



## Top Government Website Activities DIFFER BY DEVICE

To better serve your website visitors, it's important to understand what they are looking for and make it easy for them to accomplish their activities on their preferred device.

### Desktop Rivals Mobile for Time-Intensive Activities

More time-intensive activities, or those that involve uploading or downloading documents, are typically performed on a desktop.



55%

of local government website traffic comes from desktop users.

#### Top County Activities

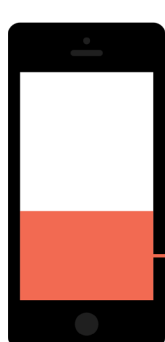
**Paying property taxes** is the most popular county website activity overall but is 60% more likely to be completed on a desktop than on a smartphone.

#### Top City Activities

**Applying for city building permits** is twice as common on a desktop than other devices; while applying for business licenses and finding bids/RFPs are almost exclusively performed on desktops.

### Smartphone Users Perform Quick, On-the-go Activities

Smartphone users are more likely to do quick look-ups for local information.



39%

of local government website traffic comes from smartphone users.

#### Top County Activities

**Looking up county jail information** is twice as common on a smartphone than other devices.

#### Top City Activities

**Finding information about parks and recreation programs** is the most popular city website activity overall but is twice as common on a smartphone vs. desktop.

### Tablet Users Perform a Wide Variety of Activities

The tablet is a versatile device that is used for both time-intensive and on-the-go activities.



6%

of local government website traffic comes from tablet users.

#### Top County Activities

**Looking up library information** is almost exclusively performed on a tablet.

#### Top City Activities

**Looking up city events, meetings and minutes** is nearly 40% more likely on a tablet than any other device.

### Top 5 Government Website Activities

In addition to differences by device, top activities also differ for city and county websites.

#### Top 5 County Website Activities

- 1 Pay Property Taxes
- 2 Perform activities with the Courts
- 3 Access GIS Information
- 4 Contact the Sheriff's Office
- 5 Look for Employment

Interested in learning more about the top county website activities?  
[Download the full county report.](#)

#### Top 5 City Website Activities

- 1 Find Parks & Recreation Information
- 2 Look for Employment
- 3 Pay Utilities
- 4 Look up Events, Meetings & Minutes
- 5 Find Public Works & Planning Information

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### Does your website help users get the job done?

Transform your website into a digital service portal. Contact us today for a free consultation at [info@granicus.com](mailto:info@granicus.com).