



PHASE 1: INITIATE

Website Project

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Top 100 Most Visited Pages and Top 100 Most Searched For Topics*

Project Team



PROJECT LEAD

Alexis Kimbrough, *Communications Coordinator*

LEAD RESPONSIBILITIES

- Receive, filter and distribute project communication
- Organizes content
- Gathers, creates, and provides all deliverables required
- Point of contact for CivicPlus
- Provides official approvals throughout the process

PROJECT TEAM

Kirk Magnusson, *Director of Information Technologies*

Kate McIntire, *County Manager*

Ed Moyer, *Assistant County Manager*

TEAM RESPONSIBILITIES

- Involved in all final decision making
- Provide guidance and feedback throughout the process

Guiding Principles



PROMISE

In every aspect of this project, this team promises to practice the following principles to ensure success.

PRINCIPLES

- Assume nothing;
- Be mindful;
- Ask questions;
- Be open and receptive;
- Examine all perspectives of a problem;
- Encourage feedback and critique;
- Practice empathy;
- Listen;
- Accept failure as learning opportunities;
- and always strive for purposeful, informed decision making.

Project Definition



DEFINITION

A redesign/refresh of Grand County's website, reorganizing pages and content, as well as updating information.

COMPONENTS

- Content Organization
- Branding Materials
- Website Design Concept & Configuration

ASSUMPTIONS

- Website redesign/refresh is fully funded under the contract with CivicPlus.
- Supported by Manager's Office, Board of County Commissioners, and Department Heads.
- The aspects of this project are achievable and the resources to do so are available.

RISKS

- Wants and needs of stakeholders are not addressed.
- Process for approving brand guidelines could potentially be opposed or delayed.
- Content verbiage.
- Miscommunication
- Assumptions rather than receptivity.

Project Definition



PROBLEM STATEMENT

The current website does not meet the needs of our employees nor the citizens that utilize it. The lack of intuitive navigation, the difficult process to find specific needs or services, and the inconsistencies a user can experience while utilizing the site all cause avoidable frustrations. Feedback from stakeholders suggests these frustrations occur frequently. Because of this, our website is not perceived as a reliable source of information. This lack of trust results in an absence of communication, confusion, and wasted time.

BENEFITS

The project will not only address the issues stated above, but will also align with Grand County's Strategic Plan and our promise of transparency. Addressing the frustrations experienced with the website is beneficial for every stakeholder. It will provide a website that takes into account what users need and offer simple, intuitive navigation. By providing this essential service, Grand County will attain the trust of the citizens we serve, be perceived as a reliable source of information, and fulfill our promise of transparency.

PRIORITIES

1. Human-centric (focus on the needs of the users)
2. Simple and intuitive design
3. Easily accessible resources and information
4. Clear communication
5. Transparency

Success Factors



GOALS

- Serve as a community facilitator—an up-to-date, reliable resource that is worth utilizing.
- Prioritize the needs of users by providing a simple, intuitive process of navigating and finding information.
- Reduce the percentage of bounced visits.

OBJECTIVES

- Gather insights into what users needs, with a focus on the vary levels of technical proficiencies.
- Simplify how users navigate the site, taking into account every platform.
- Make it easier for residents to find answers to common questions.
- Organize the site based on services or topics that users can relate with and easily understand.
- Create a comprehensive style guide to help maintain design consistency, ensuring departments can add content without compromising the overall integrity of the website.
- Update, consolidate, and maintain all content.
- Revise content verbiage to ensure simplicity, easily accessible information, and clear, concise communication.
- Provide up-to-date news and summaries of on-going projects as well as resources and services available.
- Design the website to be timeless yet simple, modern, and functional.

Stakeholders



STAKEHOLDER	TITLE	ROLE
Project Team		
▪ Alexis Kimbrough	Comm. Coordinator	Project Manager, Technical Lead
▪ Kate McIntire	County Manager	Sponsor
▪ Kirk Magnusson	IT Director / CISO	Guidance, Support
Board of County Commissioners	County Commissioner	Governance
Elected Officials	Varies	Resource Domain
▪ Treasurer		
▪ Assessor		
▪ Sheriff		
▪ Surveyor		
▪ Coroner		
▪ Clerk & Recorder		
Department Heads	Varies	Resource Domain
▪ Accounting		
▪ Community Development		
▪ County Attorney's Office		
▪ County Manager's Office		

Stakeholders



STAKEHOLDER	TITLE	ROLE
Department Heads Cont. <ul style="list-style-type: none"> ▪ CSU Extension ▪ Economic Development ▪ Emergency Management Services ▪ Housing Authority ▪ Human Resources ▪ Human Services ▪ Information Technologies ▪ GIS ▪ Juvenile Services ▪ Public Health ▪ Road and Bridge ▪ Veteran’s Affairs ▪ Water Resource Management 	Varies	Resource Domain
Public <ul style="list-style-type: none"> ▪ Residents & Second Home Owners ▪ Visitors, Transients, & Tourists ▪ Businesses, Associations & Services 	County Citizens	End Users

Needs Assessment



STAKEHOLDER

CONCERNS

Project Team

- Coordination
- Overall Project Responsibility
- Communication
- Change Management

Board of County Commissioners

- Public Response
- Communication

Elected Officials

- Ownership of Site Page

Department Heads

- Information Conveyance

Public

- Adjusting to Change
- Ease of Use
- Reliability

Needs Assessment



STAKEHOLDER

NEEDS

Project Team

- Feedback from users
- Provide a friendly, conversational tone in all content writing
- Transparency throughout the project

Board of County Commissioners

- Provide reliable information to the public
- Clear, consistent communication
- Make resources more accessible to the public

Elected Officials

- Make resources more accessible to the public

Department Heads

- Make resources more accessible to the public

Public

- Ability to find information quickly and easily
- Welcoming and friendly
- Helpful
- Easily navigable
- Reliability
- Responsive
- Conversational tone in writing

Analytics



OVERALL INFORMATION | YEAR 1

Total Visits

- 108,604

Average Visit Duration

- 6 mins 35 sec

Percentage of Visits Bounced (left the website after one page)

- 37%

Actions per Visit (pages views, site search, downloads, etc)

- 5

Page Views | *Unique Page Views*

- 275,989 | 187,220

Total Searches | *Unique Keywords*

- 6,173 | 2,927

Downloads | *Unique Downloads*

- 130,142 | 174,495

Analytics



OVERALL INFORMATION | YEAR 2

Total Visits

- 269,183

Average Visit Duration

- 6 mins 34 sec

Percentage of Visits Bounced (left the website after one page)

- 46%

Actions per Visit (pages views, site search, downloads, etc)

- 3.2

Page Views | *Unique Page Views*

- 413,696 | 311,357

Total Searches | *Unique Keywords*

- 11,735 | 4,865

Downloads | *Unique Downloads*

- 371,011 | 250,967

Analytics



OVERALL INFORMATION | YEAR 3

Total Visits

- 300,129

Average Visit Duration

- 8 mins 16 sec

Percentage of Visits Bounced (left the website after one page)

- 47%

Actions per Visit (pages views, site search, downloads, etc)

- 3.4

Page Views | *Unique Page Views*

- 436,049 | 323,002

Total Searches | *Unique Keywords*

- 14,517 | 4,798

Downloads | *Unique Downloads*

- 503,905 | 308,718

Analytics



OVERALL INFORMATION | YEAR 4

Total Visits

- 323,565

Average Visit Duration

- 7 mins 12 sec

Percentage of Visits Bounced (left the website after one page)

- 44%

Actions per Visit (pages views, site search, downloads, etc)

- 3.5

Page Views | *Unique Page Views*

- 487,318 | 383,459

Total Searches | *Unique Keywords*

- 16,251 | 4,842

Downloads | *Unique Downloads*

- 523,418 | 352,640

Analytics



OVERALL INFORMATION | YEAR 5

Total Visits

- 332,544

Average Visit Duration

- 6 mins 28 sec

Percentage of Visits Bounced (left the website after one page)

- 44%

Actions per Visit (pages views, site search, downloads, etc)

- 3.5

Page Views | *Unique Page Views*

- 498,555 | 394,251

Total Searches | *Unique Keywords*

- 16,799 | 4,630

Downloads | *Unique Downloads*

- 512,552 | 380,501

Analytics



OVERALL INFORMATION | YEAR 6

Total Visits

- 347,163

Average Visit Duration

- 6 mins 15 sec

Percentage of Visits Bounced (left the website after one page)

- 47%

Actions per Visit (pages views, site search, downloads, etc)

- 3.8

Page Views | *Unique Page Views*

- 377,962 | 299,480

Total Searches | *Unique Keywords*

- 11,497 | 2,584

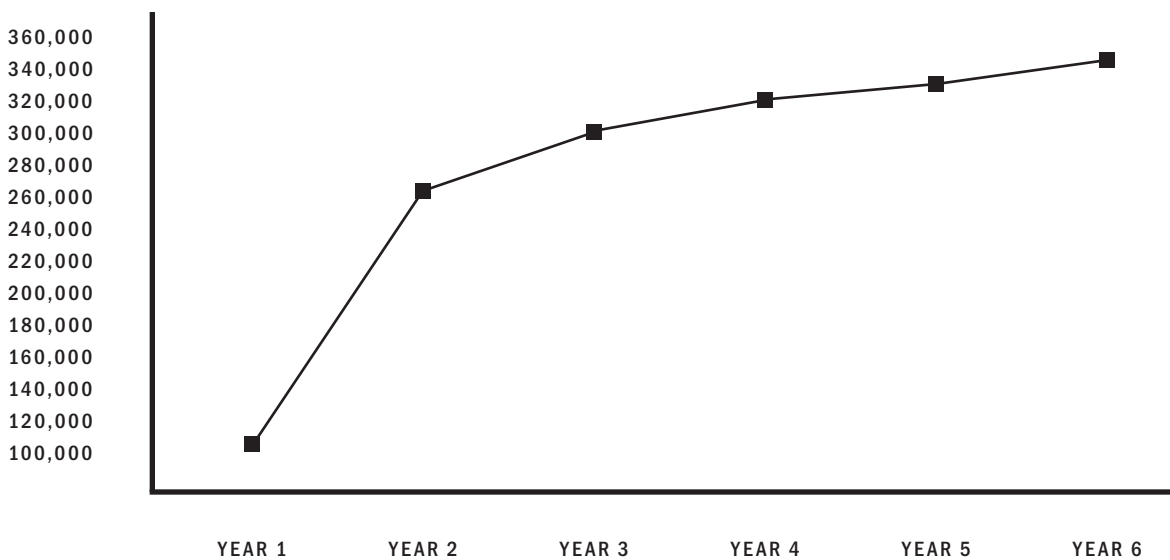
Downloads | *Unique Downloads*

- 483,110 | 390,426

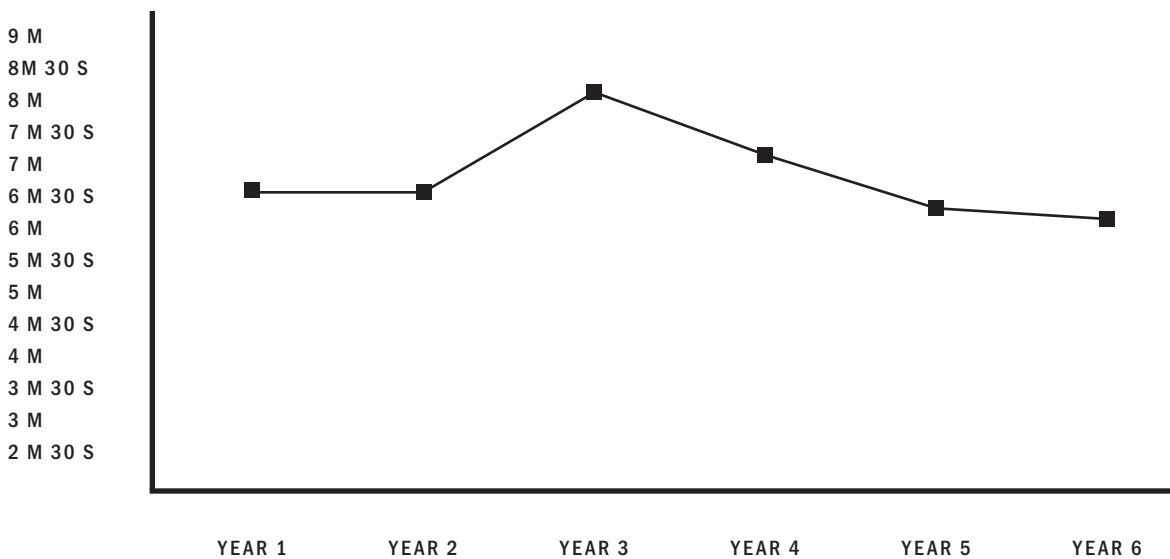
Analytics



OVERALL INFORMATION | TOTAL VISITS



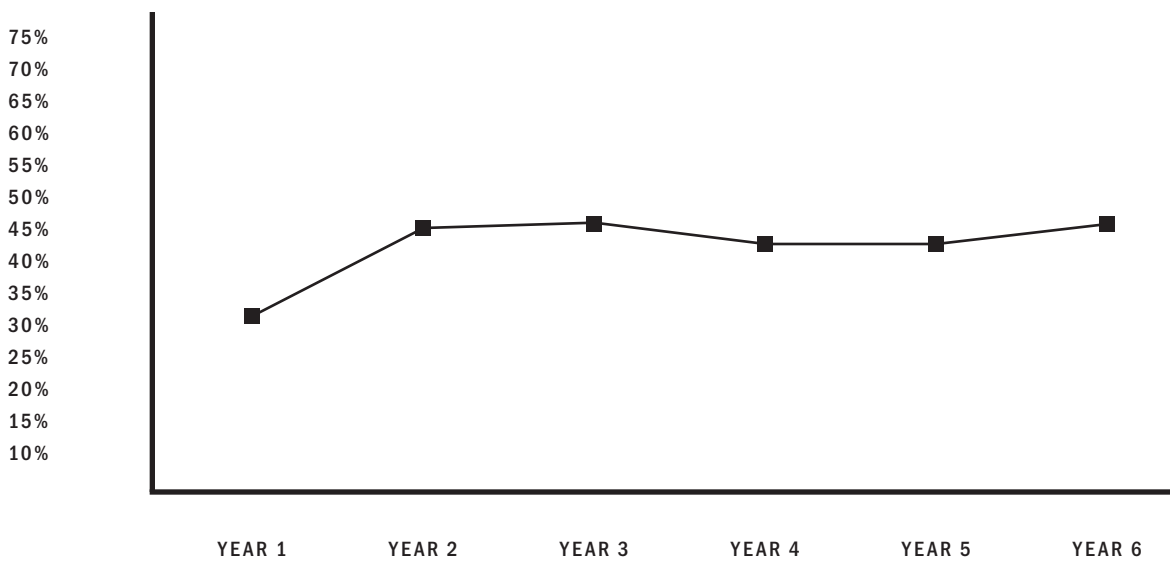
OVERALL INFORMATION | AVERAGE VISIT DURATION



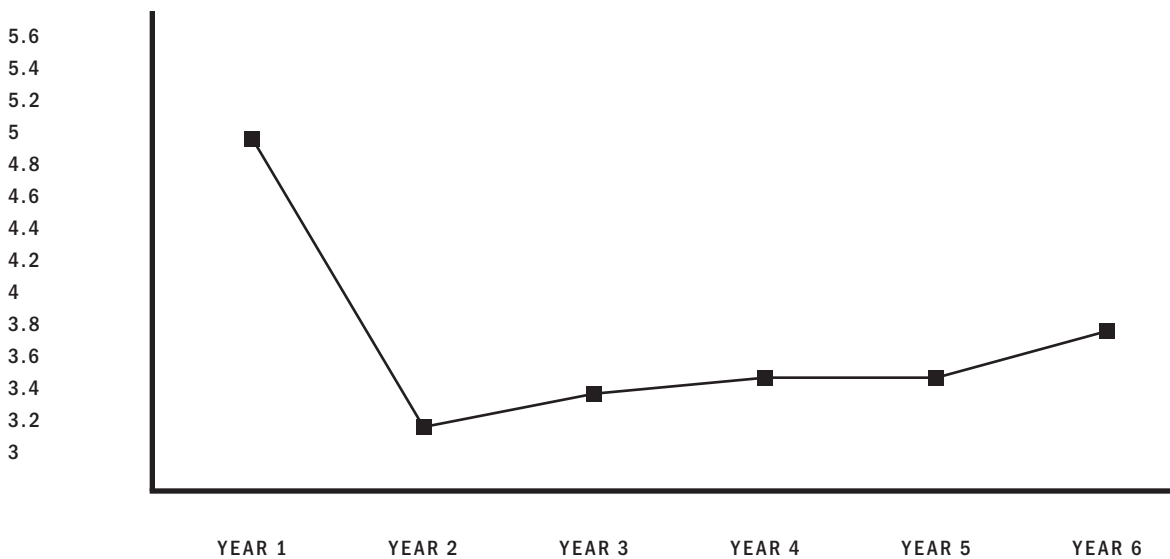
Analytics



OVERALL INFORMATION | PERCENT OF VISITS BOUNCED



OVERALL INFORMATION | ACTIONS PER VISIT



Analytics



OVERALL INFORMATION | PAST YEAR

Total Visits

- 364,955

Average Visit Duration

- 6 mins 9 sec

Percentage of Visits Bounced (left the website after one page)

- 46%

Actions per Visit (pages views, site search, downloads, etc)

- 3.7

Page Views | *Unique Page Views*

- 551,254 | 436,797

Total Searches | *Unique Keywords*

- 17,095 | 3,707

Downloads | *Unique Downloads*

- 660,718 | 532,153

Analytics



MOST VISITED PAGES

1. [Grand County, CO - Official Website | Official Website](#)
2. [Assessor | Grand County, CO - Official Website](#)
3. [Parcel Viewer Online Map | Grand County, CO - Official Website](#)
4. [Electronic Benefits Transfer \(EBT\) Card Payment Schedule | Grand County, CO - Official Website](#)
5. [Open Burning | Grand County, CO - Official Website](#)
6. [Office of Emergency Management | Grand County, CO - Official Website](#)
7. [Grand County Sheriff's Office | Grand County, CO - Official Website](#)
8. [Clerk and Recorder | Grand County, CO - Official Website](#)
9. [Recording Office | Grand County, CO - Official Website](#)
10. [Property & Taxes | Grand County, CO - Official Website](#)
11. [Motor Vehicle | Grand County, CO - Official Website](#)
12. [Government | Grand County, CO - Official Website](#)
13. [Treasurer | Grand County, CO - Official Website](#)
14. [Online Payments | Grand County, CO - Official Website](#)
15. [GIS | Grand County, CO - Official Website](#)
16. [Employment | Grand County, CO - Official Website](#)
17. [Detention | Grand County, CO - Official Website](#)
18. [Elections | Grand County, CO - Official Website](#)
19. [Short Term Rentals | Grand County, CO - Official Website](#)
20. [Departments A - I | Grand County, CO - Official Website](#)
21. [County Services | Grand County, CO - Official Website](#)

Analytics



MOST VISITED PAGES CONT.

22. Building and Developing in the County | Grand County, CO - Official Website
23. Community Development (Building & Planning) | Grand County, CO - Official Website
24. Permit Application and Submission | Grand County, CO - Official Website
25. Public Trustee | Grand County, CO - Official Website
26. County Commissioners | Grand County, CO - Official Website
27. Granby/Grand County Airport | Grand County, CO - Official Website
28. Trash and Recycling | Grand County, CO - Official Website
29. Listen to Public Meetings | Grand County, CO - Official Website
30. Online Tax Information and Payments | Grand County, CO - Official Website
31. Animal Control/Animal Shelter | Grand County, CO - Official Website
32. Planning and Zoning Services | Grand County, CO - Official Website
33. County Zoning Map | Grand County, CO - Official Website
34. Road Conditions | Grand County, CO - Official Website
35. Mapping/GIS | Grand County, CO - Official Website
36. Short-Term Rental Property Permit Application | Grand County, CO - Official Website
37. Departments J - Z | Grand County, CO - Official Website
38. Archive Parcel Maps | Grand County, CO - Official Website
39. Grand County Human Services | Grand County, CO - Official Website
40. Housing Authority | Grand County, CO - Official Website
41. Road and Bridge | Grand County, CO - Official Website
42. Planning & Zoning Regulations | Grand County, CO - Official Website

Analytics



MOST VISITED PAGES CONT.

- 43. CodeRED® Cellular Emergency Notification System | Grand County, CO - Official Website
- 44. Building and Sanitation Services | Grand County, CO - Official Website
- 45. Archived Parcel Maps | Grand County, CO - Official Website
- 46. Records | Grand County, CO - Official Website
- 47. Surveyor | Grand County, CO - Official Website
- 48. Public Health | Grand County, CO - Official Website
- 49. Sheriff's Office | Grand County, CO - Official Website
- 50. Government Transparency Portal | Grand County, CO - Official Website
- 51. Dispatch/Communications Center | Grand County, CO - Official Website
- 52. Forms | Grand County, CO - Official Website
- 53. Driver License | Grand County, CO - Official Website
- 54. Marriage and Civil Union License Application | Grand County, CO - Official Website
- 55. Colorado Works/Temporary Assistance for Needy Families (TANF) | Grand County, CO - Official Website
- 56. Wildfire Programs | Grand County, CO - Official Website
- 57. Economic Development | Grand County, CO - Official Website
- 58. Tax Liens | Grand County, CO - Official Website
- 59. Local Utilities | Grand County, CO - Official Website
- 60. Vital Records | Grand County, CO - Official Website
- 61. Building Code Updates | Grand County, CO - Official Website
- 62. Sheriff's Services | Grand County, CO - Official Website
- 63. Human Resources | Grand County, CO - Official Website

Analytics



MOST VISITED PAGES CONT.

64. Planning Commission | Grand County, CO - Official Website
65. Living Here | Grand County, CO - Official Website
66. Colorado Child Care Assistance Program (CCCAP) | Grand County, CO - Official Website
67. Divisions | Grand County, CO - Official Website
68. Sex Offenders | Grand County, CO - Official Website
69. Online Property Tax Payments and Records | Grand County, CO - Official Website
70. Digital Data Sets | Grand County, CO - Official Website
71. Motor Vehicle Department | Grand County, CO - Official Website
72. Natural Resources | Grand County, CO - Official Website
73. County Manager | Grand County, CO - Official Website
74. Map Products | Grand County, CO - Official Website
75. Requirements | Grand County, CO - Official Website
76. Licenses and Permits | Grand County, CO - Official Website
77. EMS | Grand County, CO - Official Website
78. Courts and Legal Services | Grand County, CO - Official Website
79. Accounting | Grand County, CO - Official Website
80. Doing Business | Grand County, CO - Official Website
81. Food Assistance Program | Grand County, CO - Official Website
82. Veteran's Office | Grand County, CO - Official Website
83. Grand County Atlas | Grand County, CO - Official Website
84. Cash Assistance Programs | Grand County, CO - Official Website

Analytics



MOST VISITED PAGES CONT.

- 85. Fees | Grand County, CO - Official Website
- 86. County Attorney | Grand County, CO - Official Website
- 87. Our Page | Grand County, CO - Official Website
- 88. Section 8 Rental Assistance | Grand County, CO - Official Website
- 89. Daily Inspection Results after Oct 7, 2014 | Grand County, CO - Official Website
- 90. Airports | Grand County, CO - Official Website
- 91. Noxious Weeds | Grand County, CO - Official Website
- 92. Patrol | Grand County, CO - Official Website
- 93. Concealed Handgun Permits | Grand County, CO - Official Website
- 94. Help Center | Grand County, CO - Official Website
- 95. Social Networking | Grand County, CO - Official Website
- 96. Resources | Grand County, CO - Official Website
- 97. Information Technologies | Grand County, CO - Official Website
- 98. Down Payment Assistance | Grand County, CO - Official Website
- 99. Maps | Grand County, CO - Official Website
- 100. New Residents Info | Grand County, CO - Official Website

Analytics



MOST SEARCHED FOR TOPICS

1. fire ban
2. property search
3. fire restrictions
4. fire
5. TRUE
6. building permits
7. no fire restrictions being implemented
8. assessor
9. foreclosure
10. jobs
11. property & taxes
12. inmates
13. inmate search
14. zoning
15. gis
16. forms
17. fire bans
18. short term rental
19. short term rentals
20. fire restriction
21. employment

Analytics



MOST SEARCHED FOR TOPICS CONT.

22. marriage license
23. property tax
24. building department
25. map
26. property taxes
27. permits
28. hours
29. inmate
30. parcel viewer online map
31. property
32. building permit
33. permit
34. zoning regulations
35. clerk and recorder
36. parcel viewer
37. jail
38. ohv
39. building permit application
40. dmv
41. assessor property record search
42. burn permit

Analytics



MOST SEARCHED FOR TOPICS CONT.

- 43. camping
- 44. sales tax
- 45. sheriff
- 46. building
- 47. building code
- 48. building codes
- 49. taxes
- 50. warrants
- 51. marriage
- 52. records
- 53. assessors property record a
- 54. contractor license
- 55. foreclosure auction
- 56. maps
- 57. planning
- 58. planning commission
- 59. property records
- 60. snow load
- 61. inmate list
- 62. address
- 63. contractor registration

Analytics



MOST SEARCHED FOR TOPICS CONT.

- 64. deeds
- 65. foreclosures
- 66. master plan
- 67. public records
- 68. arrests
- 69. building dept
- 70. business license
- 71. treasurer
- 72. zoning map
- 73. deed
- 74. motor vehicle
- 75. ordinance 20
- 76. our page
- 77. septic
- 78. arrest
- 79. curtis
- 80. eviction
- 81. inmate lookup
- 82. marijuana application
- 83. commissioners
- 84. driver's license

Analytics



MOST SEARCHED FOR TOPICS CONT.

- 85. ecg
- 86. election results
- 87. fridays foreclosure sales report
- 88. ordinance
- 89. road and bridge
- 90. special use permit
- 91. str
- 92. activities
- 93. atv
- 94. building plans examiner
- 95. burn ban
- 96. community development
- 97. contact
- 98. divorce
- 99. document center
- 100. housing authority