

Roadmap to a Task-Focused Website

This guide for U.S. Government Web Managers, developed by the Web Content Managers Forum Steering Committee, is a step-by-step process to help you identify, measure, and improve your customers' most critical online tasks. It also provides guidance for building support within your agency, and suggests resources from the government web manager community to help you.

The Steering Committee will focus our Forum calls and Web Manager University classes on different activities each quarter, and this Roadmap will carry our community through the next year and beyond. Feel free to focus on any of these areas at any time. In fact, many of you are already working on these activities, and that's great, just check off those things you've already accomplished!

START TODAY!	
What You Can Do	Resources
<p>1. Get on board, get involved!</p> <ul style="list-style-type: none"> • Sign up for Web Manager University classes • Read the Web Managers Forum Strategic Plan and "Critical Tasks 101" • Join a task group: Usability, Governance, Communications, Metrics, Technology, or Training • Mark your calendar for the annual Web Managers Conference (May 5-6, 2008) • Tell you peers about our community. Encourage them to join the Forum Listserv • Share your best practices with the Listserv • Participate in Forum calls (third Thursday of every month at 11:00 Eastern time) • Scan the listserv for news about resources, special activities, and groups forming around critical tasks 	<ul style="list-style-type: none"> • Find it on Webcontent.gov: <ul style="list-style-type: none"> ○ Strategic Plan ○ Critical Tasks 101 ○ Networks and Groups (list of task groups and how to join) ○ Web Content Managers Listserv ○ News & Events • Web Manager University <ul style="list-style-type: none"> ○ Spring 2008 Web Manager University class schedule

FY08 – First Quarter	
What You Can Do	Resources
<p>2. Identify your customers' critical tasks</p> <ul style="list-style-type: none"> • Review your website's mission statement to identify your primary customers. Be specific. • Talk with your program offices and content owners about their customers. • Review common search terms and common questions (from email, phone, in-person centers, social media, etc.). 	<ul style="list-style-type: none"> • Find it on Webcontent.gov: <ul style="list-style-type: none"> ○ Strategies for Determining Your Top Tasks ○ Task-Focused Templates and Resources

<p>3. Promote critical tasks within your agency</p> <ul style="list-style-type: none"> • Articulate a business case with your colleagues. • Practice good leadership and get the message to your bosses. Get their support! • Develop a plan for re-orienting your website around tasks. • Get critical tasks included in your agency's reports and communications. 	<ul style="list-style-type: none"> • Use "communications kit" being developed by the Communications task group
<p>4. Use task-focused metrics</p> <ul style="list-style-type: none"> • Once you re-orient your site to be task-focused, your metrics need to be task-focused too. • Identify metrics you'll use for measuring your customers' critical tasks. • Use recommended metrics developed by the Metrics task group. • Incorporate metrics into your agency's existing performance measures (such as GPRA, PART, etc.). 	<ul style="list-style-type: none"> • Find it on Webcontent.gov: <ul style="list-style-type: none"> ○ Ways to Evaluate Your Site ○ Task-Focused Templates and Resources

FY08 – Second Quarter	
What You Can Do	Resources
<p>5. Analyze and prioritize your content</p> <ul style="list-style-type: none"> • Do a content inventory • Review your current content against these criteria: <ul style="list-style-type: none"> ○ Is the content mission-related? ○ Is the content critical or non-critical? ○ Is the content current? ○ Does the content duplicate other content? • Review analytic reports to identify unused and underused content. • Decide what you'll do with non-critical content (reorganize, archive, or delete). • Establish an ongoing content review process 	<ul style="list-style-type: none"> • Find it on Webcontent.gov: <ul style="list-style-type: none"> ○ Keeping Content Current ○ Priorities and Schedules for Posting Content
<p>6. Reduce duplicate content</p> <ul style="list-style-type: none"> • Identify content that duplicates or contradicts other content on your site, or on another government site (focus on critical content first). • Fix duplicative or contradictory information. • To reduce duplication with other agencies: <ul style="list-style-type: none"> ○ Share your list of critical tasks to identify who has overlapping content. ○ Form cross-agency groups to better manage this critical task content. • Once you've reduced duplication, link to the authoritative (primary) source to avoid confusion. 	<ul style="list-style-type: none"> • Find it on Webcontent.gov: <ul style="list-style-type: none"> ○ Don't Duplicate Existing Content

FY08 – Third Quarter	
What You Can Do	Resources
<p>7. Improve users' experience with critical-task content</p> <ul style="list-style-type: none"> • Rewrite your content if it's not in plain language. Make sure you write for the general public. • Ensure that all content contributors get plain language training. • Optimize your critical task content so it's in top results of internal and external search engines. • Ensure your tasks are accessible to customers who need it (including people with disabilities, low literacy users, speakers of other languages, etc). • Test whether your customers can get from point A to point B to complete their tasks: <ul style="list-style-type: none"> ○ Do they have the information they need, in logical sequence? ○ Can they figure out what to do next? ○ If they stumble into the "middle" of a task, can they find their way to the beginning? 	<ul style="list-style-type: none"> • Plainlanguage.gov • Web Manager University <ul style="list-style-type: none"> ○ April 23, 2008, webinar: Basics of SEO: Using Search Data to Get Customers to Your Content ○ May 15, 2008, one-day class: Website Makeover: Focusing on Your Visitors' Major Tasks ○ May 29, 2008, one-day class: Designing and Writing Forms for the Web ○ June 17-18, 2008, two-day class: Advanced Usability Testing • Find it on Webcontent.gov: <ul style="list-style-type: none"> ○ Search Engine Optimization

Ongoing	
What You Can Do	Resources
<p>8. Prepare for the new Administration – Start ASAP!</p> <ul style="list-style-type: none"> • Develop a strategy for communicating with key staff in the next Administration. • Develop good relations with career staff who will be part of the transition. • Your strategy could include a briefing paper on the importance of a critical task-focused website and what you've done to meet that goal. • Use performance metrics to show how you've already improved customer service and satisfaction by evolving to a critical task-focused website. 	<ul style="list-style-type: none"> • Web Manager University <ul style="list-style-type: none"> ○ May 21-22, 2008, two-day class: Measuring the Performance of Government Websites: Best Practices, Tools, and Strategies • Use sample transition strategy developed by the Communications task group (coming soon!)
<p>9. Celebrate success</p> <ul style="list-style-type: none"> • Share your success within your agency and with the Forum, media, and key stakeholders. • Encourage your public affairs staff to promote your website's success stories. • Apply for awards (such as the Web Manager Best Practice Awards). • Find ways to reward your web team (or yourself!) whenever you accomplish one of these tasks. 	<ul style="list-style-type: none"> • Find it on Webcontent.gov: <ul style="list-style-type: none"> ○ Apply for Awards ○ Web Managers Best Practice Awards (nomination deadline Mar. 7, 2008)