

So you want a new website?

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Why we did it

- Huge growth in Pierce County's web traffic
 - 86 million page views in 2008
 - 113 million page views in 2010
- In-house CMS served us well, but became expensive to maintain
 - Can't quickly adapt to modern needs by plugging in widgets, etc.
 - Took significant time to write code for video, slideshows, social media sharing, etc.
- 8-year-old site design showed its age and fractured on mobile platforms

Key Site Requirements

- ✓ Highly Visual: Videos, Photos, & Slideshows
- ✓ More effective presentation of services
- ✓ Part of the social web
- ✓ Works on all device browsers
- ✓ ADA compliant
- ✓ Easy to search
- ✓ Easy to navigate
- ✓ Looks like a million bucks (without spending it)

Key CMS requirements

- ✓ No programming required
- ✓ Secure
- ✓ Versioning
- ✓ No limits
- ✓ Easy to use
- ✓ Affordable

Get organized

- Joint project of IT and Communications
- Co-sponsors & co-project managers
- Created a subcommittee from our Internet Core Team
- Project Charter
 - Defines purpose, mission, risk and responsibility

Philosophical Questions

- Open source or proprietary?
 - Multiple choices for either
 - How much IT support will you need
- Third-party hosted or on-premise?
 - Cost/benefit analysis needed to determine long-term costs
- Support, training and maintenance?

So many choices...

- Open Source: community of collaborators
- Define: Google, Facebook, Firefox and YouTube run on open source products
- Open source CMS products include: Drupal, WordPress, Joomla, Plone, etc.
- On Drupal: White House, FCC, London, Emmys, Grammy's, UW Tacoma
- Still need an expert to put it together

Criteria & evaluation

- Core users developed list of 200 criteria (edited to 91)
 - From point of view of staff and customers
 - Best of the Web: www.centerdigitalgov.com/survey/88
- Ranked on scale of 1-4, with 1 being a “deal breaker” and 4 being “nice to have,” and included with RFP
- 7 hours of demos each with 2 finalists
- Chose third-party host over open source

Time to build!

- Survey users ... not as scary as it sounds
- Log phone calls for a week and rank top 10 requests
 - Make sure that info is prominent, not your director's bio
- Global navigation, permanent navigation, lefthand links
- Site map
- Branding, standards and consistency

Content phase

- Judicious use of images, text and graphic buttons
- FAQs and Quick Links
- Help Center
- Modules for different kinds of info
- Wraps for our dynamic applications
- Keep it clear and simple

Resources

- You can find the following on our website:
 - This presentation
 - Larry the Guru's PPT presentation on open source products (focusing on Drupal)
 - Pierce County's RFP (includes the 91 requirements)
 - Script for CMS demo

www.piercecountywa.org/cms

For laughs: http://theoatmeal.com/comics/design_hell