

The new role of your website

Organization websites are history

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Digital Services
GEORGIA

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#GaGOVTalks

Digital Services
GEORGIA



Mission:

People centric
services through
data driven decisions



Digital Services
GEORGIA

Agenda:

1. Digital transformation
2. Measuring your website's impact
3. Future of your content

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Digital Transformation

2012

50 websites

57 Million Pageviews

12.4 Million Users

23 Million Sessions

3.8 Million Mobile Sessions

2018

85 websites

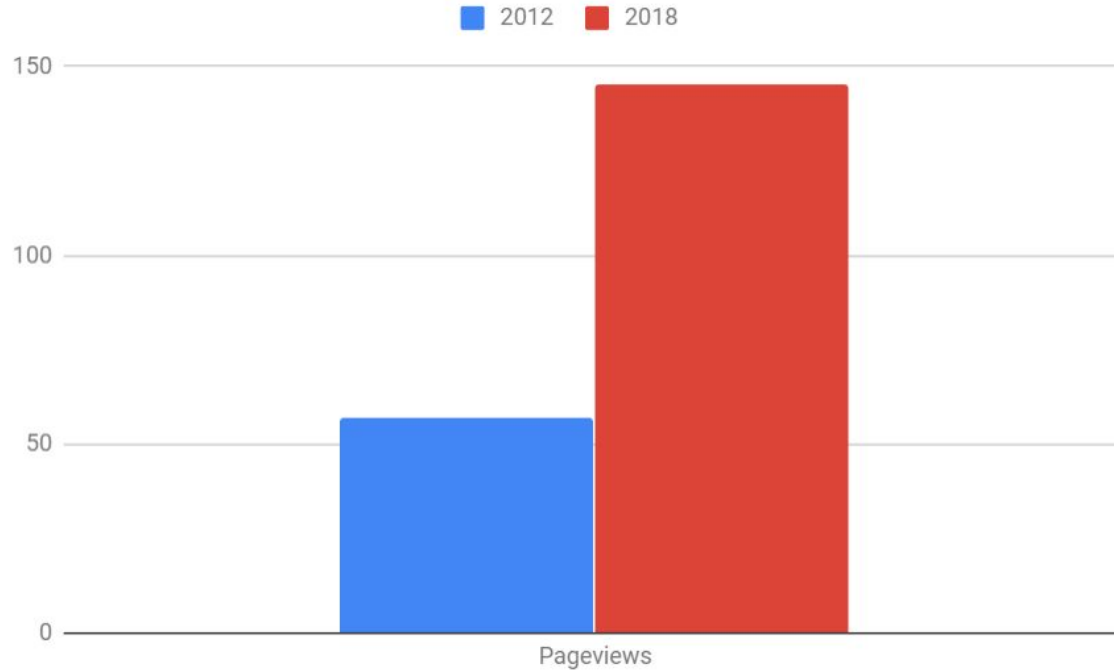
145 Million Pageviews

24.1 Million Users

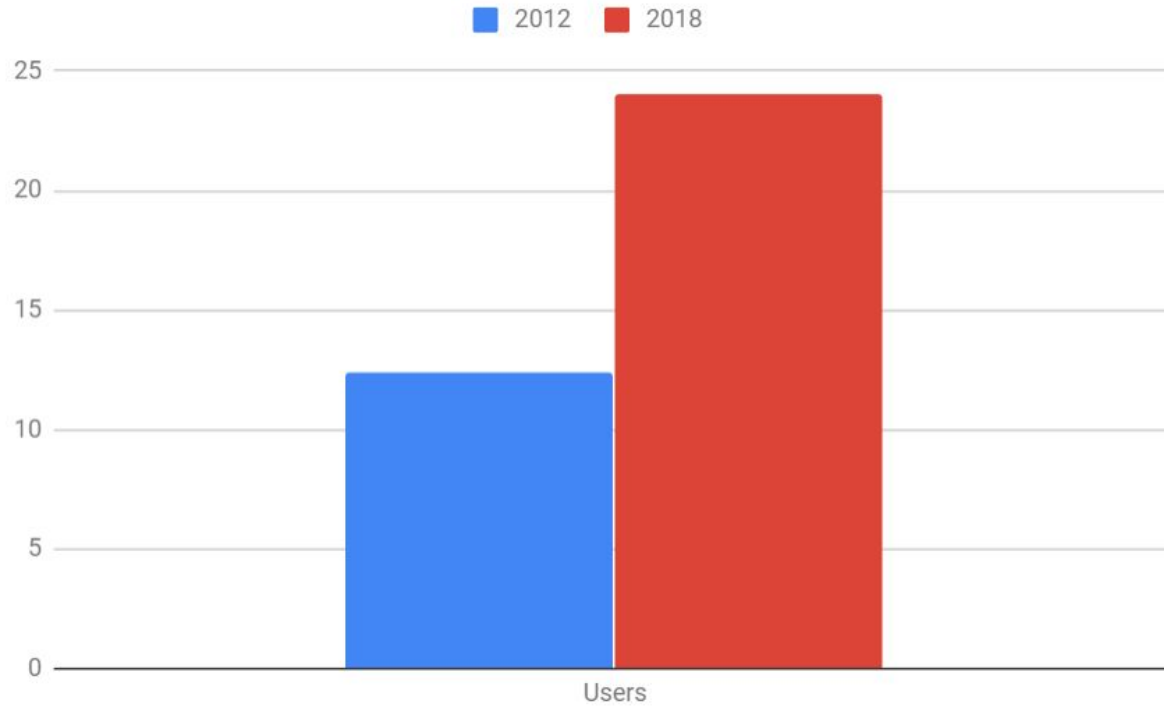
60.7 Million Sessions

28 Million Mobile Sessions

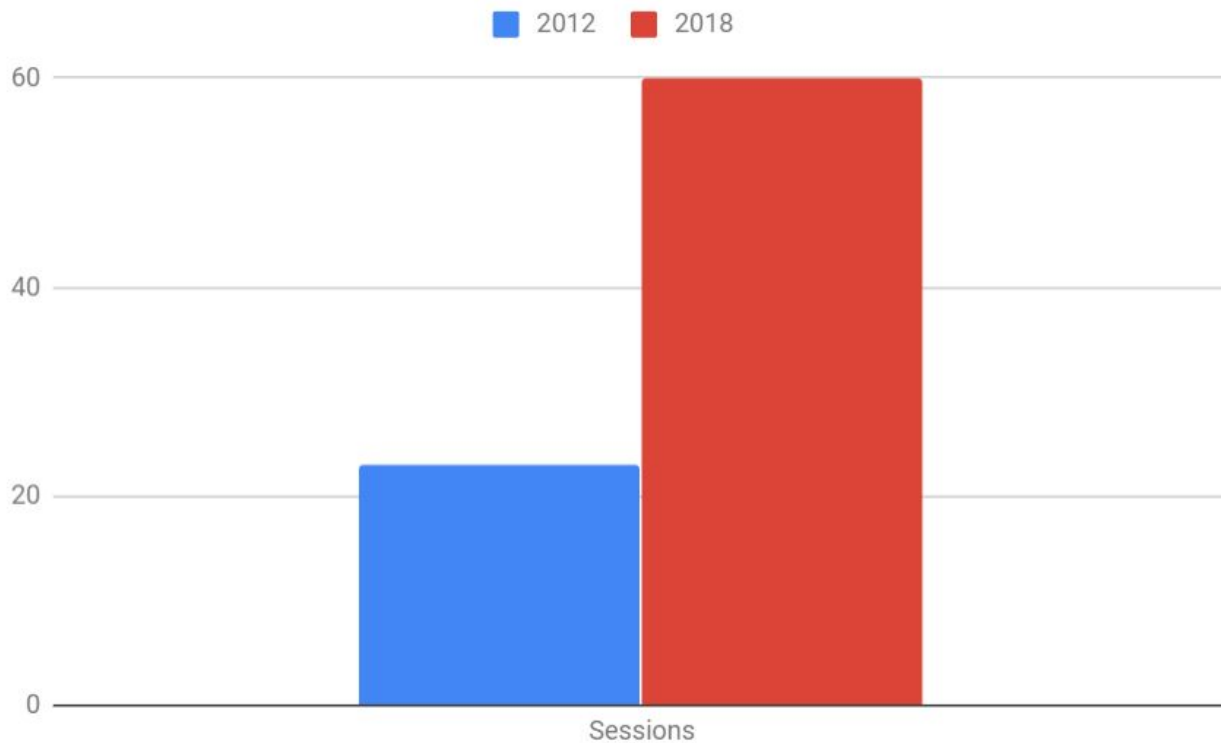
Pageviews



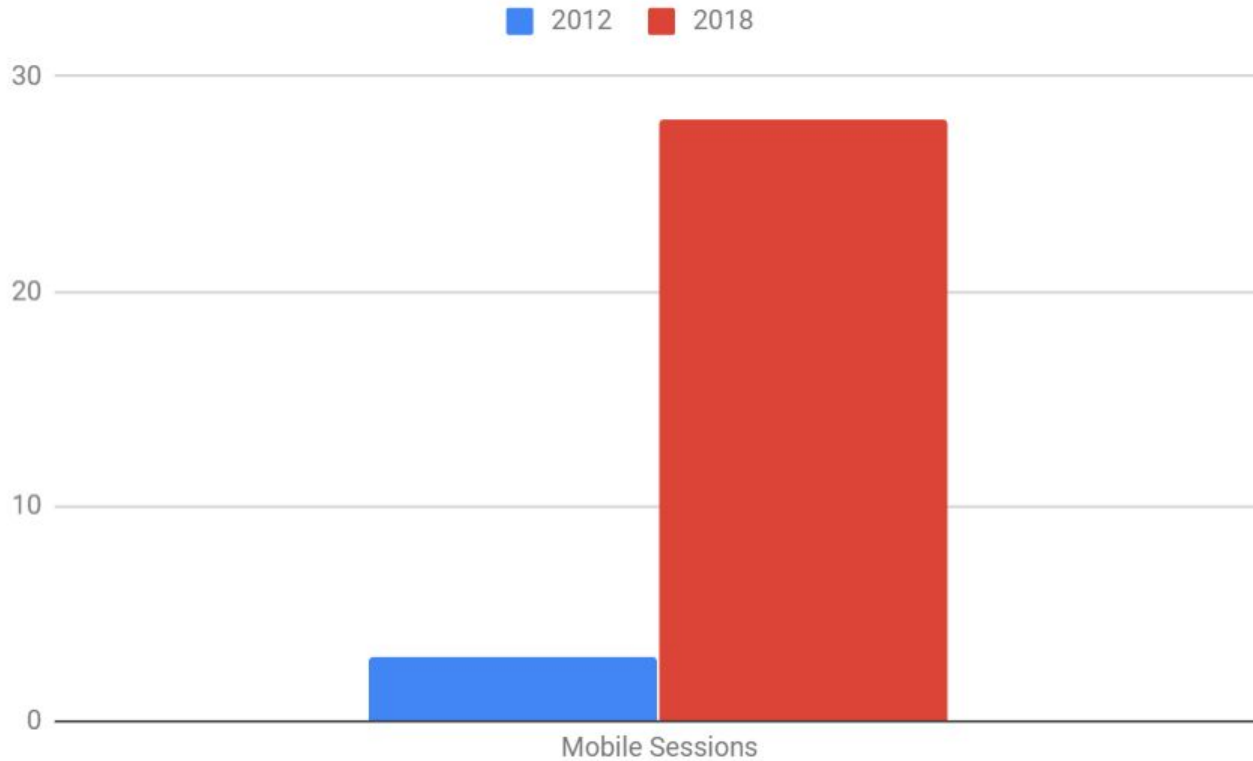
Users



Sessions



Mobile



TL;DR

We won the internet! Let's go home

“

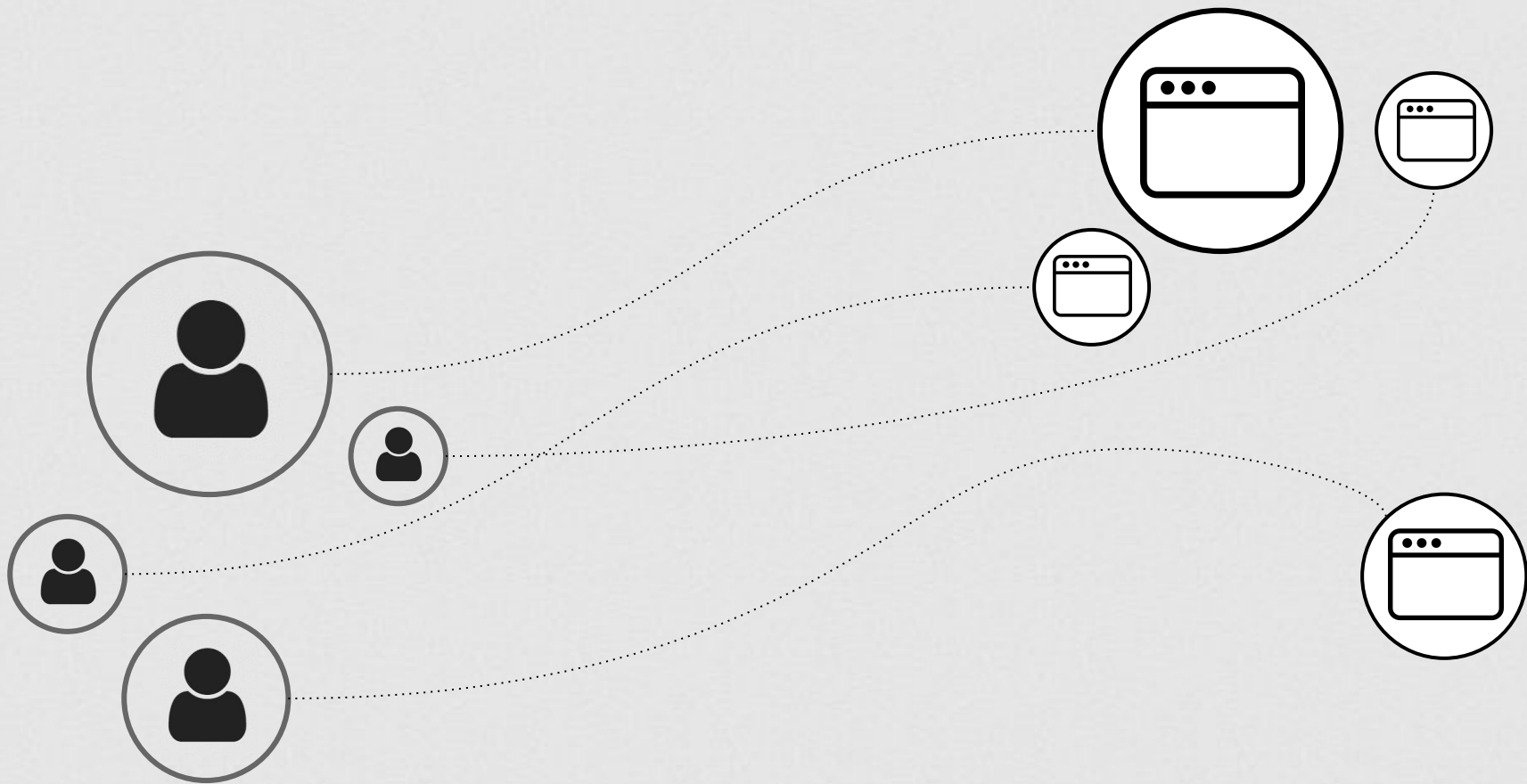
When I have to interact
with government, I just
assume it will suck.

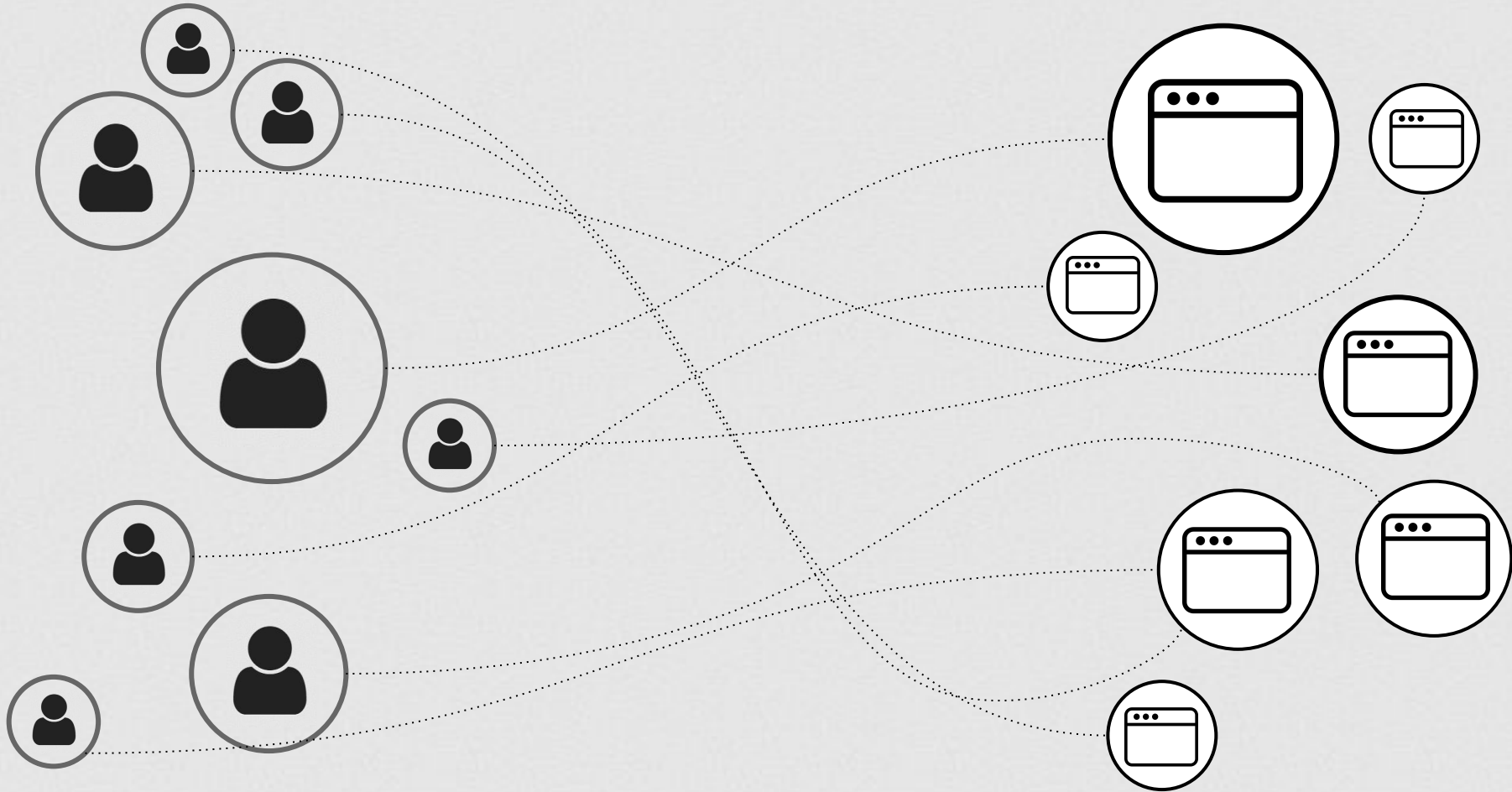
”

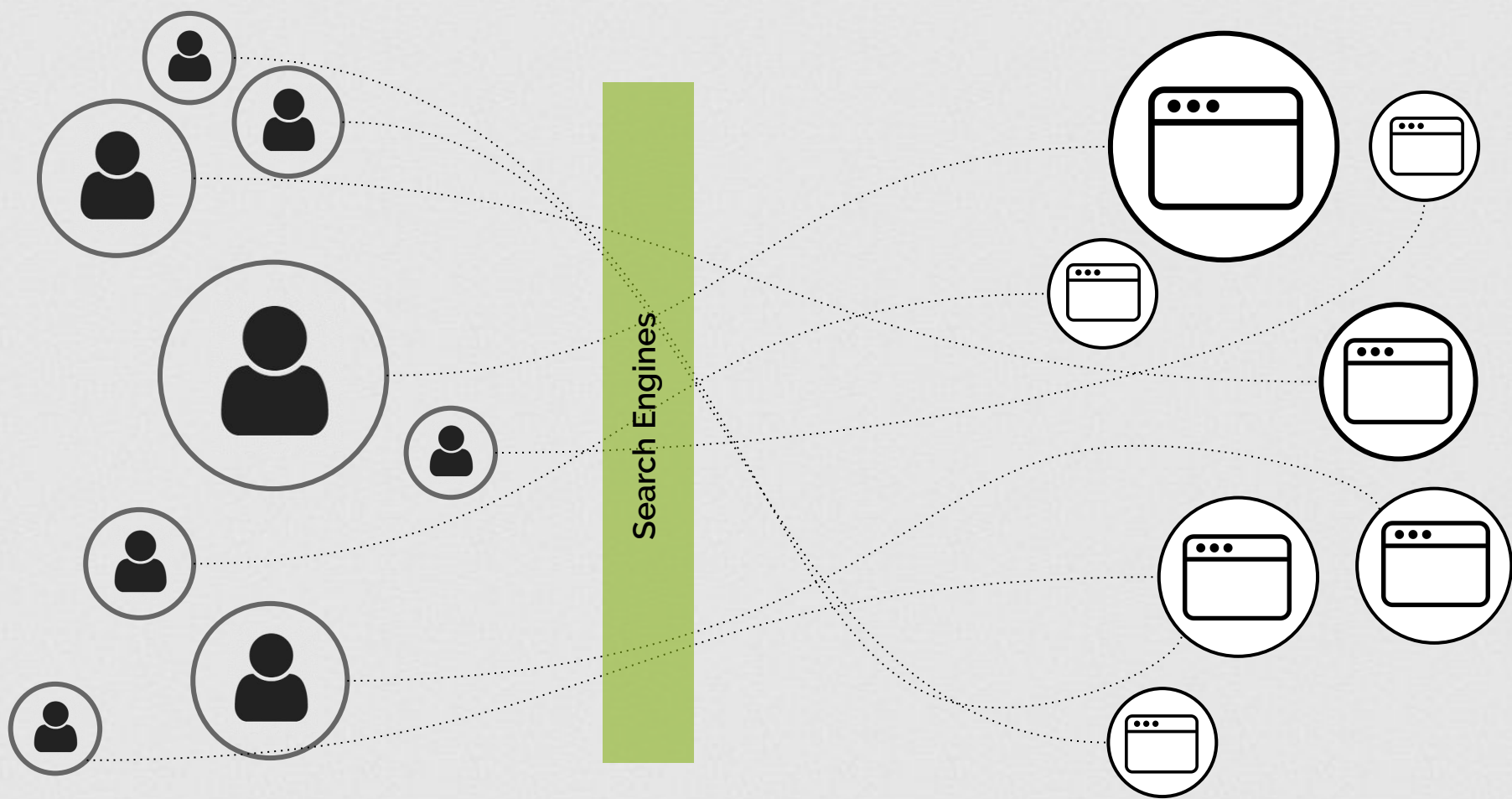
- *Jewel, young professional in Atlanta*

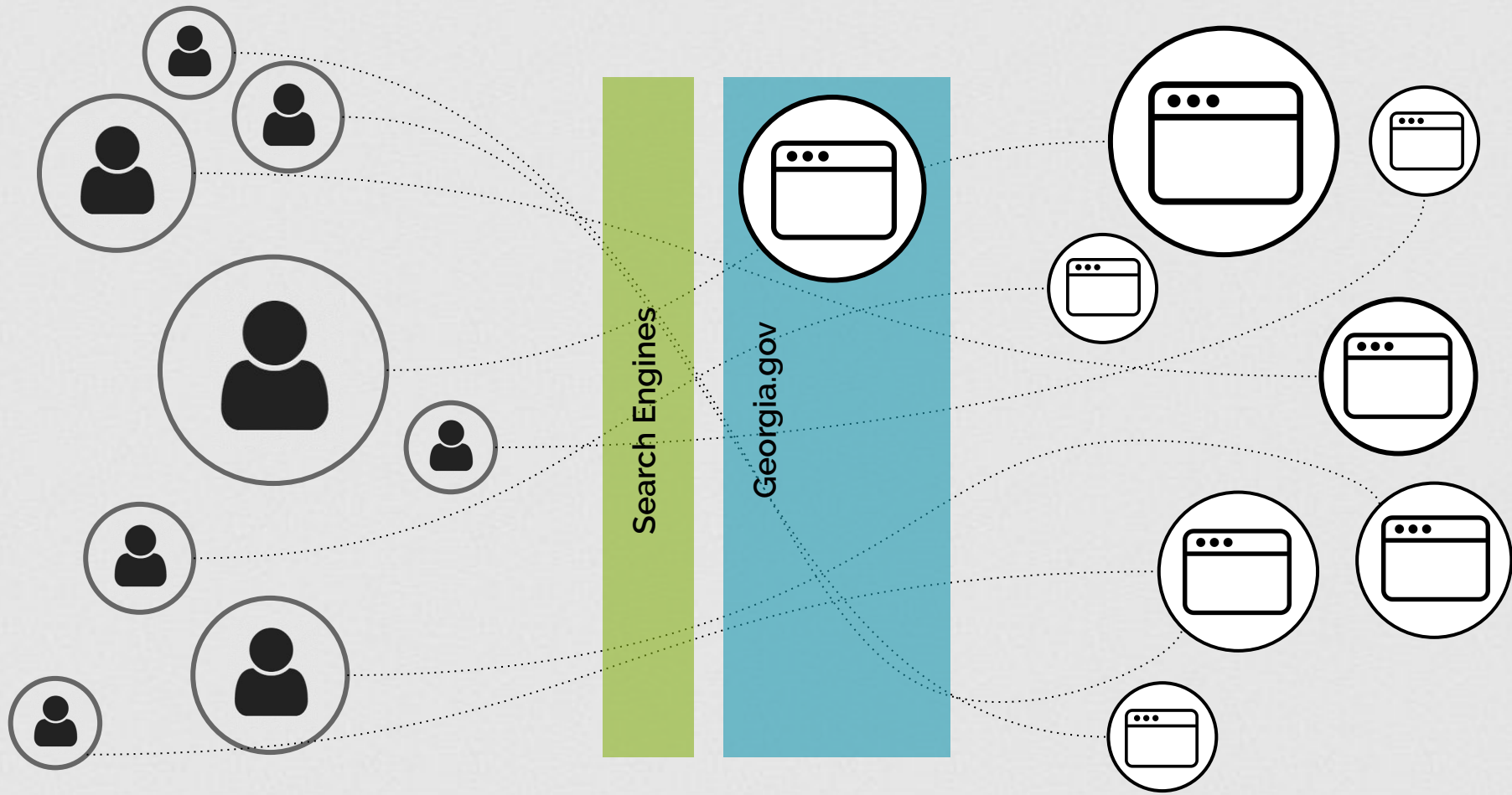
Findings:

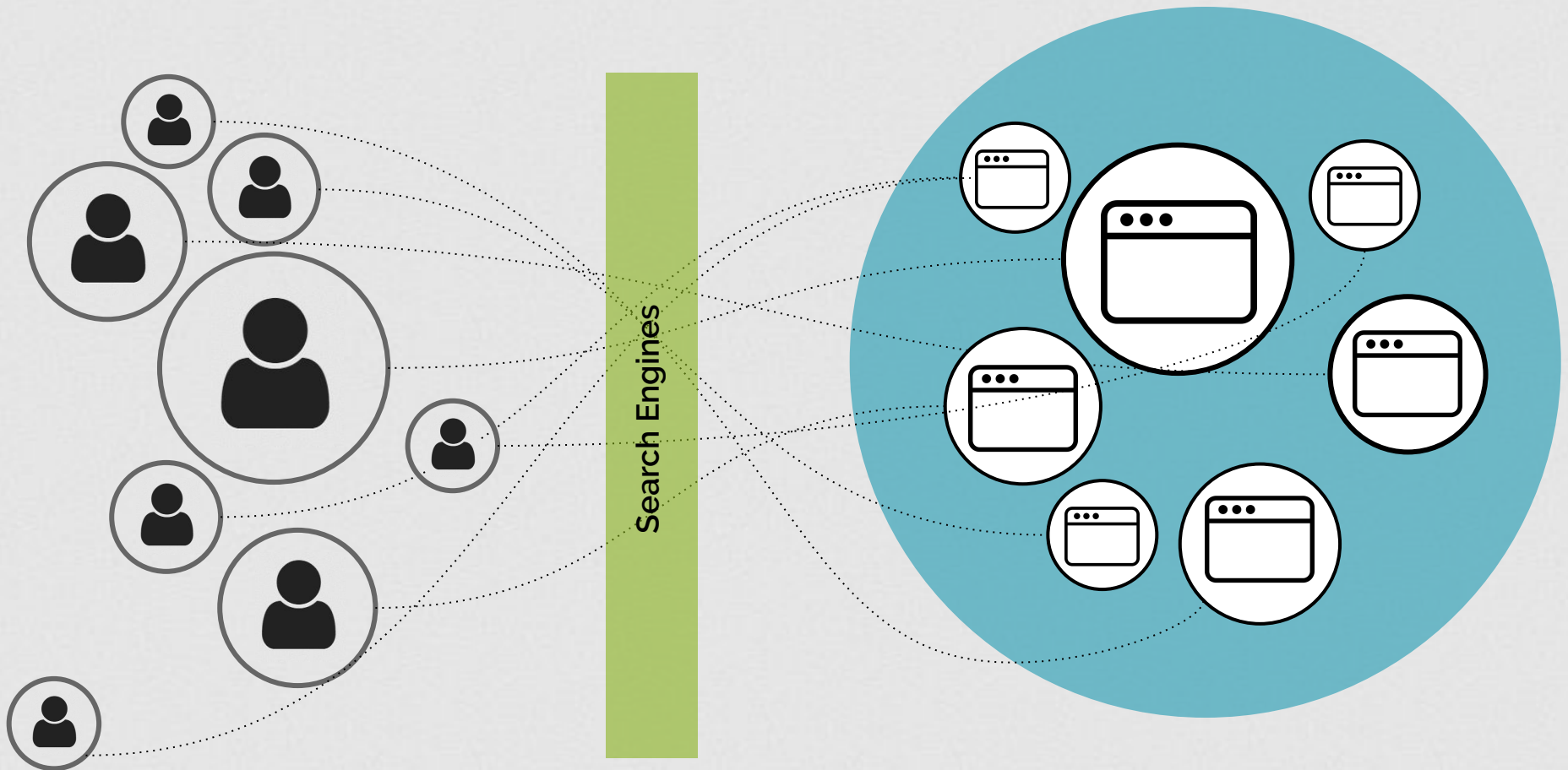
People look at government as a **monolith**. They don't draw distinction between federal, state, and local

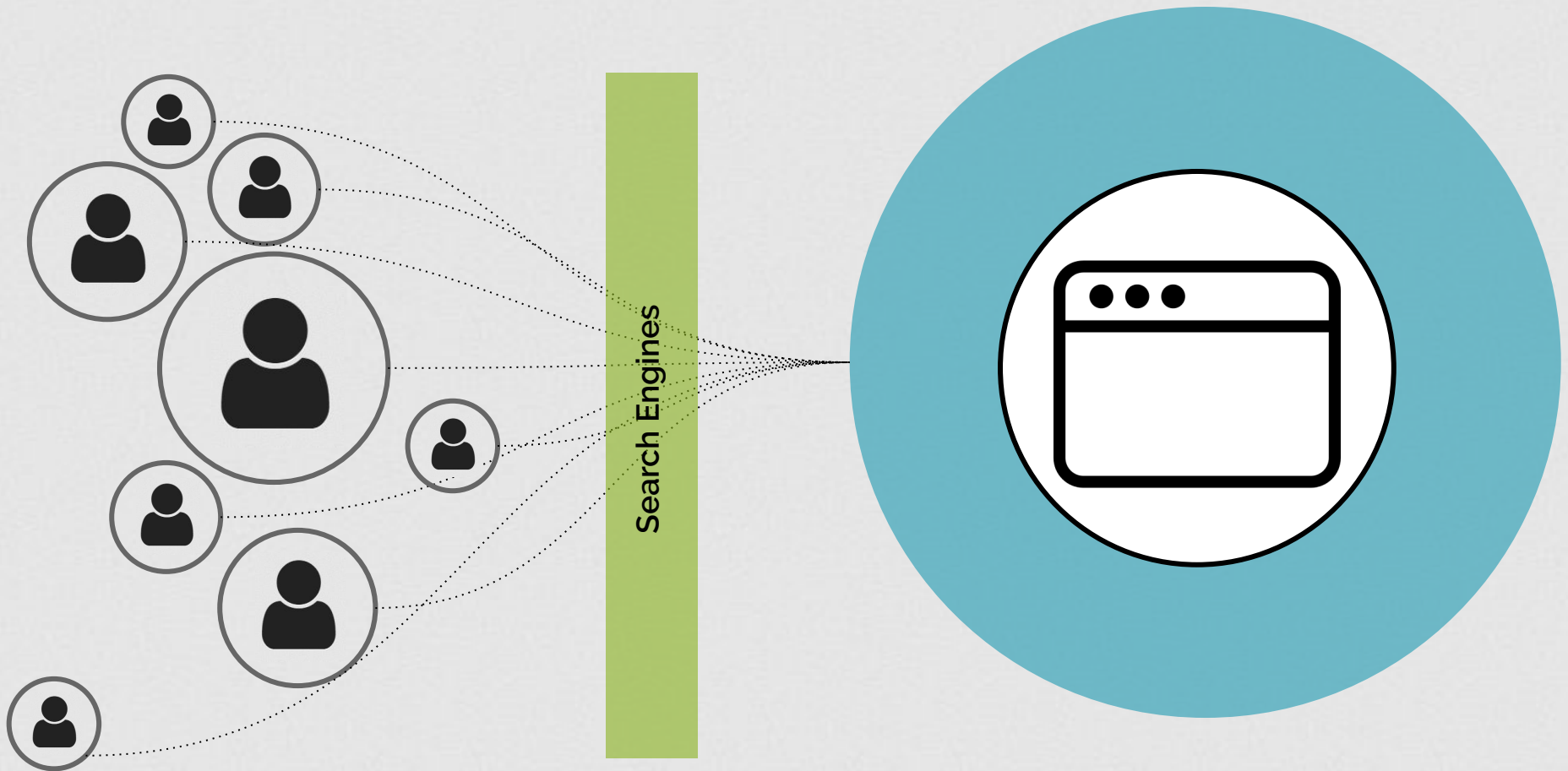


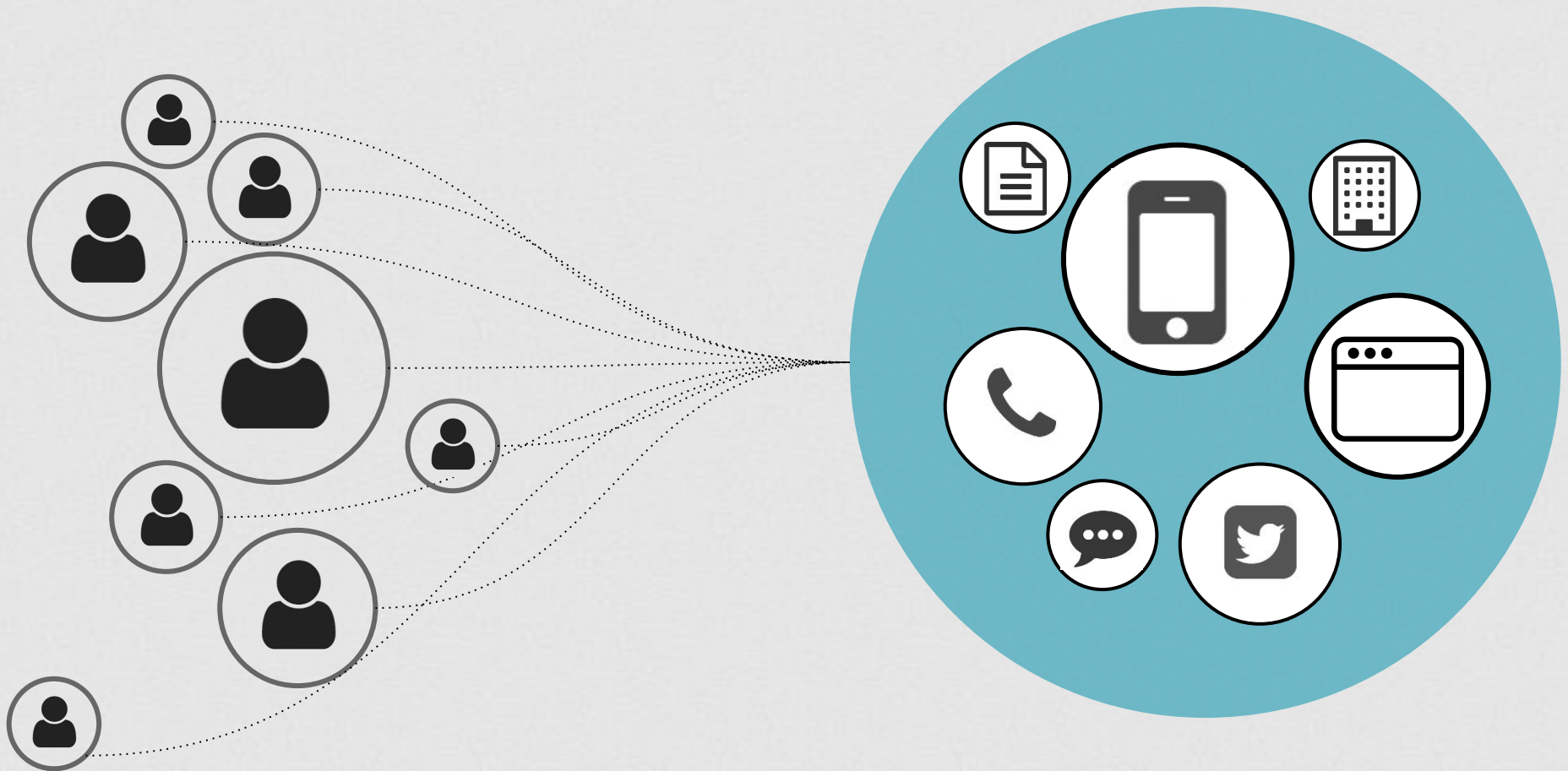




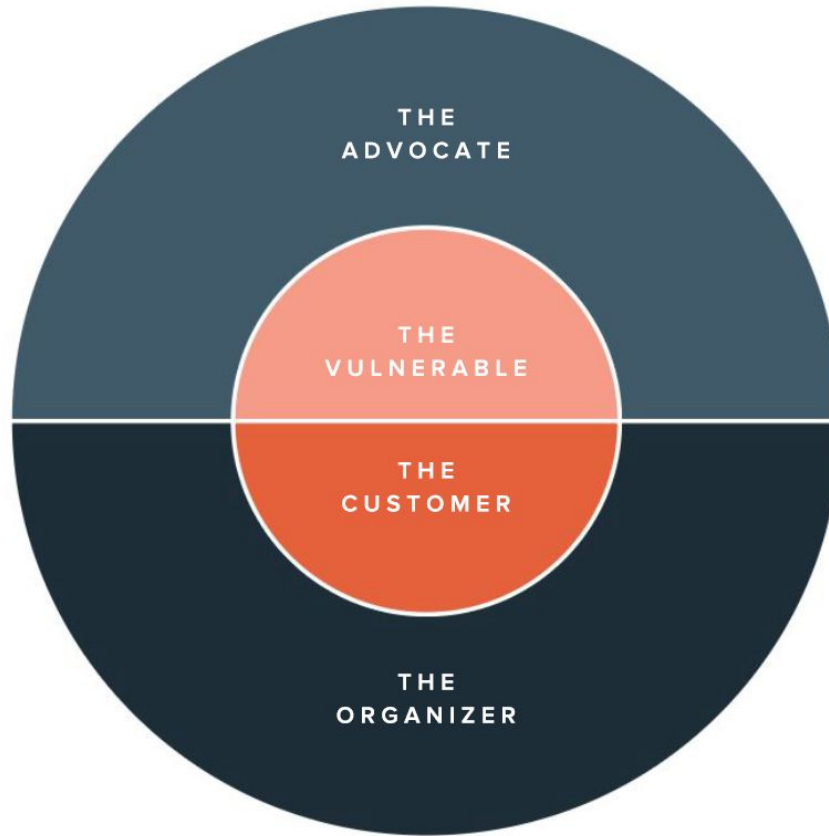












Urgent

Non Urgent



We



Me

“

Approachable is more
important than **official**.

”

- *Savannah Resident*



DEPARTMENT OF REVENUE

“We need to be honest, approachable, and trustworthy.”

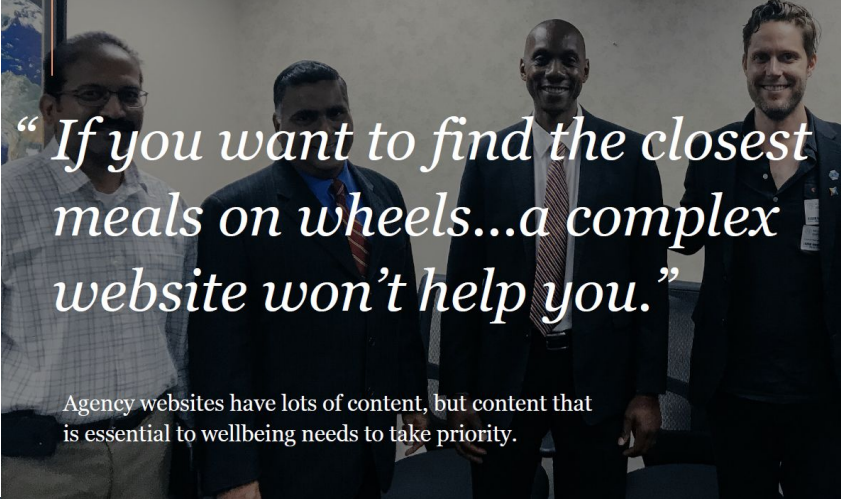
Balancing the perception of authority with a friendly experience is essential.



DEPARTMENT OF AUDITS

“What we do has a direct impact on the public.”

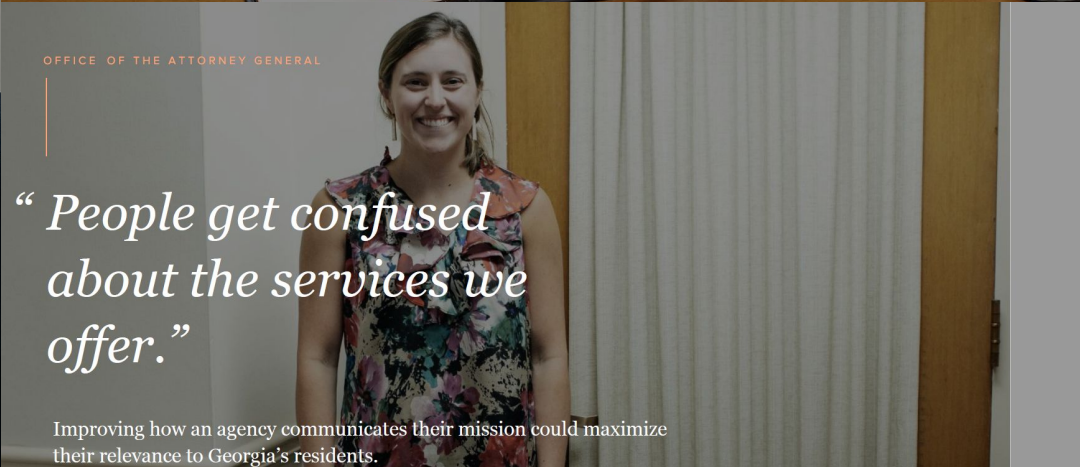
Public servants take pride in their work and want to make sure their services connect to Georgia's residents.



OFFICE OF THE ATTORNEY GENERAL

“If you want to find the closest meals on wheels...a complex website won't help you.”

Agency websites have lots of content, but content that is essential to wellbeing needs to take priority.



“People get confused about the services we offer.”

Improving how an agency communicates their mission could maximize their relevance to Georgia's residents.

“ The **balance** between
legal terminology and
readability is a tough one. ”

- *State agency employee*



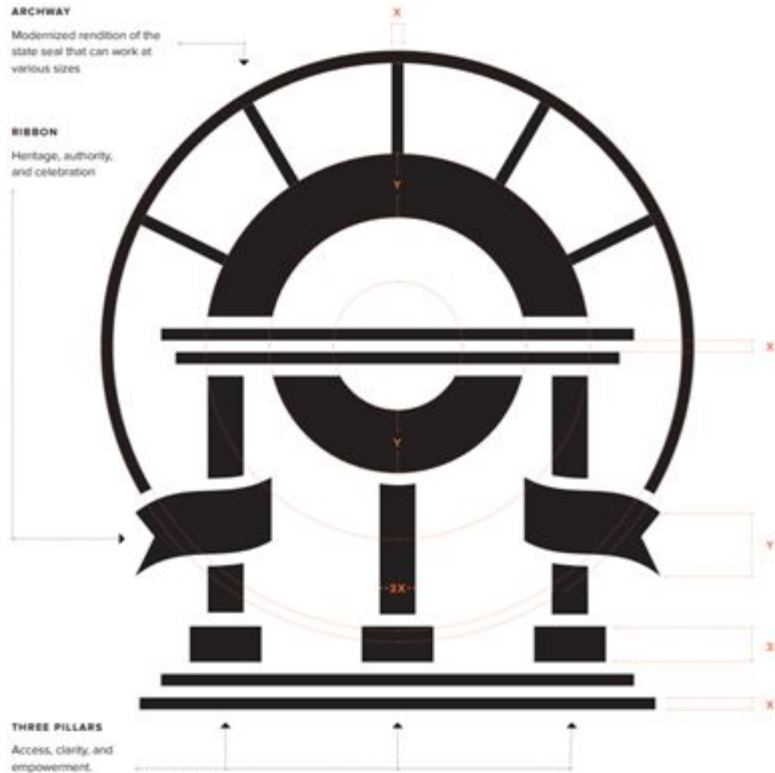
Publishing platform for
state of the art,
compliant websites

- Secure
- Accessible
- Mobile first
- Structured content
- Search optimized
- Analytics



Design guidelines and code

- Trustworthy
- Accessible
- Consistent

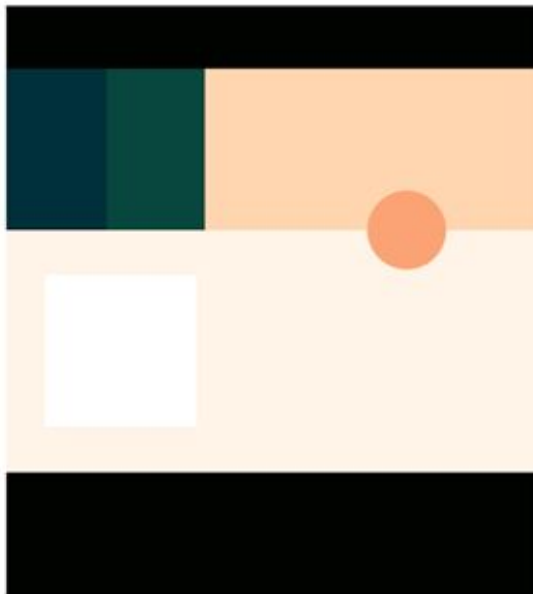


Design guidelines and code

- Trustworthy
- Accessible
- Consistent

COLOR PALETTES

The color system extends to a variety of color palettes to empower agencies to choose tones that best fit their unique services.



THE FOUNDATION



PEACHY KEEN



STARS AND STRIPES



MINIMALIST



SIMPLE STATEHOUSE



STATE PARK



SOUTHERN MORNINGS



GEORGIA PINE

`</transformation>`

There is no “end state”

Agenda:

1. Digital transformation
2. Measuring your website's impact
3. Future of your content

“You can't manage what you
can't measure.”

- Peter Drucker

1,684

people on participating Georgia websites now

There were **13.8 million** visits over the past 90 days.

Devices

Desktop	52.2%
Mobile	43.7%
Tablet	4.2%

Much more detailed data is available in [downloadable CSV and JSON](#). This includes data on combined browser and OS usage.

Browsers

Chrome	47.3%
Safari	26%
Internet Explorer	14.5%
11.0	14.2%
7.0	0.1%
10.0	< 0.1%
8.0	< 0.1%
9.0	< 0.1%
Other	< 0.1%

Operating Systems

Windows	46.1%
10	25%
7	18.7%
8.1	2%
Other	0.4%
iOS	25.6%
Android	21.2%
Macintosh	4.7%

Top Pages

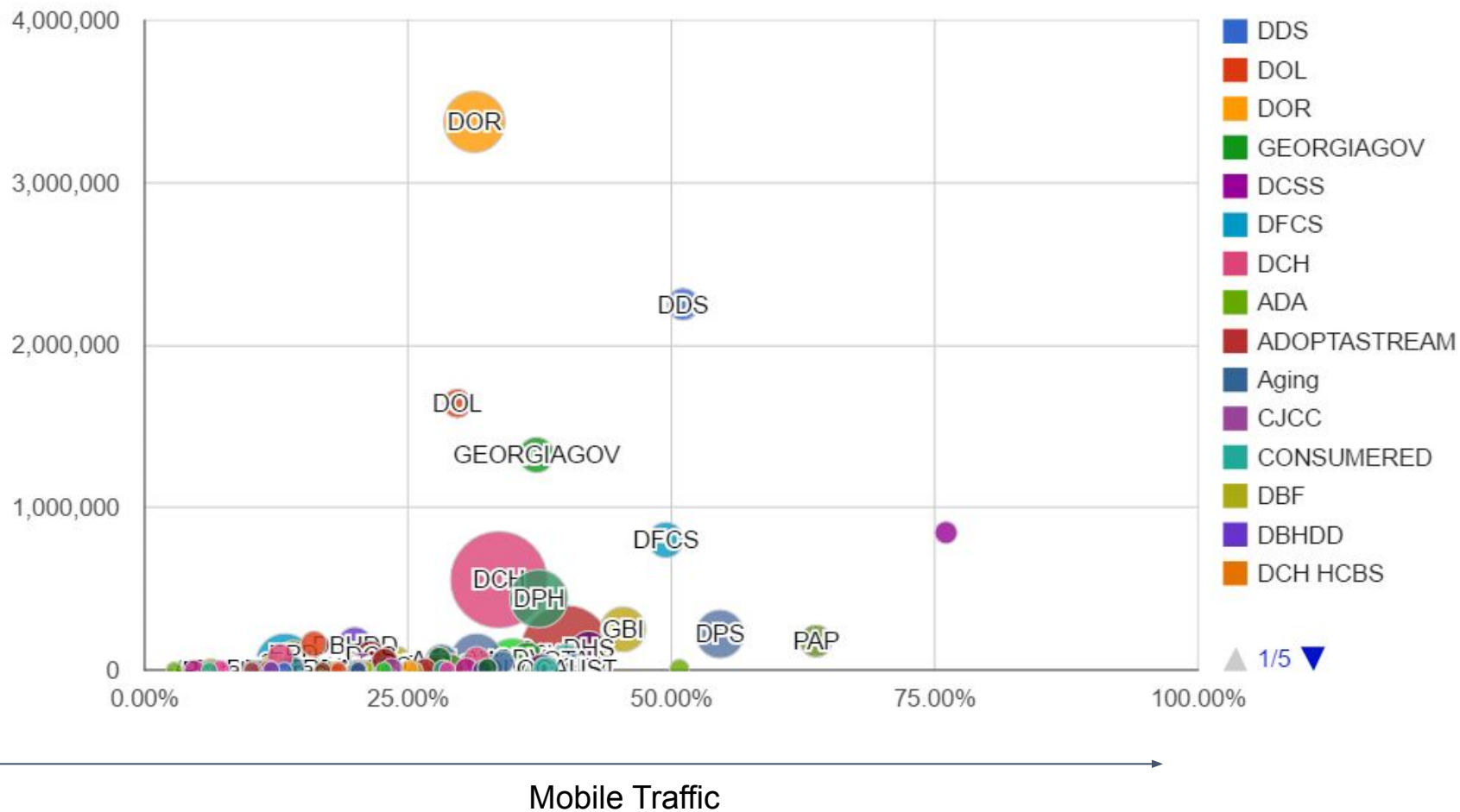
Now

7 Days

30 Days

People on a *single, specific page* now.

Department of Human Services	103
Department of Labor	101
Child Support Services Georgia Department of Human ...	52
Georgia Department Of Driver Services	51
Employee Resources Department of Juvenile Justice	48
Georgia.gov	47
Department of Juvenile Justice	32
Online Services Department of Labor	29
Department of Revenue	26
Identification Requirements Georgia Department Of Dri ...	18
Renewals	16
Inmate TPM Lookup State Board of Pardons and Paroles	14
Department of Community Supervision Where Public S...	12



Metrics - Goals

Metrics - Goals

Baseline - Actionable

Metrics - Goals

Baseline - Actionable

Agency - Customer

METRICS

ACTIONABLE

BASELINE

AGENCY

CUSTOMER

GOALS

METRICS

ACTIONABLE

BASELINE

Sessions Page views Visitors Duration Bounce Rate	

AGENCY

CUSTOMER

GOALS

METRICS

ACTIONABLE

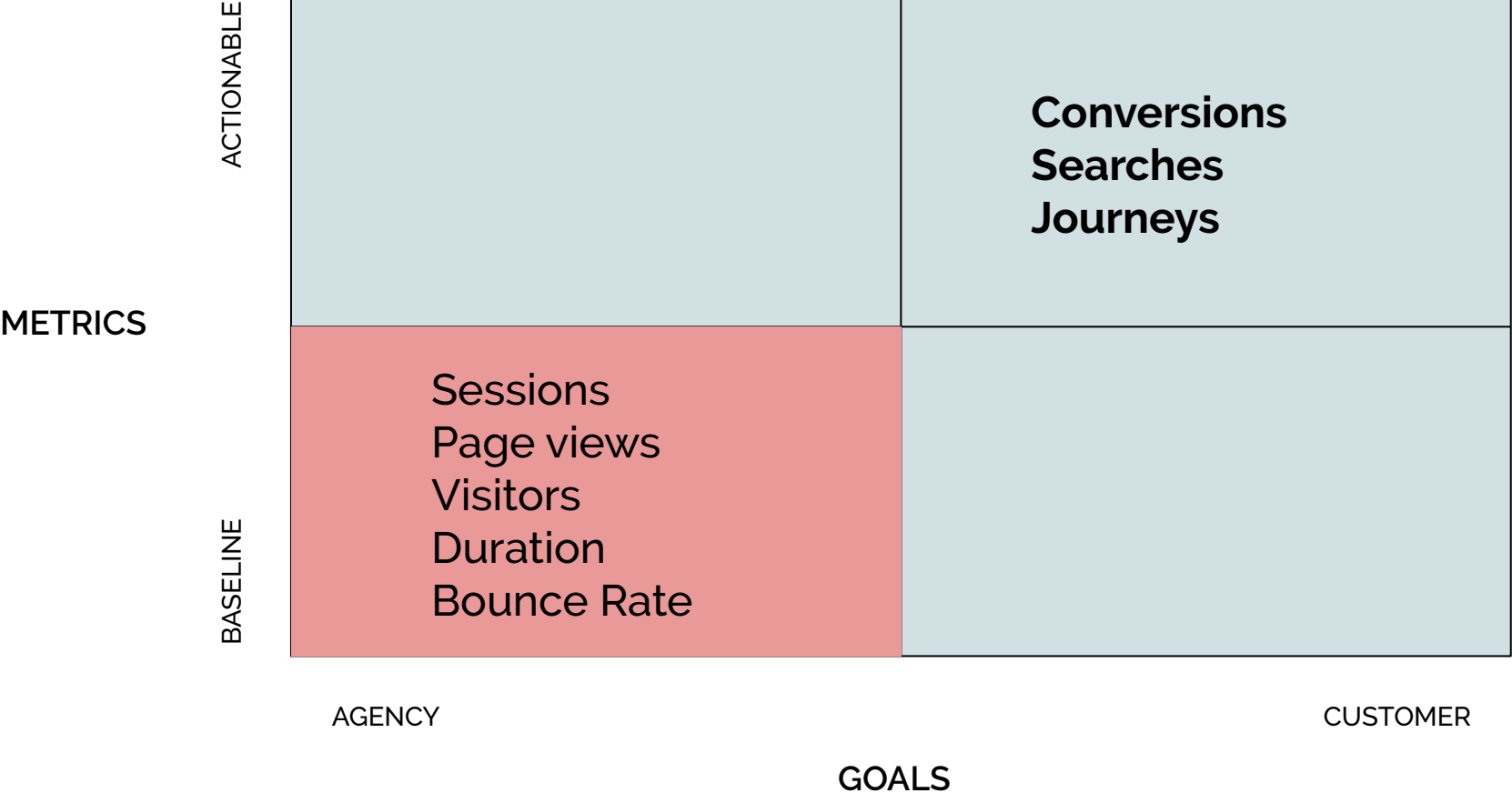
BASELINE

		Conversions Searches Journeys
Sessions Page views Visitors Duration Bounce Rate		

AGENCY

CUSTOMER

GOALS



METRICS

ACTIONABLE

BASELINE

		Conversions Searches Journeys
Vanity Metrics		

AGENCY

CUSTOMER

GOALS

METRICS

ACTIONABLE

BASELINE

		Conversions Searches Journeys
Sessions Page views Visitors Duration Bounce Rate		

AGENCY

CUSTOMER

GOALS

Georgia.gov Traffic Source

<input type="checkbox"/>	Source / Medium ?	Acquisition			Behavior		
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		3,055,855 % of Total: 100.00% (3,055,855)	66.36% Avg for View: 66.32% (0.05%)	2,027,739 % of Total: 100.05% (2,026,719)	50.80% Avg for View: 50.80% (0.00%)	1.73 Avg for View: 1.73 (0.00%)	00:01:37 Avg for View: 00:01:37 (0.00%)
<input type="checkbox"/>	1. google / organic	1,779,223 (58.22%)	71.92%	1,279,548 (63.10%)	49.38%	1.58	00:01:26
<input type="checkbox"/>	2. (direct) / (none)	653,707 (21.39%)	57.14%	373,538 (18.42%)	61.85%	1.83	00:02:00
<input type="checkbox"/>	3. bing / organic	260,590 (8.53%)	58.00%	151,135 (7.45%)	38.21%	1.88	00:01:31
<input type="checkbox"/>	4. yahoo / organic	83,259 (2.72%)	68.63%	57,137 (2.82%)	37.56%	1.95	00:01:55
<input type="checkbox"/>	5. gateway.ga.gov / referral	56,454 (1.85%)	50.11%	28,290 (1.40%)	52.50%	2.23	00:01:36
<input type="checkbox"/>	6. team.georgia.gov / referral	18,065 (0.59%)	48.46%	8,755 (0.43%)	41.57%	3.00	00:02:44
<input type="checkbox"/>	7. gov.georgia.gov / referral	9,927 (0.32%)	47.08%	4,674 (0.23%)	32.46%	3.10	00:04:57
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Georgia.gov Traffic Source

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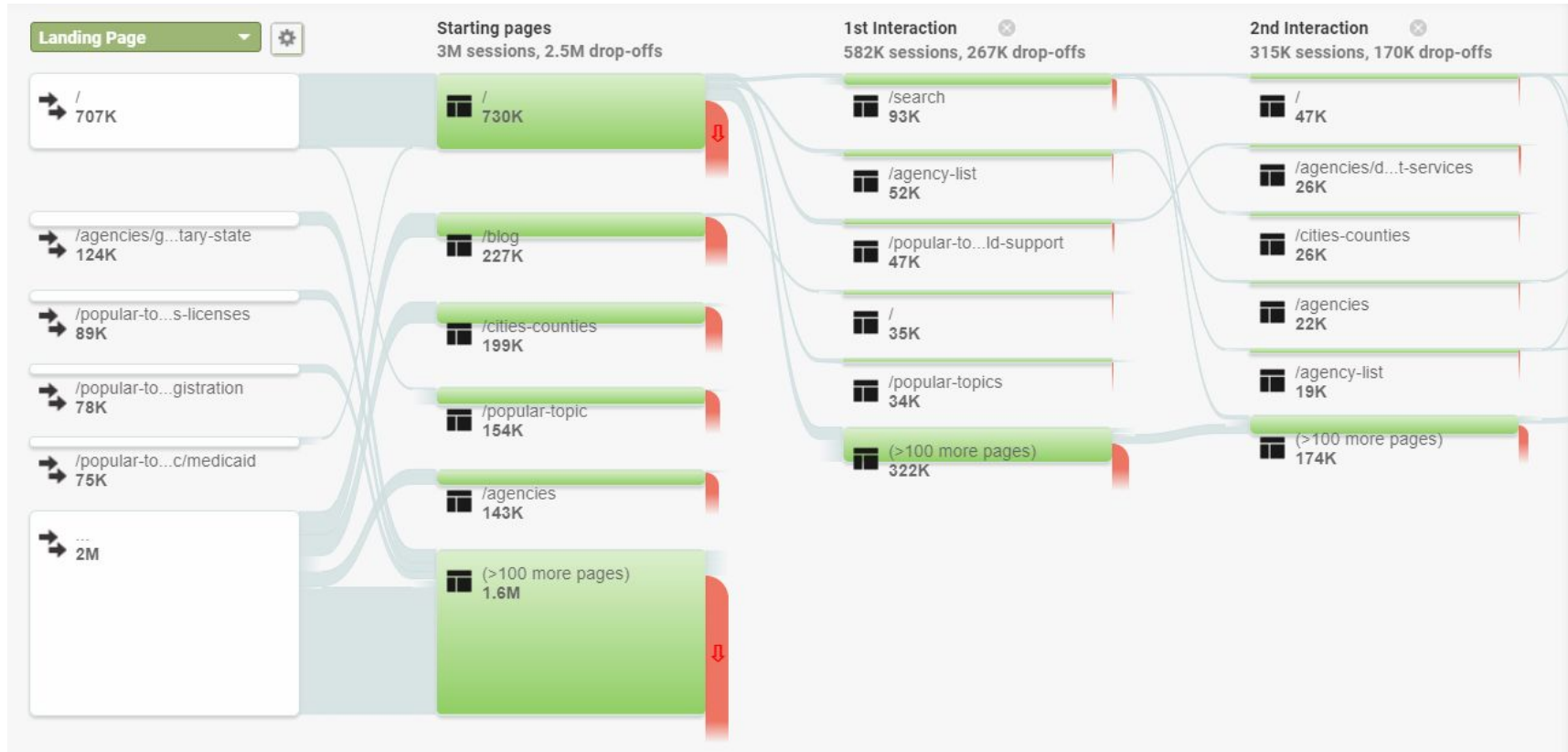
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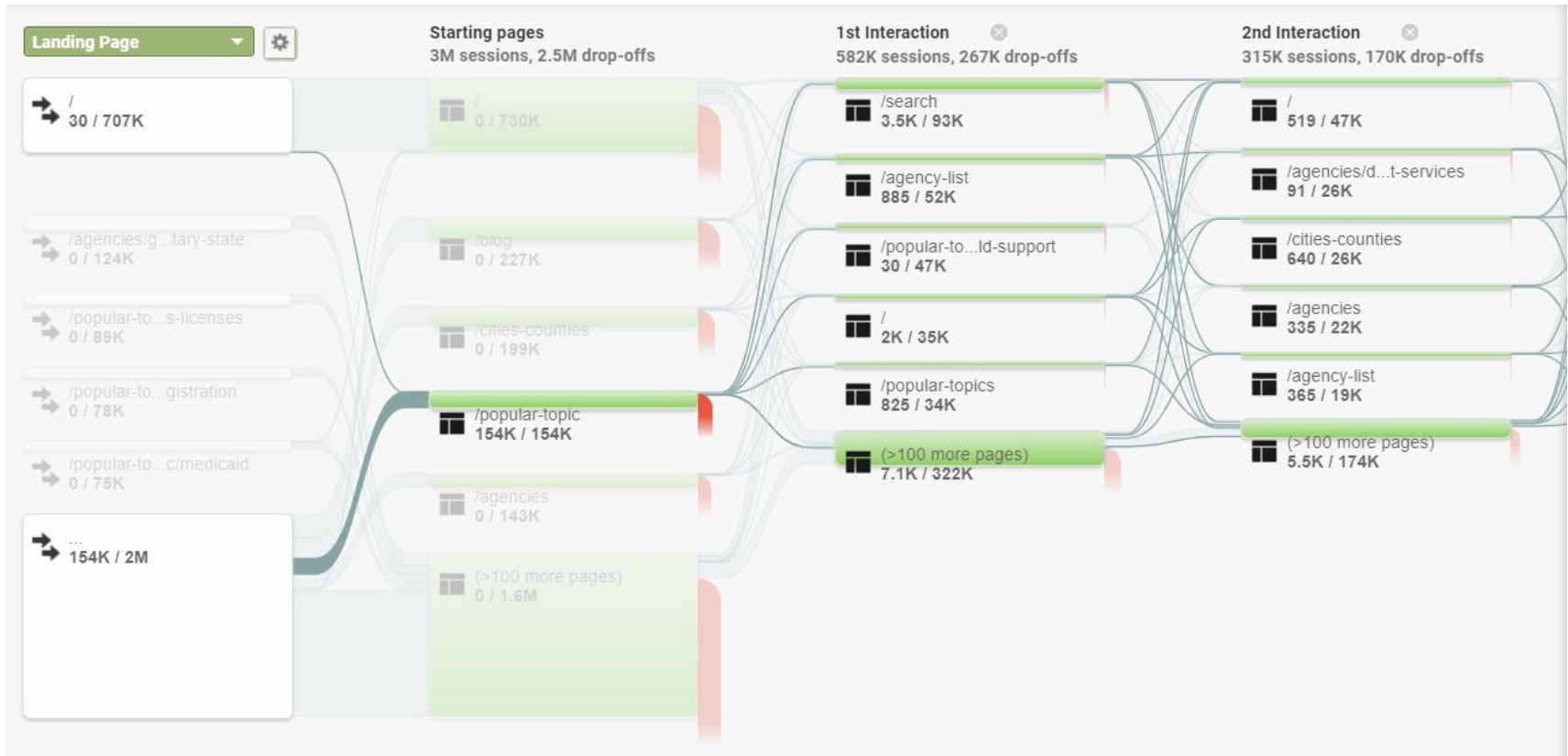
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Georgia.gov Behavior Flow



Behavior Flow



Search & destinations

Search Term ?	Total Unique Searches ? ↓
	384 % of Total: 100.00% (384)
1. careers	12 (3.12%)
2. jobs	9 (2.34%)
3. Jobs	7 (1.82%)
4. courses	5 (1.30%)
5. tiles	5 (1.30%)
6. career	4 (1.04%)
7. Employment	4 (1.04%)
8. Careers	3 (0.78%)
9. drupal 8	3 (0.78%)
10. employment	3 (0.78%)

Search Destination Page ?	Total Unique Searches ? ↓
	384 % of Total: 100.00% (384)
1. (exit)	70 (18.23%)
2. /	17 (4.43%)
3. /staff-directory/our-team	12 (3.12%)
4. /support	7 (1.82%)
5. /about-us	6 (1.56%)
6. /book-page/who-are-you	5 (1.30%)
7. /branding-tools-georgia-state-agencies	4 (1.04%)
8. /procurement	4 (1.04%)
9. /web-standards/62-shared-elements	4 (1.04%)
10. /blog/2017-02-15/form-etiquette-part-3-making-forms-user-friendly-mobile-friendly-and-accessible	3 (0.78%)

- Any page could be a landing page
- 2 -3 clicks to the end point
- Less than 2 mins to deliver
- Understand user vocabulary

“

When you **Google**
something, you expect the
first answer to be right. ”



Agenda:

1. Digital transformation
2. Measuring your website's impact
3. Future of your content

Future of you content
is structured & connected

Void <input type="checkbox"/>		a Employee's social security number		OMB No. 1545-0008	
b Employer identification number (EIN)		1 Wages, tips, other compensation		2 Federal income tax withheld	
c Employer's name, address, and ZIP code		3 Social security wages		4 Social security tax withheld	
		5 Medicare wages and tips		6 Medicare tax withheld	
		7 Social security tips		8 Allocated tips	
d Control number		9		10 Dependent care benefits	
e Employee's first name and initial Last name Suff.		11 Nonqualified plans		12a See instructions for box 12	
		13 Statutory employee Retirement plan Third-party sick pay		12b	
		14 Other		12c	
				12d	
f Employee's address and ZIP code					
15 State	Employer's state ID number	16 State wages, tips, etc.	17 State income tax	18 Local wages, tips, etc.	19 Local income tax
					20 Locality name

Form **W-2** Wage and Tax Statement

Department of the Treasury—Internal Revenue Service
For Privacy Act and Paperwork Reduction Act Notice, see back of Copy D.



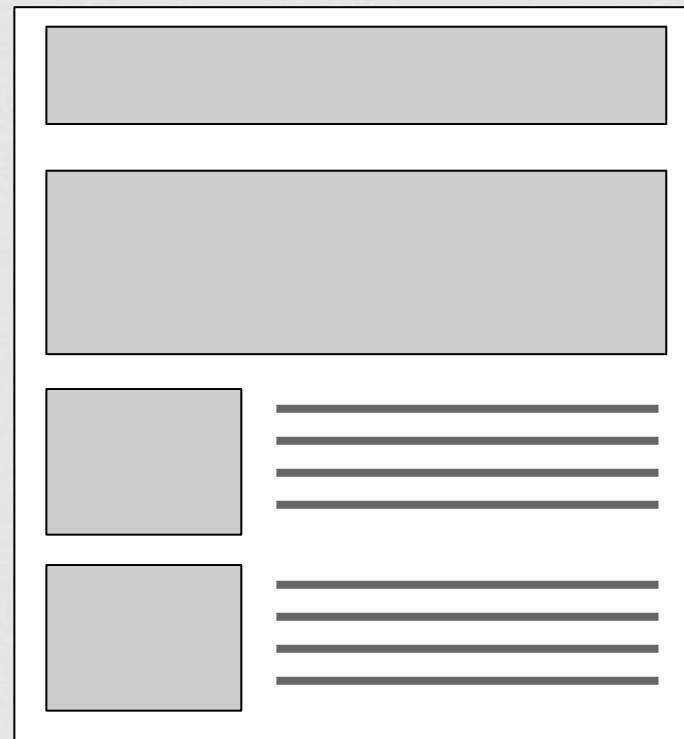
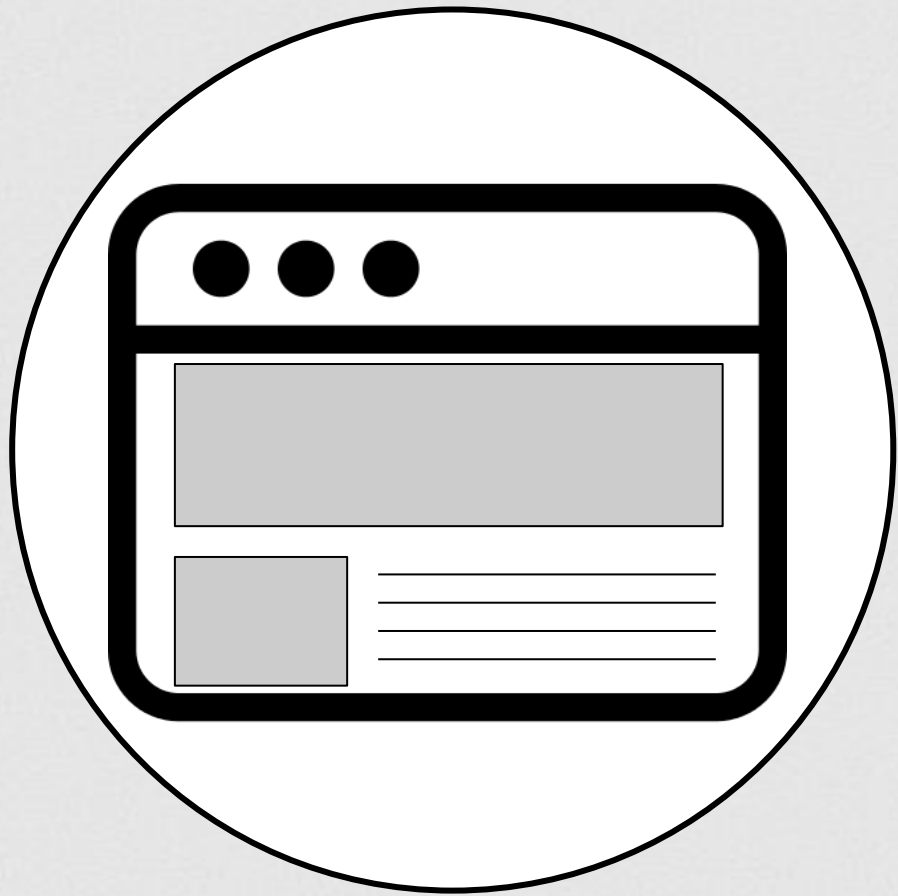
d Control number		Dept.	Corp.	Employer use only
c Employer's name, address, and ZIP code				
[Redacted]				
b Employer's FED ID number		a Employee's SSA number		
7 Social security tips		8 Allocated tips		
9 Advance EIC payment		10 Dependent care benefits		
11 Nonqualified plans		12a See instructions for box 12		
14 Other		C 27.00		
CASDI 375.41		12b D		
		12c		
		12d		
		13 Stat emp		
		Ret. plan		
		3rd party sick pay		
e1 Employee's name, address and ZIP code				
JANE HORTON 143 BRAND BLVD. SAN DIEGO, CA 92122				
15 State	CA	Employer's state ID no.	16 State wages, tips, etc.	
		000-442988	31128.10	
17 State income tax	1203.28		18 Local wages, tips, etc.	
19 Local income tax	0		20 Locality name	
		0		

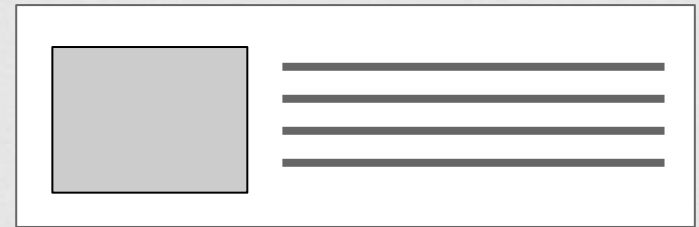
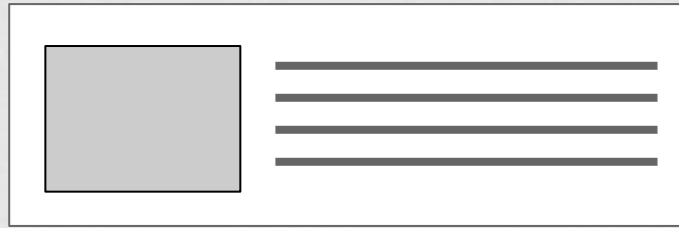
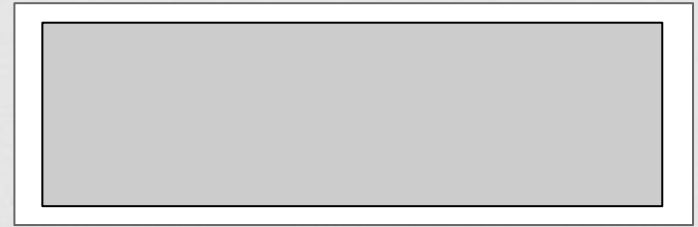
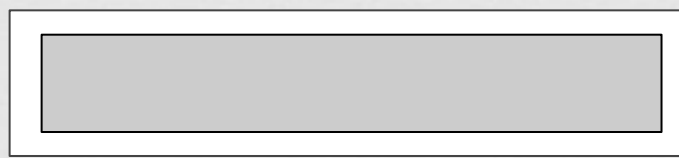
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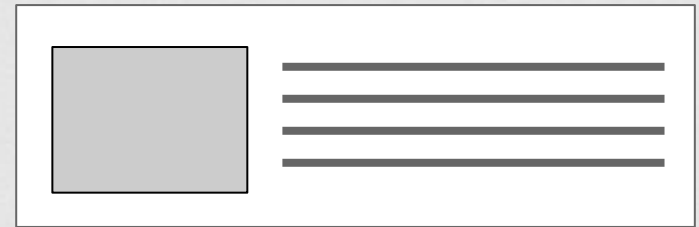
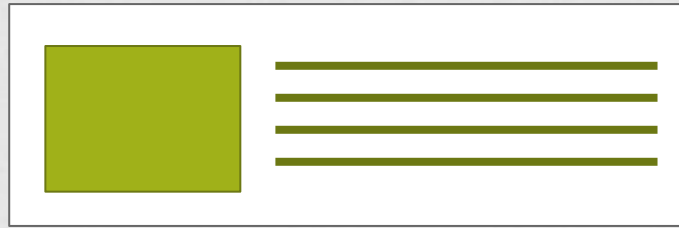
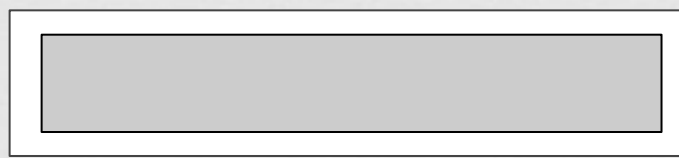
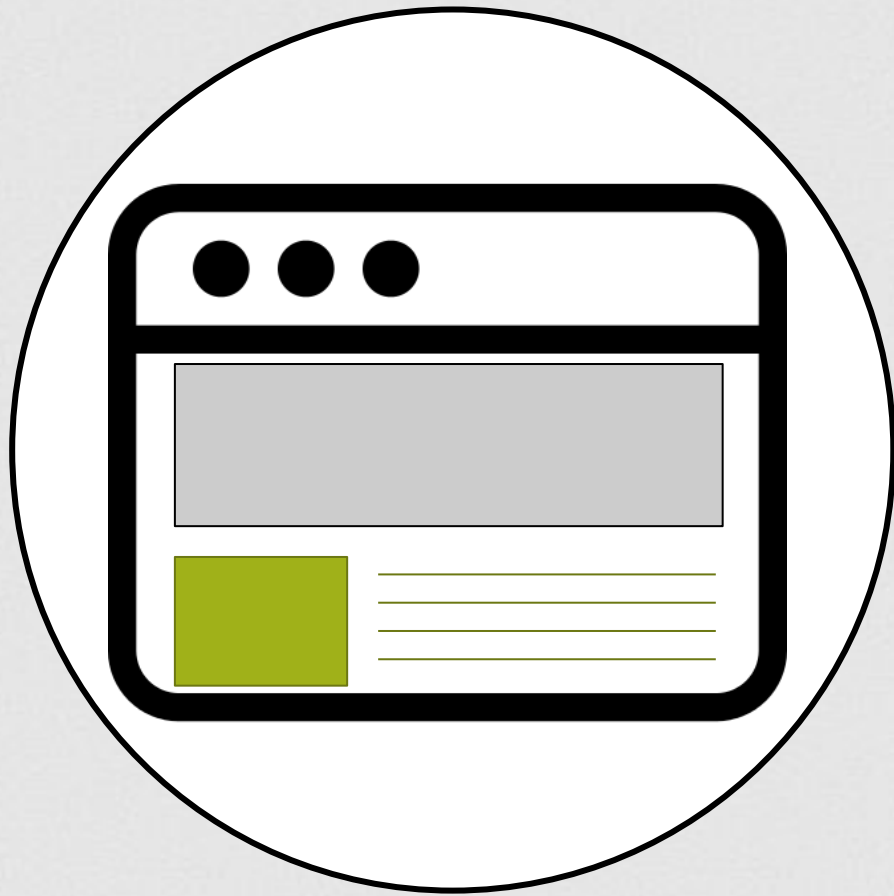
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something, you expect the
first answer to be right. ”

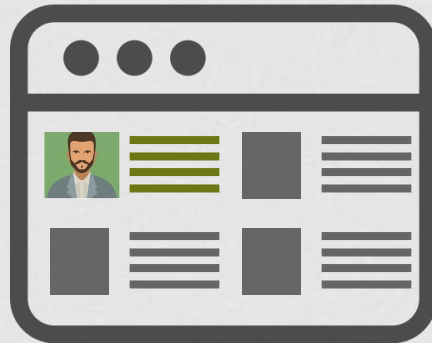
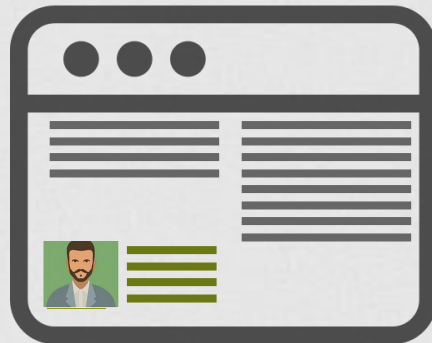
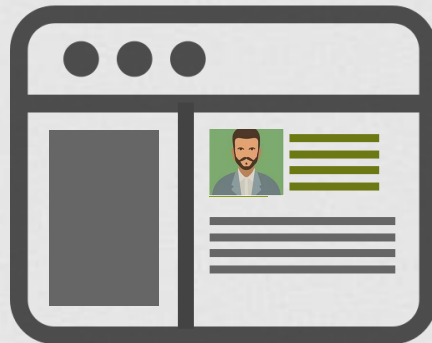


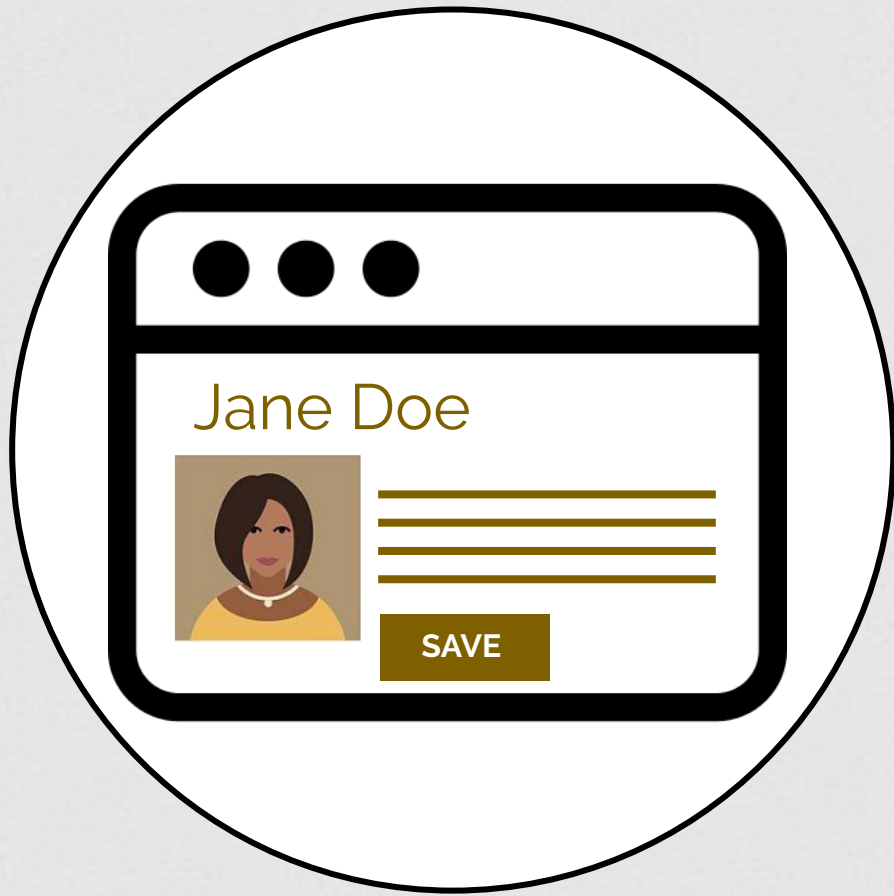




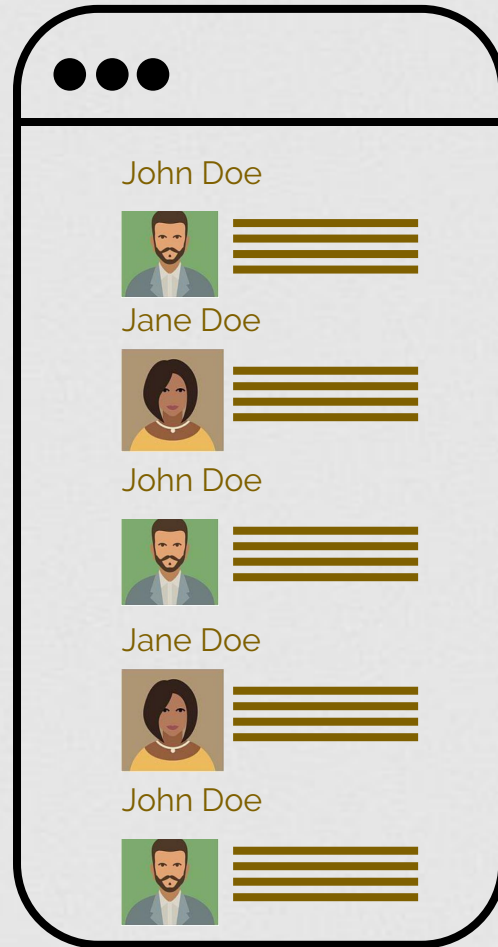
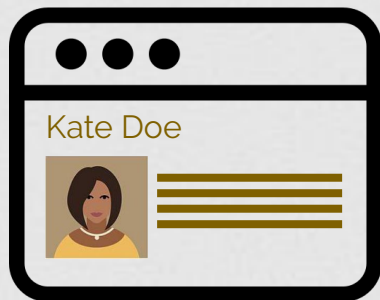
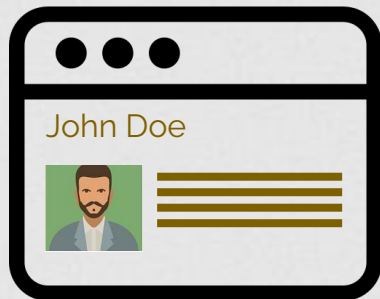
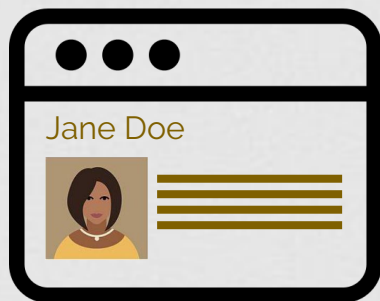


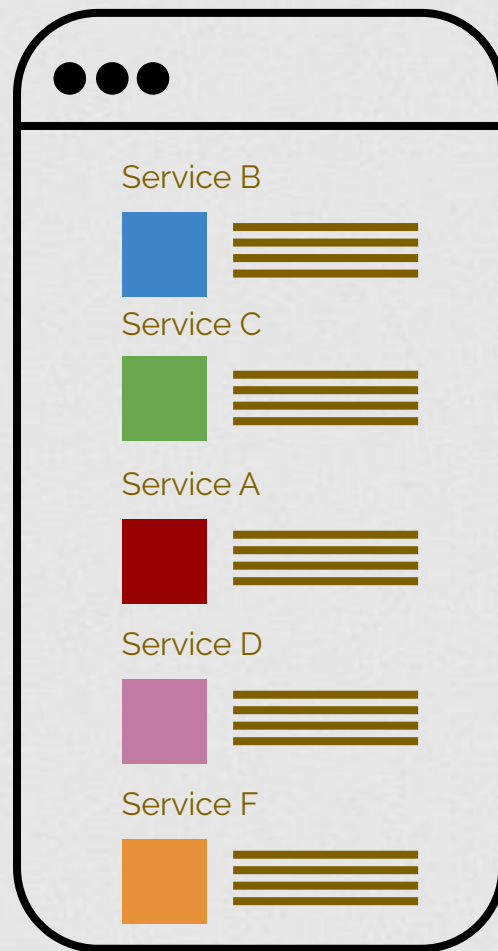
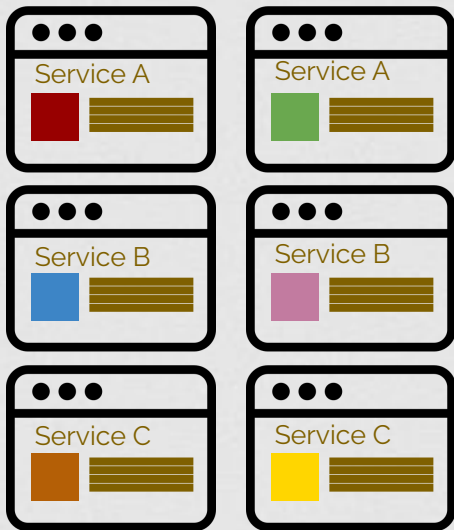












Webpages are **not** the final destination for your content. **Content types** help your content grow legs.

#1 NEW YORK TIMES BESTSELLER

FREAKONOMICS

**A ROGUE ECONOMIST EXPLORES
THE HIDDEN SIDE OF EVERYTHING**

"Genius . . . has you gasping in amazement."

—The Wall Street Journal

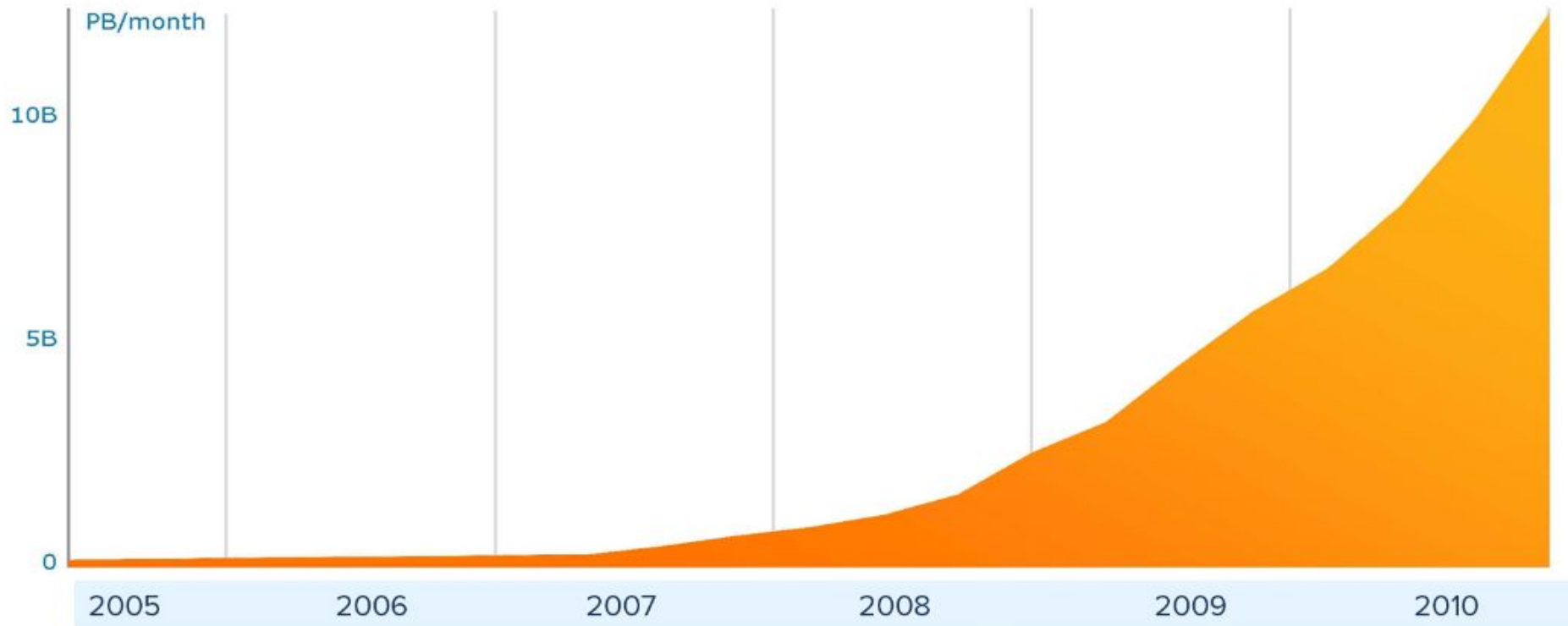


WITH
NEW MATERIAL.
INCLUDING AN
AUTHOR Q&A

STEVEN D. **LEVITT** & STEPHEN J. **DUBNER**

Freakonomics Moment

AT&T Mobile Data Volumes



SOURCE: GIGAOM





Content Strategy Certification



- Develop **Personas**
- Map the **Customer's Journey**
- **Write** for the Web
- Analyze **Analytics**
- Create **Accessible Content**
- Perform **Content Audits**



Takeaways:

Technology and design will change with time. **Structured, chunked content** will make your content **future-ready**.

Takeaways:

Embrace **content types** and
free your content to go
beyond webpages.

Questions:

Sign up for office hours, or

yen.tang@gta.ga.gov

11:00 **Planning Beyond the page -**
Jeff Eaton

12:45 **Migration Schedule Update:**
Donna Sumner

-- **Lunch** --

**1:00-
2:50** **Breakout Sessions:**

**Best Way to Use New Content
Types in D8:** Dominic Distretti

**Designing smart layouts in the
GovHub:** Rachel Hart

**Preparing Content for the Drupal
8 Migration:** Manda de Zayas

Coming Up