

Best Practice Guide

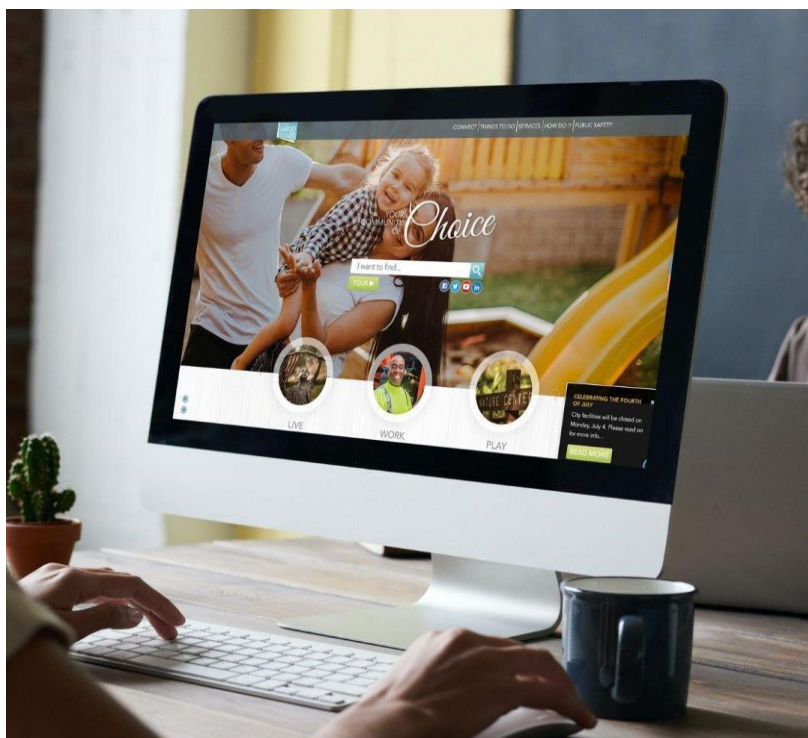
Thank you for choosing Revize and trusting us to elevate your government website!

We're so glad you're here and want you to know that we're here for you, every step of the way. Now that we've made it to your site launch, we thought it would be useful to offer a guide that will assist in keeping your site current, beautiful, and user-friendly. As you know by now, there's a lot that goes into creating and maintaining a website. Many people (including yourself!) have put great time and effort into building a website that you and your residents can be proud of. This guide will serve as a point of reference to help maintain your site along your journey as Revize clients.



Table of Contents

• Home Page Basics.....	3
• Standard Page Content.....	4
• Images.....	5
• Contact Information.....	6
• News Alerts.....	7
• ADA Compliance Content.....	8
• Internal Maintenance.....	9



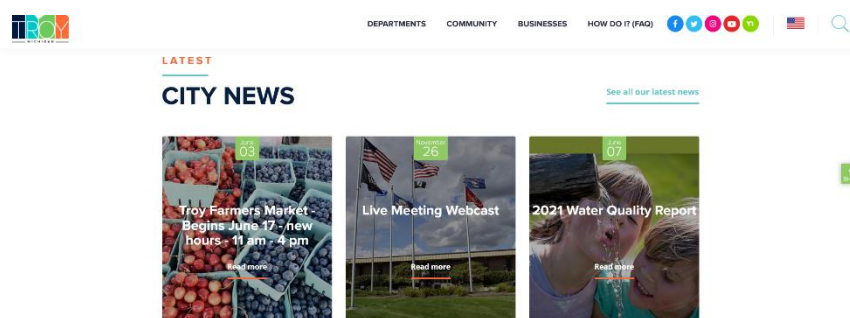
HOME PAGE BASICS

First impressions last, especially when we're talking about your online presence and the need for users to have a positive experience. Users will be unlikely to revisit your page if their first impression is poor. Here are some tips to proactively work on creating positive website impressions and ways to engage users.

Do:

- ✓ Make sure all buttons link to the relevant page.
- ✓ Calendar and Events: Fill out events and meetings to encourage resident engagement (it also shows you're updating the site regularly).

Check out [the City of Troy, MI](#) homepage and the calendar and events section. It's filled out thoroughly and meant to engage residents with local events.



- ✓ News: Add and share only current news items. (See more on [page 7](#))
- ✓ Header and Footer: Make sure contact information is filled out thoroughly, (See more on [page 6](#)) and any hyperlinks used go to appropriate pages.

STANDARD PAGE CONTENT

Having a blank page on your site reflects poorly on the municipality/organization's professionalism. Make sure that your content always stays updated and follows these guidelines:

Do:

- ✓ Be concise, short, and accurate with the information you provide.
- ✓ Include only relevant information about the page's topic
- ✓ Think about how you as a user would want to read and view content.

Don't: Put too much information on one single page, this can become overwhelming for a user. Instead, try utilizing images and hyperlinks for a more dynamic design.

Take a look at [Clark County, NV](#) New Resident page. It's short but descriptive, and there's an image that helps the user digest the content. Notice that in the description of *Living in Clark County* there are hyperlinks that lead the user to another page with more information.

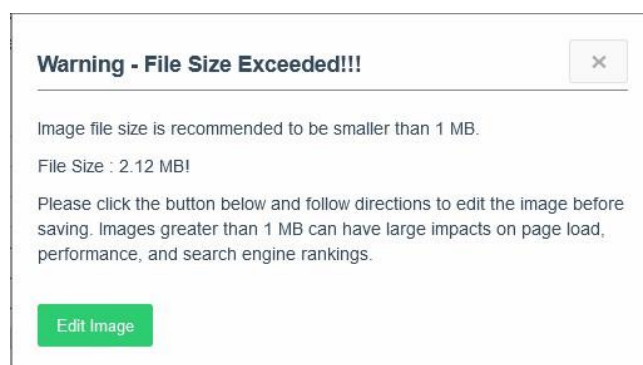


IMAGES

A picture is worth a thousand words, and the same is true for the photos you use on your website. They are a reflection of your brand presence and help represent your municipality/organization; either positively or negatively. This is why using high-quality images is an important best practice for government websites. Here are a few basic tips when uploading images to your site:

Do:

- ✓ Use images within a threshold of Revize recommended dimensions, it will look better and improve your website load time (which is an added plus).
- ✓ Use high-quality photos that represent the municipality/organization.
- ✓ Show your municipality/organization's personality and style



Revize Content Editor will prompt you to edit the image if it's too large.

Don't:

- Use heavily pixelated images
- Use blurred or grainy images
- Use geographically inaccurate photos
- Use dated photos that don't

accurately depict the municipality/organization



CONTACT INFORMATION

Best practices for municipalities and organizations include a staff directory with complete information. Think about it this way, if you were browsing a site to find contact information and couldn't find it easily, you might have a negative impression of the organization's professionalism.

CONTACT INFORMATION CHECKLIST

- ✓ Name
- ✓ Title
- ✓ Email
- ✓ Phone Number

44% of website visitors will leave a company's website if there's no contact information or phone number.

(Source: [KoMarketing](#))

Take a note from the [City of Largo, FL](#) and their updated staff directory. Here you can see how easy it is for a user to find the information they need quickly. Notice that all fields are complete for contact information, leaving no room for misinterpretation or frustration from users.

CONTACT THE CITY						
Department Name	First Name	Last Name	Profession	Email	Phone	
Administration	Henry	Schwartz	City Manager	hschwartz@largo.com	727.586.7454	
Administration	Diane	Bauer	City Clerk	dbauer@largo.com	727.587.6730	
Administration	Marilyn	Sarones	Performance & Budget Director	msarones@largo.com	727.587.6722	
Administration	Kate	Oyer	Communications & Engagement Director	coyer@largo.com	727.586.7415	
Administration	Laure	Thomas	Sustainability Administrator	lthomas@largo.com	727.587.6700	
Community Development	Cheryl	Coller-Heed	Community Development Director	cheed@largo.com	727.587.6740 x.7206	
Community Development	Robert	Hatten	Building Official	rhatten@largo.com	727.586.7488 x.7417	
Community Development	Tia	Schfield	Community Standards Manager	tschfield@largo.com	727.587.6799 x.7304	
Community Development	Bryan	Paderson	Business Assistance/Economic Development Coordinator	bpaderson@largo.com	727.586.7360	
Environmental Services	Shelby	Beauchemin	Director	sbeauchemin@largo.com	727.587.6710	
Environmental Services	Bill	Brown	Assistant Director	bbrown@largo.com	727.587.6748	
Environmental Services	Vivian	Gleaves	Environmental Manager	vgleaves@largo.com	727.587.6741	
Finance	Rebecca	Souther	Director	rsouther@largo.com	727.587.6747	
Finance	Diane	Dellase	Senior Accounting Clerk/Utility Rates	ddellase@largo.com	727.587.6743	
Finance	Nicole	Sarson	Accounting Clerk/Utility Rates	nsarson@largo.com	727.587.6719 x.7508	
Human Resources	Susan	Siz	Director	hsiz@largo.com	727.587.6716	
Largo Fire Rescue	Chad	Pittman	Fire Chief	cpittman@largo.com	727.587.6737	
Largo Fire Rescue	Summer	Mohr	Public Educator	smohr@largo.com	727.587.6737	

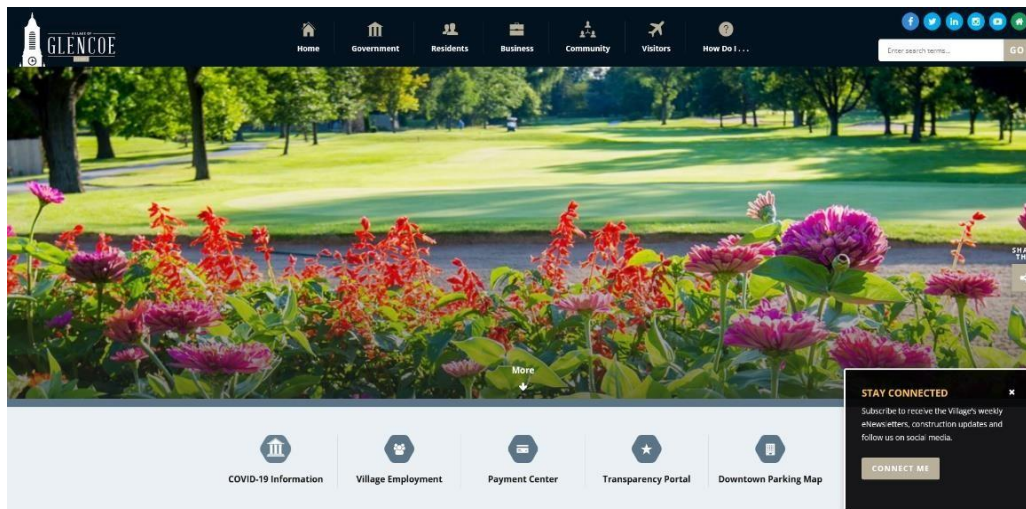
NEWS ALERTS

News Alerts are essential for delivering residents valuable information, and understanding general best practices will help you maintain professionalism and keep residents informed.

Do:

- ✓ Make sure your news item is relevant and appropriate.
- ✓ Be short, sweet, and specific
- ✓ If the news item warrants a call-to-action, include it.

Take a look at [Glencoe, IL's](#) website below and notice their news alert is direct, concise, and contains a call to action.



Don't: Leave a news item that is no longer timely or relevant. It can confuse the constituent who is viewing your page and mislead them to take the wrong action.

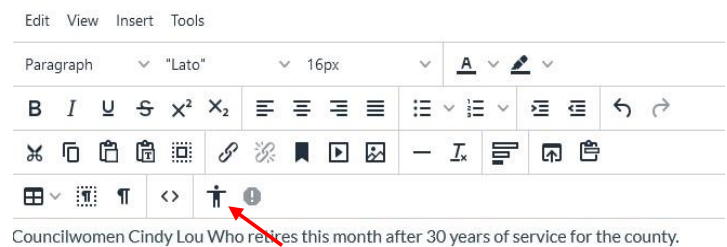
ADA COMPLIANCE CONTENT

[ADA compliance](#) is a subject that consists of many layers, and meeting “perfect” ADA guidelines can be challenging. If you are actively taking steps to make your website more accessible for users, you’re already moving in the right direction.

Revize offers tools that help meet some ADA guidelines and provide a positive user-experience to more users. That said, these tools aren’t an 100% guarantee you will spot *all* ADA issues. We recommend our Revize ADA Checker and Revize ADA Widget to help meet general best practices and provide a more inclusive experience.

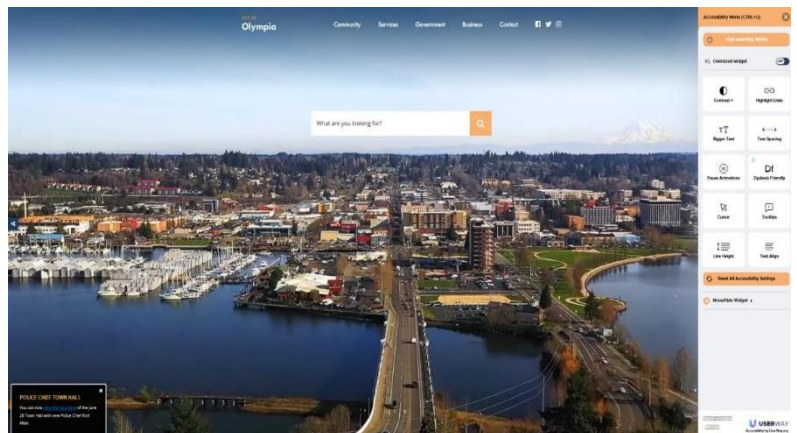
Do:

- ✓ Utilize the ADA widget
- ✓ Utilize the ADA checker part of Revize’s content editor.
- ✓ Stay informed of [ADA guidelines](#).



This is Revize's ADA checker, it will show you if there are any ADA issues and how to fix them.

Take a look at [City of Olympia's](#), [WA](#) ADA widget, it offers different contrast levels, highlight links, bigger text, text spacing, the ability to pause animations, etc. This widget allows more users to comfortably browse the site.



INTERNAL MAINTENANCE

There are internal maintenance steps you can take to help make your life easier when it comes to updating information more efficiently. Keeping organized will make editing content easier in the future for editors.



Do:

- ✓ Keep all your documents organized in the file manager
- ✓ Link directly to the document NOT the URL of the document
- ✓ Use the different templates Revize offers for different pages. This creates a more dynamic and alluring web design.

Don't:

- Keep dated content
- Put the same content on multiple pages (duplicates)
- Only post the agenda directly on the calendar, instead add the agenda as PDF to the agenda and minutes page.

Thank You.

We hope this has been useful in learning more about how to maintain your site. If there are any questions, comments, or concerns that come along the way we'll be here to help.

