

MEMORANDUM

TO: All Agency Heads and Communication Directors

FROM: Danielle McGrath, Deputy Chief of Staff for State Agencies
John Hill, Deputy Chief of Staff for Public Safety
Shelley Triol, Communications Director, Office of the Governor
Graig Lubsen, Director of Communications and Marketing, IOT

RE: Common Website Design

DATE: February 18, 2016

Because of your dedication, the State of Indiana has a robust online presence that is often the first stop for constituents seeking information about state government services. Recently, the IN.gov website was named the 3rd best state government website by Government Technology magazine. One of the significant benefits cited as advantageous for Indiana's constituents is that a majority of websites are in the same common design.

The Office of Technology (IOT) recently concluded a third-party analysis of the website that included focus groups and analytics. Among the recommendations in the report is that all state sites should have the same look-and-feel. The research group provided a variety of reasons:

1. Hoosiers were more confident the information was accurate and authoritative when it was in the same look as the rest of the sites.
2. Developing all IN.gov websites in a common design boosts organic search results, making it easier for constituents to find government information on Google and other search engines.
3. When shown state sites that were off-brand, the focus groups thought it was jarring and were unsure whether to trust the information.
4. There is a consistent user experience throughout the domain for constituents.

To more closely align all of our websites and to ensure site security, the IOT and the Governance Council, made up of marketing and communication experts from within state government, have created new standard agency design options that will be offered in the Spring 2016.

Moving forward all websites should be designed in the common look-and-feel. **Any agency requests to build a website or webpage outside of the standard design or to request a custom URL, must first contact Graig Lubsen (glubsen@iot.in.gov) with IOT for approval.**

Thank you for your continued service.

Danielle McGrath, APR
Deputy Chief of Staff
Legislative Affairs/Executive Branch Agencies
Office of Governor Mike Pence