

It's Time To Get Serious About Your Content.

Peter Lee

@GeorgiaGovTeam

What you can do with content in Drupal

Site pages

About the Office
Biography of the Attorney General
Duties
History
Key Staff
Mission Statement
Organization of the Office
Speaking Requests
Contact Us

Home » About the Office » Duties

Duties

The Attorney General is given his authority and obligations by the Georgia Constitution and the Official Code of Georgia. His duties include:

- Serving as the attorney and legal advisor for all state agencies, departments, authorities and the Governor.
- Providing opinions on legal questions concerning the State of Georgia or its agencies, which are binding on all state agencies and departments.
- Representing the State of Georgia in all capital felony appeals before the Supreme Court of Georgia.
- Representing the State of Georgia in all civil cases before any court.
- Representing the State of Georgia in all cases appearing before the Supreme Court of the United States.
- Prosecuting public corruption cases where criminal charges are filed against any person or business for illegal activity when dealing with the State of Georgia.
- Initiating civil or criminal actions on behalf of the State of Georgia when requested to do so by the Governor.
- Preparing all contracts and agreements regarding any matter in which the State of Georgia is involved.

The Attorney General does not, and indeed by law cannot, provide legal advice to private citizens.

Documents

Documents and Media

- Press Releases
- Photo Galleries
- Resources
 - Fact Sheets
 - Videos
 - Newsletters

Home » Documents

Documents

[2013 State Rehabilitation Council Report](#)
Click the attached item to view the 2013 State Rehabilitation Council report, as compiled by the GVRA Office of External Affairs.
[Read Full Document](#)

[2014 State Rehabilitation Council Report](#)
The PDF of the 2014 State Rehabilitation Council report is attached. It's packed with client service numbers and success stories. Please share with everyone you think might be interested.
[Read Full Document](#)

[April GVRA Newsletter](#)
See attached for the April GVRA newsletter.
[Read Full Document](#)

[BEP Organizational Chart](#)
Describes the hierarchy of positions within the BEP.
[Read Full Document](#)

[Dec. 2013 GVRA Newsletter \(Text Only\)](#)
Click the attachment for a text-only version of the December 2013 GVRA newsletter.
[Read Full Document](#)

Document Type

- Any -

Form

Publication

Most Viewed Documents

[2014 State Rehabilitation Council Report](#)

[Dec. 2013 GVRA Newsletter \(Text Only\)](#)

Locations

Home » Find a Career Center » Athens

Athens

Career Center

150 Evelyn C. Neely Drive

Athens, GA 30601

[Get Directions](#)

Areas Served:

Barrow, Clarke, Elbert, Greene, Jackson, Madison, Morgan, Oconee, Oglethorpe

Office: [\(706\) 583-2550](tel:(706)583-2550)

FAX: [\(706\) 369-5895](tel:(706)369-5895)

TTY: [\(706\) 583-2834](tel:(706)583-2834)

Hours:

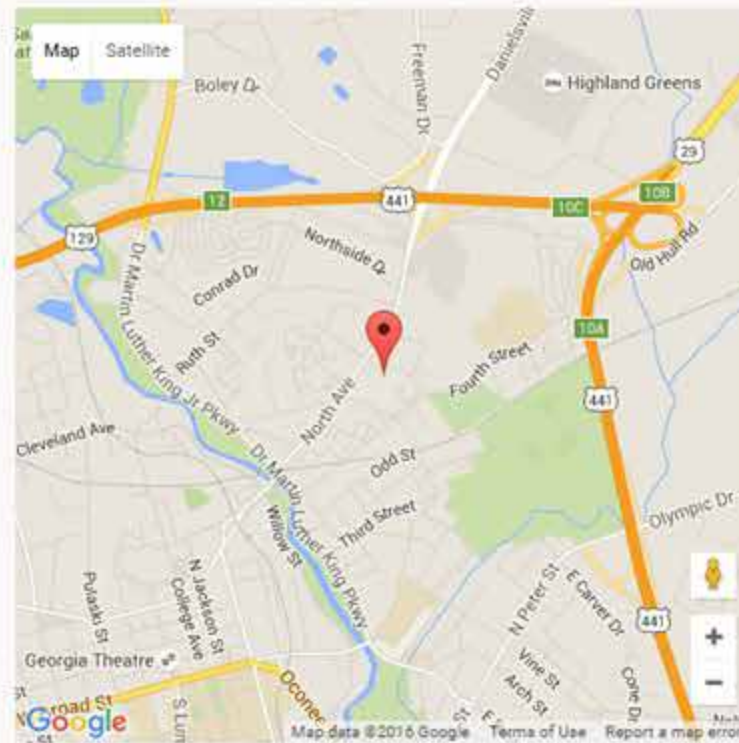
08:00AM - 04:30PM

Monday - Friday

Manager

Phyllis Winfrey

[Contact a Career Center](#)



Events

JUN
24

Quarterly Commission Meeting

June 24, 2016
Atlanta GA

[Read Event Details...](#)

Home » Events » Quarterly Commission Meeting

Quarterly Commission Meeting

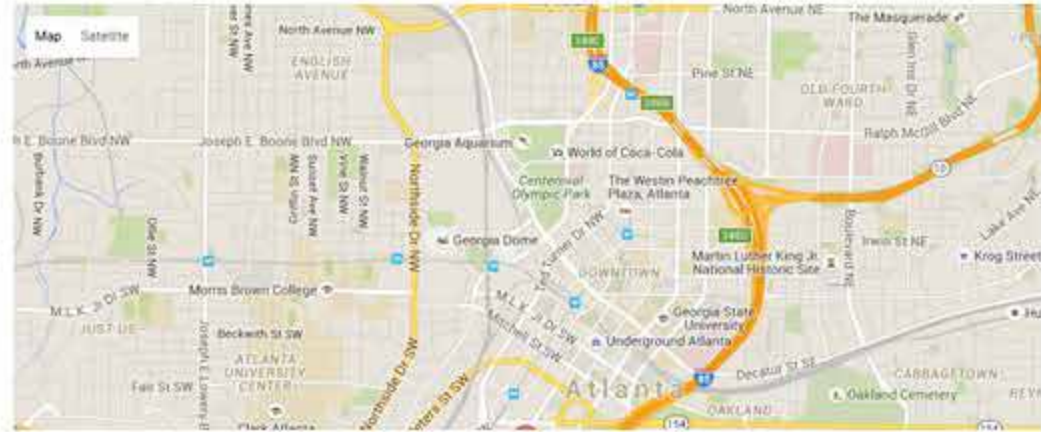
[Add to Calendar](#)

Fri, 06/24/2016 - 9:00am to 12:09pm

Location:

395 Pryor Street, SW, Suite 1132-1133
Atlanta, GA 30312

Check back for complete details or contact GCFV at 404-657-3412.



Profiles

[Home](#) » [Board Members](#)

Board Members



Homer Bryson
Chairman

Homer Bryson was appointed as Commissioner to the Georgia Department of Corrections by Governor Nathan Deal on February 5, 2015. Prior to this appointment, he served as the deputy commissioner of the Georgia Department of Natural Resources for four...



Avery Niles
Board Member

After his appointment by the Governor in November 2012, Department of Juvenile Justice Commissioner Avery Niles was sworn into office by Governor Nathan Deal, followed by a unanimous vote of the DJJ Board. Commissioner Niles leads a workforce of...



Terry Barnard
Board Member

Terry E. Barnard is Chairman of the State Board of Pardons and Paroles. Mr. Barnard was elected to the position by his colleagues and will serve in this capacity through June 30, 2016. He served two one-year terms as Vice Chairman from July 1, 2012...

[Home](#) » [Profiles](#) » [Homer Bryson](#)

Homer Bryson

Chairman
Commissioner - Department of Corrections



Homer Bryson was appointed as Commissioner to the Georgia Department of Corrections by Governor Nathan Deal on February 5, 2015. Prior to this appointment, he served as the deputy commissioner of the Georgia Department of Natural Resources for four years. Bryson began his career with state government in 1983 as a conservation ranger with the Department of Natural Resources (DNR). He continued his career with DNR, serving as Colonel of the Law Enforcement section and then Deputy Commissioner.

Bryson currently serves on the Georgia Board of Corrections, Georgia Board of Community Supervision, Georgia Board of Public Safety, Georgia State Indemnification Commission, Georgia Claims Advisory Board, Georgia Criminal Justice Coordinating Council, Georgia Peace Officer Standards & Training Council, Georgia Behavioral Health Coordinating Council, and the Peace Officers' Annuity and Benefit Fund.

He earned a Bachelor's degree from Valdosta State College and a Master's degree in Public Administration from Columbus State University. Bryson and his wife, Lisa, have three children and reside in Flowery Branch.

Staff Type:
[Board Members](#)

Photo Gallery/Videos

Home » Photo Galleries » Faith and Community Alliance: Macon 3/2015

Faith and Community Alliance: Macon 3/2015



Macon meeting

Share This



[See All Photo Galleries >](#)

Home » Videos » Strangulation Assault Training Video

Strangulation Assault Training Video



Blog

Home » Blog » Image Use on Social Media

Image Use on Social Media

June 14, 2016



[Rachel Hart](#)

In the technology age, I'm not sure if a picture's still worth a thousand words, but it sure does a lot of good on social media.

According to the [Government's Guide to Using Facebook](#), posts with photos receive 50% more likes than posts without photos. [Georgia.gov's Facebook page](#) often gets even more extreme results than that. This May, our posts with images received, on average, 88.2 reactions, comments and shares per post. This is *OVER 30 TIMES* the number of interactions that text-only posts received, an average of 2.9 per post! (Data excludes video posts which often get even more love than photos, but usually take much more time and effort to produce.)

To be fair, this was an unusually fantastic month for our images on Facebook, but the fact that photos and graphics almost always perform better than text-only posts remains true.

And that's just Facebook. On [Georgia.gov's Twitter](#) last month, our photo tweets got 138% more engagements (clicks, retweets, replies, follows and likes) than our text-only tweets.

Side note: Often the most powerful posts include imagery paired with text, such as in an infographic. Learn more about this media type from my [infographic blog series](#).

A Look at Dimensions

Different types of images on different social media platforms have different pixel dimensions. It's best to save your images at the recommended dimensions so you have more control over how it will appear to your audience.

Select A Topic

- Any -

[Accessibility](#)

[Brand](#)

[Conferences](#)

[Content](#)

[Data](#)

[Design](#)

Stay Connected



Web forms

GOVTalks is a conference series from the GeorgiaGov Interactive team, dedicated to helping agencies create great websites and user experiences. Each quarter we'll feature a new topic in web trends and technology, providing key solutions you need to stay updated.

Name *

Agency *

E-mail Address *

Lunch Choice *

Sub Sandwich (non-vegetarian)

Job Title *

Job Function *

How does your job function relate to your website?

- Create Website Content
- Approve Website Content
- Request Website Changes
- Implement Website Changes
- Manage Social Media

Check all boxes that relate to your job duties and job function.

Please list any questions you might have for us to discuss during GOVTalks: Summer 2016

FAQs

[Q16. Is there a wait time to retake an exam?](#)

[Q17. What are the continuing education requirements?](#)

[Q18. Can I get a temporary license ?](#)

[Q19. What happens if I do not renew my license?](#)

[Q20. Can I make my license inactive?](#)

[Q21. If I make my license inactive how do I reactivate?](#)

[Q22. What are the License Renewal Dates?](#)

[Q23. What are the License Reinstatement Requirements?](#)

[Q24. What is the Scope of Practice?](#)

[Q25. When is a sedation permit required?](#)

[Q26. Can I dispense medications from my office?](#)

[Q27. Information on Dental Assistants](#)

[Q28. Frequently Used Acronyms](#)

[Q29. How do I change my name on my license?](#)

Q1. What are the requirements for obtaining dental licensure by examination?

Refer to Board Rule 150-3-.01 and Board Rule 150-3-.04

- *APPLICATION - Found on the board's website under the link [Download Forms](#).
- *NOTARIZED APPLICATION: Completed application form accompanied by a fee of \$125.00. Your application will not be processed unless the fee and all supporting documents are received.
- *LICENSE VERIFICATION: Official licensure verification(s) for every dental license ever held, other than Georgia. Each letter must indicate the date of licensure, the licensure status (active, inactive, expired, or revoked, etc.) standing of license, any disciplinary charges made against you by the licensing board or by any other state agency, and the result of these actions. The applicant must provide a copy of the formal complaint/pleading, outcomes, and a personal written explanation for each instance of discipline. You should call each state board about fees for these services. The verification must be submitted with your application IN THE ORIGINAL SEALED ENVELOPE FROM THE BOARD OF EACH LICENSING STATE, and

In the past, we've talked about...

How to make your writing clear
and understandable

Short sentences

Bullet points

No PDFs

But we got in the weeds!



Source: gardeningknowhow.com

50,000 foot view



photo: Wikimedia Commons

What is the purpose of my website?

Does my content reflect that purpose?

If it doesn't, get rid of it.

We're drowning in content



Source: Social Media Today



15 million pages

4 million have never been looked at

Source: Gerry McGovern

YAHOO! - 2004

255 links

The screenshot shows the Yahoo! homepage interface from 2004. At the top, there are icons for Personalize, Finance, Shop, the YAHOO! logo, Mail, Messenger, and HotJobs. Below these is a navigation bar with links for Yahoo! Games Downloads (Singo, Polar Goller, Jewel Quest, Magic Ball, more...), a search bar with a dropdown menu set to 'on the Web', and a 'Yahoo! Search' button. A 'Personal Assistant' section promotes Yahoo! Mail with more storage and a free account sign-up. A 'Most Popular Yahoo! Searches' section lists 'Britney Spears', 'Fantasy Football', 'Jobs', and 'National Hurricane Center'. A 'Yahoo! Health' section features a woman eating a red apple and lists links for 'Nutrition and Fitness', 'Stress Reduction', 'Skin Care and Beauty', 'Positive Thinking', 'Exercise and Training', 'Ask the Experts', and 'Sleep Activity'. Below this is a 'Find Healthy Recipes' search box. The 'Yahoo! Business Services' section includes 'Web Hosting', 'Sell Online', 'Domain Names', and 'Search Listing'. The 'Yahoo! Premium Services' section includes 'Internet Access', 'Personalize', 'Mail Plus', and 'PC Games'. A 'Web Site Directory' section is also present. On the right, a 'In The News' section lists headlines such as 'Alawi: Iraq will hold elections in January', 'Senior Hamas leader killed in Gaza City', 'Sudan: U.N. ruling won't help stop crisis', 'Republicans criticize Bush 'mistakes' on Iraq', 'Study finds TB could make new resurgence', 'Long-running shows to take last Emmy bow', 'Inside the Emmys - List of nominees', and 'Europe wins Ryder Cup'. Below the news is a 'Marketplace' section for 'Yahoo! Shopping - Digital cameras'.

Source: Gerry McGovern

**Average number of pages one
content manager can handle per
year: 100**



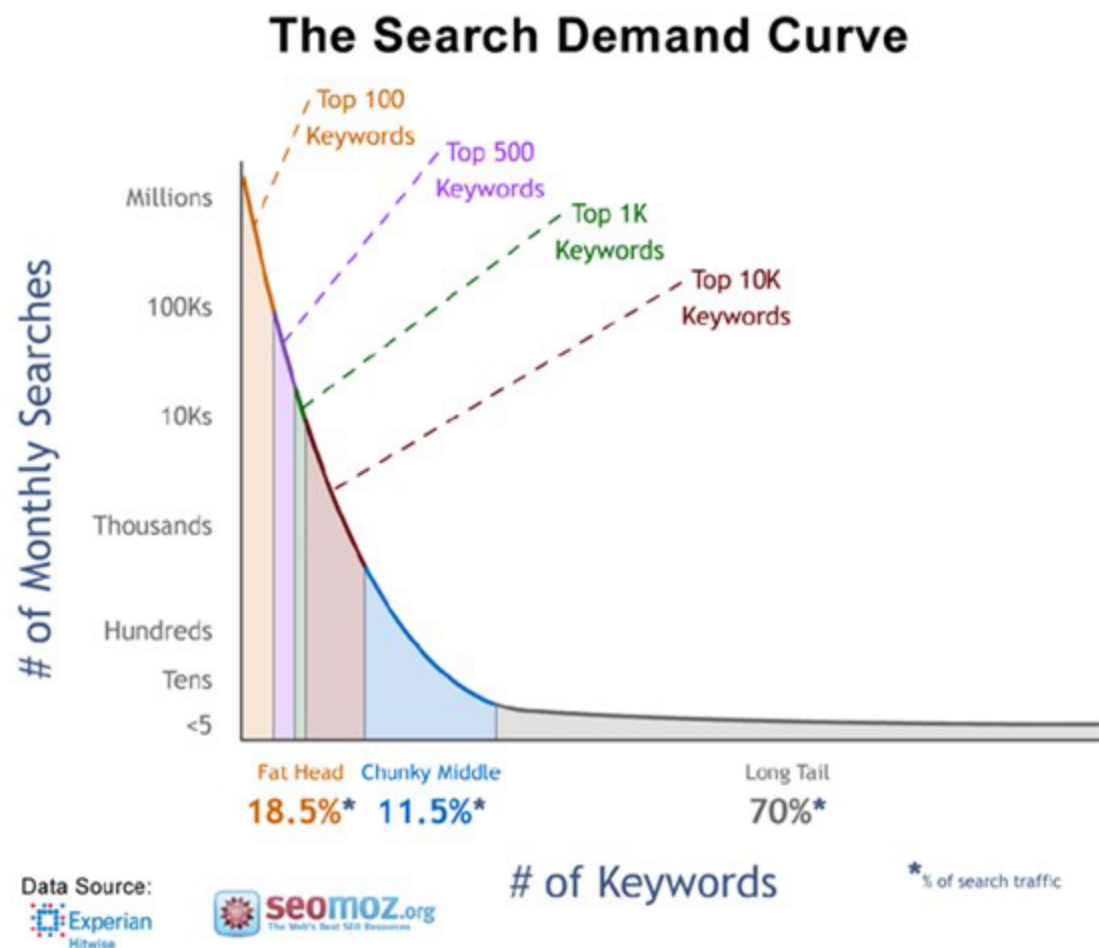
**GeorgiaGov sites:
Thousands!**



The Long Tail

70% of search terms are in the tail

Get as much content on the site to meet those searches!

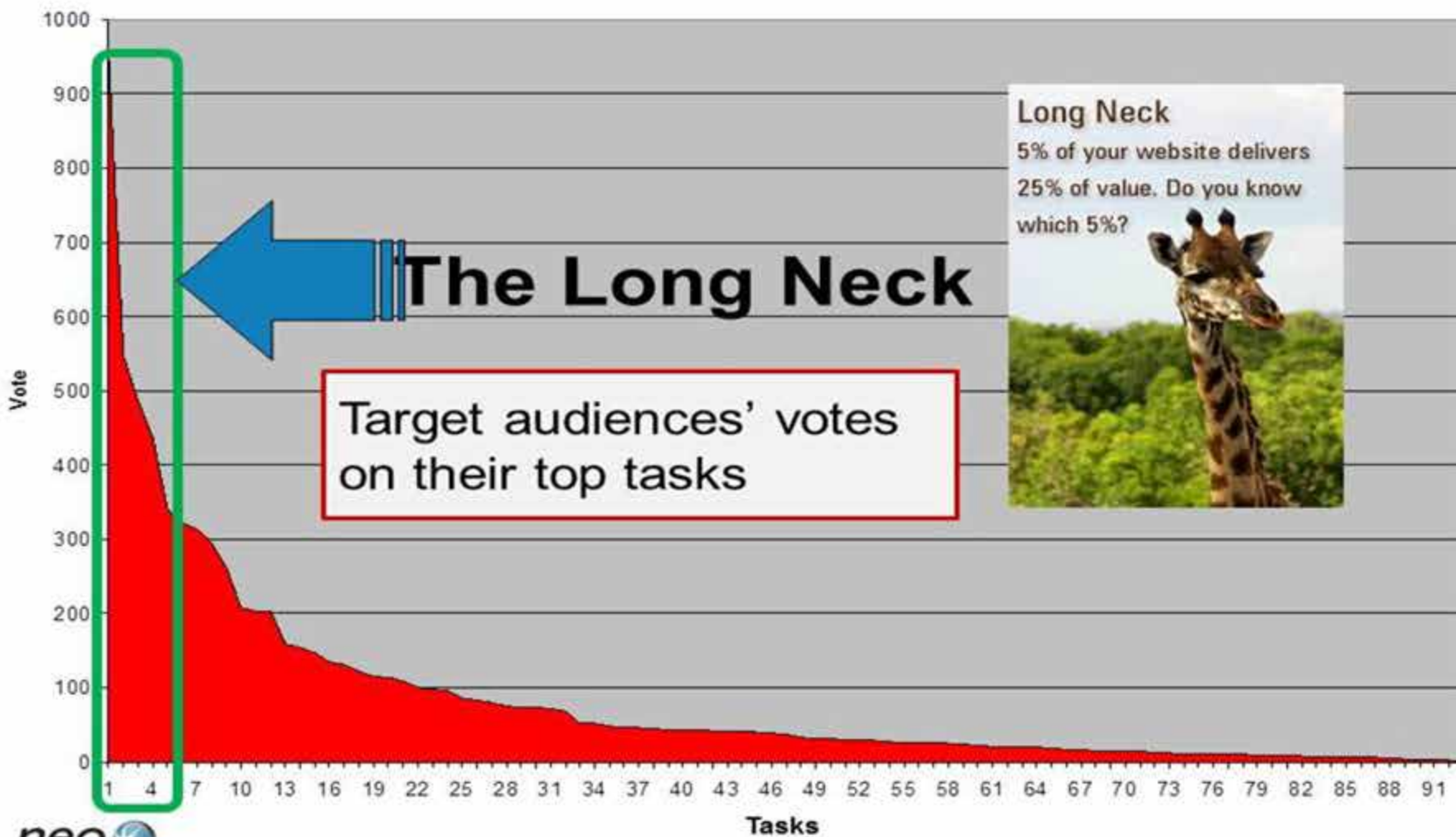


HOW TO DELIVER WHAT YOUR
CUSTOMERS REALLY WANT ONLINE



GERRY McGOVERN

The
Stranger's
**Long
NECK**



The Long Neck

What are your users' top tasks?

Does anything else really matter?

Now for the Ugly Truth...



No one cares about your Welcome message.



The screenshot shows the website for Lebanon Valley Bible Church. The header includes the church's logo, navigation links for Home, Give, Contact Us, and Search, and a secondary menu with Who We Are, Calendar, Resources, Ministries, and Social. The main content area features a large image of pink cherry blossoms with the word 'Welcome' written in a white cursive font. To the left of the image is a block of text, and below the image is a heading 'Welcome to our Website' followed by a smaller image and a thank-you message.

Lebanon Valley
BIBLE CHURCH

Home | Give | Contact Us Search

Who We Are Calendar Resources Ministries Social

Be anxious for nothing, but in everything by prayer and supplication with thanksgiving let your requests be made known to God. And the peace of God, which surpasses all comprehension, will guard your hearts and your minds in Christ.

Welcome

Welcome to our Website

Thank you for visiting our website. We know seeking out a new church for yourself and your

No one cares about your Org Chart.

ORGANIZATION CHART

Mission

Leadership

Organization Chart

Staff and Contractors

News & Blog

Data

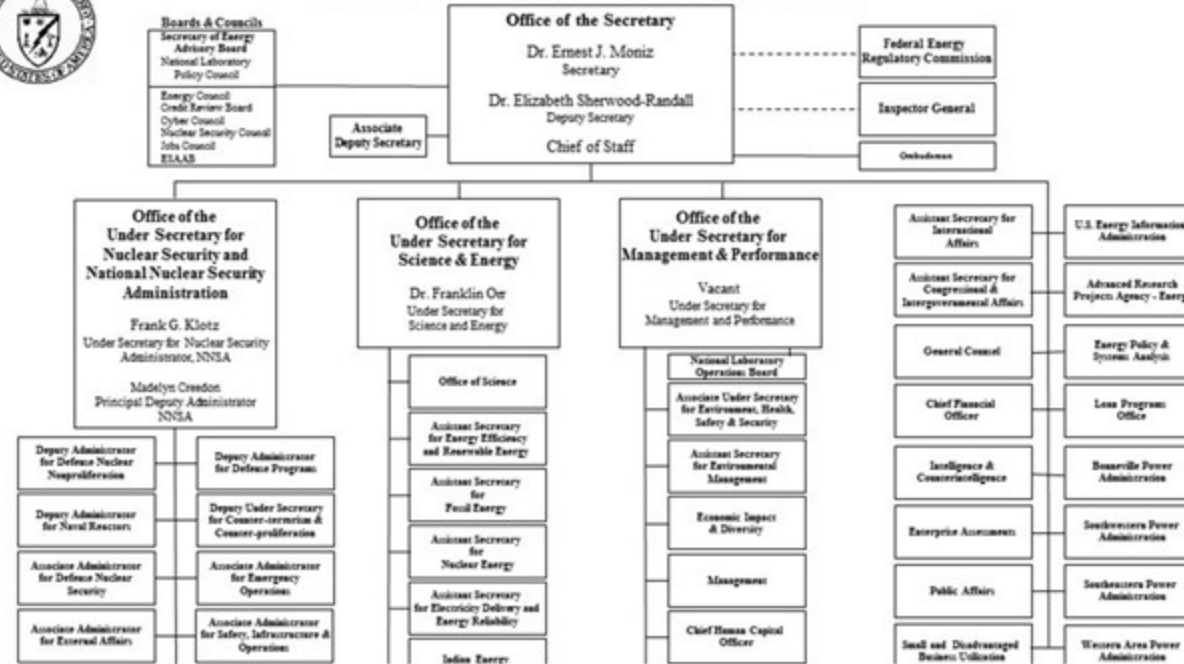
Phonebook

Web Policies

History



DEPARTMENT OF ENERGY



Source: U.S. Department of Energy

No one cares about your mission and vision

Mission, Vision & Values

The world is changing all around us. To continue to thrive as a business over the next ten years and beyond, we must look ahead, understand the trends and forces that will shape our business in the future and move swiftly to prepare for what's to come. We must get ready for tomorrow today. That's what our 2020 Vision is all about. It creates a long-term destination for our business and provides us with a "Roadmap" for winning together with our bottling partners.

Our Mission

Our Roadmap starts with our mission, which is enduring. It declares our purpose as a company and serves as the standard against which we weigh our actions and decisions.

- To refresh the world...
- To inspire moments of optimism and happiness...
- To create value and make a difference.

Source: Coca-Cola Co.

No one cares about your image rotator.



Georgia EHR Incentive Program

Georgia is leading the way to incentivize providers that utilize electronic health records in meaningful ways.

[Read More](#) →

⏸ 1 2 3 4 5

The video content shows a male doctor in a light blue shirt and stethoscope looking at a tablet. In the background, a female nurse in a pink top is also working. A logo for 'EHR INCENTIVE PROGRAM' is visible in the upper right corner of the video frame.

No one cares about your divisions and offices.

Commissioners
Contact
Data
Division and Offices
Regional Offices
Forms
Privacy and Security
Reports and Publications
SEC Docket
Securities Laws
Upcoming Events

SEC Divisions Homepages

Corporation Finance	Investment Management
Enforcement	Trading and Markets
Economic and Risk Analysis	

SEC Offices Homepages

Office of Acquisitions	Office of Human Resources
Office of Administrative Law Judges	Office of Information Technology
Office of the Chief Accountant	Office of Inspector General
Office of the Chief Operating Officer	Office of International Affairs
Office of Compliance Inspections and Examinations	Office of the Investor Advocate
Office of Credit Ratings	Office of Investor Education and Advocacy

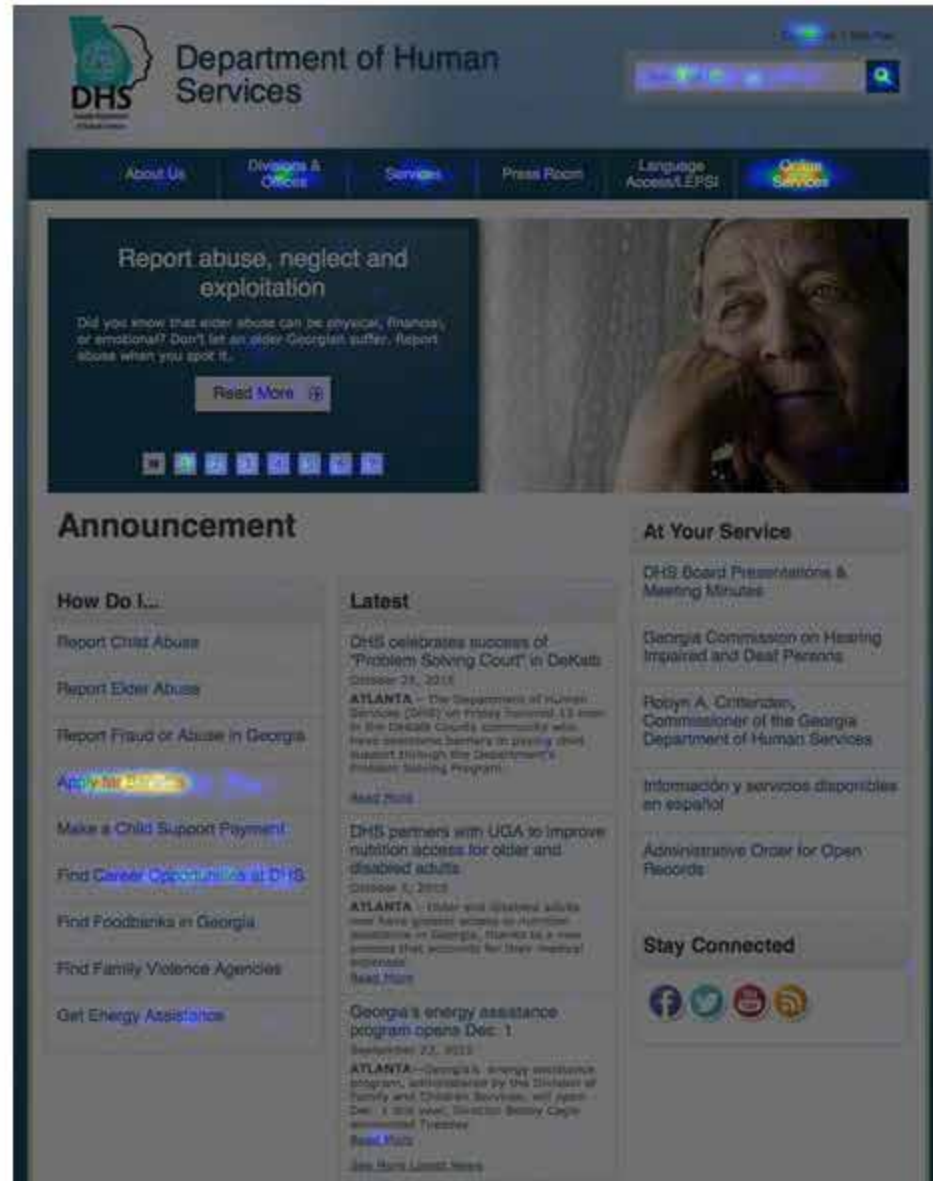
What do they care about?

- Check Google Analytics
- Conduct user interviews
- Review call center data
- Analyze search data
- Crazy Egg data



Crazy Egg

Creates a heat map of what people are clicking on



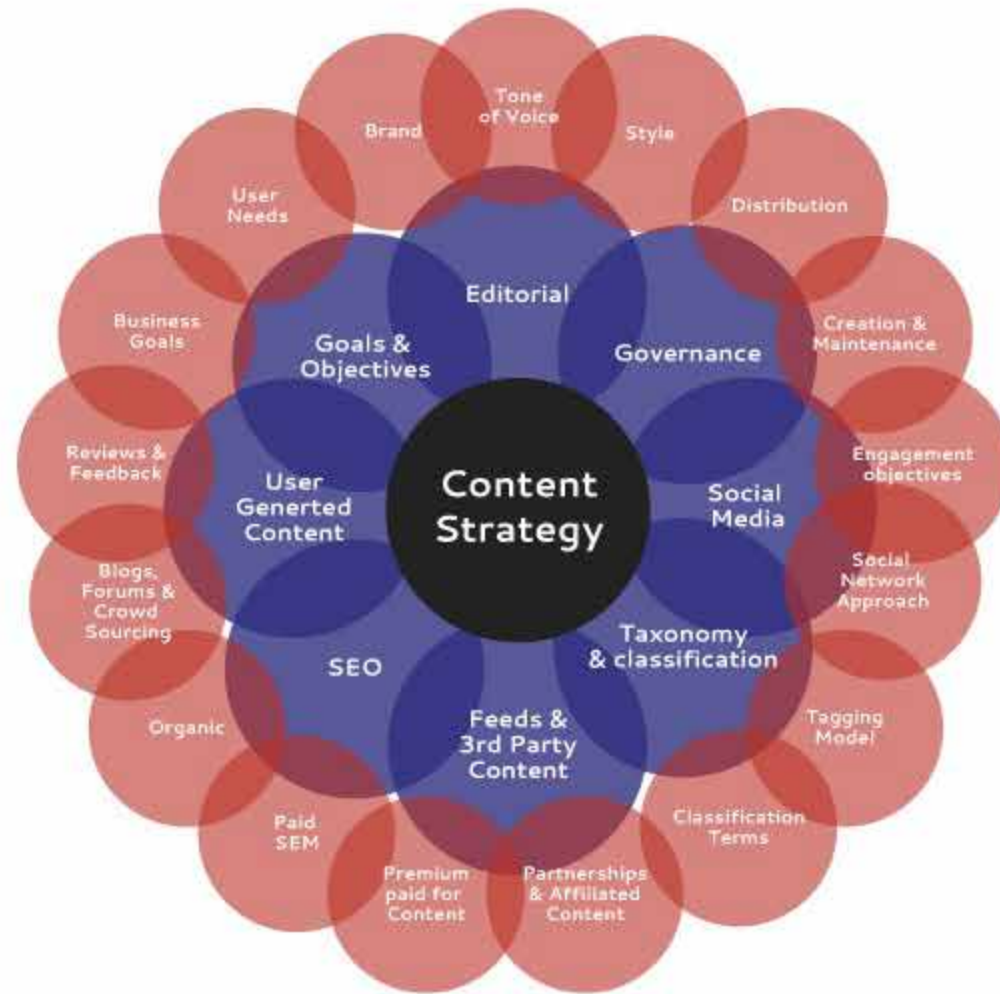
Content Strategy @ SapientNitro

Content Strategy Defined:
*Getting the Right Content to
the Right User at the Right
Time.*



©2011 SapientNitro | a division of Sapient Corporation

17



Source: Prager

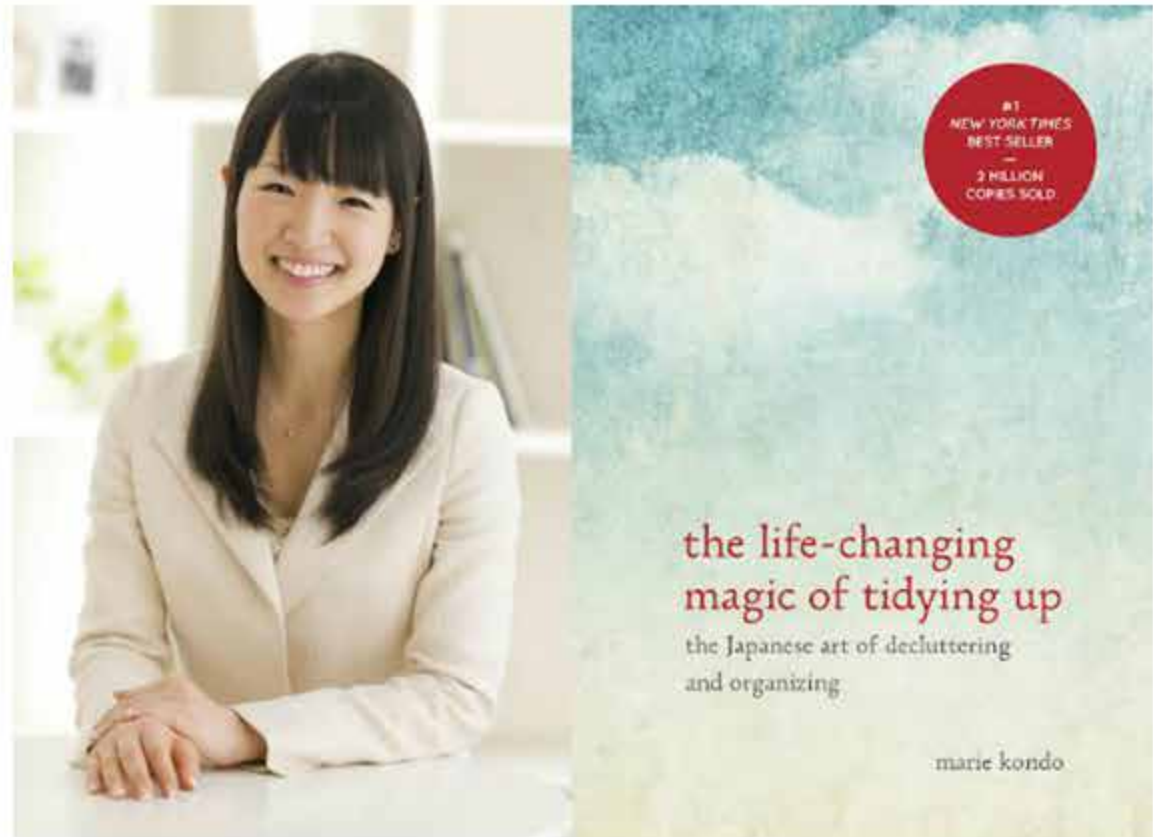


Source: Dallas Content Strategy



Clean-up time!

Marie Kondo - Get rid
of 90% of your clothes





#GAGOVTalks

@GeorgiaGovTeam



#GAGOVTalks

@GeorgiaGovTeam

Results of a tidy website

- Less complicated Information Architecture
- Findability increases
- Users can easily find those top 5 tasks
- More time spent editing, increasing SEO

What we can do for you

- Home page refreshes
- Content inventory
- Interpreting Google Analytics
- Content Strategy

To-Do List

- Take advantage of our content types
- Perform a Content Audit
- Get rid of the things no one cares about
- Determine what content type you should be using

Taxonomy Webinar

- Tuesday, June 28 - 1:30 p.m.
- Learn how to use organize content into subsections
- Documents, Press Releases, Locations, Blogs
- Learn more at <http://interactive.georgia.gov>
 - Click on the Events tab