

**.gov Reform Initiative**

**Small Business Administration Web Improvement Plan**

Working Draft as of 10/11/2011

## Background

In the [August 12, 2011 Agency Instructions for Completing Web Inventories and Web Improvement Plans](#), Agency CIOs were asked to work with their Agency Web Manager and Office of Public Affairs to submit an Interim Progress Report on their efforts to streamline Agency-managed .gov domains (due September 6, 2011) and to begin development of an Agency-wide Web Improvement Plan.

“By October 11, Agencies shall develop a Web Improvement Plan that communicates their **strategy for managing web resources more efficiently, improving online content, and enhancing the customer experience of Agency websites.**” This comprehensive plan will “address the broader objectives of **streamlining content, infrastructure, and ultimately improving customer service.**”

The purpose of this Web Improvement Plan is to identify the strategy, actions, measurements, and timelines that the Agency is using to streamline website infrastructure, improve web content, and enhance the customer experience with Executive Branch websites.

Agencies are being asked to create a Web Improvement Plan that will be developed iteratively over the next few months. In this plan, Agencies will describe Agency-wide efforts to effectively manage publicly accessible websites in the .gov domain. Only agencies in the Executive Branch are required to submit a Web Improvement Plan. The initial plan for the Small Business Administration, due to OMB by October 11, 2011, is in the following section.

## **Step 1: Current State of Agency-wide Web Improvement Efforts**

Over the past few months, Agencies have been reviewing their .gov domains, web operations, and other web-related efforts in response to OMB .gov Reform data collection efforts (individual domain inventories, web governance survey, interim progress reports, etc.). The following describes the state of current web improvement efforts at the Small Business Administration.

### **1) Does your Agency currently have an Agency-wide web strategy?**

Yes.

### **2) How does your agency currently ensure that Agency-wide web resources are managed efficiently (e.g. governance, technology/infrastructure, hosting, staffing, operations, etc.)?**

The Web team centrally manages SBA.gov templates, community, top-level content, new tools and hosting. A new governance policy document and recommendations to improve organizational efficiencies is currently being drafted. The Web team regularly engages the agency - program offices - via training sessions on standards, procedures, policies and general guidance on updating content to their individual sites. The Web team works closely with its agency partners, including OCIO and hosting company on future technology enhancements.

### **3) How does your Agency currently ensure that website content is readily accessible, updated, accurate, and routinely improved?**

The agency recently scrubbed its entire site of 40,000 pages and files and reduced this number by 55% in an ongoing effort to provide only the most updated and pertinent content for its site customers. In addition, SBA recently redesigned SBA.gov with a user-centric navigation structure and flatter Information Architecture that is more focused on delivering content with fewer clicks and supported with a taxonomy that better reflects what online customers are searching for.

SBA has instituted a training schedule for its Web content team to reflect changes in Web policies and Web content procedures and to foster a culture that is pro-active in regularly managing program office content. In addition, the Web operations and maintenance team supports the agency Web content managers with support and guidance on making updates using its new Drupal CMS tool - a tool that was integrated into the new SBA.gov as a means to more efficiently deliver content updates in a timely manner.

As part of the current planning cycle, the redevelopment of key content areas of the site will be scheduled to improve customer satisfaction and further refine how the agency delivers information to its customer segments.

Finally, the Web team engages in an ongoing effort to check that pages are kept up-to-date, meet 508 requirements and that links are operational.

#### **4) How does your Agency currently ensure that websites are meeting user expectations and needs and that the customer experience with websites is continually enhanced?**

SBA utilizes the ACSI Customer Satisfaction Survey and regularly analyzes the results and areas for further analysis to enhance the online experience across key elements, including search, functionality, navigation, look-and-feel, content, etc... In addition, the SBA Web team is currently integrating ongoing usability testing of its site and will soon be engaging customer segments via focus sessions to better understand user reactions and usability patterns.