VIDERITY

STRATEGIC, CREATIVE, TECHNICAL

Give Your Agency's Web Presence a Trim!

As part of the Obama administration's new Campaign to Cut Waste, government agencies have been asked to reduce online redundancy, consolidate their web sites, and cut down the number of .gov domains in the coming months.

As a result, many government web managers are scrambling to make their operations and online presence more efficient but are faced with a number of challenges: How can we sift through the often staggering amounts of information published on our websites? How can we eliminate redundancy throughout our sites? How can we ensure a high-quality, user-focused experience? And, most importantly, how do we get started?
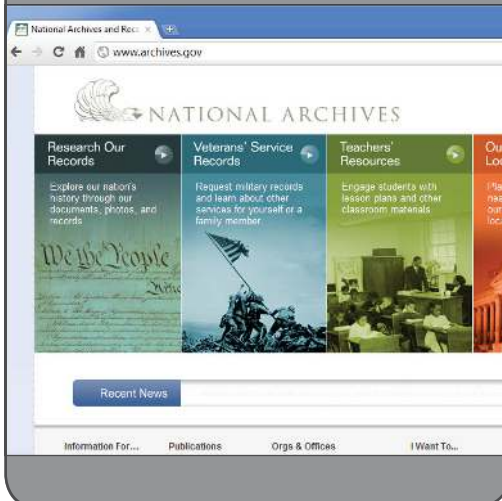
You begin with Viderity!

Viderity is a web design and development agency with nearly a decade's worth of experience working with government agencies. Our dedicated team of experienced web professionals is passionate about Internet strategy, information architecture, design and technology. We're 8(a) certified and woman-owned, so the procurement process is fast and simple. Most of all, we have a proven process for streamlining and consolidating large, complex sites *(turn the page over to see this process in action)*.

Our Process for Streamlining Web Content

Step 1: Take Inventory

We begin by taking a thorough and detailed look at your online assets and document your site's organization page by page using proprietary tools. This inventory serves as both a benchmark and reference guide for the remainder of the project.

Step 2: Understand the Human Factor

We interview both internal stakeholders and end users to develop a clear sense of organizational priorities and customer objectives. In addition to face-to-face interviews, we use customer survey data, web traffic statistics, and online surveys to gather information on end user behavior and priorities.

Step 3: Develop Recommendations

Using the inventory, stakeholder priorities, and end user data as inputs, we develop a set of recommendations focused on consolidating and streamlining your agency's web presences. We identify redundant, outdated and unnecessary content and propose methods of reorganizing your site (or sites) that eliminate the extraneous items while improving the end user experience.

Step 4: Implement Change

Our team of technology, design and business process specialists work with your agency's team to put the changes we recommend into action. In addition to redesigning your site(s) if appropriate, we can help you implement an enterprise-level content management system, work with your content authors as they consolidate and repurpose content, and help you develop more a more efficient content publishing workflow process.

Step 5: Educate and Support

We can provide detailed documentation and educational materials to help you maintain your site over time. We can even conduct training sessions on site for your team. And most importantly, we're always just a call away should any questions or difficulties arise.

Ready to get started?

Contact Rachel Everett, CEO and Internet Strategist

800.690.9170 *5 · REverett@viderity.com
1425 K St. Suite 350 · Washington DC, 20005
www.viderity.com