Website Project Update

Anita Rao, Department of Information Technology
Greg Licamele, Office of Public Affairs

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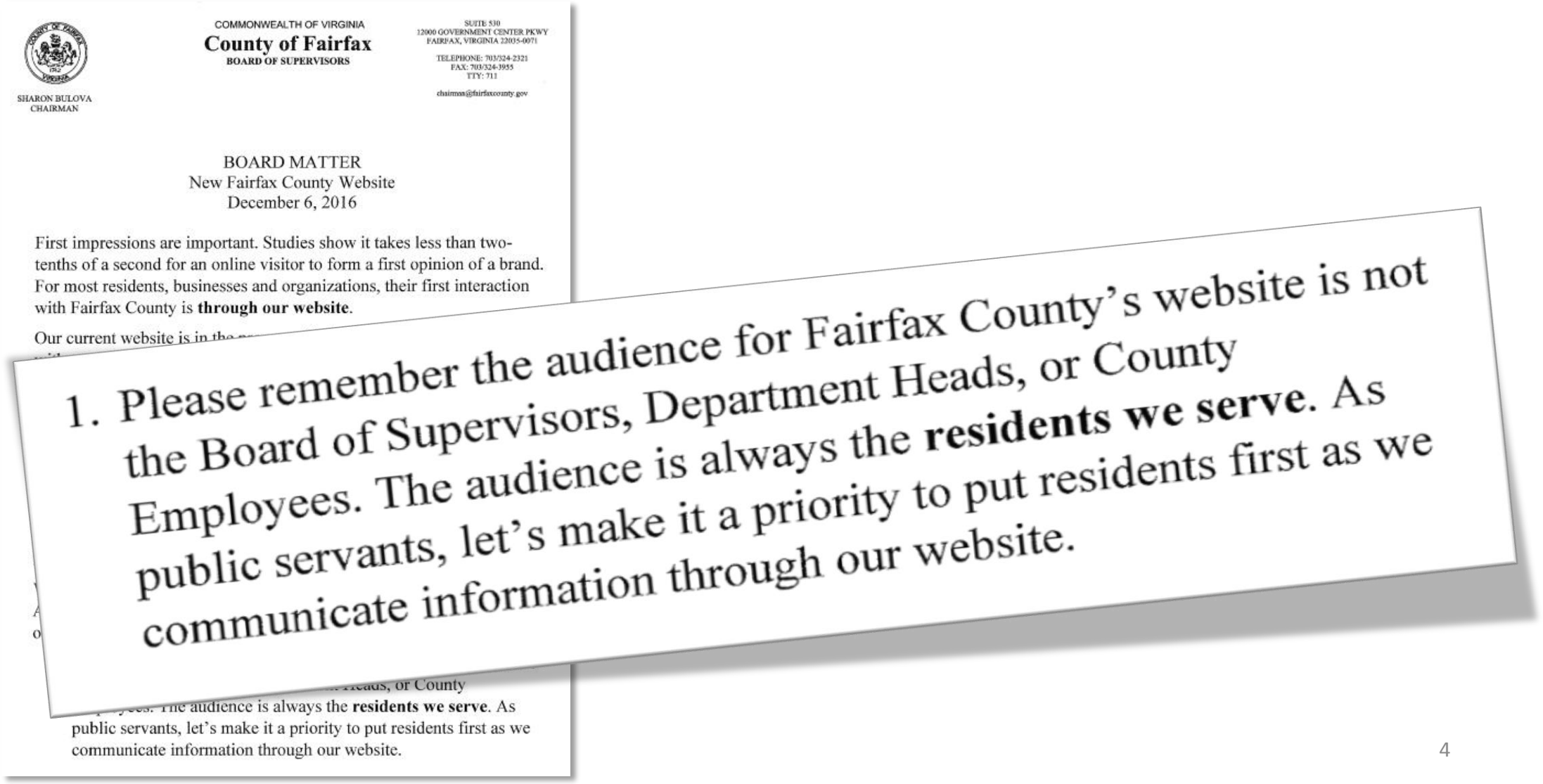
Presentation Outline

- Brief Recap of Website Goals and Progression
- 8 Things to Know About the New Website
- Questions & Conversation

Project Overview: Goals

Guidance & Partnership: Board Matter - Content Organization



COMMONWEALTH OF VIRGINIA
County of Fairfax
BOARD OF SUPERVISORS

SUITE 530
12000 GOVERNMENT CENTER PKWY
FAIRFAX, VIRGINIA 22035-0071

TELEPHONE: 703/324-2321
FAX: 703/324-3955
TTY: 711

chairman@fairfaxcounty.gov

SHARON BULOVA
CHAIRMAN

BOARD MATTER
New Fairfax County Website
December 6, 2016

First impressions are important. Studies show it takes less than two-tenths of a second for an online visitor to form a first opinion of a brand. For most residents, businesses and organizations, their first interaction with Fairfax County is **through our website**.

Our current website is in the

1. Please remember the audience for Fairfax County's website is not the Board of Supervisors, Department Heads, or County Employees. The audience is always the **residents we serve**. As public servants, let's make it a priority to put residents first as we communicate information through our website.

Guidance & Partnership: Research and Input

01 **INPUT**
Requirements and collective input from Fairfax County team throughout the process

02 **EXPERIENCE**
Virginia Interactive (VI) leveraging experience of 28 state and local portal partners

03 **ANALYSIS**
Review of website metrics for user trends

04 **INFORMATION ARCHITECTURE**
Developed topic based navigation to improve content organization and usability

05 **NAVIGATION TESTING**
Interactive online testing of navigational elements and organization of the website

06 **INTERVIEWS**
Exercise completed during requirements

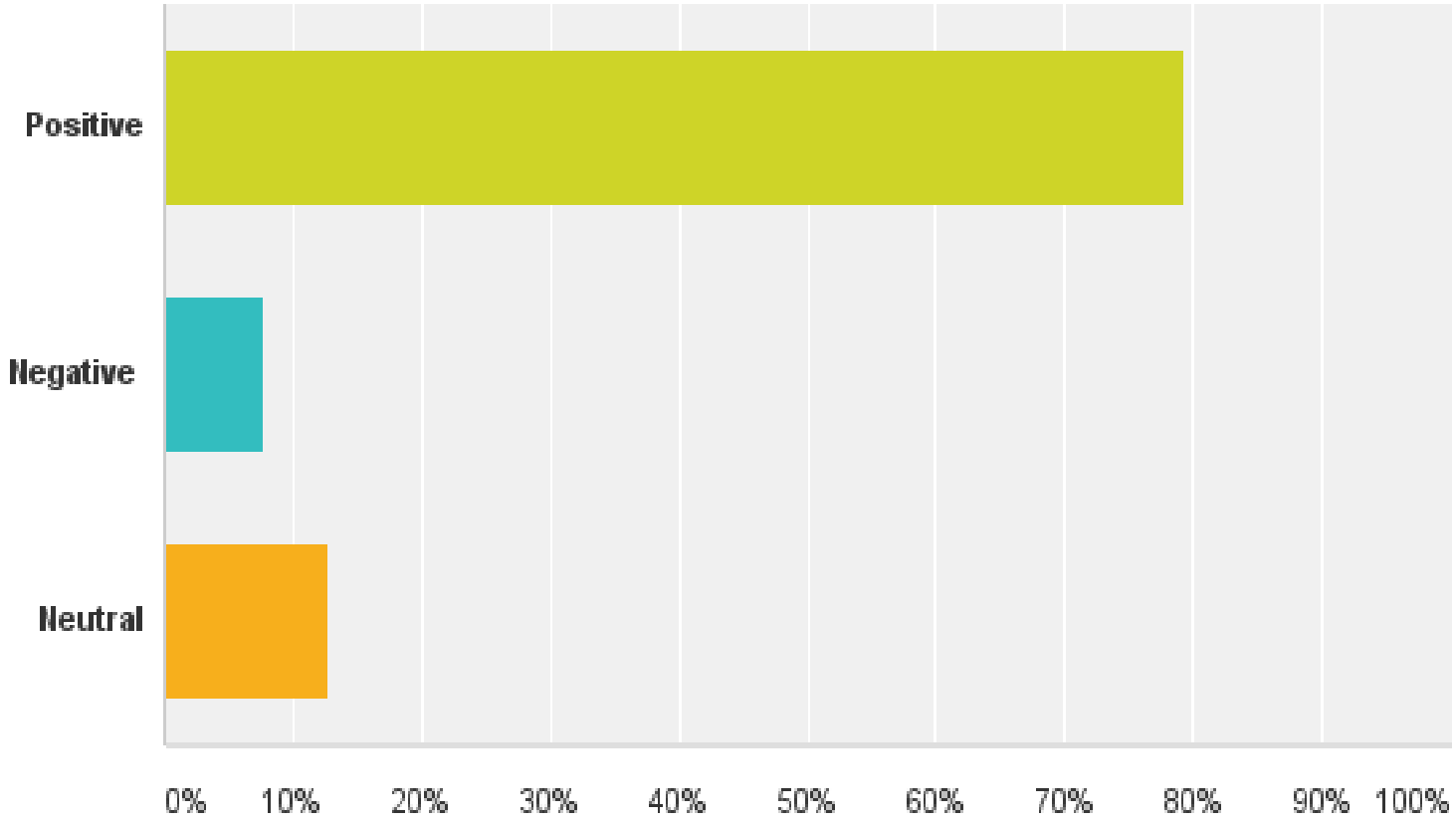
07 **BENCHMARK**
Review of similar sites and jurisdictions that have a well informed site map

- Working group from various departments
- 200+ content creators/publishers
- Community feedback and engagement
- Meetings with Board offices
- E-Gov Steering Committee
- Senior IT Committee
- ITPAC

Public Feedback: Survey Results on Refine and Redesign

Q: What is your first impression of the draft homepage?

80 % positive



Project Goals: Met at Launch

- The new design is fresh, modern and content aligns with Board Matter to make the site topic based.
- Search is powered by Google.
- New web content management infrastructure allows for easier content creation and efficient publishing.

8 Things to Know About the New Website

1 Website Content Publishers: An Overview

- 200+ department staff publishers from over 50 agencies are responsible for creating most website content.

- Feedback from publishers has been positive – content creation is quicker and easier:

13% Satisfied
Old WCM

89% Satisfied
New WCM

Website Content Publishers: Amount of Content

- Department publishers charged with prioritizing what content would be created on the new site.

- Publishers continue to evaluate and determine which content is necessary versus obsolete; site is always a work in progress.

AMOUNT OF CONTENT (Pages+PDFs)

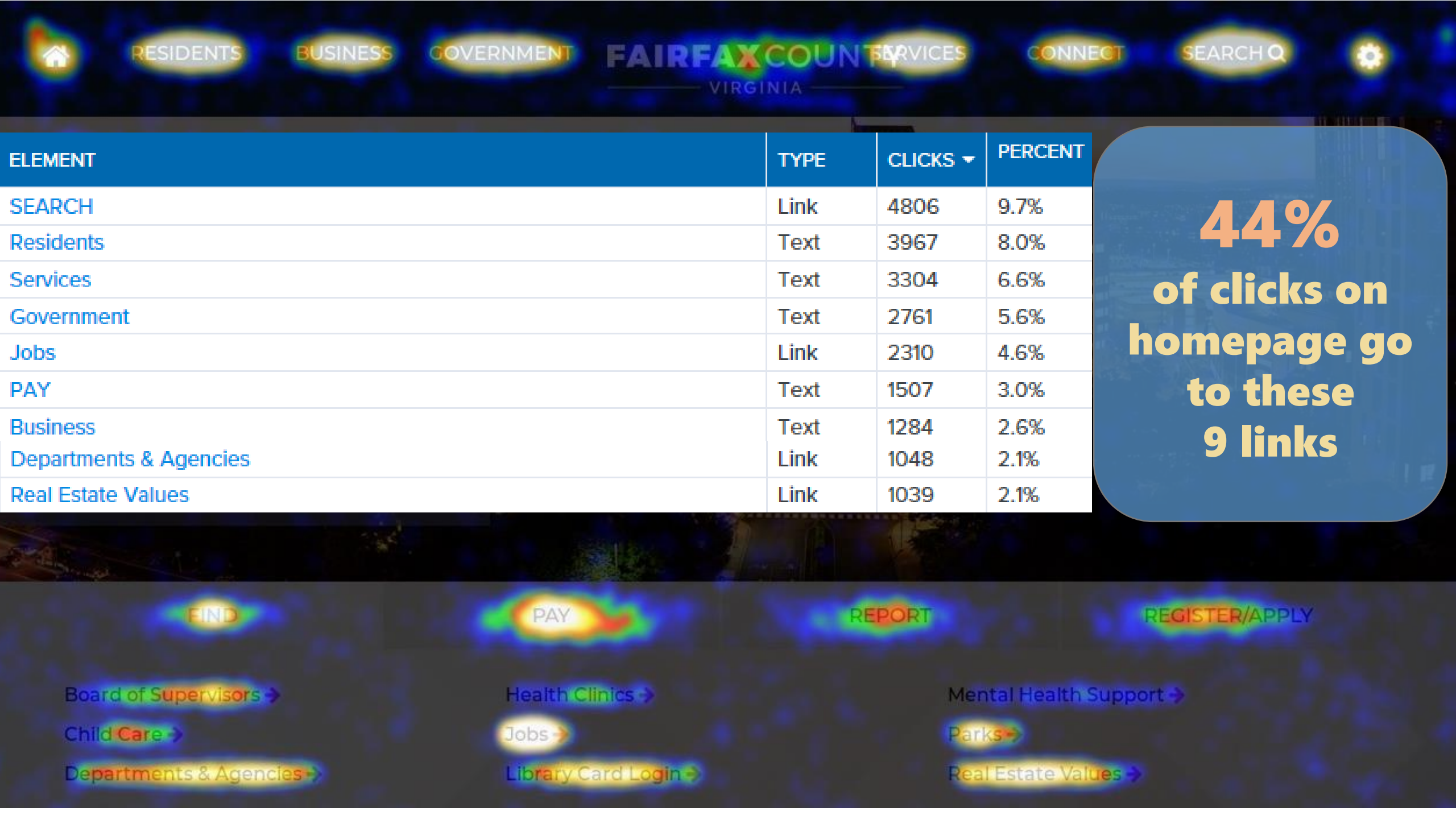
92,599	20,388	38,117
Old Website: December 2016	New Website: December 2017	New Website: April 2018

2 Website Intel Tools: Monitoring User Experience

- Website Analytics
- Heat Maps
- Screen Recordings
- Satisfaction Surveys
- Customer Service Reports
- 1:1 User Testing
- Internal Collaboration
- Category Testing
- Card Sorting
- Public Website Advisers

3 Metrics: 15 Most Popular Pages Visited

1. Library Homepage
2. County Homepage
3. Search Results
4. DTA Homepage
5. Jobs
6. Adopt a Pet
7. Animal Shelter
8. Car Taxes
9. Real Estate Taxes
10. Parktakes
11. Pay Taxes
12. Library Accounts/Catalog
13. General District Court
14. Permits
15. Park Authority Homepage



ELEMENT	TYPE	CLICKS	PERCENT
SEARCH	Link	4806	9.7%
Residents	Text	3967	8.0%
Services	Text	3304	6.6%
Government	Text	2761	5.6%
Jobs	Link	2310	4.6%
PAY	Text	1507	3.0%
Business	Text	1284	2.6%
Departments & Agencies	Link	1048	2.1%
Real Estate Values	Link	1039	2.1%

44%

of clicks on homepage go to these 9 links

Search: Top 15 Terms Entered By Visitors

1. Jobs
2. Catalog
3. Library Catalog
4. Library
5. Jobs in Fairfax County Govt
6. Real Estate Assessments
7. Volunteer
8. Careers
9. Employment
10. Lynda.com (Library)
11. Personal Property Tax
12. Fingerprinting
13. Property Search
14. Closings
15. Building Permits

Search: Some Factors That Influence Search Results

fairfaxcounty.gov search powered by Google

- Number of page views (is the content popular?)
- Time spent on a page
- Amount of external and internal linking
- Page titles and metadata/keywords
- When the page was published

Search: Promoted Search Results

5 Testimonials

I have been very pleased with the new website design. It has the clean, modern look of a good website, while still displaying enough information on each page to help users find what they are looking for.

The new website is fantastic. It looks polished and relevant. Its great having links to the various rec centers' information in one place.

The redesign is SO much better than the old site. It is much better organized and modern looking.

The new site is beautiful! It's been fun navigating around and looking at the different parts of the whole site. The main fairfaxcounty.gov page is organized well according to audiences and tasks. I like the way social media is integrated into the home page. The data info is really interesting and the events info is something I never thought to look at before the redesign. The trending section is good too--makes me want to check it to make sure I'm not missing anything. :)

Browsing your website and found it incredibly well done and accessible - may I ask who developed it? Former Mayor's Office staff in Chattanooga TN interested in digital service delivery and impressed.

Testimonials

Majority of issues noted are about agency-specific content/services for a task (library, courts, taxes, etc.).

you do not have a place on the Library page that simply says “log in here…” I do not want to search the library catalog each time I visit the website. The present format takes too long to get to where I want to go. Please add --- at the very beginning – a “Log In Here” Thank you

Former Fairfax County employee. Use the site daily. Still learning the new format. Cannot find what I need even with the search engine. But I see where you are going with the user friendly approach.

Previously there was a tab for "departments" that has been eliminated and I found it very helpful.

Provide a menu with common language, and maybe more options. I.E. "report" to me means a lot of things. For instance I was trying to report my car sold, but that is not how you are using the word.

6 Challenges: What Needs Further Attention

- Quick, easy paths to most accessed content/tasks
  - Reduce number of clicks when possible
- Broken links
- Continue content integration around topics
- Land use content
- Search education for staff publishers

7 Additional Outreach: Publisher/Staff Training

To professionally train designated Fairfax County Government publishers to manage fairfaxcounty.gov. This training curriculum will **empower** staff, **encourage** consistency across the site and **ensure** a common public experience.

Sample Online Courses:

- Introduction to fairfaxcounty.gov
- WCM System Training
- Publishing Best Practices
- ADA Web Accessibility
- Public Feedback, Outreach & Testing
- Search Engine Optimization
- Plain Language

Additional Outreach: Public Website Advisers

Residents will be invited to opt-in by email to:

- Provide (anonymous) feedback on a concept or content.
- Publishers will then consider feedback and implement changes.

8 Future Enhancements: Continual Improvements

- Refine content presentation based on user feedback and metrics from Website Intel Tools.

- Integrate with newer technologies:
  - Voice-activated home assistants
  - Automated chatbots
  - Live customer service support

- Personalization for residents to customize their website experience (i.e., save their key links).

Questions and Conversation