Housekeeping

Welcome to the webinar "The Art & Science of Modern Websites for Gov", we will begin at 2:00 ET.

Tweet Us

Follow @granicus use #granicus19 to share insights.

Resources

Download the slide deck via the controls.

Questions

Take advantage by sending a note through chat.

Follow-up

Expect recap materials sent in a follow-up email.

For anything else, please email us: info@granicus.com
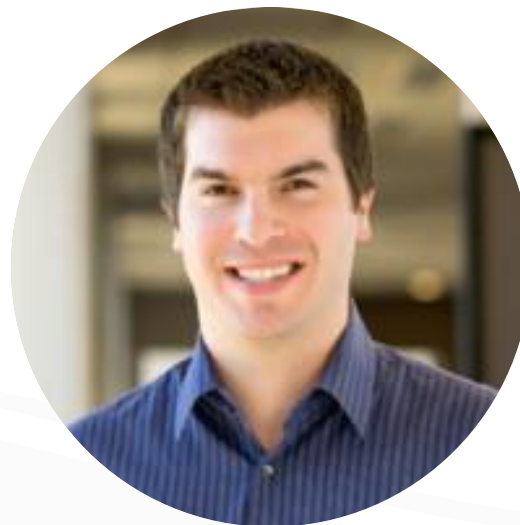
The Art & Science of Modern Websites for Government

Jake Sager
September 11, 2019

Today's **Speaker**

Jake **Sager**

Director, Product Management
Granicus

It's a Win-Win

According to a recent Accenture report, 72% of citizens surveyed said expanded digital services would both increase their overall satisfaction with government and willingness to engage.
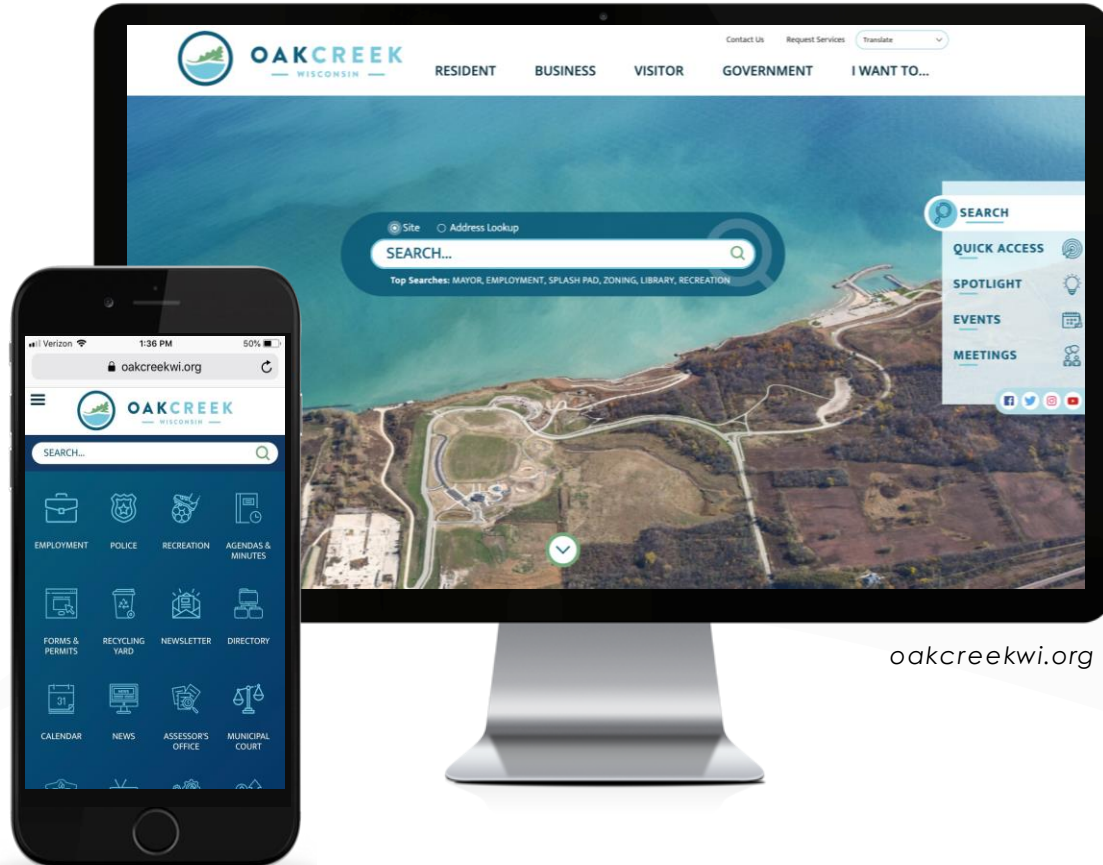
Why **User Experience** Matters

By shifting focus to the user experience *(and letting that guide your decisions)* you'll build internal alignment for the site development and end up with a site your community will use.

✎ Ask Yourself

- How will you learn what residents' expectations are for your website?
- How will you know you are placing the correct information on your homepage?
- Is the information on your website easy for residents to find, understand and use?
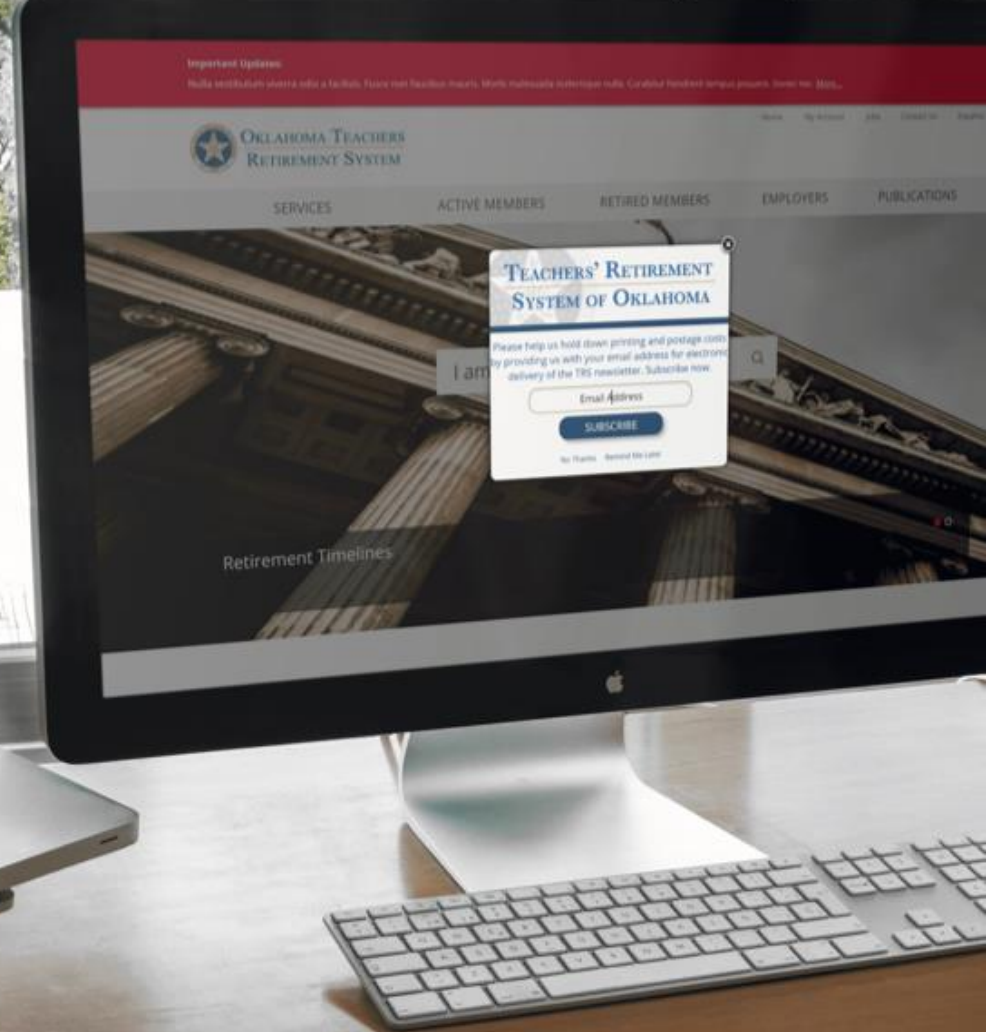
User Experience

oakcreekwi.org

"Prior to the launch of our new website for Oak Creek, we were receiving a high volume of calls from citizens searching for information they couldn't find online," said **Kevin Koenig, IT Manager for the City of Oak Creek**.

"Since the new website launch, we've reduced customer call volumes by 40%. We're quickly connecting residents with the information they need — from tax payments to community meetings."

Microsite Builder
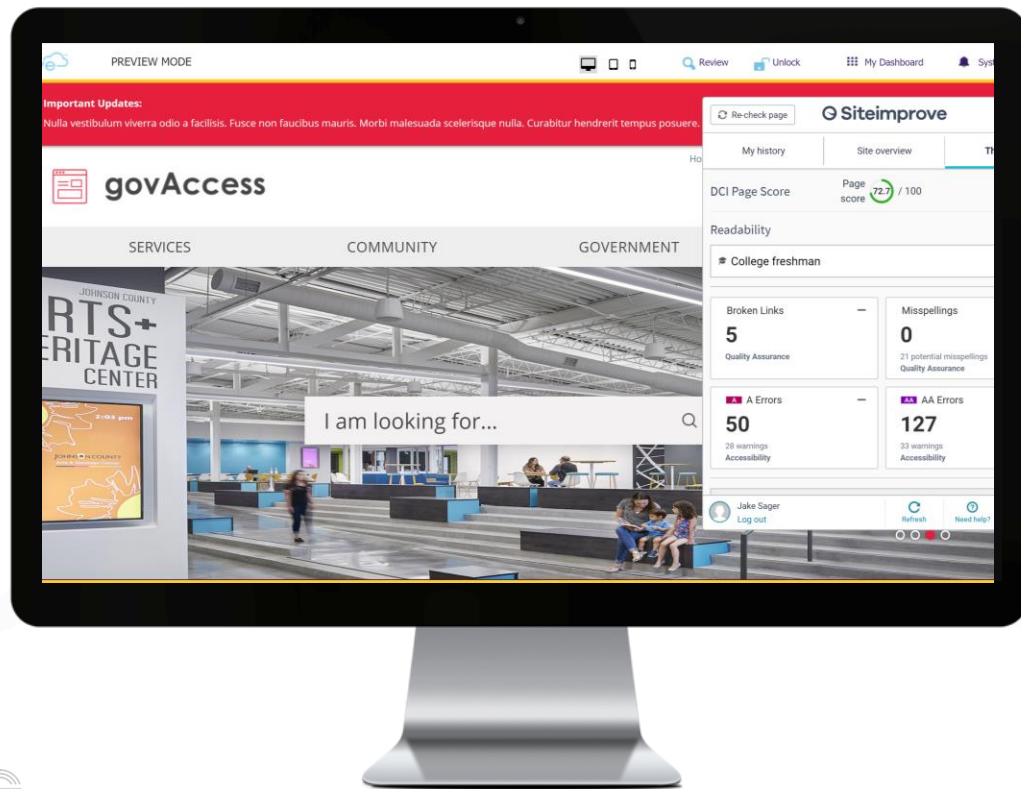
Why **Accessibility** Matters

Websites and web services must comply with accessibility standards known as WCAG 2.0. They must also maintain accessibility for all current and future content on their websites. [Per the DOJ]

✎ Ask Yourself

- How will your content management system enable editors to create accessible content?
- How will you educate your editors about accessibility standards?
- Is your graphic designer familiar with the accessibility guidelines for color and contrast?

Accessibility Tools

Consultation

Obtain a formal audit to understand your accessibility weaknesses

Training

Train the trainers - teach your content editors accessibility best practices

Technology

Integrate a CMS plug-in for ongoing accessibility checks
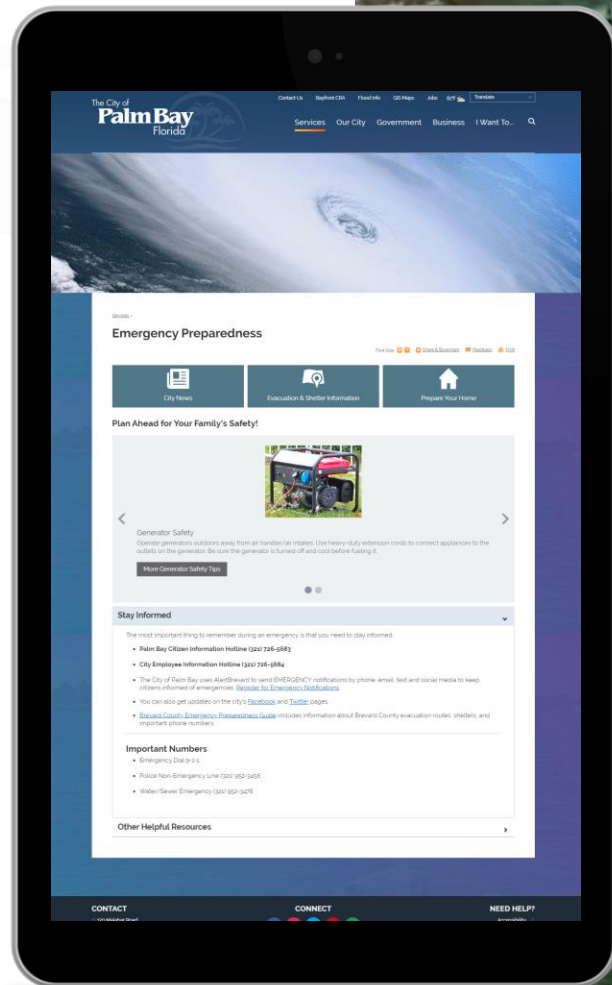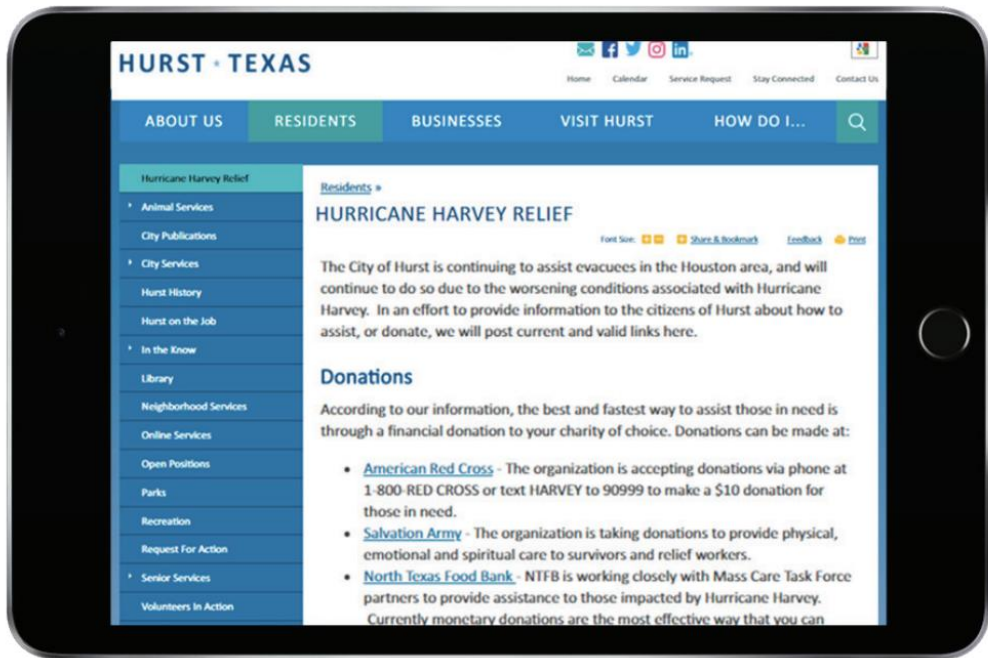
Why Disaster Recovery Matters

Your website will be of little value to your community if they're not able to access it. In addition to your day-to-day need to provide critical services, in times of emergency your website will be a crucial hub to disseminate information, so ensuring its uptime is critical.

✎ Ask Yourself

- What is your guaranteed uptime?
- What is your Recovery Time Obj. (RTO)? What is your Recovery Point Obj. (RPO)?
- How much downtime will we experience before receiving credit under your Service Level Agreement (SLA)?
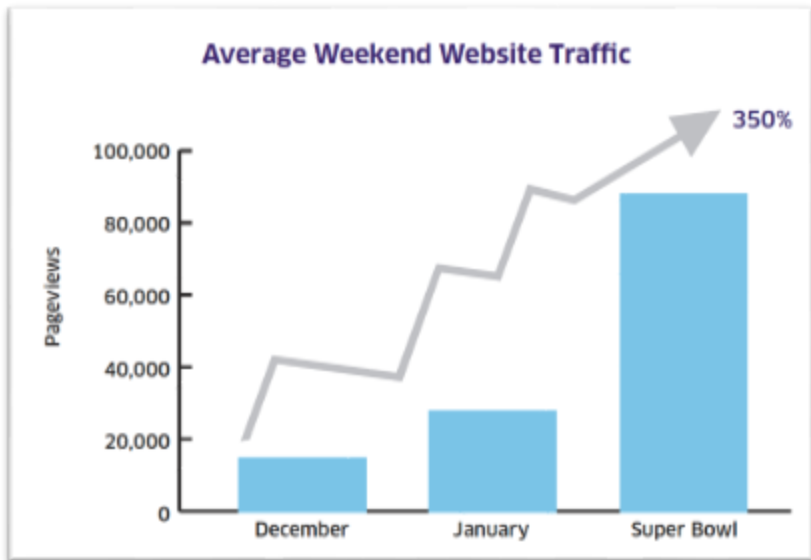- Is there any cause of downtime that would exclude us from your SLA terms?

Emergency Communications

Digital tools connect and inform citizens in time of need.

granicus.com

Super Bowl 50

Santa Clara successfully delivers critical information and services to visitors and citizens, even as website traffic surges 350% above average rate.

Average Weekend Website Traffic

To have that **increase in users and attention without any loss of service, defamation, compromise or other nefarious action** speaks to the strong business and technology relationship that the city has with Granicus – for partnered services and support.

Gaurav Garg
Chief Information Officer

City of Santa Clara
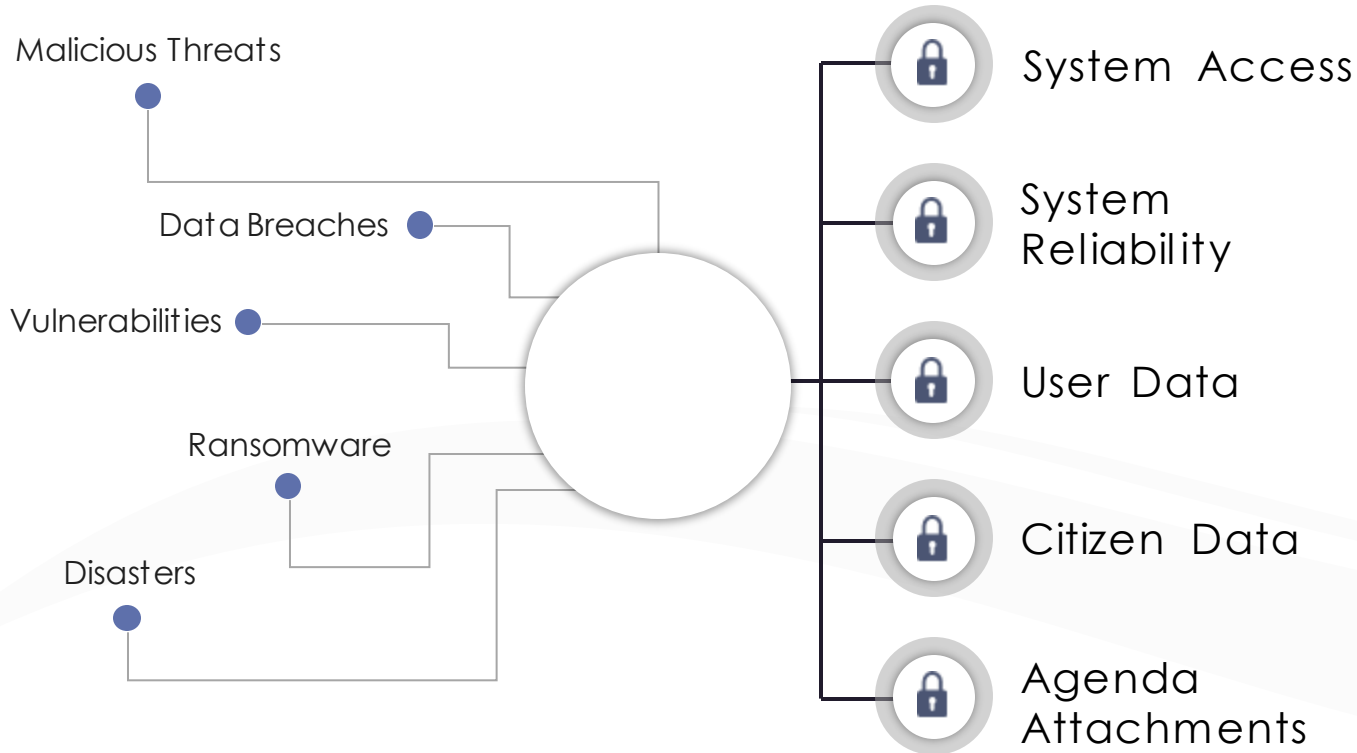
Why Security Matters

Protecting your visitors' information and ensuring the site stays available are key factors in creating a website your community will rely upon and trust.

✎ Ask Yourself

- How will your CMS protect against security threats, like Cross-Site Scripting, Cross-Site Request Forgery and SQL inquiry injections?
- How will your site be protected from DDoS attacks?
- What is the physical security protocol of your website host?

Security and Reliability

Enterprise grade infrastructure

Malicious Threats

Data Breaches

Vulnerabilities

Ransomware

Disasters

System Access

System Reliability

User Data

Citizen Data

Agenda Attachments

- ✓ **99.9%** uptime
- ✓ **DATA ENCRYPTION** in motion, at rest
- ✓ **DISASTER RECOVERY** 90 mins RTO / 5 mins RPO
- ✓ Near real-time **REPLICATION OF DATA**
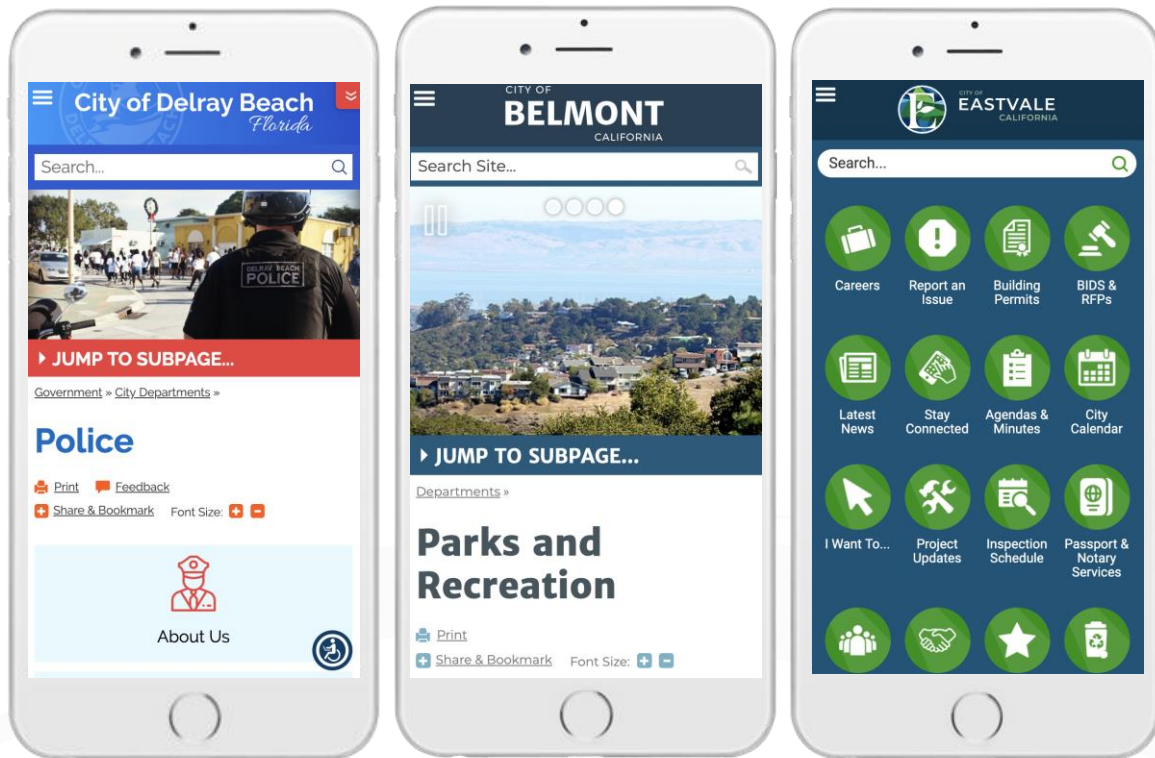- ✓ **FAIL OVER TESTING**

05

MOBILE

Why Mobile Matters

Users across all age groups are using their phones to follow breaking news, share information, and learn about community events. So if your site is not mobile-friendly, it's not meeting the needs of many in your community.

✒ Ask Yourself

- Will your site be developed with Responsive Web Design (RWD) to ensure content dynamically resizes to suit all devices?
- How will you make sure your website content is easy to use on small screen devices?
- What control will you have over how your mobile content displays?

Mobilize with Responsive Design

"It was difficult to navigate and find information on our old website," said **City of Eastvale, California's City Manager Bryan Jones**.

"Our updated site is mobile-friendly, making it easier for our citizens to access the information they want on whatever device they prefer."

1 - delraybeachfl.gov/government/city-departments/police
2 – www.belmont.gov/departments/parks-and-recreation
3 - eastvalca.gov

5 Key Takeaways for a Modern, Citizen-First Website

01
USER EXPERIENCE

Build internal alignment and create a site your community will use.

02
ACCESSIBILITY

Websites and web services must comply with accessibility standards.

03
DISASTER RECOVERY

Your website will be of little value to your community if they're not able to access it.

04
SECURITY

Protect your visitors' information and maintain trust with your community.

05
MOBILE

If your site is not mobile-friendly, it's not meeting the needs of many in your community.

Questions?

If you haven't already, submit them now

govAccess

A Service-Centric Approach to Government Website Design

Free Consultation

Go to: granicus.com/free-consultation

Upcoming Webinars

Save these Dates

Sept. 17th | 2:00 ET

How Smart Clerks Win Hearts & Work Better With Local Leaders

Sept. 26th | 2:00 ET

Right Message, Right Time: How A-List Gov Communicators Drive Results

Oct. 9th | Noon ET

How to Bring User-Centered Design to Government Services

Learn more, visit granicus.com/events/