we have a single sign-on solution in place that allows us to lock accounts and enforce two factor authentication.

# SSO for DD Employees

Every DD employee was issued a Titan Security Key to secure their accounts. This is the same device that Google trusts for their employee access.

# New features and bugfixes

DIGITAL DEPLOYMENT

# Editing Options

## Improving your website administrative experience

# PROBLEM DETAILS

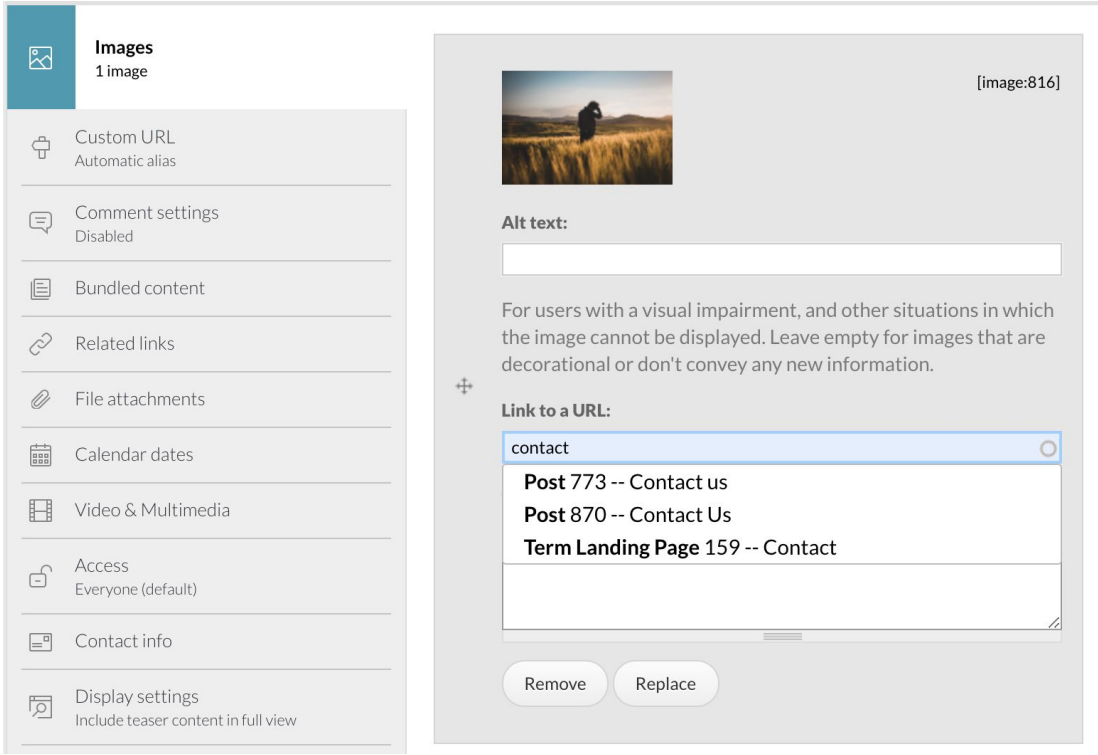
“How do I link an image?”

Needed an elegant way to link images.

Workarounds would work unpredictably when blasted and wouldn’t work in the teaser.

# FEATURE DETAILS

Added the ability to **turn images into hyperlinks** on the Images tab.



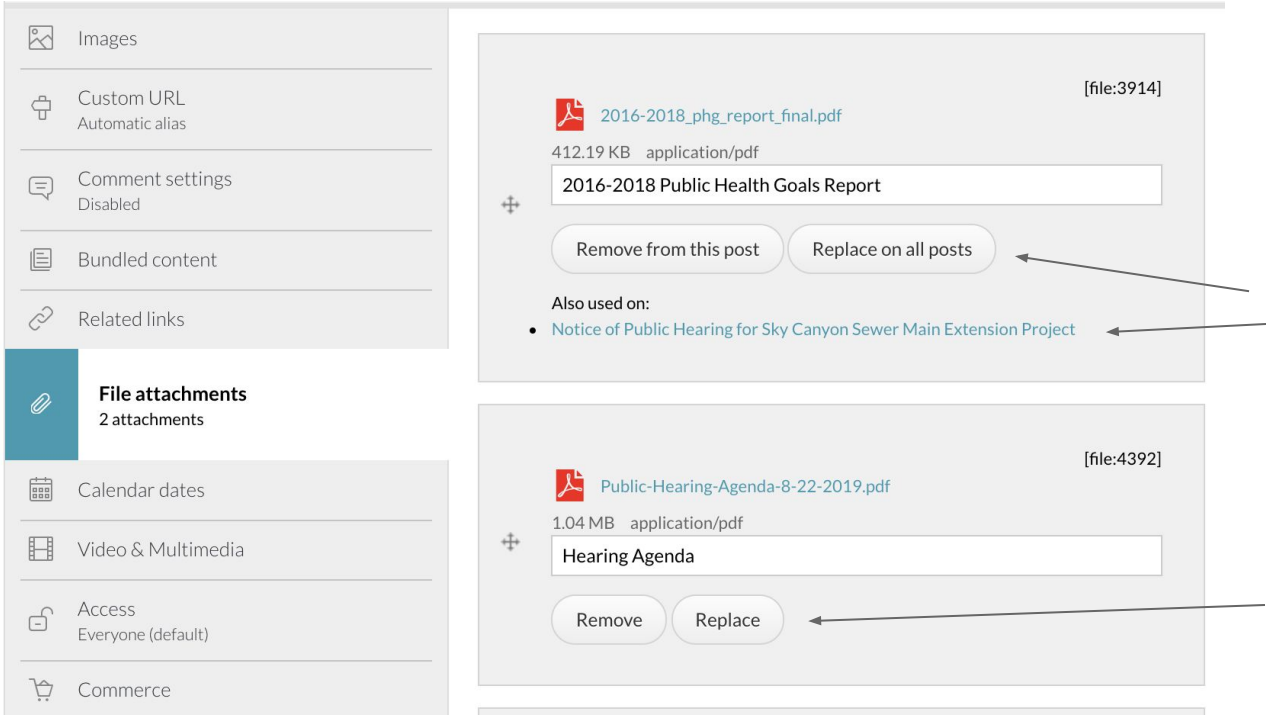
# PROBLEM DETAILS

File management was in a different place than where people needed it—directly in the post.

The same file might be uploaded more than a few times to different areas, and admins might not be aware of other pages being changed.

# FEATURE DETAILS

Added the ability to **replace a file** on the File Attachments tab (instead of doing this via the File Manager), and added **links to all posts where a file is being used**.



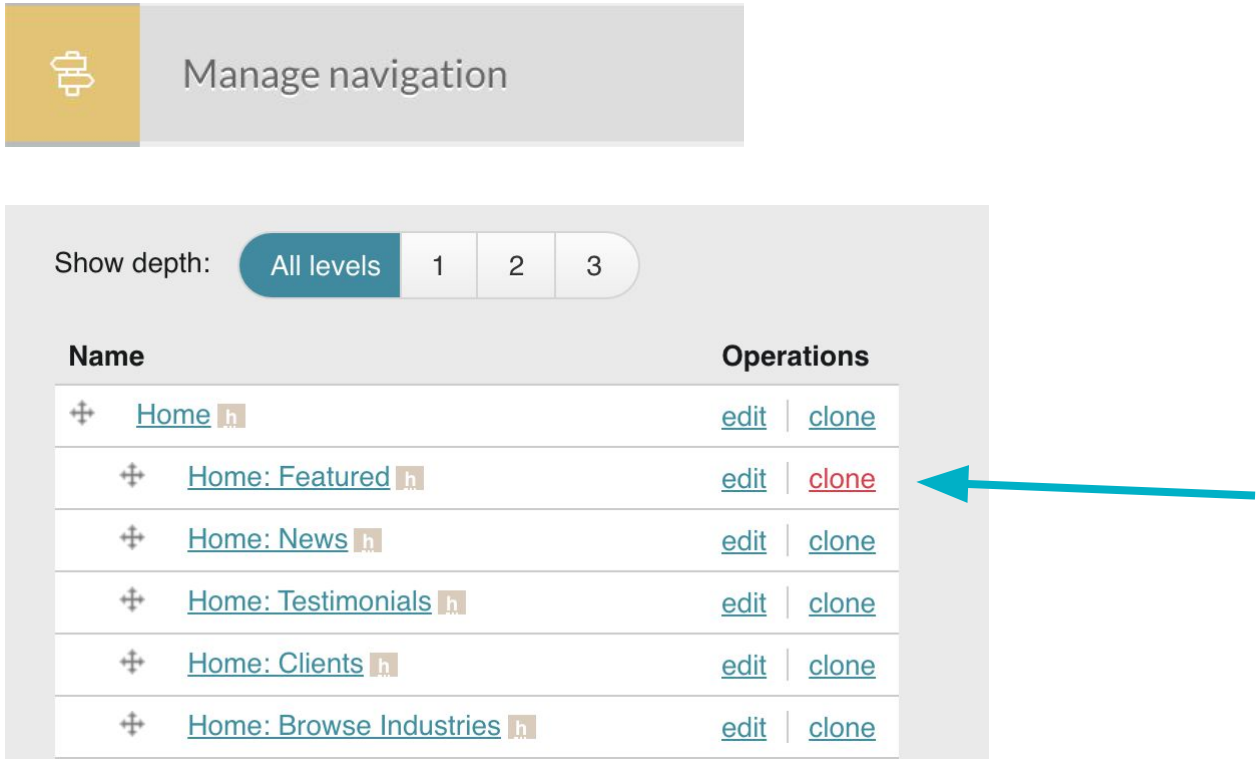
# PROBLEM DETAILS

Cloning a navigation term in a particular area (say, in an intranet or under a homepage) would require selecting all the same properties.

Many admins were accidentally creating terms that were not access controlled within access-controlled areas.

# FEATURE DETAILS

Added the ability to **clone navigation terms** and all nav term settings

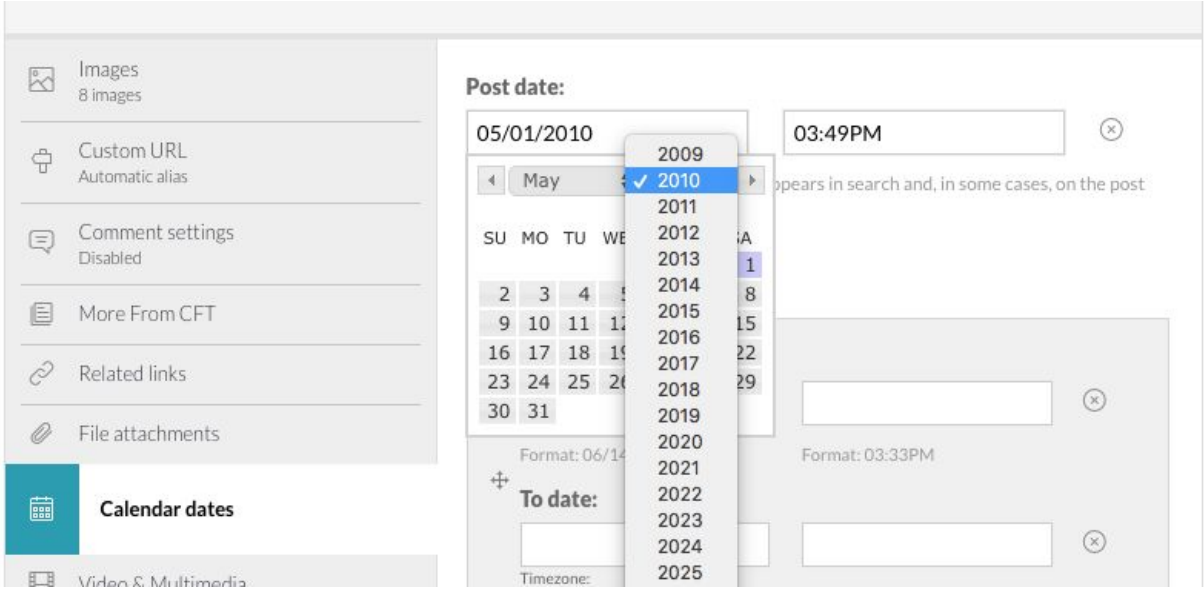


## PROBLEM DETAILS

Couldn’t select dates before 2009, making it hard to put up archived content.

# FEATURE DETAILS

Added the ability to select **Calendar Dates** more than 10 years out (past or future).



# Webforms

Simplifying and improving existing functionality

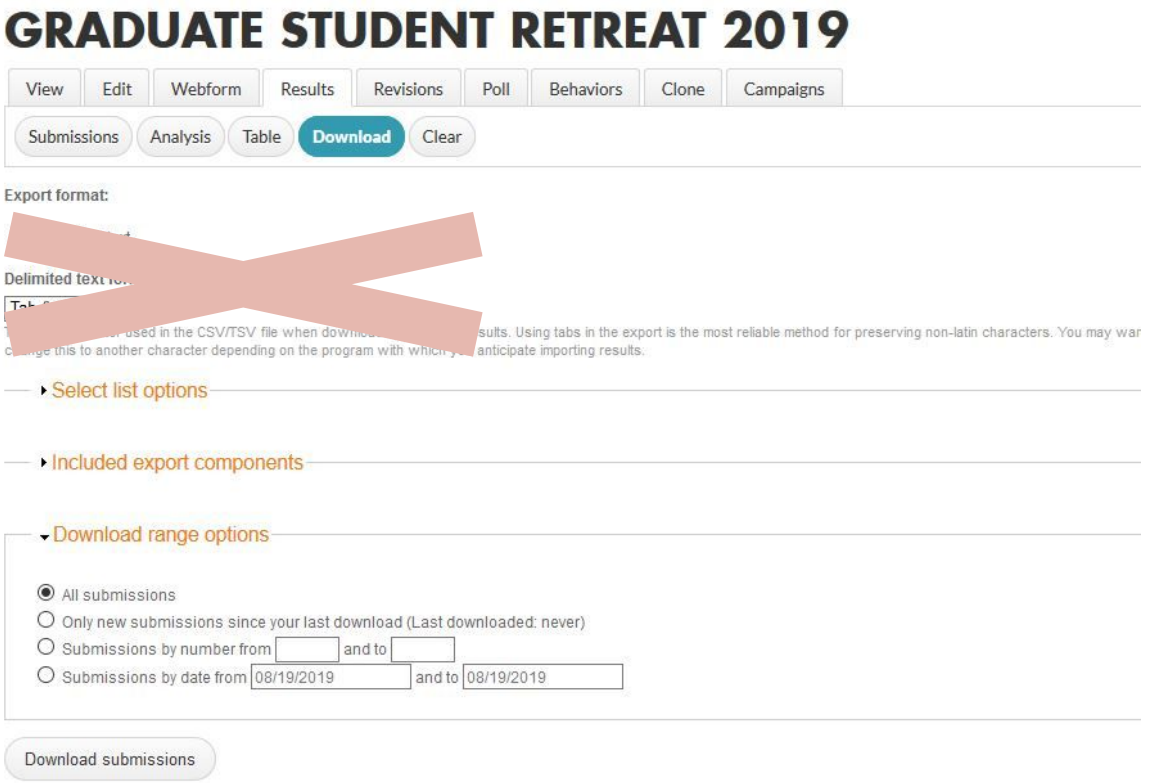
# PROBLEM DETAILS

Too many choices for users on the webform download page.

Certain combinations wouldn’t work with certain types of computers, versions of Microsoft Office.

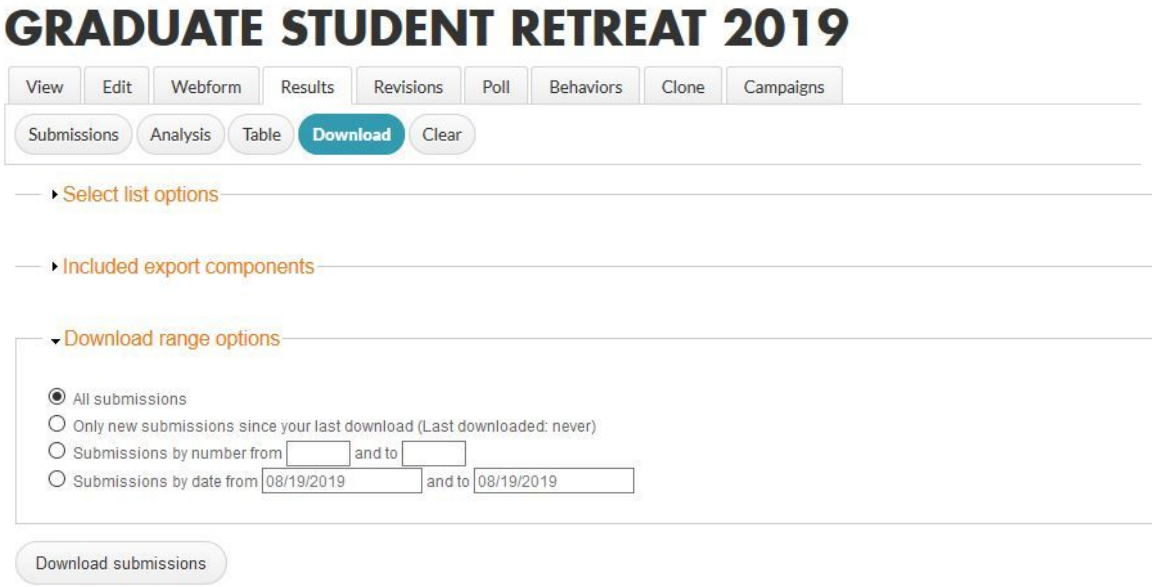
# FEATURE DETAILS

Simplified the webform result download page and the related access control options.



# FEATURE DETAILS

Simplified the webform result download page and the related access control options.

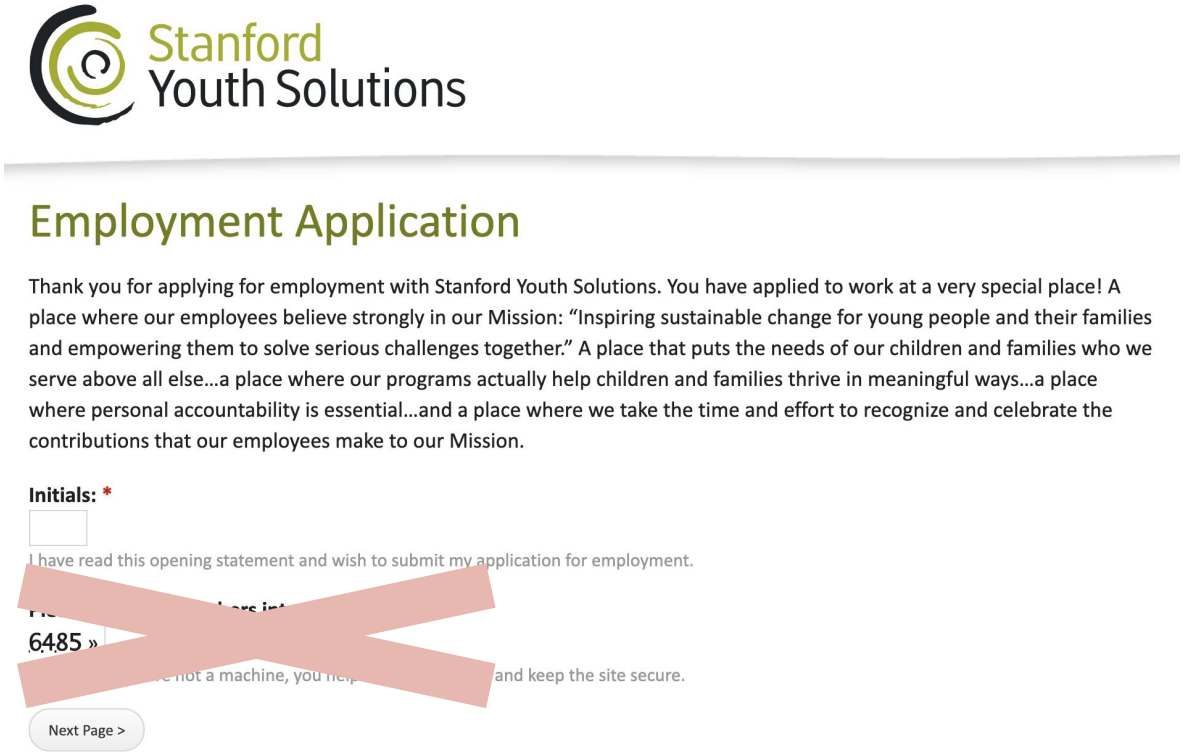


## PROBLEM DETAILS

The spam protection “CAPTCHA” would appear on every page of a multi-page form

# FEATURE DETAILS

Multi-page **webforms now only display the CAPTCHA on the last page** (instead of all pages).



# Email and eblasts

## Improved delivery and functionality

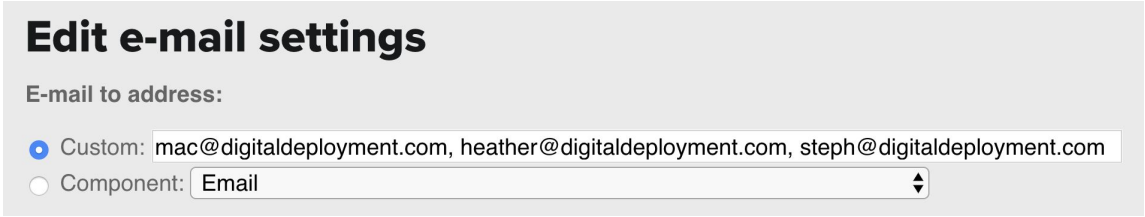
# PROBLEM DETAILS

First, you couldn’t add multiple email recipients to a form.

Then, when we added that functionality (via comma separation) it would still fire off an email to each individual person, making it impossible to reply-all.

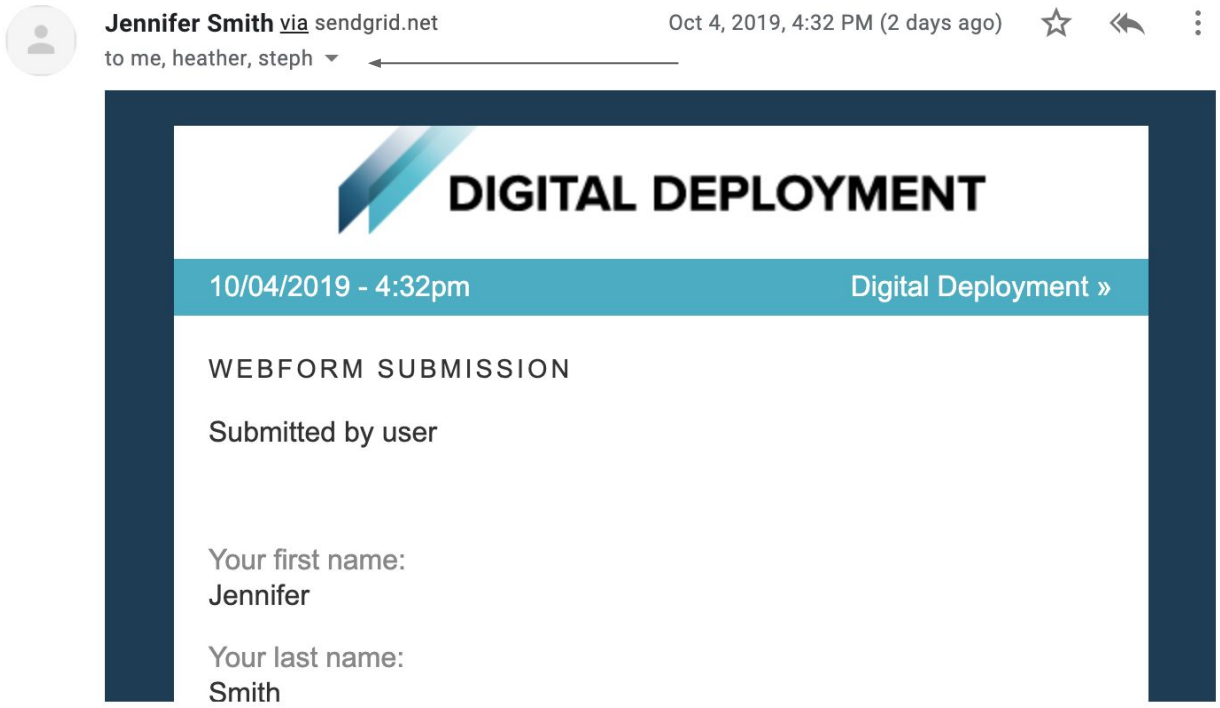
Added the ability to **CC people on webform notifications** (instead of sending separate emails), allowing a meaningful reply-all behavior.

# FEATURE DETAILS



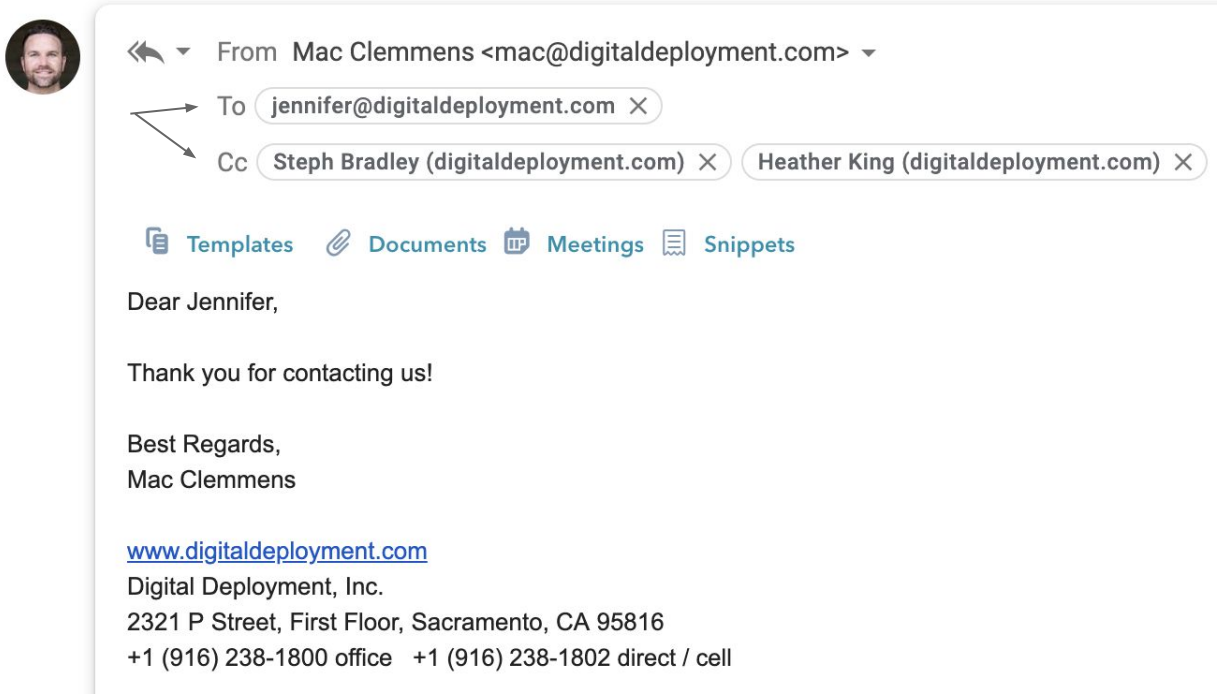
# FEATURE DETAILS

Added the ability to **CC people on webform notifications** (instead of sending separate emails), allowing a meaningful reply-all behavior.



# FEATURE DETAILS

Added the ability to **CC people on webform notifications** (instead of sending separate emails), allowing a meaningful reply-all behavior.



# PROBLEM DETAILS

Some webform submissions would go into spam or quarantine.

- 95% of spam cases were due to customization of the “From” address.

# PROBLEM DETAILS

- Changing the “From:” address can be very useful to allow for easy replies
- But email servers are suspicious of email claiming to come from within the organization.
- And some servers block email from domains that do not explicitly authorize sending.

# OUR SOLUTION TO EMAIL DELIVERY

1

Standardize all “From” addresses to come from the website’s default email address.

e.g. **website@ca.gov**

2

Add the sender’s name when applicable, to show in the name portion.

e.g. **Jen Smith <website@ca.gov>**

3

Set the reply-to header to make sure the recipient can easily reply.

e.g. **Jen Smith <website@ca.gov>**

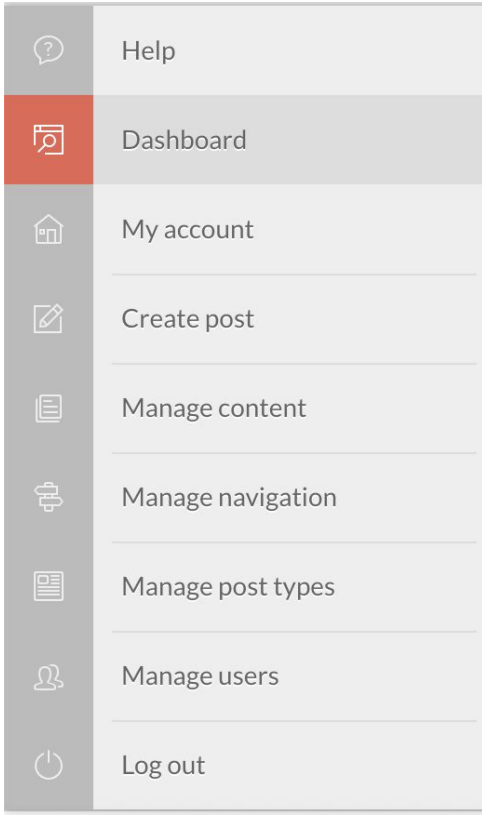
Reply-to: **jen@gmail.com**

# OUR SOLUTION TO EMAIL DELIVERY

4

Set up SPF records to explicitly allow spf.protection.digitaldeployment.com to send email on behalf of the organization.

Set up full DKIM and a dedicated IP through SendGrid.



# OUR SOLUTION TO EMAIL DELIVERY

## Email delivery

Your DNS records are configured correctly

x

### **SPF Record** for csac.ca.gov

| Type | Detected value | Required value | Status |
|---|---|---|---|
| TXT | v=spf1 include:_spf.google.com include:email.freshdesk.com include:spf.protection.digitaldeployment.com -all | v=spf1 include:_spf.google.com include:email.freshdesk.com include:spf.protection.digitaldeployment.com -all | Correct value detected |

# HOW SPF WORKS

1. The receiving email server **ca.gov** looks at the domain that the email is coming from.

   jen@gmail.com

2. It checks with that domain to see what senders are authorized by looking at their SPF records.

3. If gmail.com doesn't authorize Digital Deployment, ca.gov's mail server will treat the message as spam.

From: **jen@gmail.com**

To: **mel@ca.gov**

**Blocked**

Gmail tells servers to block mail not coming from their IP addresses.

# ORIGINAL CONFIGURATION

From: **mel@apple.com**

**Allowed**

No specific SPF records set on the domain.

From: **bob@ca.gov**

**Blocked**

ca.gov's server blocked what it believed was an impersonated message.

From: **jen@gmail.com**

**Blocked**

Gmail tells servers to block mail not coming from their IP addresses.

To: **mel@ca.gov**

# NEW CONFIGURATION

Reply-to: **mel@apple.com**

From: Mel Sanchez <website@ca.gov>

**Allowed**

Reply-to: **bob@ca.gov**

From: Bob Steiner <website@ca.gov>

**Allowed**

Reply-to: **jen@gmail.com**

From: Jen Smith <website@ca.gov>

**Allowed**

To: **mel@ca.gov**

ca.gov allows spf.protection.digitaldeployment.com which allows all messages to come through.

Many small improvements related to outgoing email deliverability.

## FEATURE DETAILS

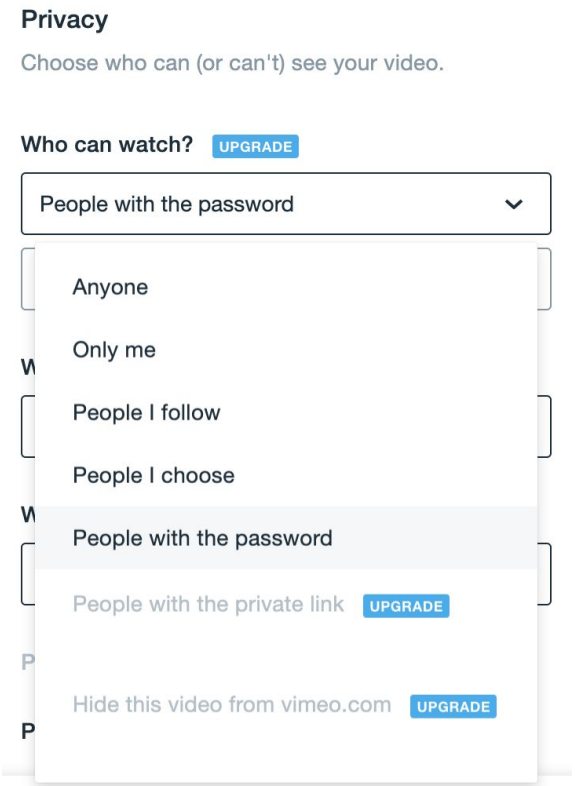
- Upgraded to the latest version of the MailChimp API to improve scheduled campaign and group synchronization.
- Changed in-product wording from Mailchimp “List ID” to “Audience ID” to reflect changes in Mailchimp’s system.

# Videos

## Access control and fullscreen support

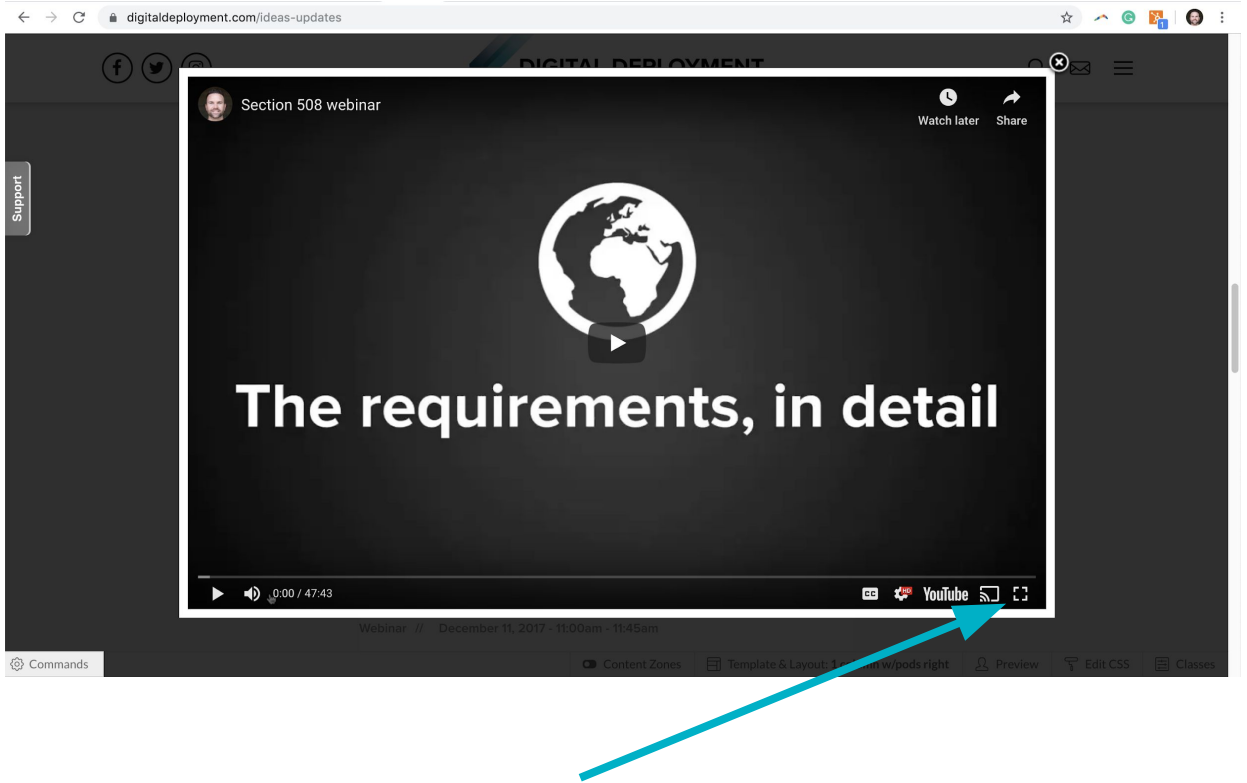
Added the ability to embed access-controlled Vimeo videos.

# FEATURE DETAILS



# FEATURE DETAILS

Added fullscreen capability on embedded YouTube videos.



# Accessibility and ADA Compliance

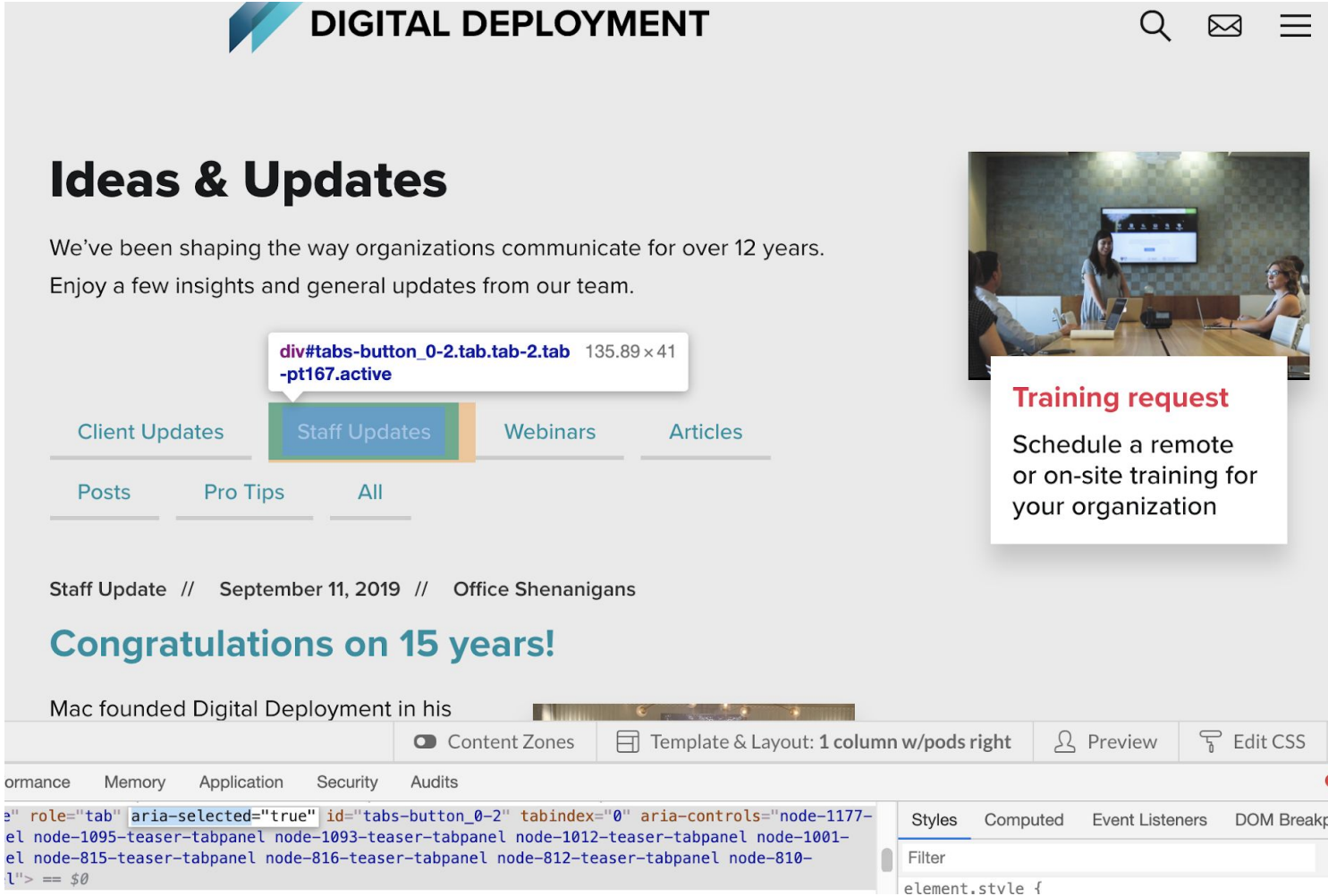
To help with WCAG 2.1 AA & Section 508

Added various accessibility enhancements to help comply with California's **AB434** (went into effect July 1 affecting all public institutions), **WCAG 2.1 AA**, and **Section 508**.

## FEATURE DETAILS

- Enhanced accordions and tabs to be easier for users with screen readers to use.
- Added ARIA labels and fixed some form labels on common elements.
- Improved the ADA accessibility of webforms by updating HTML5 validation on checkboxes.

Page elements now have additional information for screen readers.



# Service Level Agreement

**Unlike other website development companies who conclude their partnership at the website at launch, Digital Deployment is unique in that we maintain ongoing relationships with every client we produce a site for.**

## Hosting
An enterprise high-availability hosting environment consisting of unlimited storage, off-site backups, 24/7 monitoring more »

## Security
Constant monitoring and immediate patching of any detected vulnerability or malicious script

## Upgrades
Major new features such as SSL, the latest enhancements and bugfixes

## Support
Timely and comprehensive support for any issues you encounter with your site.

## Training
Help train new staff members or get an quarterly refresher and review, available in-person or remotely.

## Site reviews
In-depth analysis of your site, fit-and-finish, content quality, and help with any problem sections example »

## Consulting
Strategic support for your organization's broader goals, including redesigns

## Accessibility
Helping you meet evolving standards from Section 508 to WCAG 2.1 AA

## Insurance
$2,000,000+ of liability coverage for data loss, theft, and security issues

Digital Deployment's Accessibility Guarantee

## WE WILL ASSIST YOU WITH ANY ACCESSIBILITY ISSUE

- If a user reports an accessibility problem
- If you receive a scan result that shows issues with your site

Remember that accessibility is a ongoing commitment, not a certification.

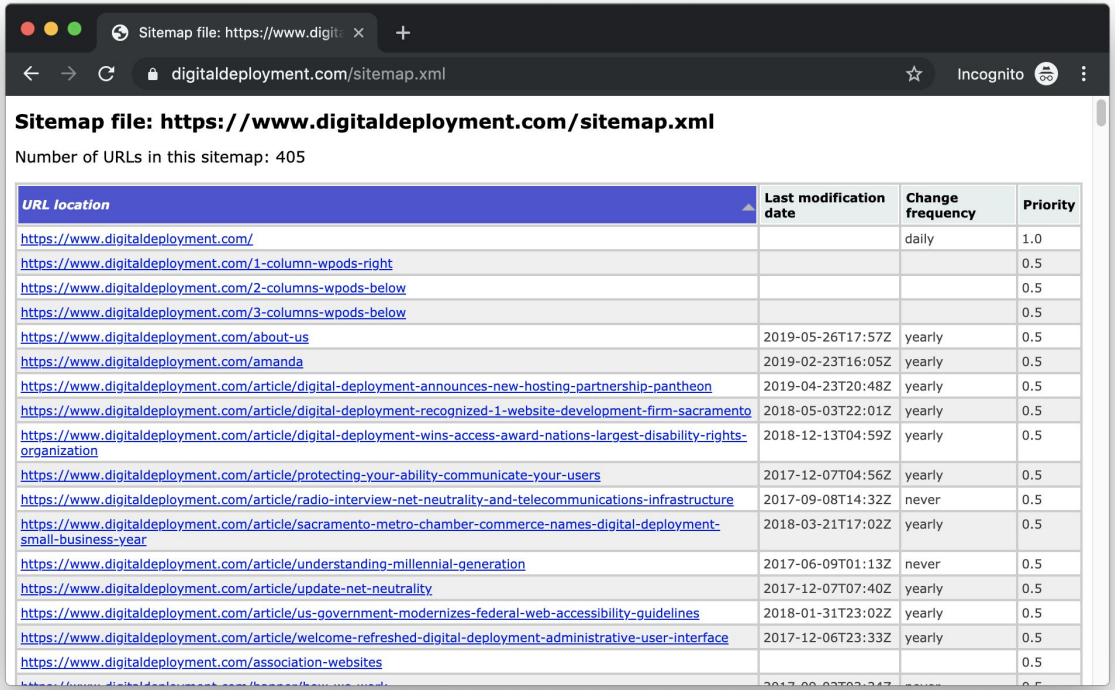
See our accessibility webinar on the topic, especially if you're a public entity.

# SEO and search

## Improving your Search Engine Optimization

# FEATURE DETAILS

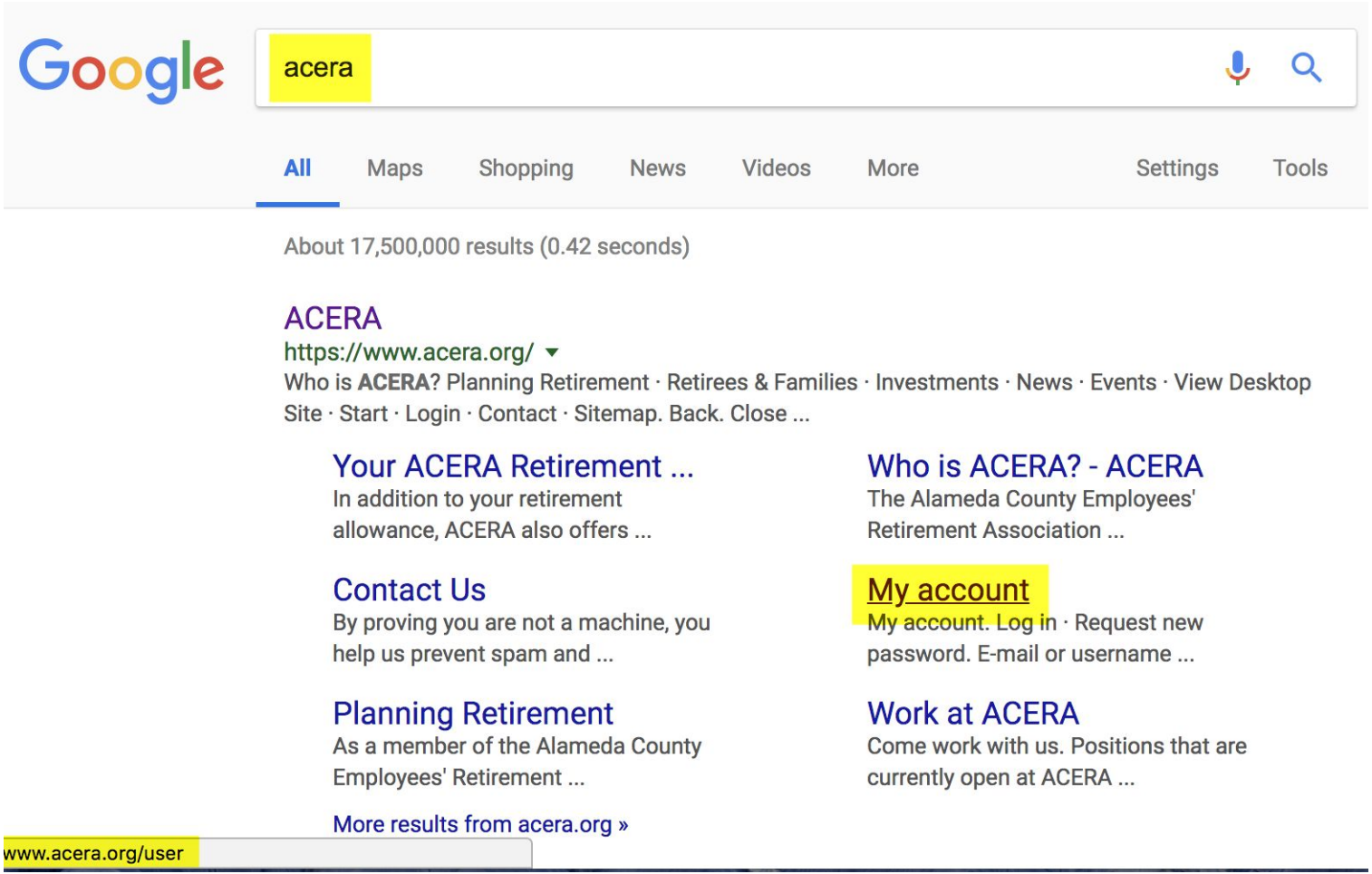
Improved SEO (Search Engine Optimization) by installing and updating the **Google XML Sitemap URLs to use HTTPS** and link to secure versions of pages.



## PROBLEM DETAILS

The site’s login page would get indexed in Google search, potentially confusing users.

Google was ignoring robots.txt and other methods to remove the page.


Google
acera
All
Maps
Shopping
News
Videos
More
Settings
Tools
About 17,500,000 results (0.42 seconds)
ACERA
https://www.acera.org/
Who is ACERA? Planning Retirement · Retirees & Families · Investments · News · Events · View Desktop Site · Start · Login · Contact · Sitemap. Back. Close ...
Your ACERA Retirement ...
In addition to your retirement allowance, ACERA also offers ...
Who is ACERA? - ACERA
The Alameda County Employees' Retirement Association ...
Contact Us
By proving you are not a machine, you help us prevent spam and ...
My account
My account. Log in · Request new password. E-mail or username ...
Planning Retirement
As a member of the Alameda County Employees' Retirement ...
Work at ACERA
Come work with us. Positions that are currently open at ACERA ...
More results from acera.org »
www.acera.org/user

Added a robots blocker to the Drupal login page to prevent the login page from showing up in search results.

## FEATURE DETAILS

Also added restrictions to prevent crawlers from indexing dev and test environments.

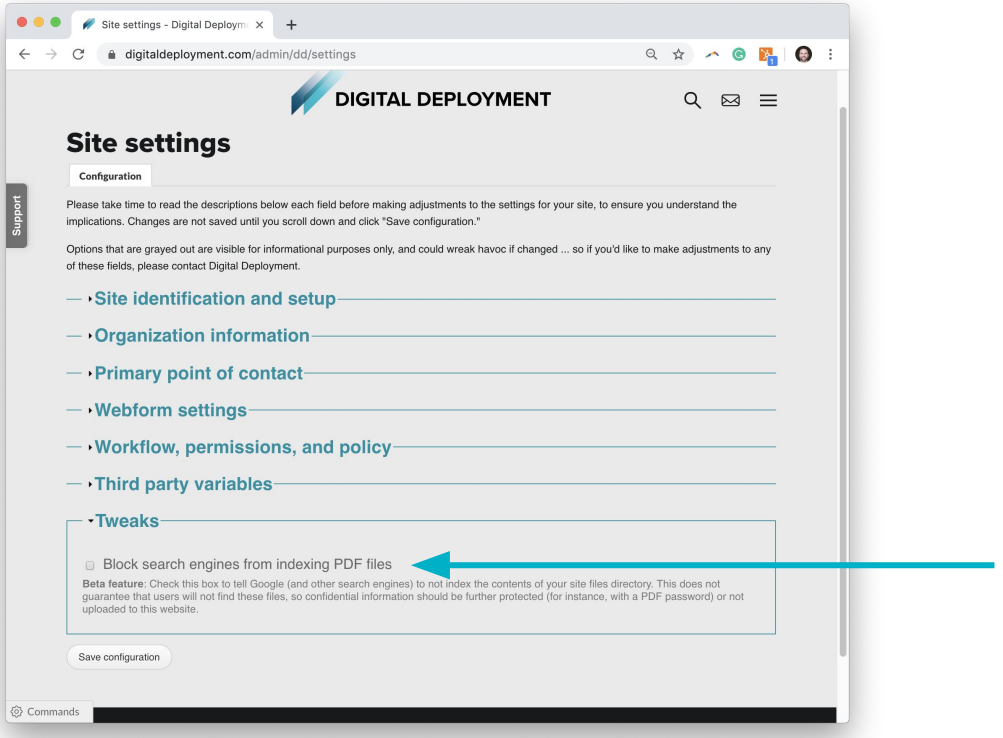
## PROBLEM DETAILS

In two recent cases, search engines indexed a file that was attached to access-controlled content.

Important note: posts are access-controlled but files are not. They can be accessed by their download link. It is not feasible for someone to guess the link, and the link must be posted or submitted to Google via a browser plugin for it to find and index the attached files.

# FEATURE DETAILS

Added an option to exclude the entire files directory from search engine results.

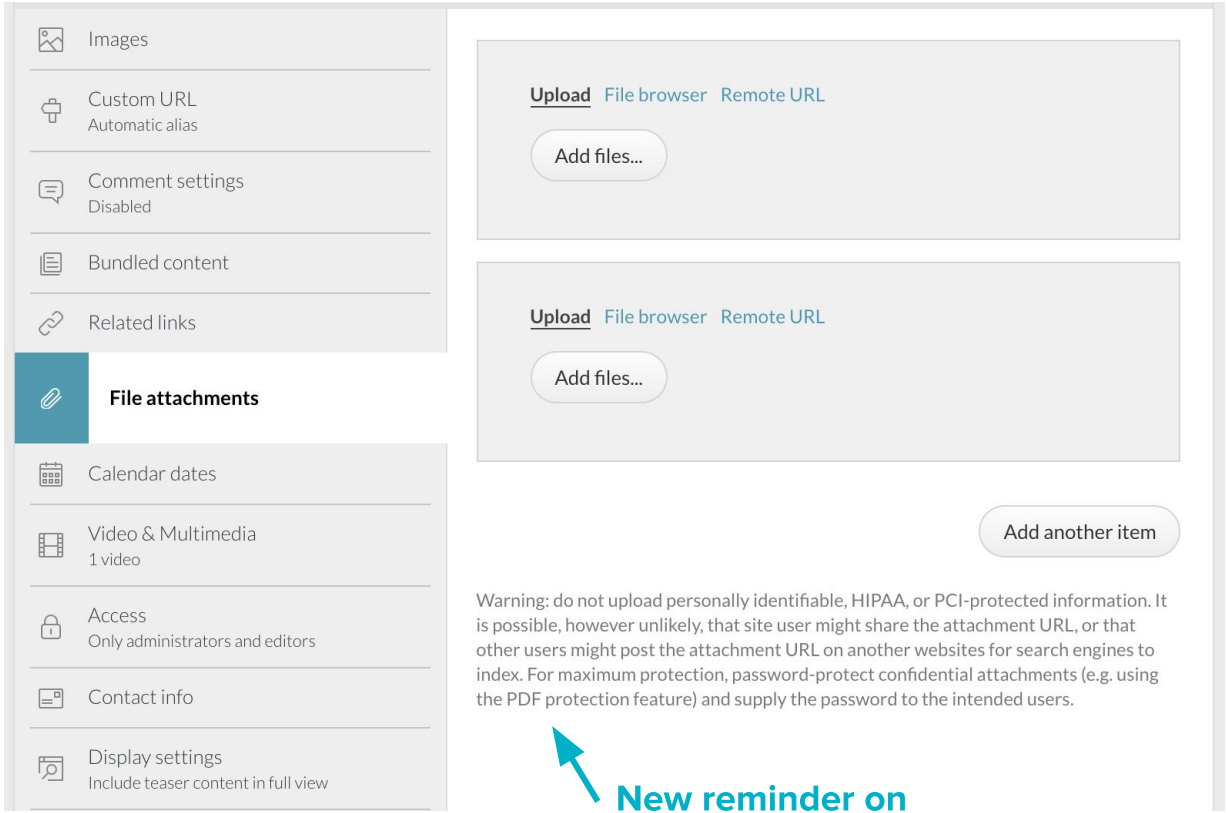


Added an option to exclude the entire files directory from search engine results.

# FEATURE DETAILS

# FEATURE DETAILS

Added an additional reminder on access-controlled posts

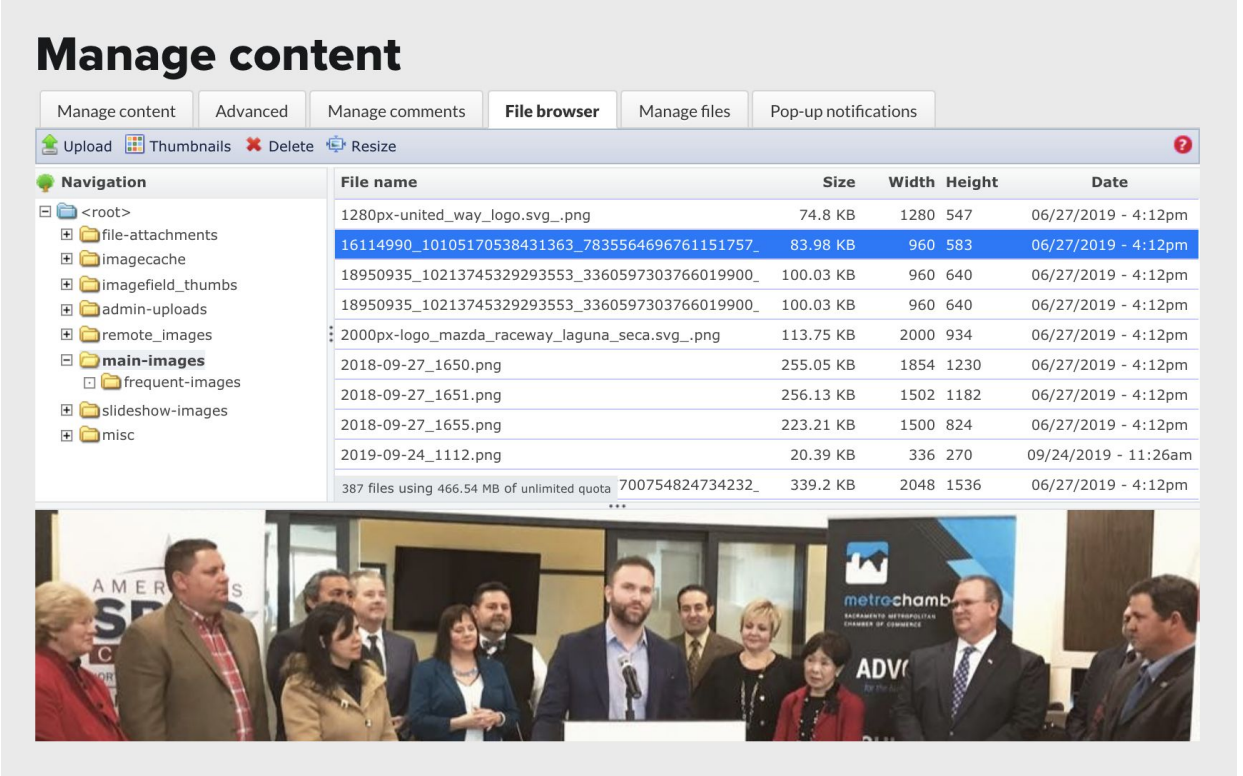


# Misc. enhancements

Speed, usability, and other improvements

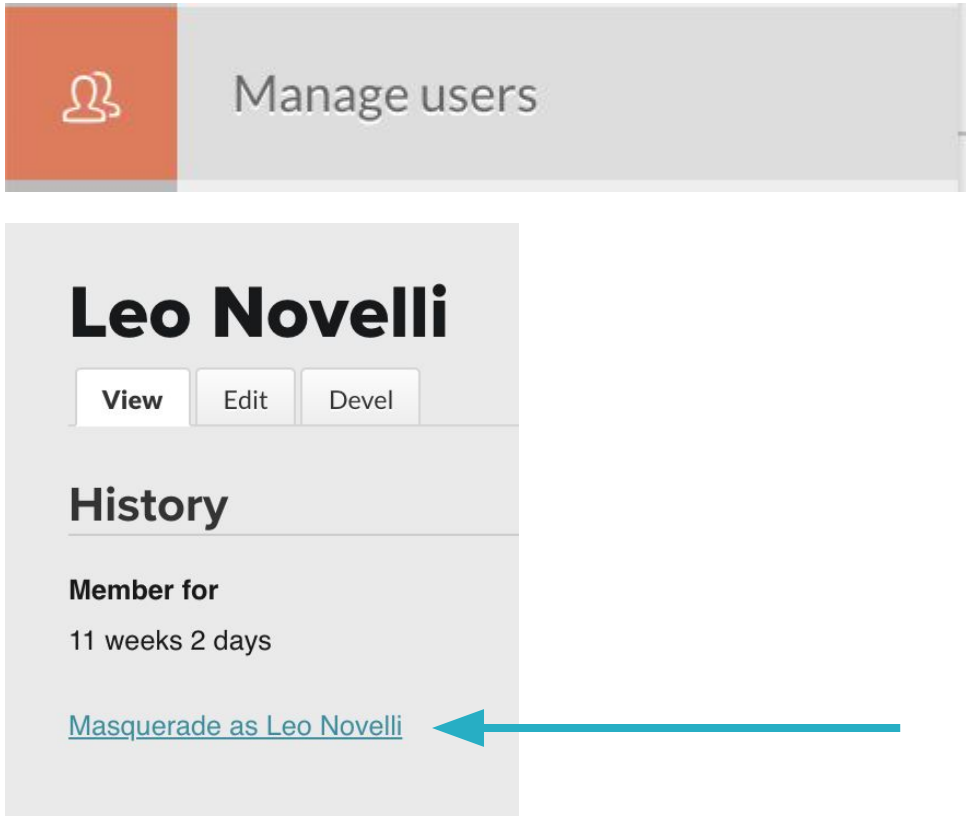
# FEATURE DETAILS

Improved the file browser speed (up to a 10x increase), especially on sites with a large number of files.



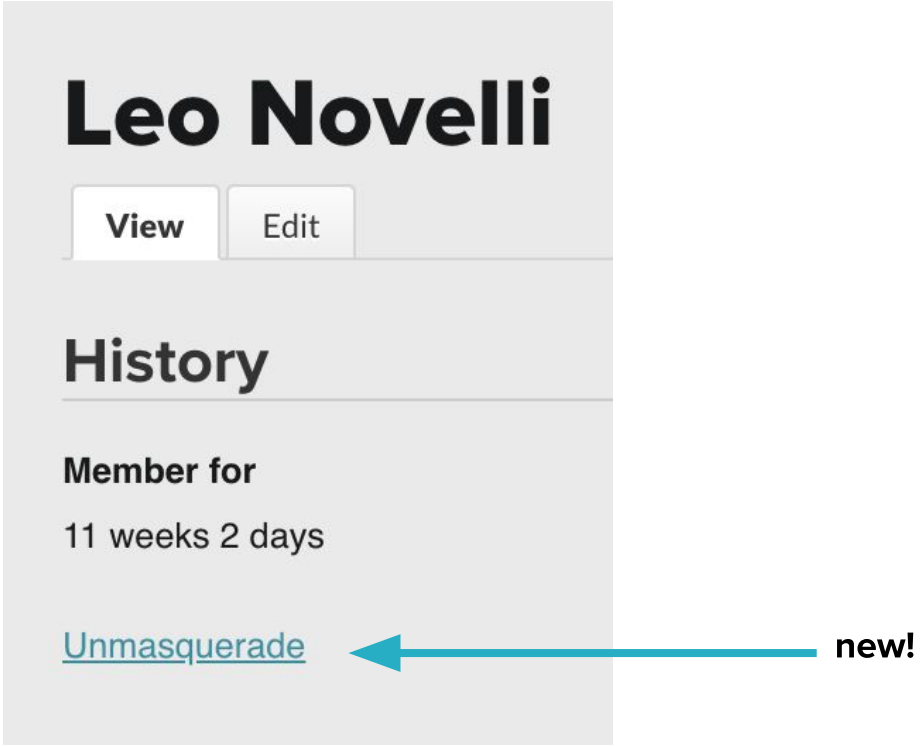
# FEATURE DETAILS

Added a way to masquerade as a user and then switch back to your original account without logging out and back in.



Added a way to masquerade as a user and then switch back to your original account without logging out and back in.

## FEATURE DETAILS



# PROBLEM DETAILS

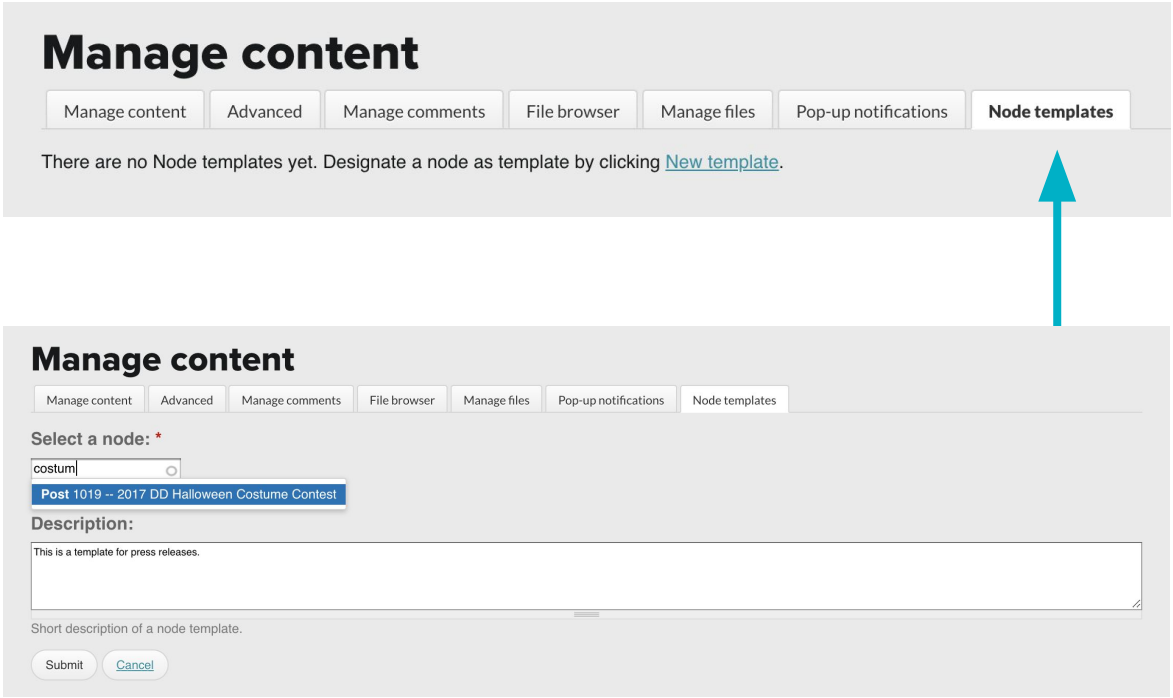
Sometimes an organization would want to designate a piece of content as a template to clone.

Users would accidentally edit and publish the template itself.

# FEATURE DETAILS

Added a way to designate specific nodes as template posts.

(requires activation)



# FEATURE DETAILS

Added a way to designate specific nodes as template posts.

(requires activation)

This post is designated as template. Therefore it is not publishable. x

# RFP Post Template

## Open the flyout menu and choose "Clone this post."

| | |
|---|---|
| **Department** | Construction |
| **Category** | Open Bid |
| **Publication/Issue Date** | MM/DD/YYYY H:MM AM/PM |
| **Close Date** | MM/DD/YYYY H:MM AM/PM |

**Refer to the Notice Inviting Bid or Addenda for Important Dates**

**ORIGINAL BID DOCUMENTS**

Copy/Paste File No. Here *(Delete this text if file is not available at time of publishing.)*Copy/Paste File No. Here *(Delete this text if file is not available at time of publishing.)*

**THIS ITEM APPEARS IN**

Construction Bid Opportunities

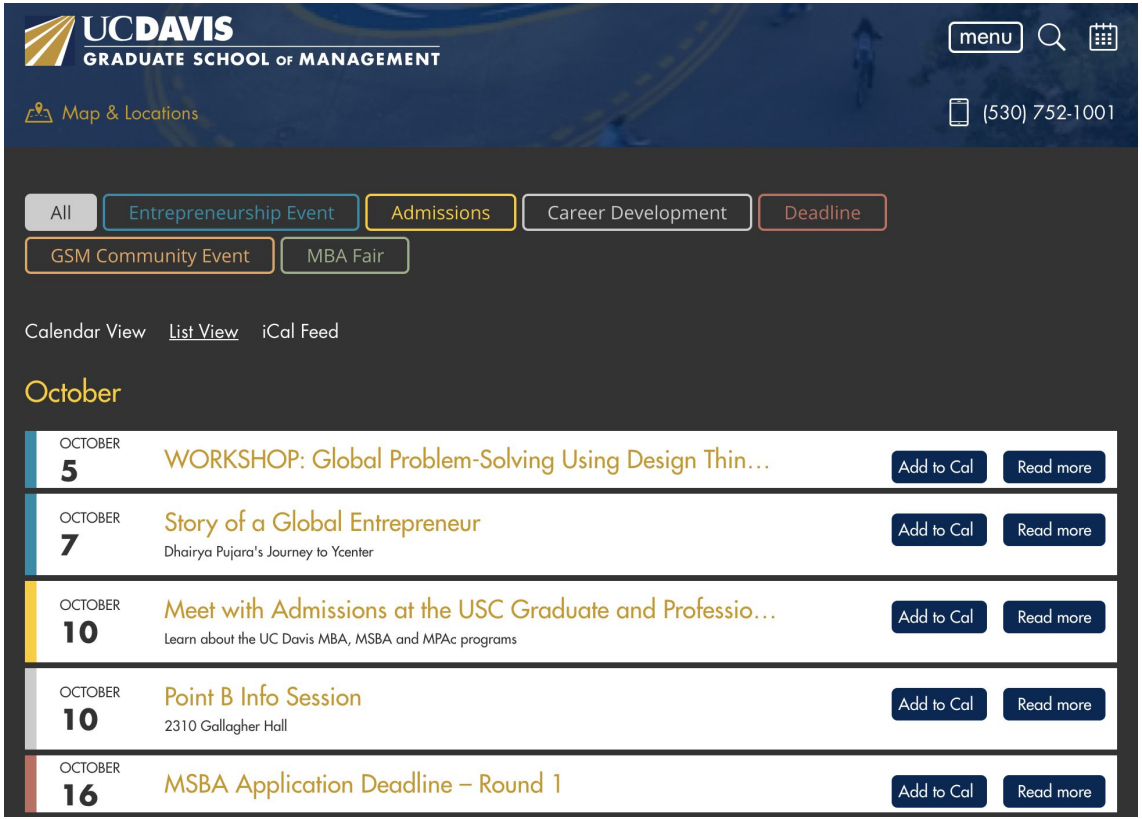
Additional features and functionality

# FEATURE DETAILS

- Added a warning when editing the **default 404 page**.
- Created a new **calendar module with additional options** (contact us to implement this on your site.)
- Added new redirect behaviors so all **secondary domains redirect to the default domain** by default.
- Added an option to **disable web browsers' autocomplete functionality** for the user login forms.
- Removed all references to **Google+.**
- Clarified the wording on the **file replacement description**.
- Improved the display of **tweeted posts**.
- Increased the character limit for information in the **Contact Information fields**.

# FEATURE DETAILS

Created a new calendar module with additional options



# FEATURE DETAILS

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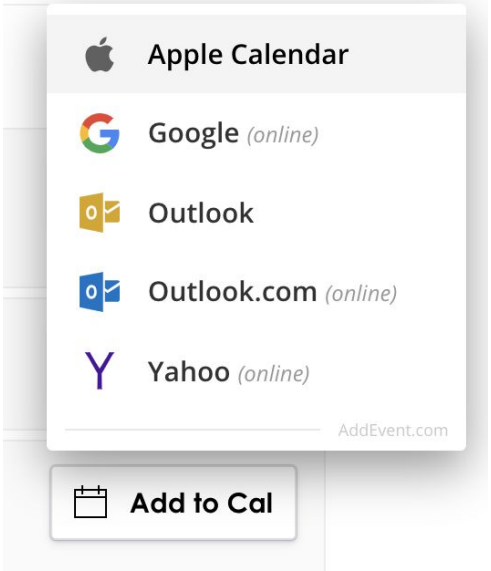
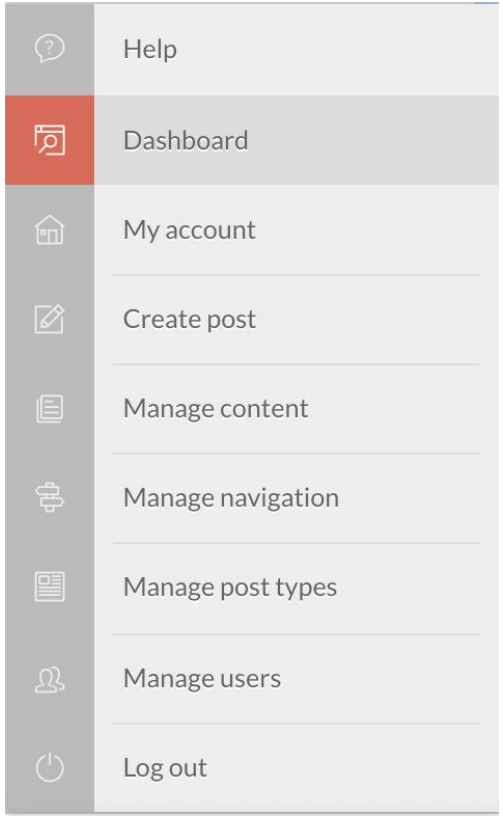


# Site Dashboard

A more convenient place to manage critical site information

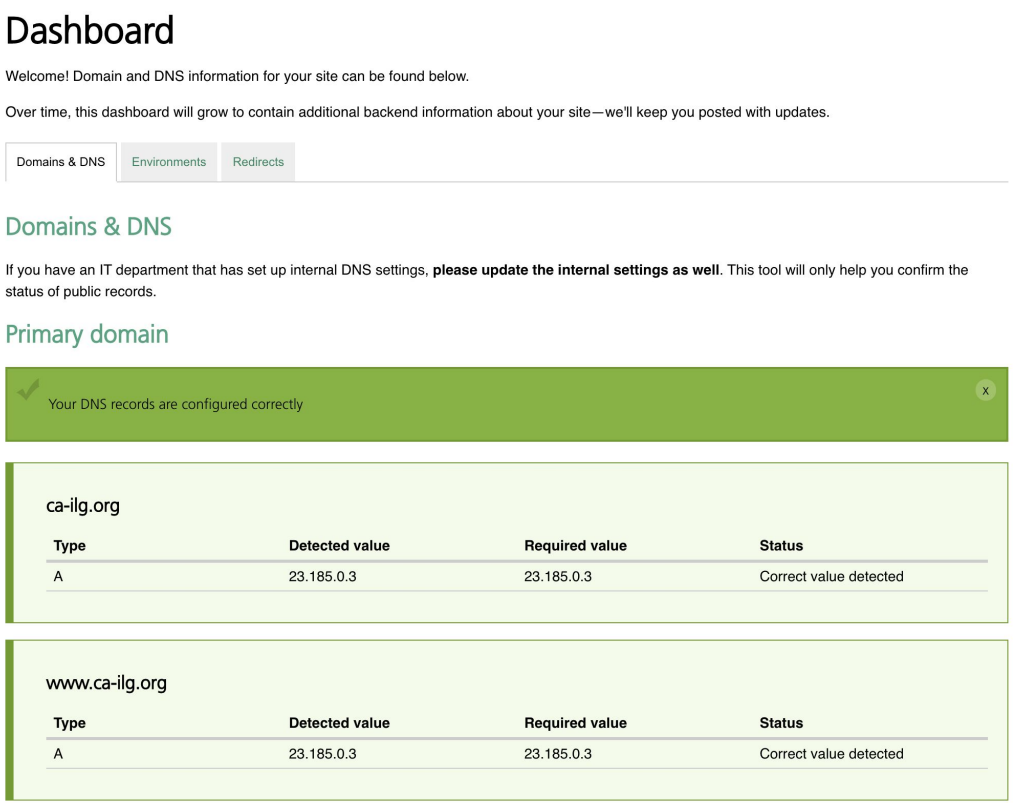
# FEATURE DETAILS

Added a site dashboard (accessible by system admins).



Added DNS & SPF settings and status for each domain related to the site.

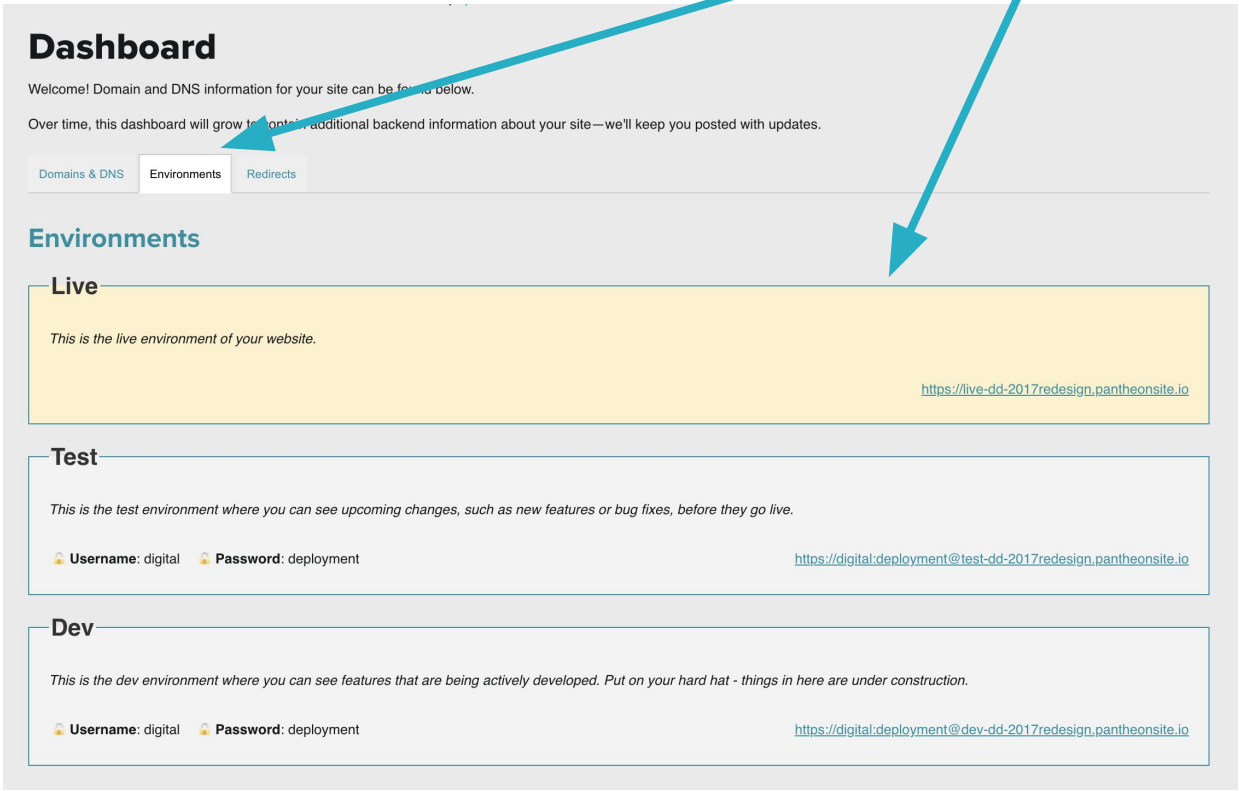
# FEATURE DETAILS



Added an “environments” tab with a test site link where short-term content experiments can be made on a non-live site.

# FEATURE DETAILS

Switch environments



Added an “environments” tab with a test site link where short-term content experiments can be made on a non-live site.

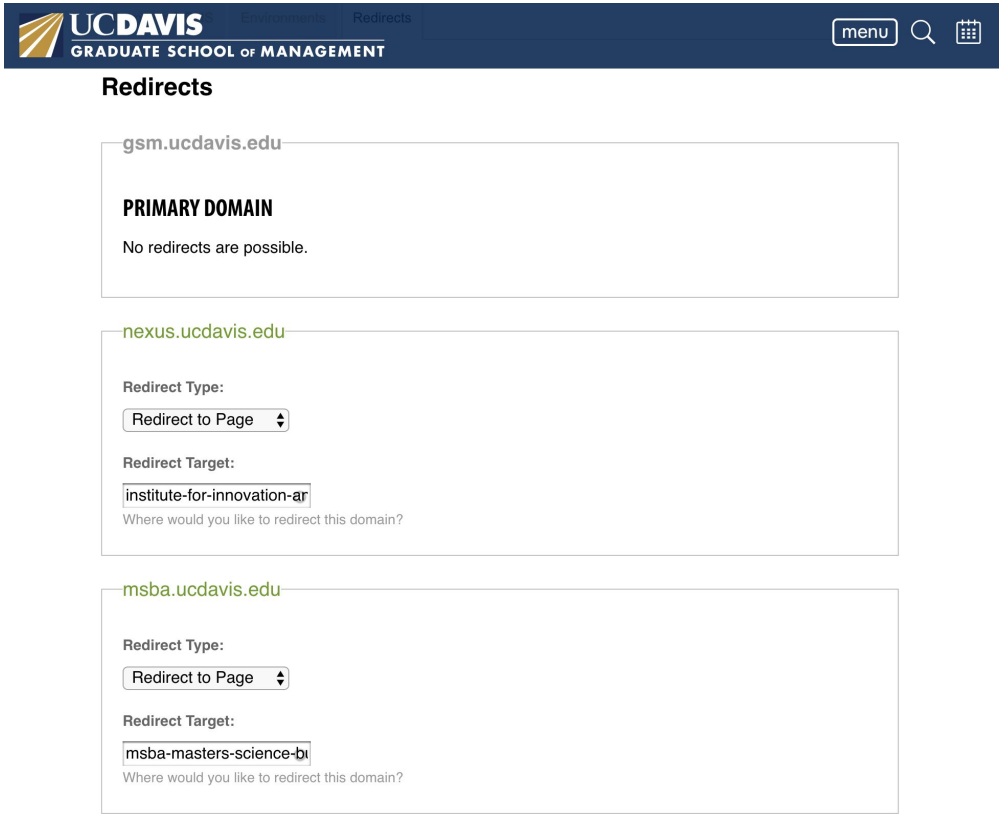
## FEATURE DETAILS

Test sites are helpful for experimenting with something (such as making a major change to a section.)

We may push a bugfix to a testing site for you to accept before pushing it live.

# FEATURE DETAILS

Added a “redirects” tab to control all of your domains and where they redirect.



# Q&A

# Thank You