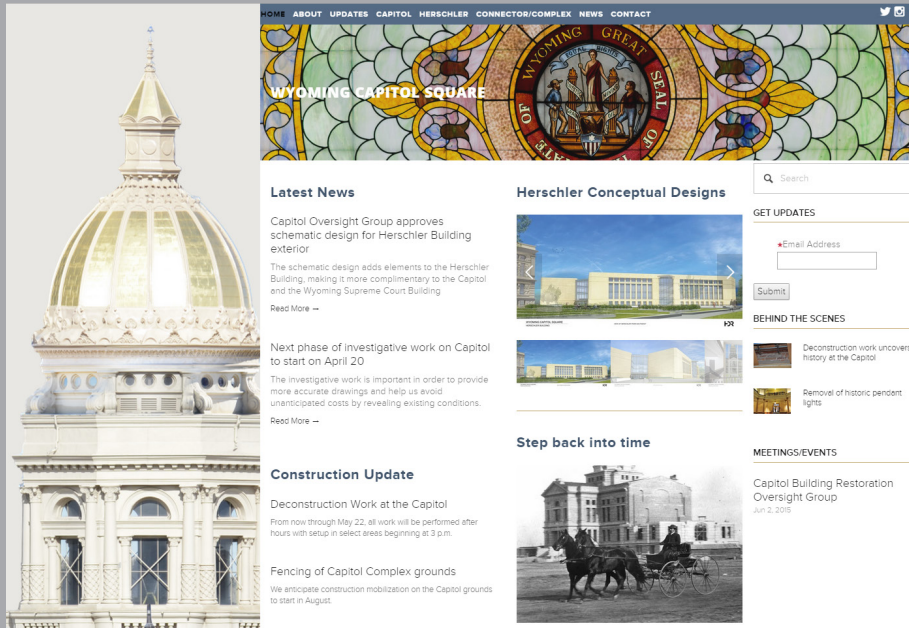


Capitol Square Project Website

WYOMINGCAPITOL SQUARE.COM

Launch set for early June



Professional, dynamic website design

The website is designed in Squarespace, a content management system. The site is hosted through Squarespace as well. The information can regularly be updated by staff without needing a knowledge of coding. When needed, we can add to the website multiple blogs, photo galleries, video, audio, calendars, and social media feeds. It can grow as the project grows.

Relevant, updated content

The website is designed to have multiple calendars, including a construction calendar and a separate meeting/events calendar to include Oversight Group and Task Force meetings. A behind the scenes blog will provide weekly updates about the project with photos and video.

Phased approach

The Capitol Square Project has an immediate need to have a functional website to convey important information promptly. To have a website up by June, we have to limit the number of pages but will grow the content through two additional phases. Please see pages 12-13.

- **Phase I - June 15 or earlier:** Phase I of the website is scheduled to launch by June 15 or earlier to replace the existing website. The URL wyomingcapitol square.com will remain the same.
- **Phase II - July 15 or earlier:** Phase II will include more content pages, the addition of documents/plans, an online media kit, YouTube and search engine optimization efforts.
- **Phase III - August 15 or earlier:** Phase III includes the addition of a brochure, online tours, Capitol art collection and videos, as well as launching a Capitol Stories section where residents can share stories about the building.

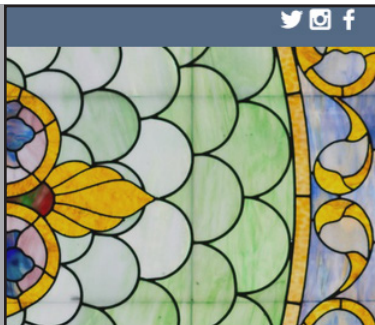


Banners/Upper Navigation

- The upper navigation banner is on every page and is based upon the draft site plan, approved on May 13 by the Working Communications Group. The plan is available on pages 12-13.
- We can use a different photo or graphic on every page. The narrow landscape size may be a challenge for some photos. However, it works great to focus on aspects of the buildings. Here are some examples.
- The title “Wyoming Capitol Square” can be eventually changed out when a logo is developed. It only has to be inserted once and it will show on every banner in the same location.

Social Media

- The social media links are across the top right hand corner as part of the upper navigation.
- Right now there are links to Twitter, Instagram and Facebook.
- We can add live feeds from any of the social media to the site.







GET UPDATES

★Email Address

Submit

BEHIND THE SCENES



Deconstruction work uncovers history at the Capitol



Removal of historic pendant lights

MEETINGS/EVENTS

Capitol Building Restoration Oversight Group

Jun 2, 2015

Search function

GovDelivery sign up

**Behind the scenes blog.
Top two entries posted
here with thumbnail photo.**

**Meeting/Events calender listing.
Can choose to include more
events or show a calendar view.**

Sidebar Navigation

This navigation will appear on every page in the right hand column.

We can choose what type of content to include and change it as needed. Once a change is made, it will be displayed on every page.

Right now, the focus is more on how people can get involved.

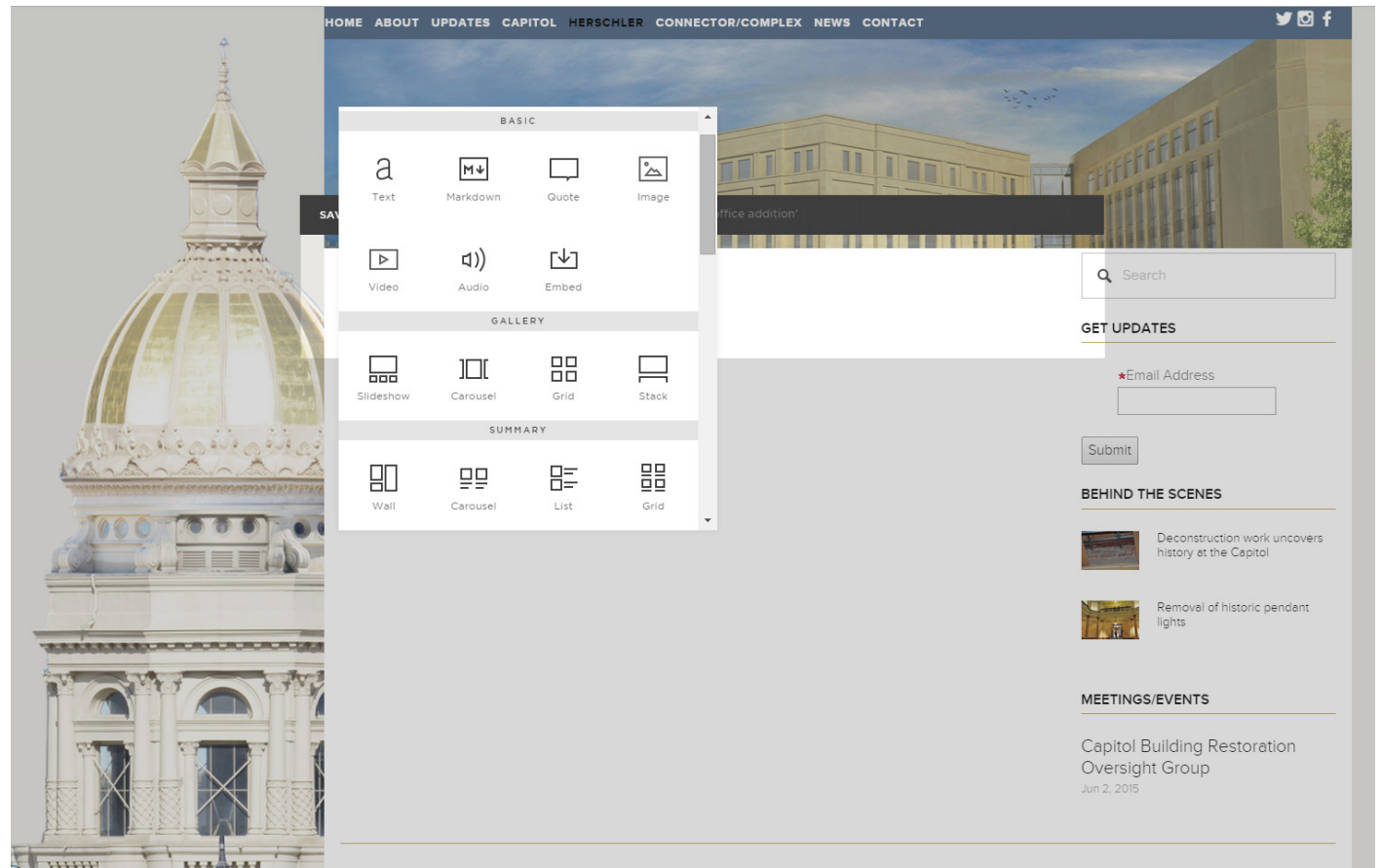
- Search function
- Sign up for GovDelivery electronic updates (Code already in place.)
- Top two headlines from behind the scenes blog plus a thumbnail photo
- Meeting/Events calendar listing

Page Design Options

Every page has many options of what to include. It can be two columns across or three columns across. We can make these changes throughout the life of the project.

OPTIONS

- Text (content)
- Images and videos by themselves or in a grid, slideshow, stack and a revolving carousel.
- Audio for press releases
- Can post blog entries or calendar entries - either as listings or as an actual calendar
- Forms
- Maps
- Social media feeds
- Links to individual pages, not included in upper navigation and pdfs



HOME PAGE



WYOMING CAPITOL SQUARE

HOME ABOUT UPDATES CAPITOL HERSCHLER CONNECTOR/COMPLEX NEWS CONTACT

🐦 📷 📘

Latest News

Capitol Oversight Group approves schematic design for Herschler Building exterior

The schematic design adds elements to the Herschler Building, making it more complimentary to the Capitol and the Wyoming Supreme Court Building

[Read More —](#)

Next phase of investigative work on Capitol to start on April 20

The investigative work is important in order to provide more accurate drawings and help us avoid unanticipated costs by revealing existing conditions.

[Read More —](#)

Construction Update

Deconstruction Work at the Capitol

From now through May 22, all work will be performed after hours with setup in select areas beginning at 3 p.m.

Fencing of Capitol Complex grounds

We anticipate construction mobilization on the Capitol grounds to start in August.

Herschler Conceptual Designs



Step back into time



GET UPDATES

🔍 Search

★Email Address

BEHIND THE SCENES

 Deconstruction work uncovers history at the Capitol

 Removal of historic pendant lights

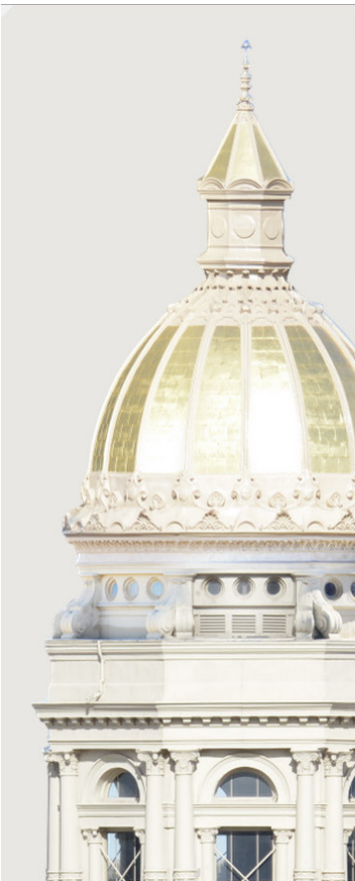
MEETINGS/EVENTS

Capitol Building Restoration Oversight Group

Jun 2, 2015

This page has

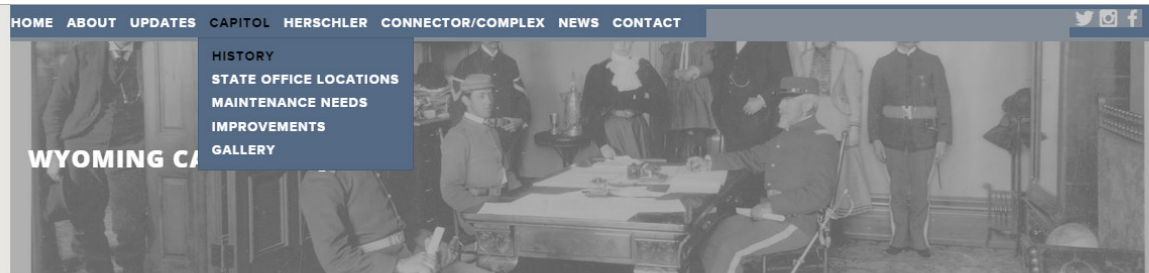
- Two press release headlines and excerpts. (We also have the option to add thumbnails.)
- Construction Update/Calendar
- Gallery slide show of images of the Herschler designs
- Gallery slide show of old photos
- Can change and update what is included anytime



This is an example page for the Capitol history. Above you can see what the drop down navigation looks like.

This page has

- A main text block
- Image block
- Gallery slideshow of images



History of the Capitol Building

A National Historic Landmark

The building was commissioned by the Ninth Territorial Assembly of Wyoming in 1886 in anticipation of the impending statehood of Wyoming. It was planned, designed and constructed in three phases, namely in 1888, 1890 and 1917. The first two phases were completed in time for Wyoming's admittance to the Union as the 44th State, on July 10, 1890.

The first two phases of construction were designed by David W. Gibbs & Co of Toledo, Ohio, and the third was by William Dubois of Cheyenne. Two minor and one major building campaigns were undertaken in 1937, 1944 and 1980; however, none of them was a comprehensive renovation of the entire building.

The Wyoming State Capitol is one of several capitols constructed in the US during the "peak period", i.e. between the late 1850s and the late 1920s, when approximately 40 of the 50 states erected their

capitols. These capitols were influenced by Thomas Jefferson's Virginia State Capitol, the first major public building to be constructed in America using the classical vocabulary, as the appropriate architectural expression for America's new democracy.

In 1987, the Capitol was officially elevated to National Historic Landmark status. As such, the Wyoming State Capitol is in the top 1% of the country's most significant architectural, cultural and natural resources. The Wyoming Capitol is one of fewer than 20 Capitols that is recognized as a National Historic Landmark.



1888



1890



1917



Search

GET UPDATES

*Email Address

Submit

BEHIND THE SCENES



Deconstruction work uncovers history at the Capitol



Removal of historic pendant lights

MEETINGS/EVENTS

Capitol Building Restoration Oversight Group

Jun 2, 2015

Galleries



Search

GET UPDATES

Email Address

Submit

BEHIND THE SCENES



Deconstruction work uncovers history at the Capitol



Removal of historic pendant lights

MEETINGS/EVENTS

Capitol Building Restoration Oversight Group
Jun 2, 2015

Galleries

Historical Photos



Search

GET UPDATES

Email Address

Submit

BEHIND THE SCENES



Deconstruction work uncovers history at the Capitol



Removal of historic pendant lights

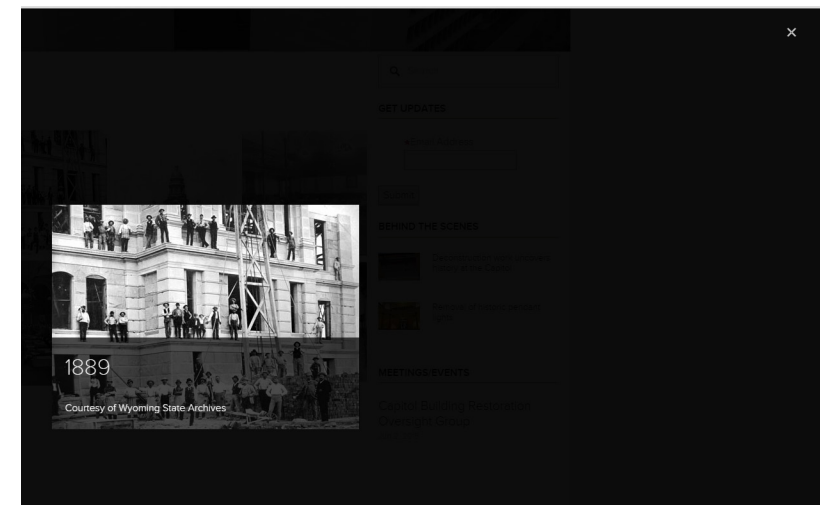
MEETINGS/EVENTS

Capitol Building Restoration Oversight Group
Jun 2, 2015

Photo Galleries

- Photos can be displayed many ways.
- Slideshow option (top): Allows the photos to rotate and includes captions. We can also have a timed automatic rotation. The photos only open up on the page.
- Grid option (bottom): Allows all photos to be viewed at once. We can select the size. There is also the option to click on a photo and it opens in a separate lightbox larger size. When in the lightbox (below), the caption will appear if you mouse over it.

When in the lightbox (below), the caption will appear if you mouse over it. You can click the x to close the screen and return to the website.



Galleries

Historical Photos



Search

GET UPDATES

Email Address

Submit

BEHIND THE SCENES



Deconstruction work uncovers history at the Capitol



Removal of historic pendant lights

MEETINGS/EVENTS

Capitol Building Restoration Oversight Group

Jun 2, 2015

Historical Photos



Capitol 1888

Courtesy of Wyoming State Archives

GET UPDATES

Email Address

Submit

BEHIND THE SCENES



Deconstruction work uncovers history at the Capitol



Removal of historic pendant lights

MEETINGS/EVENTS

Capitol Building Restoration Oversight Group

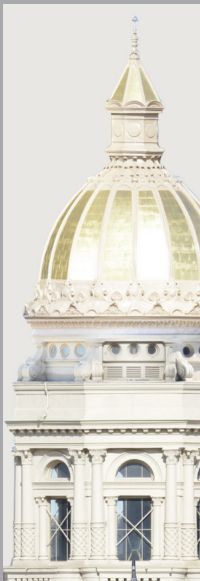
Jun 2, 2015

Photo Galleries cont....

- Carousel option (top): Allows the photos to rotate either automatically or by clicking on the arrows. No captions are provided
- Stacked option (bottom): Allows all photos to be viewed on the page with captions by scrolling down. You can see the start of the next photo.

Calendars

- List option (top): Allows the items to be in order in a list. The list can be stacked side by side.
- Calendar (bottom): Shown by month and what work is being done.
- We can create as many calendars as needed.



HOME

ABOUT

UPDATES

CAPITOL

HERSCHLER

CONNECTOR/COMPLEX

NEWS

CONTACT

WYOMING CAPITOL SQUARE

MAY 11

TO MAY 22

Deconstruction Work at the Capitol

Mon, May 11, 2015, 1:00pm – Fri, May 22, 2015, 11:00pm

From now through May 22, all work will be performed after hours with setup in select areas beginning at 3 p.m.

AUG 1

TO AUG 15

Fencing of Capitol Complex grounds

Sat, Aug 1, 2015, 1:00pm – Sat, Aug 15, 2015, 2:00pm

We anticipate construction mobilization on the Capitol grounds to start in August.

Q Search

GET UPDATES

Email Address

Submit

BEHIND THE SCENES



Deconstruction work uncovers history at the Capitol



Removal of historic pendant lights

MEETINGS/EVENTS

Capitol Building Restoration Oversight Group

Jun 2, 2015



Construction Updates

Q Search

<

May 2015

>

SU

MO

TU

WE

TH

FR

SA

					1	2
3	4	5	6	7	8	9
10	1p Deconstruction Work at the Capitol (ends May 22)	Deconstruction Work at the Capitol	Deconstruction Work at the Capitol	Deconstruction Work at the Capitol	Deconstruction Work at the Capitol	Deconstruction Work at the Capitol
Deconstruction Work at the Capitol	Deconstruction Work at the Capitol	Deconstruction Work at the Capitol	Deconstruction Work at the Capitol	Deconstruction Work at the Capitol	Deconstruction Work at the Capitol	23
24	25	26	27	28	29	30

GET UPDATES

Email Address

Submit

BEHIND THE SCENES



Deconstruction history at the Capitol



Removal of historic pendant lights

MEETINGS/EVENTS

Capitol Building Restoration Oversight Group

Jun 2, 2015

Blogs

- We can have as many blogs as needed.
- This blog is the behind the scenes blog. The two most recent postings along with a thumbnail photo appear in the sidebar navigation.

Deconstruction work uncovers history at the Capitol

May 16, 2015

Crews are working on the next phase of investigative work in the Wyoming State Capitol to uncover the building's structure for further analysis. In the process, the workers have been uncovering hidden arches and historic paint. Over the course of its 125 year plus history, the Capitol has undergone numerous additions and renovations. Although there are record documents of the existing conditions, not all conditions and exact measurements are known. This work started on April 20, 2015 and will continue for six weeks. The 1888 photo, courtesy of Wyoming State Archives, shows some of the arches in the center building of the Capitol as work started on the completion of the two wings.

Search

GET UPDATES

Email Address

Submit

BEHIND THE SCENES

Deconstruction work uncovers history at the Capitol

Removal of historic pendant lights

MEETINGS/EVENTS

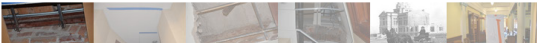
Capitol Building Restoration Oversight Group

Jun 2, 2015



Hidden arch

Another arch was discovered on the third floor on the Senate side--by the elevator.



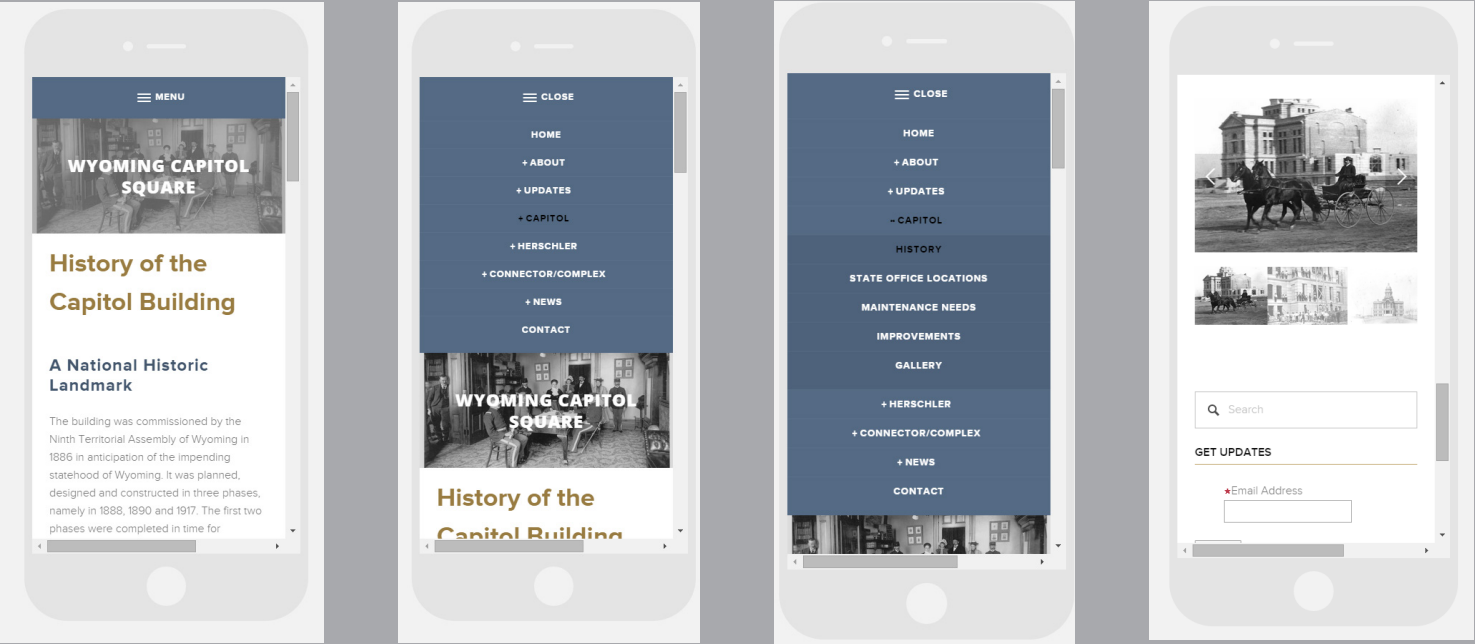
Mobile/Tablet Friendly

Below is what the website would look like on a smart phone and to the right a tablet. The example page is the history page. On a smart phone and depending upon the tablet size, the website becomes one column. The top level navigation is a drop down menu. The right sidebar navigation drops to the end of the page.

Tablet



Mobile



DRAFT SITE MAP FOR CAPITOL SQUARE PROJECT

Phase I – Live by June 15		Phase II – July 15	Phase III- August 15
Design Work Basic search engine optimization Include URL in materials, social media		Focus on partner linking strategies Search Engine Optimization URL promotion	
MAIN NAVIGATION BUTTONS	SUBPAGES/LINKS	BUTTONS/SUBPAGES/LINKS	SUBPAGES
HOME	<i>Links:</i> 1. Photos 2. “What is Happening This Week” for different groups, including employees, neighbors, 3. Social media 4. Sign up for (GovDelivery)/ 5. Link to current schematic designs	1. Fun Facts about Capitol 2. YouTube (link) 3. Calendar	
ABOUT <i>Content: Brief overview about project/ why are we doing this</i>	1. Guiding Principles 2. Oversight Group 3. Task Force 4. Project Management 5. Event/Meeting Calendar	1. Budget 2. Construction Methodology 3. FAQ 4. Project History	Brochure (PDF)
UPDATES <i>Content: Updates about construction and moves</i>	1. Construction Calendar 2. Street Closings and Parking 3. Agency Moves	1. Key Milestones	Building closures
HERSCHLER <i>Content: About changes to building/ kept executive office addition as part of building/ might want to break it out</i>	1. State Agency Locations 2. Maintenance 3. Improvements 4. Executive office addition Schematic designs	1. Documents and Plans 2. Building History	
CAPITOL <i>Content: About changes to building</i>	1. State Office Locations 2. Maintenance Needs 3. Improvements 4. Schematic designs	1. Historic preservation efforts 2. Documents and Plans 3. Building History	1. Visiting during closure 2. Online tour 3. Art collections/Tour

Phase I – Live by June 15		Phase II – July 15	Phase III- August 15
Design Work Basic search engine optimization Include URL in materials, social media		Focus on partner linking strategies Search Engine Optimization URL promotion	
MAIN NAVIGATION BUTTONS	SUBPAGES/LINKS	BUTTONS/SUBPAGES/LINKS	SUBPAGES
GALLERY/COMPLEX <i>Content: About changes to the gallery and landscape and parking</i>			
NEWS <i>Content: News items about project</i>	1. Media Contacts 2. Press releases	1. Media kit 2. Photo Gallery - work currently happening in and around the Capitol and 3. Photo gallery of future plans (such as the Herschler exterior illustrations) 4. Video Gallery	
		CAPITOL STORIES (MAIN BUTTON) <i>Content: engage public in sharing stories</i>	Individual stories from people
CONTACT			
SEARCH			
BLOG (MAIN BUTTON)- <i>Weekly updates in a friendly format</i>			

Search engine optimization (SEO) efforts will include:

- Adding a search engine description which will appear in the search results listed for pages on our site
- Adding specific descriptions for every page on our site to display in search results
- Adding a site map
- Adding alt text to images to give our site an SEO boost
- Encouraging other credible websites to link to our website by creating quality content that their readers will find valuable. Example website could include State of Wyoming, Tourism, Visit Cheyenne, Governor's Office, Dept. of A&I, and Wyoming Legislature
- Identifying keywords and doing work to ensure it is contained within the copy
- Creating and updating a blog with fresh content
- Making sure the site is mobile friendly to rank higher with Google
- Create a YouTube Channel and update with fresh video content
- Using hyphens in URLs (Google has trouble with underscores)
- Adding a Favicon, a small image that displays next to the page title in a browser tab.

Promotion efforts will include:

- Issuing a press release announcement around June 15 or earlier
- Including URL on all communications pieces - brochures, etc
- Highlighting URL in press releases and electronic updates/newsletters
- Highlighting URL in social media posts
- Linking strategy to credible websites (discussed above)
- Developing a # hashtag strategy and search engine optimization strategies