GRANICUS

3 Tips in 15 Minutes

Seamless Websites for Intuitive Experience

September 12, 2023

Connecting & Interacting Today

Questions

Submit your questions via the Zoom Q&A console.

govCommunity

See additional resources and chat after the webinar

Chat

Your peers are in the chat. We encourage you to connect there!

Granicus is Transforming how Government and People Connect Digitally

Serving the public's needs & interests since 1999

Connecting with government-provided information and services

Today's **Speaker**

Loretta Neal

Practice Lead,
Experience Services

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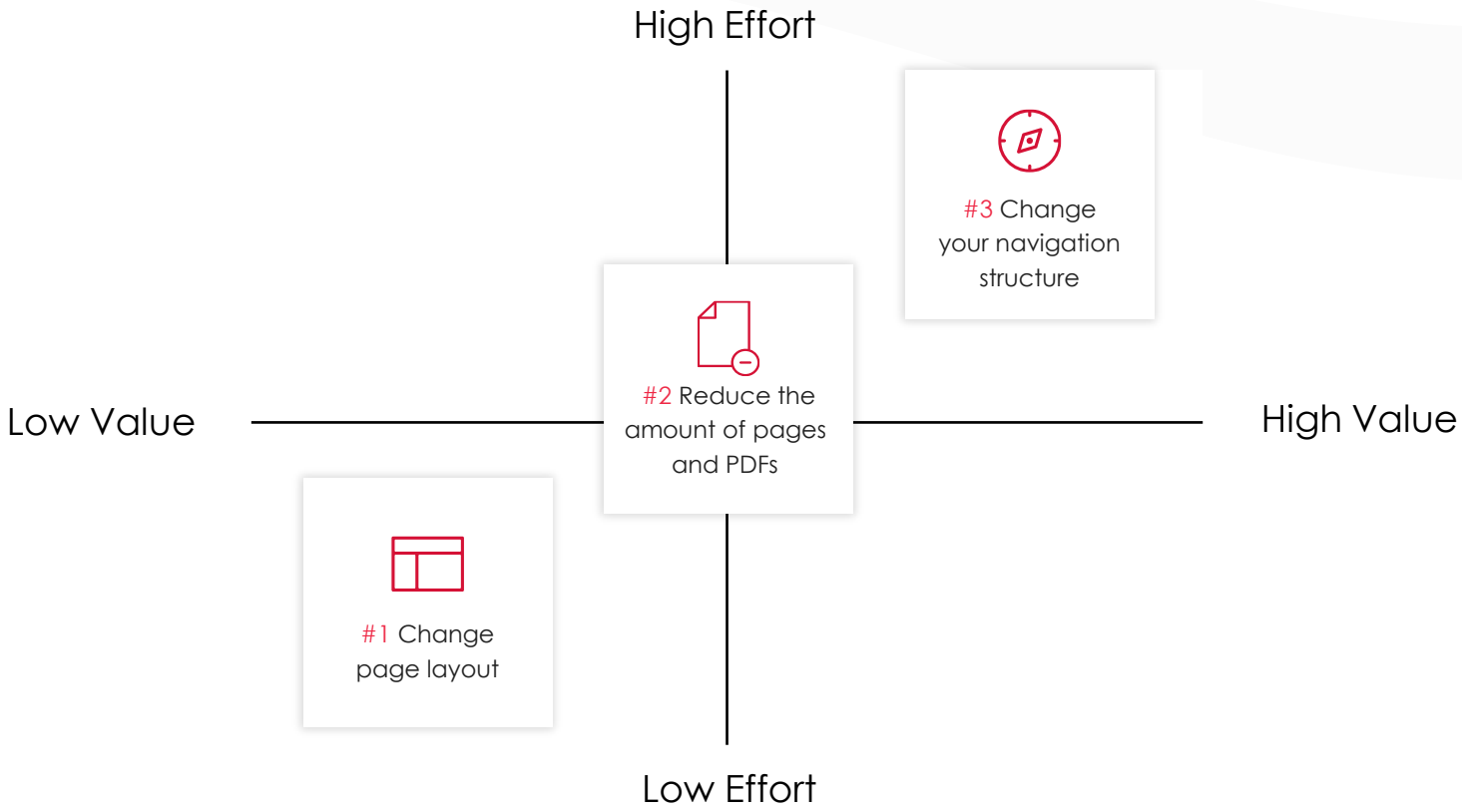
Effort **vs. Impact**



Tip #1: Change Page Layout **Based on User Behavior**

People don't read, they skim

People scroll

People click on buttons

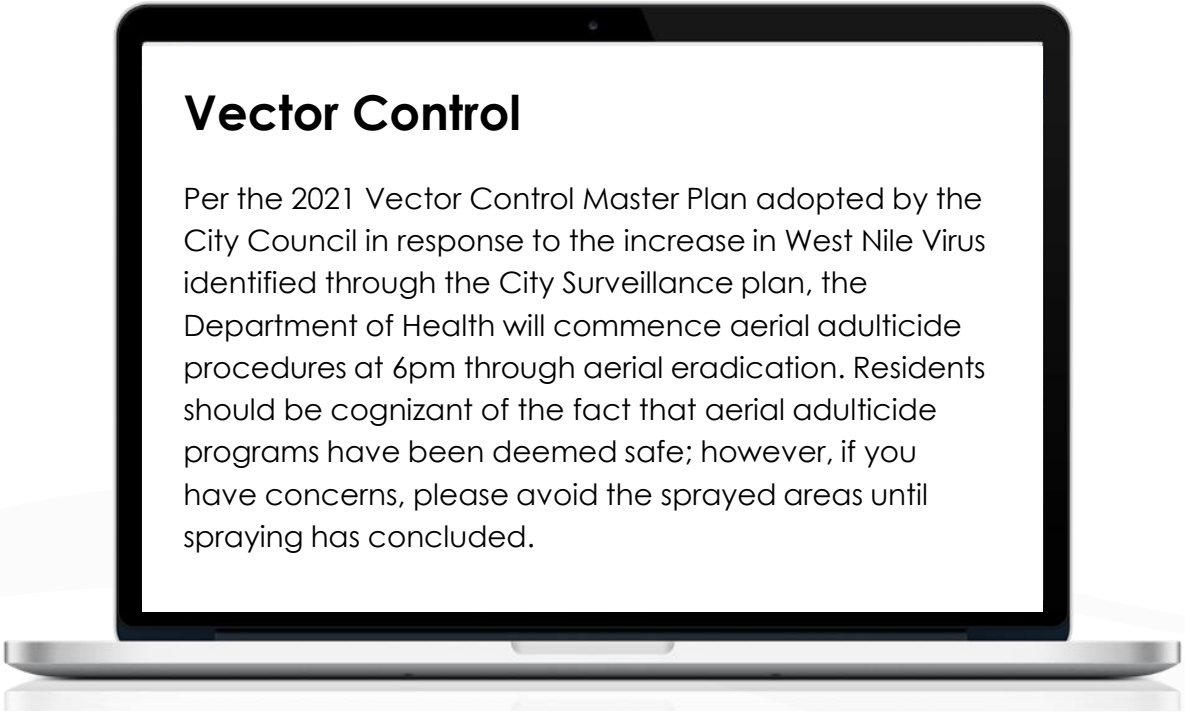
People comprehend more with simple language

People Skim Webpages in an F-shaped Pattern

People **Scroll**

People **Click on Buttons**

Content **Without Simple Language**

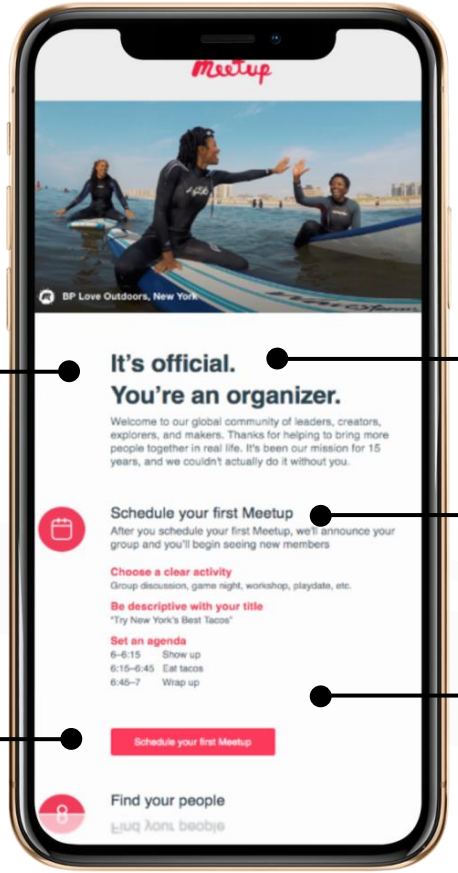


Content **With Simple Language**

Example: A long Page that is **Laid Out for Skimming**

Groupings made with white space
The eye interprets things that are grouped together as related.

Use buttons
Text links get lost. Buttons have visual weight to draw attention. Users are trained to click on things that look like buttons.

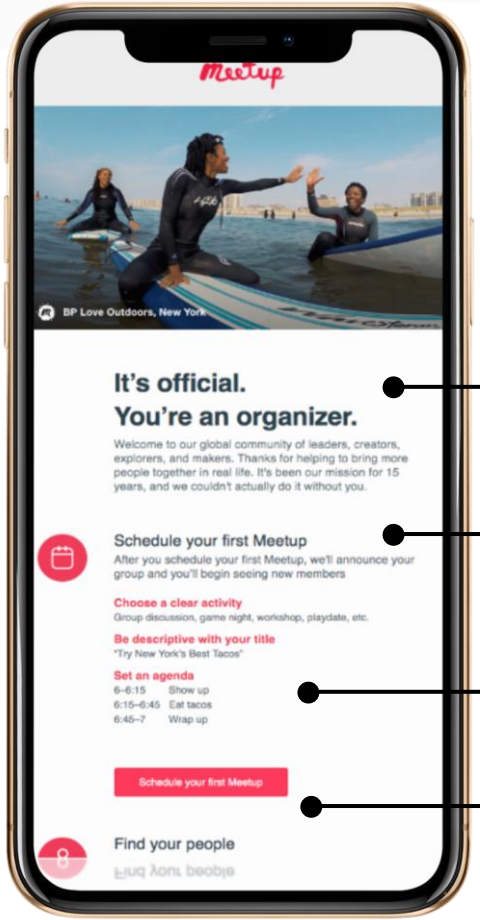


Large text is read first
The eye understands this is what should be read first because it is the largest text element.

Use subheadings
Ample use of subheadings helps a scrolling, skimming reader.

Use a list
Lists help the reader skim

Plain & Simple Writing **Increases Readability**



Talk directly to the audience
Use "you" and "we" in your writing to engage the reader more directly and convey a personal message.

Make it shorter to increase readability
Use words with a low number of syllables. Make your sentences shorter. Use short paragraphs that are 3-5 sentences at most.

Tell people what to do
Give clear step-by-step instructions.

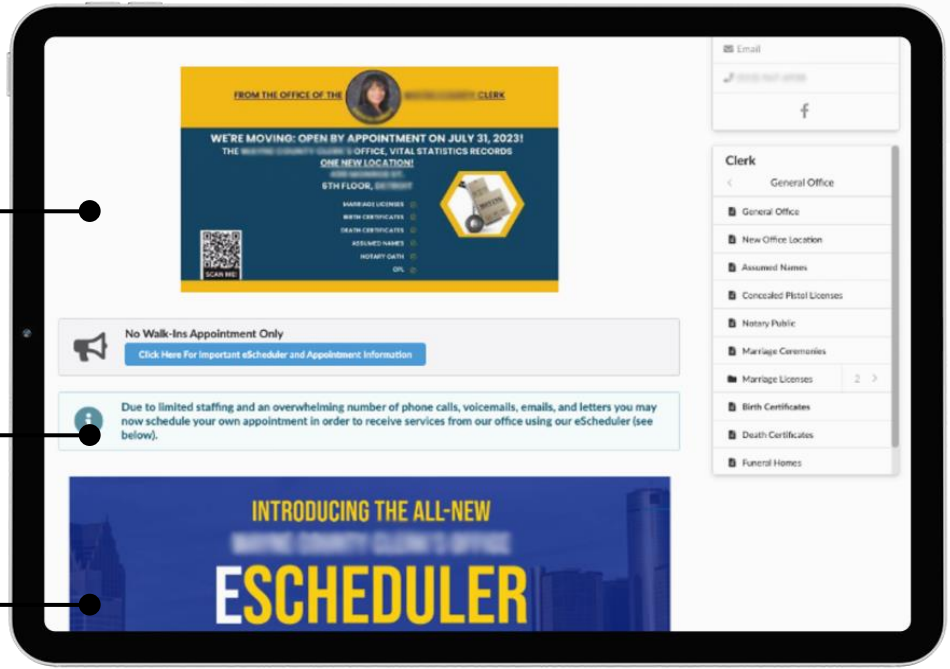
Use verbs in headers, subheads, and calls to action
Verbs move a sentence forward and conveys action which will increase engagement with readers.

Example: A Long Page That is **Difficult to Skim**

Unexpected and unrelated content
Large centered image doesn't tell me how to get a Birth Certificate

Competing visual elements
Groups are not labeled and compete for attention

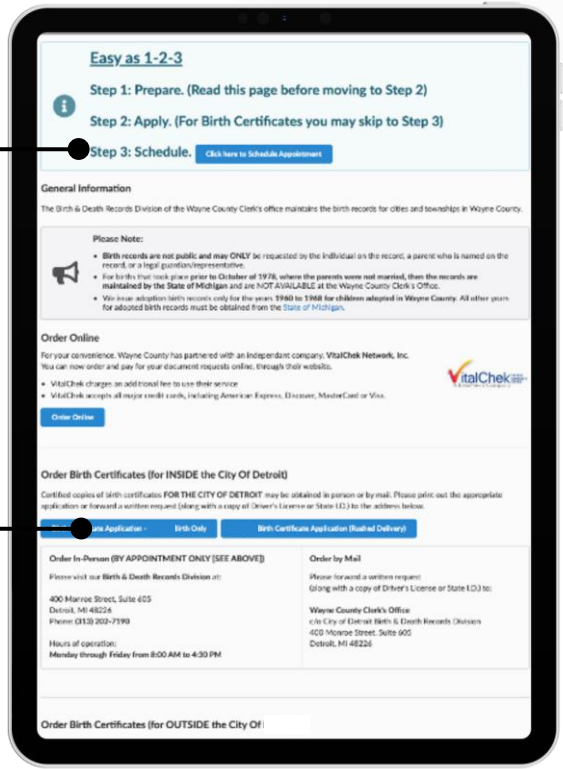
Biggest text is at the bottom
Largest text at the bottom goes against typical page organization



Example: A Long Page That is **Difficult to Skim**

Complicated instructions
Numbered steps and instructions require close reading, interpretation and jumping around the page

Competing buttons
Multiple buttons complete for attention



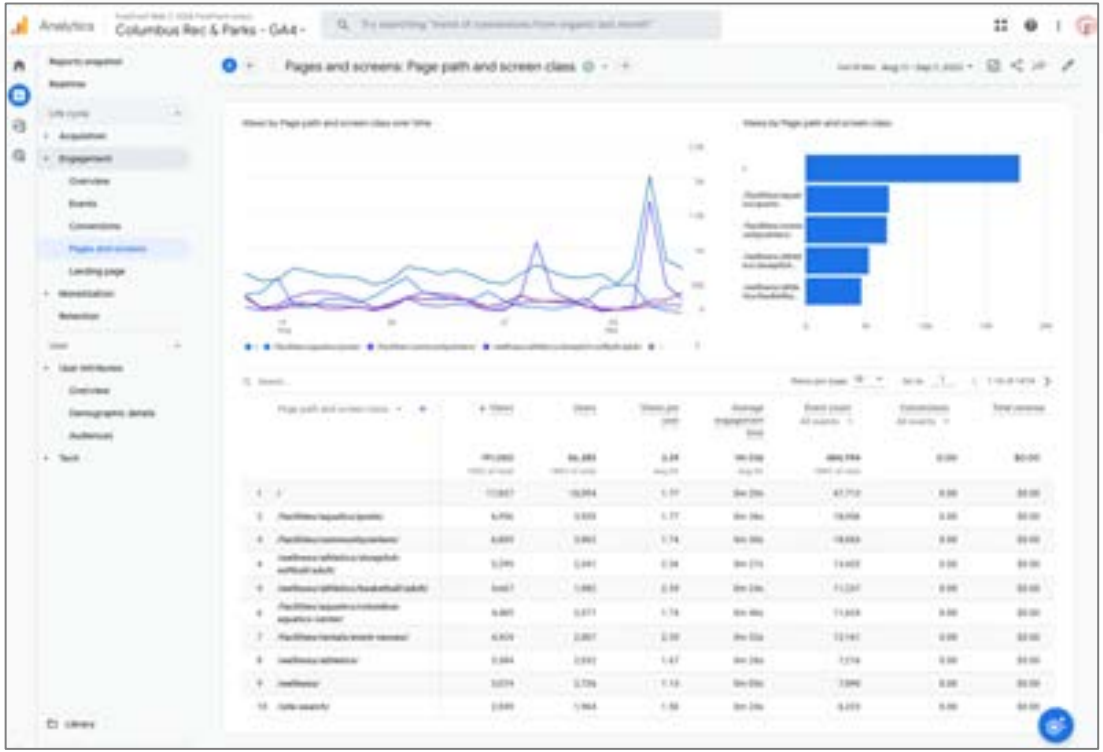
Tip #2: Reduce the Number of Pages

Audit pages based on traffic

Track what makes the phone ring

Audit your document library based on age and visits

Google Analytics **Page Traffic**



Page path and screen class	Views	Cumulative views	Cumulative %
/	448,310	448,310	9%
/elected/treasurer/home.aspx	370,310	818,620	17%
/elected/deeds/home.aspx	231,566	1,050,186	22%
/elected/clerk/home.aspx	193,612	1,243,798	26%
/elected/clerk/birth-certificates.aspx	163,566	1,407,364	29%
/departments/sicondev/emergency-ren	160,048	1,567,412	33%
/elected/clerk/records.aspx	154,727	1,722,139	36%
/elected/clerk/marriage-licenses.aspx	134,041	1,856,180	39%
/elected/treasurer/forfeiture-foreclosu	132,710	1,988,890	41%
/elected/clerk/election-results.aspx	131,521	2,120,411	44%
/county/search.aspx	115,664	2,236,075	47%
/elected/clerk/concealed-pistol-licenses	111,706	2,347,781	49%
/departments/publicservices/parks/wa	104,144	2,451,925	51%
/elected/treasurer/auction.aspx	94,267	2,546,192	53%
/elected/treasurer/taxpayer-assistance	70,759	2,616,951	54%
/departments/phr/job-postings.aspx	64,763	2,681,714	56%
/elected/deeds/document-recording.as	58,382	2,740,096	57%
/county/404.aspx	55,171	2,795,267	58%
/elected/deeds/search-services-and-co	51,269	2,846,536	59%
/elected/prosecutor/home.aspx	48,450	2,894,986	60%
/departments/publicservices/home.asp	47,567	2,942,553	61%
/elected/treasurer/	46,087	2,988,640	62%
/elected/treasurer/treasurer.aspx	43,693	3,032,333	63%
/elected/treasurer/forfeited-property-li	43,251	3,075,584	64%
/index.aspx	38,744	3,114,328	65%
/departments/hhvs/wellness/wayne-co	36,725	3,151,053	66%
/departments/environmental/landreso	35,390	3,186,443	66%
/elected/clerk/death-certificates.aspx	35,034	3,221,477	67%
/elected/executive/home.aspx	31,812	3,253,289	68%
/elected/treasurer/tax-payment-option	30,975	3,284,264	68%
/elected/clerk/civil-court-services.aspx	30,933	3,315,197	69%
/departments/technology/interactive-m	30,530	3,345,727	70%
/elected/clerk/election-information.asp	26,583	3,372,310	70%

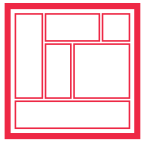
Reports> Engagement> Pages and Screens

What Makes the **Phone Ring**

Auditing Document Libraries: Why are **PDFs Bad?**

- They are difficult to read on mobile devices.
- They are not designed for exploring via clicking.
- They are not accessible.
- They are more difficult to skim.
- You cannot collect any data on how users are interacting with the PDF content.
- Webpages are prioritized ahead of PDFs in Google's search results.
- Using PDFs for forms means you are creating barriers for online self-service.

What is **Information Architecture?**



A plan to organize and structure **content** to ensure **findability** and **usability** for your users *AND* **sustainability** for your staff.

~60%

of customers land on an interior website page

SOURCE: Granicus product data across 800+ government websites

Tip #3: Change Your Navigation Structure

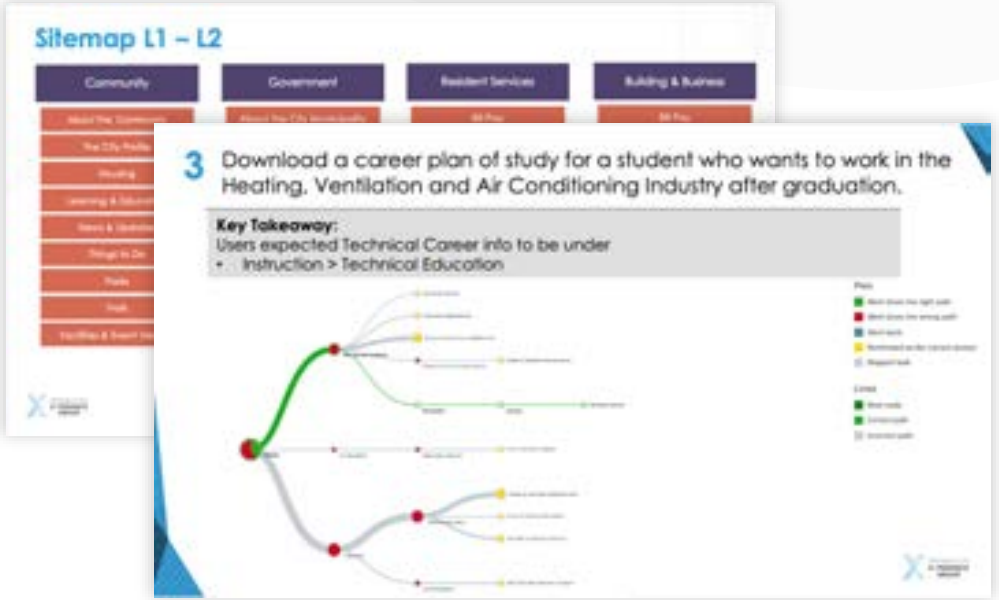
Don’t just redesign the look

Testing the navigation

Information Architecture

Validate structure choices through tree testing exercises with users

- **Visually test** the navigation and findability of your website
- **Identify issues** prior to building a prototype or a dynamic website
- **Gauge how well** users can find items in the ‘tree’



Thank You

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