



Preserve the Present, Protect the Future: Introducing Dynamic Web Archiving for Government CMS

Dynamic web archiving made simple, compliant, and complete for government websites



Preserve the Present. Focus on the Future.

Introducing Dynamic Web Archiving for Government CMS



Roberto Roque

**Strategic Partnership Manager
Pagefreezer**



Uriz Goldman

**Director of Web Implementation
Granicus**



Agenda

In today's digital-first world, government websites are more than just information portals—they are living records of public service, policy, and transparency.

Let's talk about:

- ☐ Why web archiving matters for governments
- ☐ Our new archiving partner
- ☐ How modernization meets preservation
- ☐ How this offering enhances our Service Cloud

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Why web archiving matters for governments



Legal Compliance



Historical Importance



Civic Importance

Understand the legal, historical, and civic importance of preserving digital content in the public sector.

Legal Compliance



All 50 U.S. states, have legal compliance to archive government websites due to varying state-level public records laws that mandate the capture and storage of electronic communications, including social media and website content.

Electronic communications: Website content and social media communications are digital records transmitted by government agencies and therefore public records.

Consequences of Non-Compliance: Failure to comply with these archiving requirements can lead to legal, financial, and reputational risks for government entities.

Historical Importance



Preserving the Digital Documentary Heritage: Government websites are living records of administrative actions. Archiving them ensures that this unique digital heritage is not lost but preserved for future generations.

Tracking Policy and Administrative Changes: Web archives trace the evolution of government policies, mandates, and initiatives over time.

Documenting Significant Events: Government websites capture real-time responses to national and global events. Archiving them provides rich, contextualized historical records.

Safeguarding against "Link Rot" and "Content Drift": Web archiving actively preserves these materials, preventing information loss and ensuring that historical references remain accessible.

Civic Importance



Promoting Transparency and Open Government: Accessible web archives allow citizens to review past government digital web communications.

Enabling Public Accountability: Web archiving empowers citizens and watchdog organizations to hold public officials and agencies accountable for their decisions and public pronouncements.

Facilitating Citizen Engagement and Research: Web archives provide a verifiable source of information which enables deeper research and analysis of government activities and their impact on society.

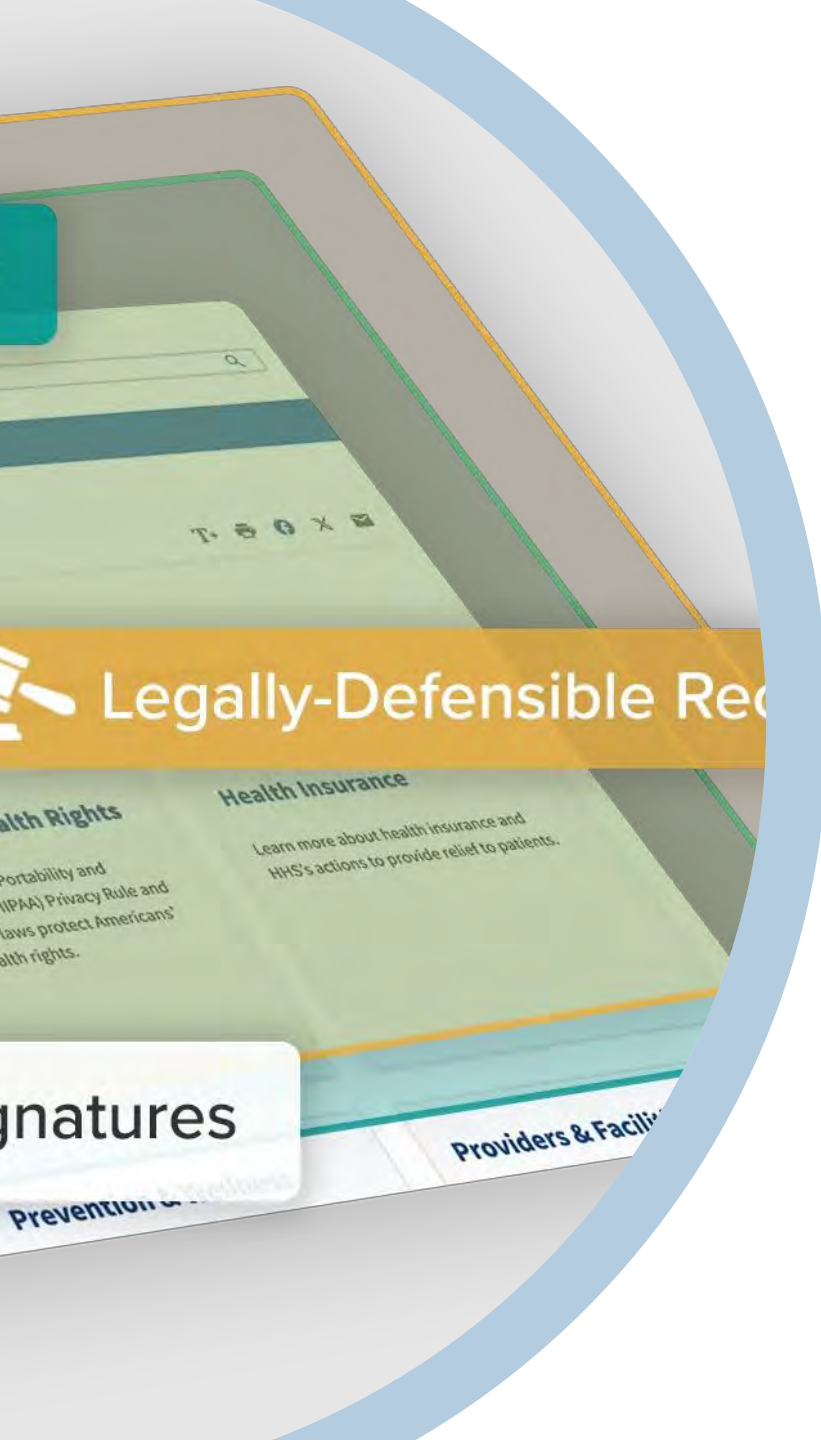
Ensuring Continuity of Information: Archived digital presence ensures that valuable public information and context are not lost.

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Granicus new website archiving partner



- Founded in 2010
- Industry leading solution for Social Media and Dynamic Web Archiving
- Global organization helping 1,900+ customers
- Archiving over 10 Billion web pages since our launch and capturing over 200,000+ social media accounts
- ISO 27001 certified, data centers are SOC 1 & SOC 2 certified



Who we help and how?



The Pagefreezer Products provide government and enterprise organizations of all sizes an easy way to securely store, search, and access their website and social media data.

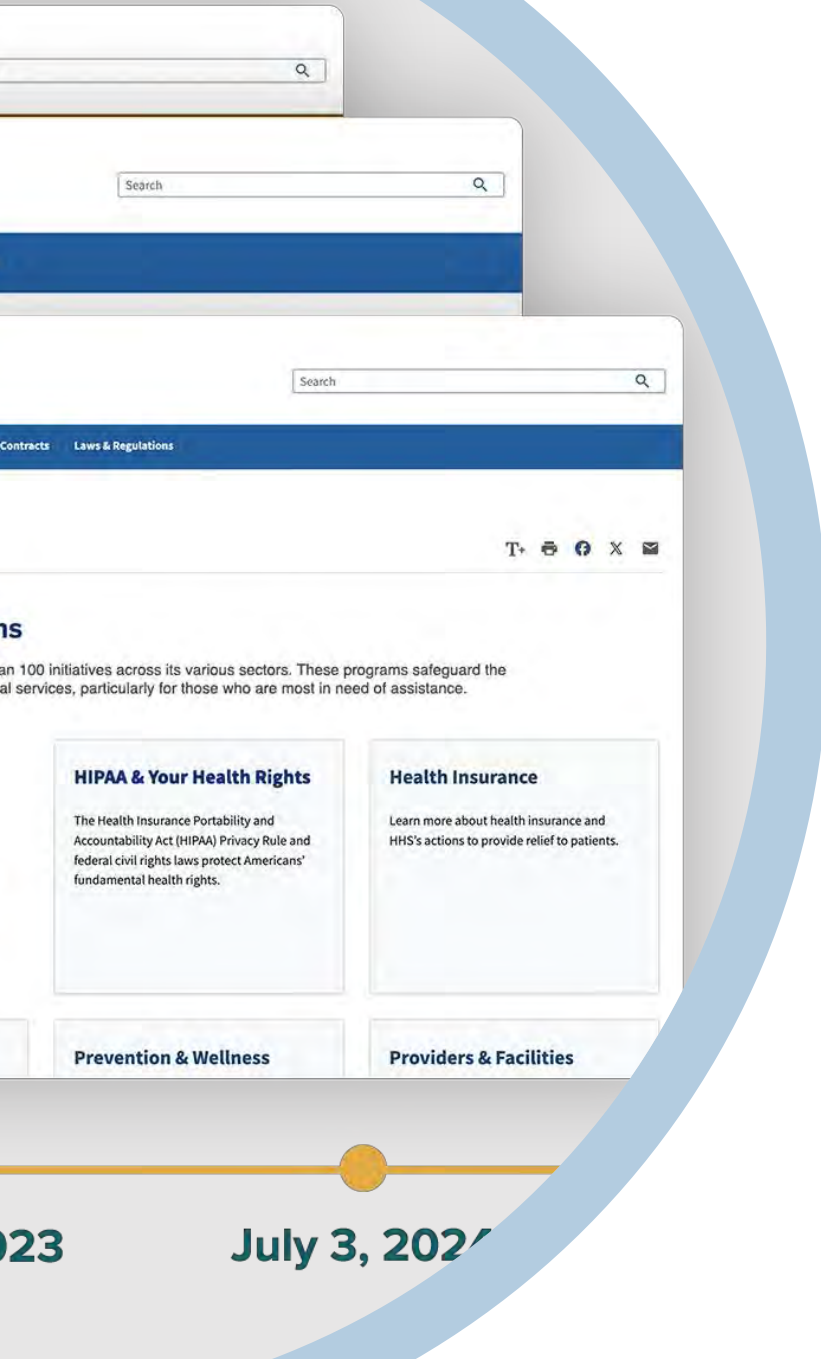
Pagefreezer for Websites & Social Media facilitates the process of responding to open records requests and freedom of information requests (FOIA) related to website and social media content.

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How modernization meets preservation

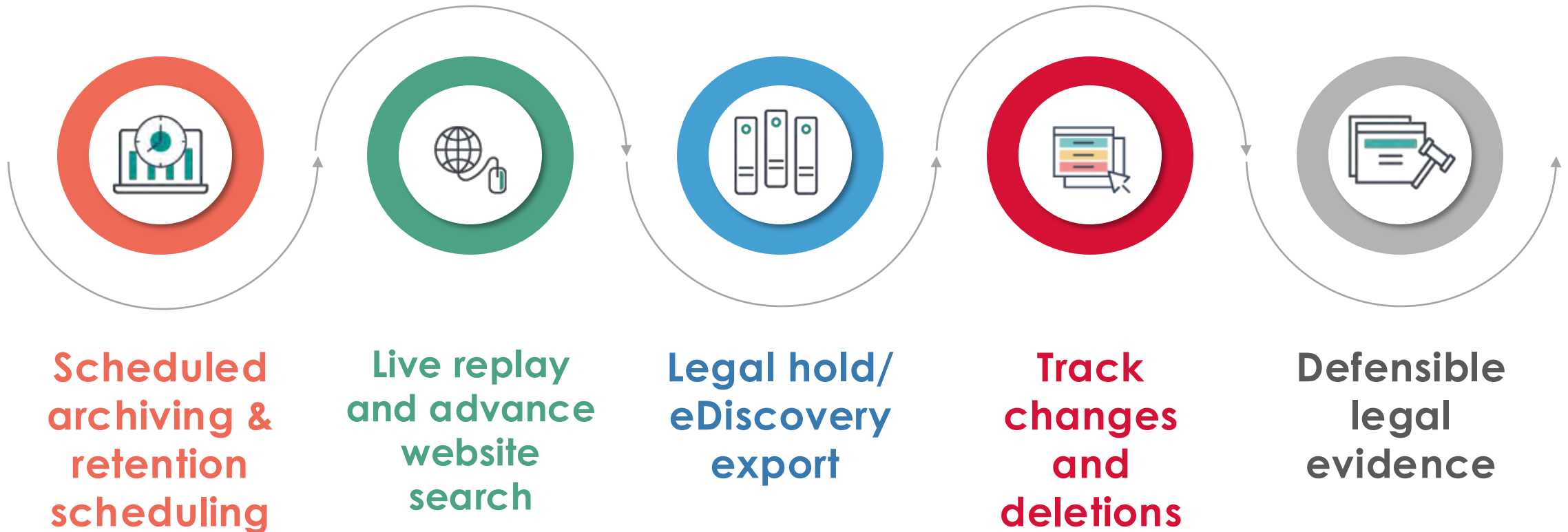
Pagefreezer Preservation Edition

- Dynamic web archiving solution
- Creates a semi-annual capture of the customer's web domain, and stores html copies in an accessible web interface
- This allows customers to search, review, navigate, and export them.



Pagefreezer website archiving - Preservation edition

Key features



Benefits to government agencies



- **Streamline content migration and project timelines**
 - Minimizes the risk of content loss
 - Lowers the cost of the overall website project
 - Provide peace of mind to new clients that their content is not lost
- **Compliance with website record keeping requirements**
 - Reliable way to meet these requirements by creating and storing copies of a website twice a year

What sets Pagefreezer apart?



- **Automated website archiving** that can capture complex web pages including multimedia and interactive modules
- **Live Website Browsing** as if archives were still live
- **Intuitive user interface** that simplifies complex tasks like searching for archived content across different dates
- **Secure data protection** with encryption and digital rights management to ensure data is protected at all times
- **Case Management** features to organize records for FOIA or open records request
- **Custom solution packages** tailored specifically for each customer's needs to give them the best user experience

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How Pagefreezer Enhances Service Cloud



The Challenge

- Fear of content loss
- Pressure to migrate too much content
- Delays from bloated scope



The Solution

- Pagefreezer preserves the full website twice a year
- CMS stays lean and current
- Full website version archive



The Outcome

- CMS becomes a launchpad for transformation
- Teams focus on innovation, not content cleanup

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What Granicus Service Cloud + Pagefreezer means for government clients



Stay compliant with public records law



Accelerate website launches



Focus CMS on current services & customer experience



Maintain long-term digital preservation



Lay the foundation for AI readiness



“With this integration, we are delivering a full content life-cycle, preserving the present and preparing for an AI-powered future.”

Questions and Discussion

Drop your question in the Q&A!



Book a demo at Granicus.com

Transform how you serve the public

Book a demo

Get started

First Name

Last Name

Organization Email Address

Phone Number

Organization Name

Job Title

Primary Interest...

☐ I consent to being contacted by Granicus. For more information on how Granicus will handle your personal data please review the Granicus [Privacy Policy](#).

Submit

Thank You

Further questions? Contact info@granicus.com