



OPTIMIZING YOUR WEBSITE TO SERVE AND ENGAGE YOUR COMMUNITY

An Analysis of Top Tasks Performed on City Websites



INTRODUCTION

The public's digital expectations are growing at a rapid rate, pushed forward by the private sector. Today, citizens not only expect a government website to be beautiful, but also easy to navigate and intuitive to use – after all, people visit government websites to complete tasks.

To keep pace with your community's needs, it's imperative to take a task-oriented approach to website design. To help you get started, we analyzed 59 city websites to identify the most common tasks and how they differ by device. The following report provides insights into how you can optimize tasks on your city website to improve users' digital experiences and drive greater engagement.



A TASK DEFINED

For the purposes of this study, a task is defined as any digital interaction a user has with a city website. This may include completing transactions like making online payments, or simply finding information like the trash schedule.

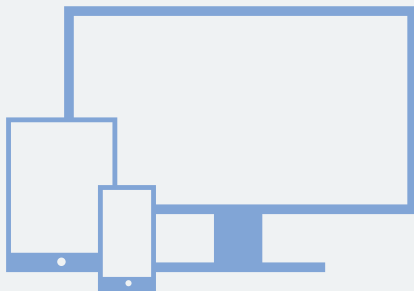
About the Data

The metrics in this report are based on annual data of 59 cities that use Granicus' website solutions. The data was obtained by looking at the top 40 pages visited per city using Google Analytics. The top pages visited were segmented by device, and a manual content analysis was conducted to group terms and extract top tasks.

TOP TASKS DIFFER BY DEVICE

Our data reveals that top tasks differ by device, especially when comparing desktop and smartphone. Additionally, nearly half of all traffic to city websites comes from a mobile device – a percentage that is only expected to grow as populations become increasingly mobile.

To optimize mobile user experience, it's important to identify pages with high mobile traffic and ensure tasks are quick and easy to accomplish.



DEVICE USAGE DEFINED

For the purposes of this study, device usage refers to the percentage of visitors who access a website from their desktop, smartphone, or tablet.



49% of city website traffic comes from a mobile device.

TOP TASKS DIFFER BY DEVICE

Key Takeaways

- ✓ Tasks that require more time like applying for a building permit or business license, finding bids, or looking up public works information are most frequently completed on a desktop.
- ✓ Quick tasks like finding a local park, accessing the events calendar, or looking up the trash schedule are most common on a mobile device.
- ✓ Parks and recreation is the top task on all devices, but is most common on a smartphone.
- ✓ Applying for city employment and paying utilities are also popular tasks on each device.
- ✓ Several tasks are unique to specific devices, such as: parking tickets and animal services (smartphone), bids/RFPs and business licenses (desktop), and senior services (tablet – suggesting that people 65+ are most likely to use this device).

TOP TASKS DIFFER BY DEVICE

Tasks	Desktop	Smartphone	Tablet
Find information about parks and rec programs	15%	32%	22%
Look for a job	12%	11%	12%
Look up public works and planning information	11%	4%	10%
Pay utilities	11%	10%	10%
Look up events, meeting, and minutes	8%	8%	11%
Apply for building permits	7%	3%	4%
Contact the police	5%	6%	5%
Find bids and RFPs	4%	---	---
Make an online payment	4%	3%	4%
Find information about city council	4%	2%	3%
Apply for a business license	4%	---	---
Perform tasks with the municipal court	3%	3%	---
Look up contact information	3%	3%	2%
Look up information about waste and recycling	3%	6%	7%
Find information about the library	2%	2%	2%
Look up information on the fire department	2%	2%	2%
Access information about city code	2%	---	2%
Access / subscribe to news	---	2%	3%
Look up senior services	---	---	2%
Pay a parking ticket	---	2%	---
Contact animal services or adopt a pet	---	2%	---
	100%	100%	100%

Percentages in **green** represent tasks that are significantly most common by device, while those in **red** represent tasks that are significantly least common by device.

TOP 10 DESKTOP TASKS

Tasks that are more time-intensive, easier to complete with a large screen, or require uploading or downloading documents are more frequently completed on a desktop. Such tasks include looking up public works and planning information, applying for building permits, finding bids, and applying for a business license.

- 1 Find information about parks and rec programs
- 2 Look for a job
- 3 Look up public works and planning information
- 4 Pay utilities
- 5 Look up events, meetings, and minutes
- 6 Apply for building permits
- 7 Contact the police
- 8 Find bids and RFPs
- 9 Make an online payment
- 10 Find information about city council

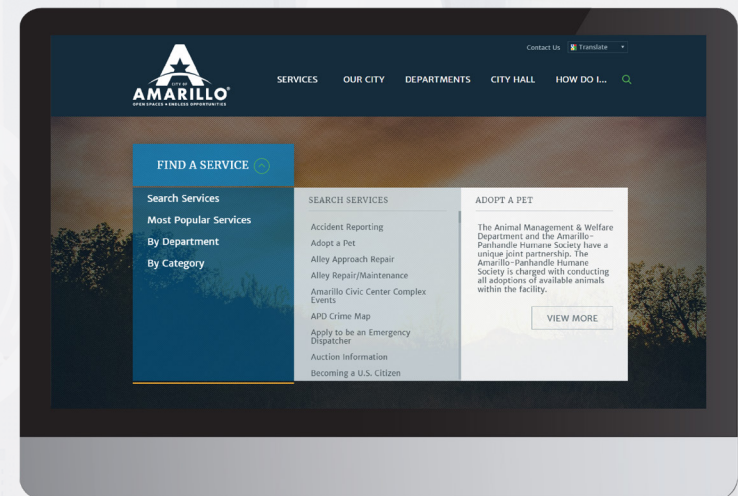


Applying for building permits and finding bids are most common on a desktop.

SETTING THE STANDARD

AMARILLO, TX
www.amarillo.gov

The City of Amarillo transformed their homepage into a service portal, showcasing the most common tasks so citizens can quickly and easily find what they need in just a few clicks.



TOP 10 TABLET TASKS

While a tablet is considered a mobile device, its user experience may be more comparable to that of a desktop for more time intensive tasks. For example, tasks related to public works and planning top the list for both tablet and desktop.

However, tablet also shares several top tasks with smartphones that are less common on desktop, such as looking up information about waste and recycling. Additionally, tablet outranks both smartphone and desktop when it comes to looking up events, meetings, and minutes.

- 1 Find information about parks and rec programs
- 2 Look for a job
- 3 Look up events, meetings, and minutes
- 4 Look up public works and planning information
- 5 Pay utilities
- 6 Look up information about waste and recycling
- 7 Contact the police
- 8 Make an online payment
- 9 Apply for building permits
- 10 Find information about city council

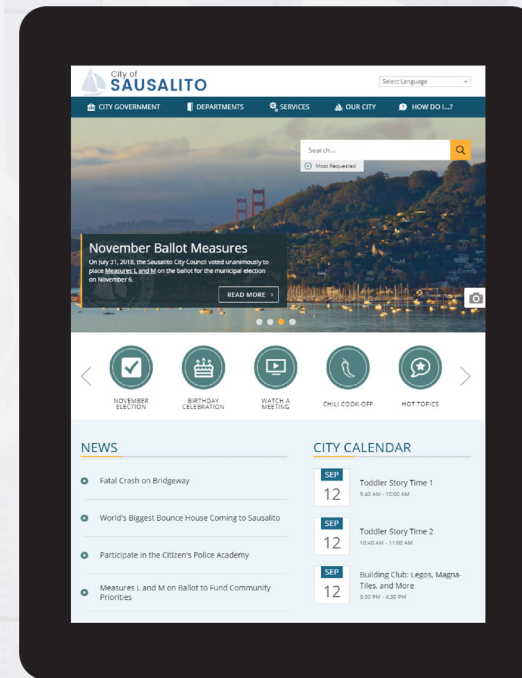


Looking up events, meetings, and minutes is most common on a tablet.

SETTING THE STANDARD

SAUSALITO, CA
www.sausalito.gov

The City of Sausalito features service-centric navigation and a “Most Requested” menu to make it easier for citizens to navigate to the most common tasks.



TOP 10 SMARTPHONE TASKS

Tasks that are more likely to be performed on-the-go, such as looking up parks and recreation information (i.e.: location, facility rentals, program information) or contacting the police are most common on a smartphone.

- 1 Find information about parks and rec programs
- 2 Look for a job
- 3 Pay utilities
- 4 Look up events, meetings, and minutes
- 5 Look up information about waste and recycling
- 6 Contact the police
- 7 Look up public works and planning information
- 8 Make an online payment
- 9 Apply for building permits
- 10 Perform tasks with the municipal court

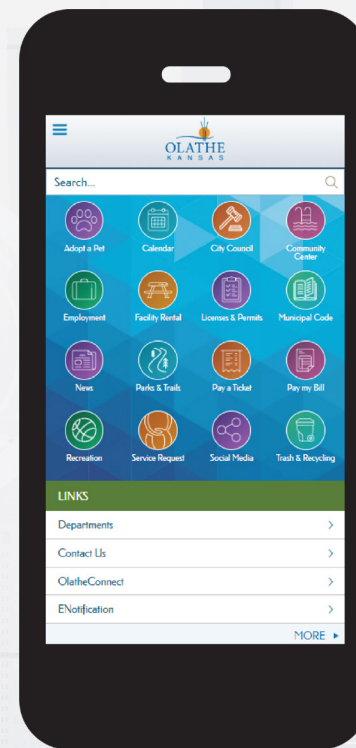


Tasks related to parks and recreation are more than twice as common on a smartphone than a desktop.

SETTING THE STANDARD

Olathe, KS
www.olatheks.org

The City of Olathe features an app-like mobile homepage view to enhance user experience and make navigation more intuitive. This unique mobile view also features top tasks commonly completed from a mobile device.





SUMMARY & RECOMMENDATIONS

Thanks to website analytics, you no longer have to guess how your city is using your website. While this report provides a great benchmark for top city tasks, we recommend that you analyze your community's unique digital needs and optimize your website accordingly.

Here are a few tips to get you started:

Consider the Customer Journey

As you look to optimize your website, consider the full customer journey to understand how people find information and complete tasks, and how this experience may differ by device. For example, if someone is looking up court information from a mobile device, they are likely searching for on-the-go details like address or phone number, so make sure contact information is prominently featured toward the top of the page.

Get Inspired by the Private Sector

Citizens have come to expect the same seamless experience on every website and from every device – so take a cue from our counterparts in the private sector. Use Amazon-inspired navigation including search, prominently featured top services, personalized experience based on geography and more. Intuitive navigation makes it quick and easy for users to find information and complete tasks.

SUMMARY & RECOMMENDATIONS

Use Analytics to Optimize Performance

While there are a number of website analytics tools available, the most common is Google Analytics. Not only is it powerful, but it's free and fairly easy to setup. Simply register an account with Google and insert the Google Analytics code on your website – then watch the data pour in. Look at the top pages visited by device and optimize the experience for your users.

Create a Unique Mobile Experience

To keep pace with mobile growth trends, invest in mobile-responsive website design. To make navigation more intuitive from a mobile device, build an app-like interface for your mobile website with large icons and quick links to the top mobile tasks.

HOW WE CAN HELP

Granicus has partnered with more than 800 leading government agencies to design, develop and host their websites. Through these partnerships we continuously evolve our processes to help YOU create a superior digital customer experiences. With Granicus you can expect:



A citizen-focused project approach that starts with research into how your website visitors want to engage with you and what services and information is most important to them.



Progressive mobile web design and a CMS solution that ensures an ongoing focus on creating a mobile-first experience.



A seamlessly integrated suite of citizen-facing solutions for communicating and engaging with your citizens digitally.



Ongoing support and continuous improvement to ensure your website evolves with customer expectations.



A CMS solution that helps you maintain superior customer experience long after the launch of your website.



READY TO TAKE YOUR WEBSITE TO THE NEXT LEVEL?

Transform your website into a digital service portal. Contact us today for a free consultation at info@granicus.com.

ABOUT GRANICUS

Granicus provides technology and services that empower government organizations to create seamless digital experiences for the people they serve. By offering the industry's leading cloud-based solutions for communications, content management, meeting and agenda management, and digital services to over 4,000 public sector organizations, Granicus helps turn government missions into quantifiable realities. Granicus products connect more than 185 million people, creating a powerful network to enhance citizen engagement. By optimizing decision-making processes, Granicus strives to help government see better outcomes and a greater impact for the citizens they serve.

For more information, visit [granicus.com](https://www.granicus.com).