IDAHO

The Future Idaho.gov

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April 2018

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Idaho.gov Google Analytics Year Overview

Unique Visitors

853,129
% of Total: **100.00% (853,129)**

Total Visits

1,231,784
% of Total: **100.00% (1,231,784)**

% New Visits
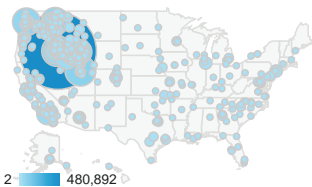
68.55%
Avg for View: **68.55% (0.00%)**

Unique Pageviews

2 ▬▬ 480,892

Traffic Drivers

Source / Medium	Sessions	Avg. Session Duration
(direct) / (none)	511,348	00:02:57
google / organic	459,855	00:01:30
bing / organic	115,182	00:01:59
yahoo / organic	47,845	00:01:36
accessidaho.org / referral	25,388	00:01:28
sharepoint / referral	7,203	00:01:39
duckduckgo.com / referral	5,637	00:01:30
dmv.org / referral	5,551	00:00:56
adobe.com / referral	4,101	00:02:24
edoc / referral	2,810	00:01:47

Most Popular Pages

| Page Title	Pageviews	Avg. Time on Page
State of Idaho – The Official Web site of the	758,560	00:03:03
Services – State of Idaho	133,435	00:01:13
Find a Job – State of Idaho	129,515	00:02:22
Page not found – State of Idaho	95,606	00:01:02
Professional Licenses – State of Idaho	91,095	00:01:40
Jobs – State of Idaho	84,221	00:00:21
Gun & Weapon Law – State of Idaho	74,609	00:03:49
Business – State of Idaho	71,016	00:00:47
Agencies – State of Idaho	61,726	00:00:40
Idaho Driver License Practice Test – State of Idaho	59,990	00:03:05

Top Landing Pages

Landing Page	Entrances	Bounce Rate
/	514,895	52.34%
/laws-public-safety/gun-weapon-law/	58,662	82.84%
/jobs/find-a-job/	56,208	67.88%
/driving/practice-test/	44,212	76.94%
/business/professional-licenses/	36,458	59.70%
/pricing/	35,981	81.23%
/family-records/marriage/	31,978	70.54%
/driving/maps-roads/	29,665	72.40%
/government/state-employee-search/	28,756	77.57%
/jobs/	20,959	20.73%

Traffic from Social Networks

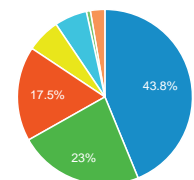| Social Network	Sessions
Facebook	1,662
Weebly	154
Twitter	88
LinkedIn	55
WordPress	11

Device Type used to Visit Website

■ desktop ■ mobile ■ tablet
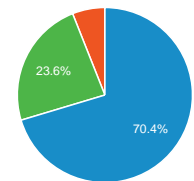
Users by Browser

■ Chrome ■ Safari
■ Internet Explorer ■ Firefox
■ Edge ■ AdobeAIR ■ Other

Internet Explorer Browser Versions

Browser Version	Users
11.0	139,093
8.0	4,857
7.0	2,166
9.0	1,834
10.0	1,580

This report includes all traffic (public and state employees)

Idaho.gov Google Analytics Year Overview

What does Google Analytics tell us about the current idaho.gov website?

Google Analytics tells us what type of device is used to visit the website, what browser they are using, where they are coming from (referral), how many times a page is viewed, how much time a user spends on a page, and more. Google Analytics also allows us to analyze the data to determine what pages are not being visited frequently.

Improvements we can make based on the Google Analytics Review:

1. *Remove the individual agency pages and instead link directly to the agency's website on the A-Z Directory Page.*
   Many users do not visit the individual agency pages *(example of an individual agency page: https://idaho.gov/agencies/labor-department-of/)*. These pages contain information regarding the agency director, address, social media links, and contact pages. All of this information should be found on the agency's website. Removing these individual agency pages and instead linking directly to the agency website on the A-Z Directory page would eliminate the extra maintenance and broken link issue that the current website has.

   The following 71 individual agency pages had less than 100 views in the last year (2/4/17 - 2/4/18):

   1. https://www.idaho.gov/agencies/u-s-supreme-court/
   2. https://www.idaho.gov/agencies/ready-gov/
   3. https://www.idaho.gov/agencies/funeral-consumers-alliance-of-idaho/
   4. https://www.idaho.gov/agencies/health-and-welfare-department-of/
   5. https://www.idaho.gov/agencies/u-s-ninth-circuit-courts/
   6. https://www.idaho.gov/agencies/safercar-gov/
   7. https://www.idaho.gov/agencies/food-bank-idaho/
   8. https://www.idaho.gov/agencies/opportunity-gov/
   9. https://www.idaho.gov/agencies/national-sex-offender-public-website/
   10. https://www.idaho.gov/agencies/floodsmart/
   11. https://www.idaho.gov/agencies/careeronestop-org/
   12. https://www.idaho.gov/agencies/homeland-security-federal-department-of/
   13. https://www.idaho.gov/agencies/health-and-welfare-department-of/
   14. https://www.idaho.gov/agencies/arcgis-maps/
   15. https://www.idaho.gov/agencies/rv-campgrounds-association-idaho/
   16. https://www.idaho.gov/agencies/privacy-identity-federal-trade-commission/
   17. https://www.idaho.gov/agencies/occupational-licenses-idaho-bureau-of/
   18. https://www.idaho.gov/agencies/vehiclehistory-gov/
   19. https://www.idaho.gov/agencies/national-league-of-cities/
   20. https://www.idaho.gov/agencies/idaho-housing-and-finance-association/
   21. https://www.idaho.gov/agencies/eldercare-gov/
   22. https://www.idaho.gov/agencies/funeral-consumers-alliance/
   23. https://www.idaho.gov/agencies/benefits-gov/
   24. https://www.idaho.gov/agencies/usajobs-gov/
   25. https://www.idaho.gov/agencies/americans-with-disabilities-act/
   26. https://www.idaho.gov/agencies/national-park-service/
   27. https://www.idaho.gov/agencies/national-association-of-unclaimed-property-administrators/
   28. https://www.idaho.gov/agencies/association-of-idaho-cities/
   29. https://www.idaho.gov/agencies/simpson-mike-representative-r/
   30. https://www.idaho.gov/agencies/equal-employment-opportunity-commission-u-s/
   31. https://www.idaho.gov/agencies/community-action-partnership-association-of-idaho/
   32. https://www.idaho.gov/agencies/statewide-interoperability-executive-council-idaho/
   33. https://www.idaho.gov/agencies/state-superintendent/
   34. https://www.idaho.gov/agencies/commercial-innovation-division-idaho/
   35. https://www.idaho.gov/agencies/gis-remote-sensing-water-resources/
   36. https://www.idaho.gov/agencies/careline-idaho-2-1-1/
   37. https://www.idaho.gov/agencies/grain-producers-association/
   38. https://www.idaho.gov/agencies/legal-aid-services-inc-idaho/
   39. https://www.idaho.gov/agencies/inl-oversight/
   40. https://www.idaho.gov/agencies/geospatial-office-idaho/
   41. https://www.idaho.gov/agencies/humanities-council/
   42. https://www.idaho.gov/agencies/snake-river-basin-court-of-adjudication/
   43. https://www.idaho.gov/agencies/labrador-representative-raul-r/
   44. https://www.idaho.gov/agencies/rural-partnership-idaho/
   45. https://www.idaho.gov/agencies/tobacco-project-idaho/
   46. https://www.idaho.gov/agencies/law-foundation-idaho/
   47. https://www.idaho.gov/agencies/certified-shorthand-reporters-board-idaho/
   48. https://www.idaho.gov/agencies/early-childhood-information-clearinghouse/
   49. https://www.idaho.gov/agencies/driving-businesses-board-of/

50. https://www.idaho.gov/agencies/find-your-path/
51. https://www.idaho.gov/agencies/denturitry-board-of/
52. https://www.idaho.gov/agencies/geologists-board-of/
53. https://www.idaho.gov/agencies/architectural-examiners-board-of/
54. https://www.idaho.gov/agencies/residential-care-facility-administrators-examiners-board-of/
55. https://www.idaho.gov/agencies/landscape-architects-board-of/
56. https://www.idaho.gov/agencies/health-districts/
57. https://www.idaho.gov/agencies/stay-on-trails/
58. https://www.idaho.gov/agencies/capitol-commission-idaho/
59. https://www.idaho.gov/agencies/notaries-apostilles-and-authentications-secretary-of-state/
60. https://www.idaho.gov/agencies/investment-pool-local-government-lgip/
61. https://www.idaho.gov/agencies/children-s-trust-fund-idaho/
62. https://www.idaho.gov/agencies/bean-commission-idaho/
63. https://www.idaho.gov/agencies/speech-and-hearing-services-board/
64. https://www.idaho.gov/agencies/sexual-offender-management-board/
65. https://www.idaho.gov/agencies/floodplain-management/
66. https://www.idaho.gov/agencies/firstnet/
67. https://www.idaho.gov/agencies/barley-commission-idaho/
68. https://www.idaho.gov/agencies/leasing-state/
69. https://www.idaho.gov/agencies/first-lady/
70. https://www.idaho.gov/agencies/energy-alliance-idaho-strategic/
71. https://www.idaho.gov/agencies/copy-center/

2. **Improve the website loading speed.**
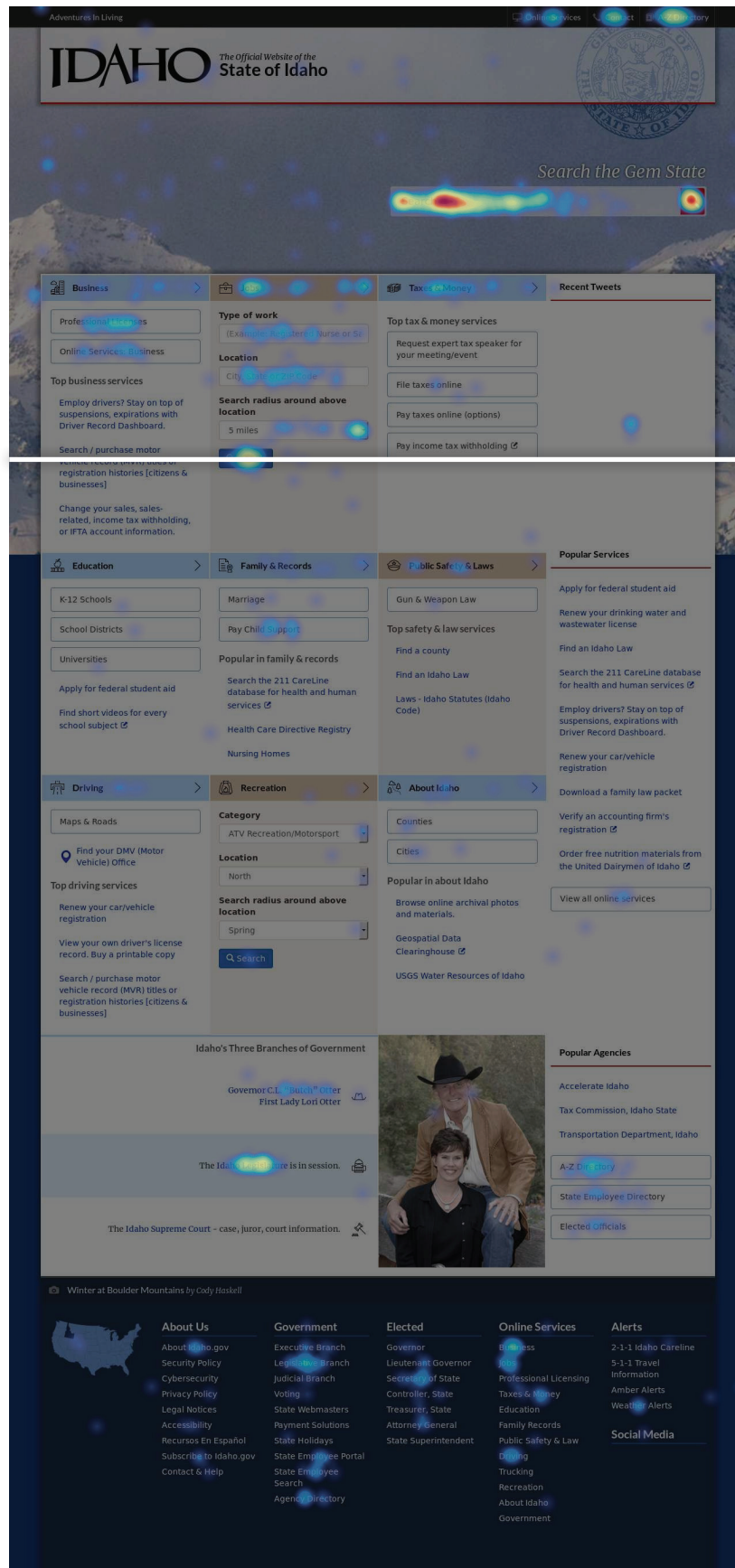   Below is the current PageSpeed Insights report.
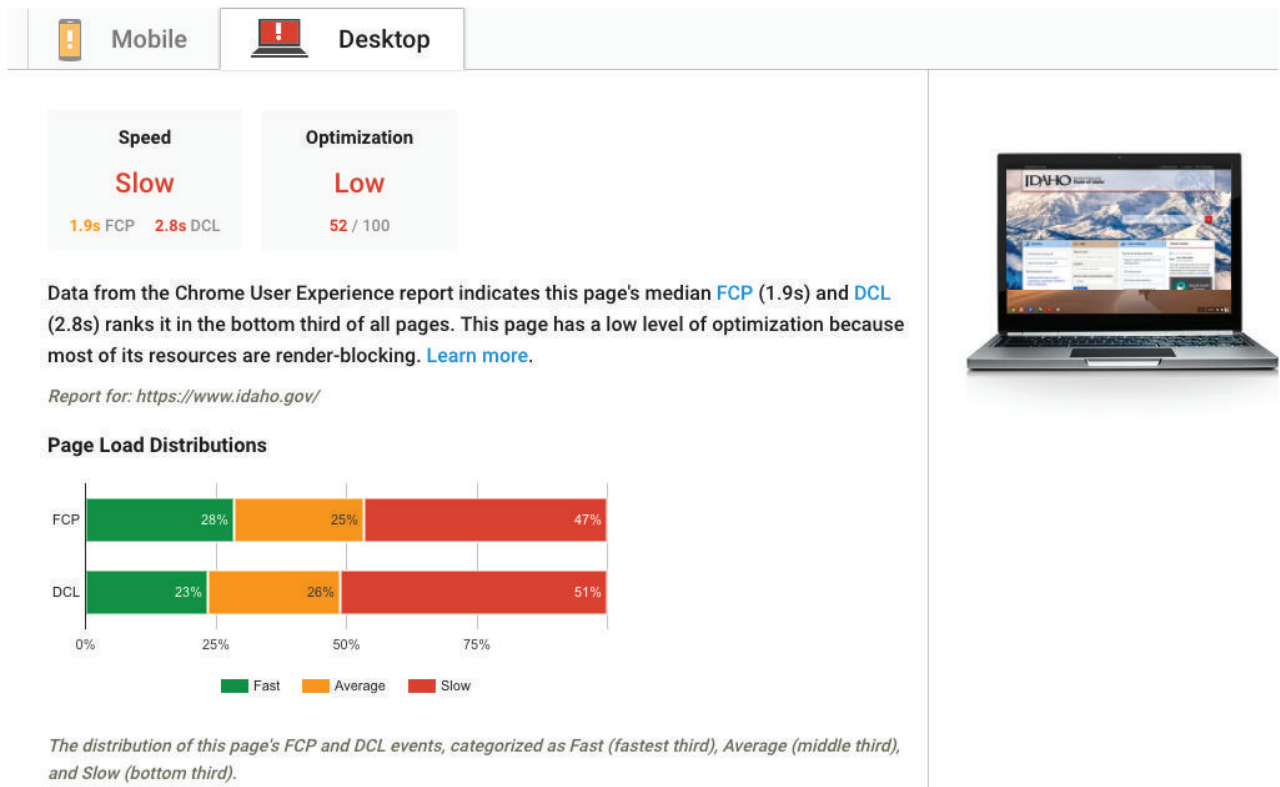
3. **Optimize content (reduce visual clutter and the number of clicks a user has to make to find what they are looking for).**
   To achieve this, we will keep the search prominent, add a consistent navigation bar to all pages, and provide more visual elements to help users scan the information faster.

Idaho.gov Homepage Heatmaps

This report shows what users clicked on the Idaho.gov homepage while using a desktop or laptop.
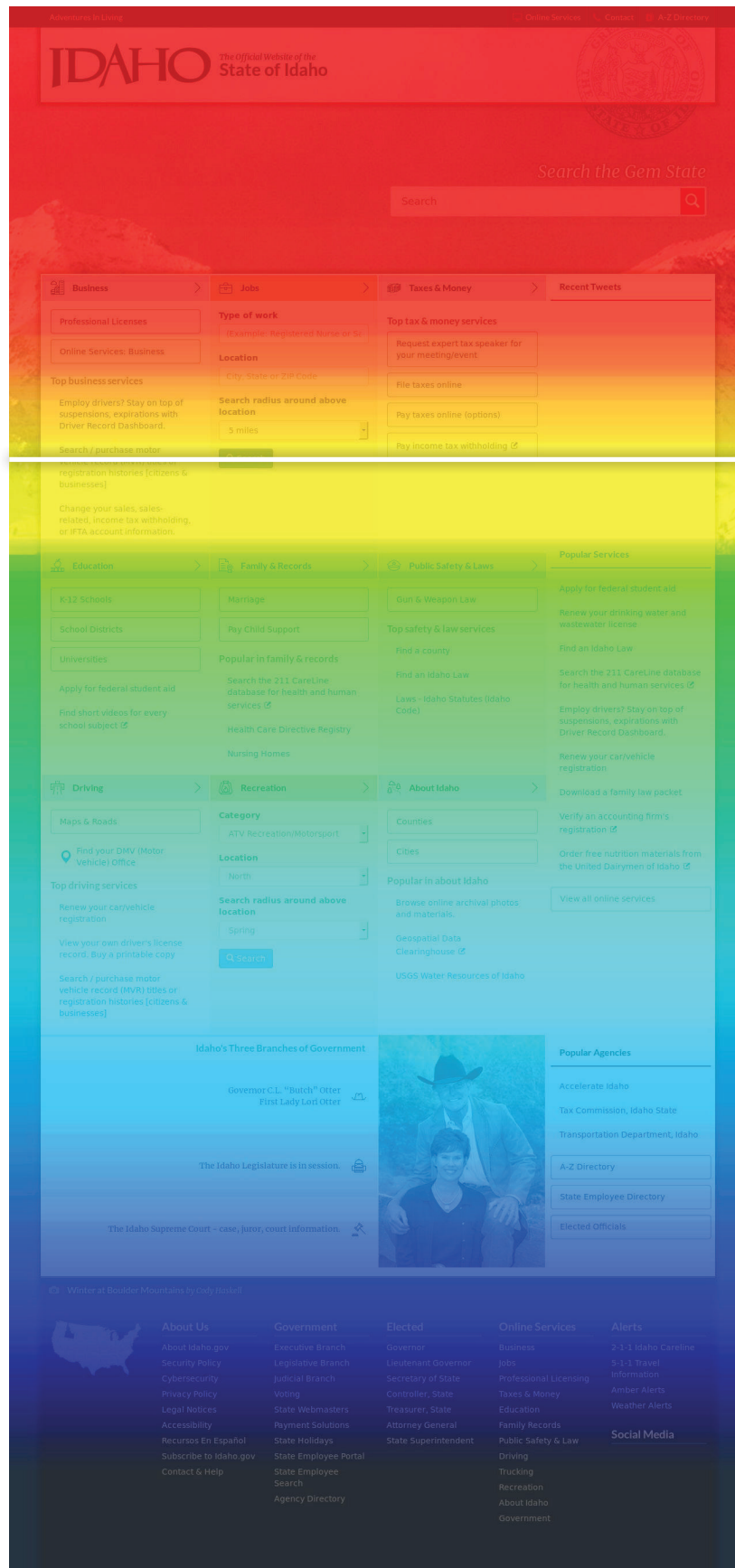

Average "above the fold" screen view

Idaho.gov Homepage Heatmaps

This report shows how far users scrolled down on the Idaho.gov homepage while using a desktop or laptop.
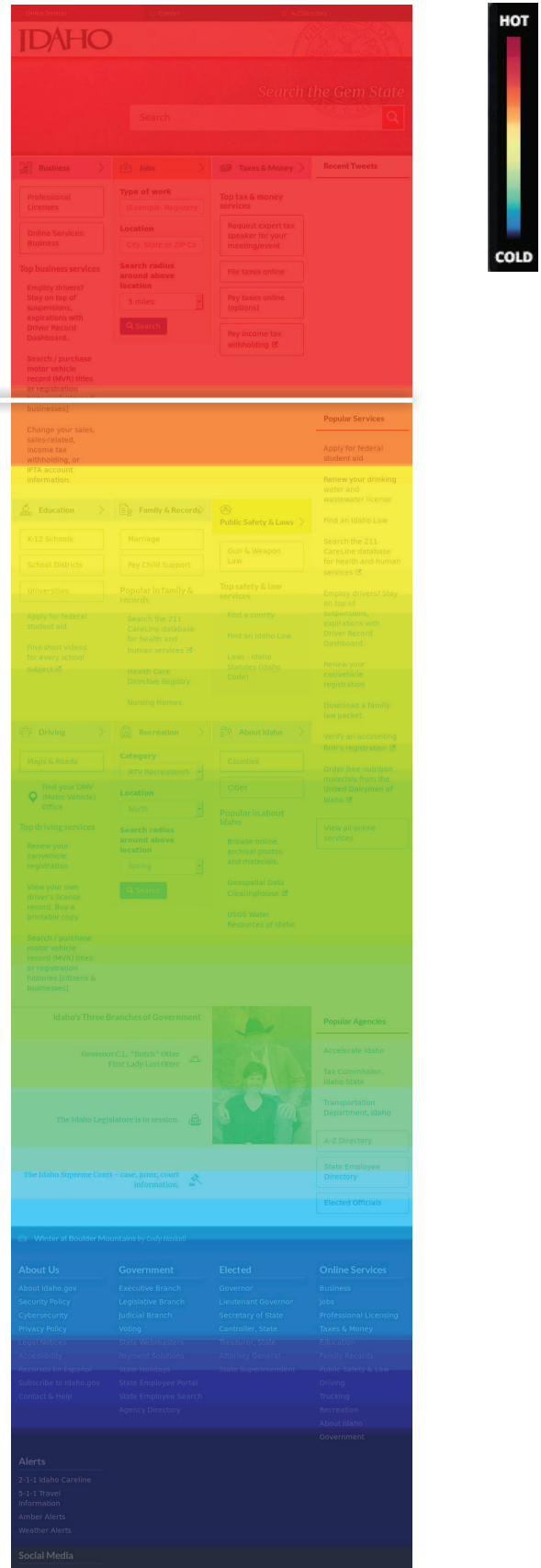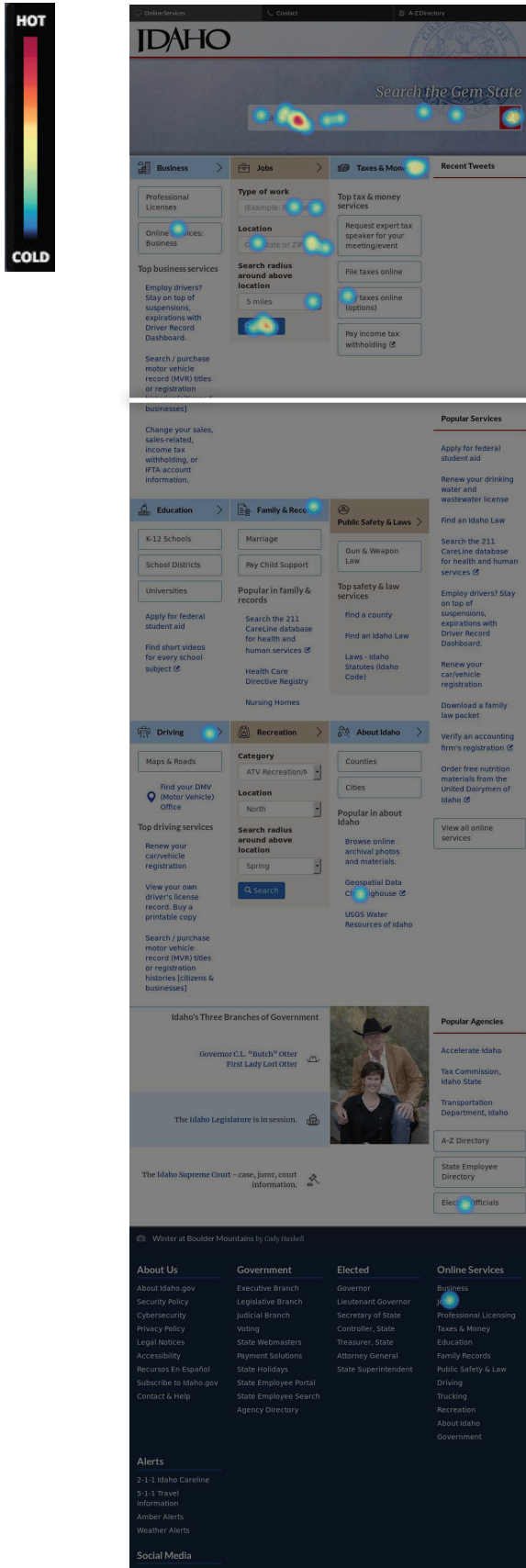

Average "above the fold" screen view

Idaho.gov Homepage Heatmaps

This report shows what users touched/tapped on the Idaho.gov homepage while using a tablet.

This report shows how far users scrolled down on the Idaho.gov homepage while using a tablet.
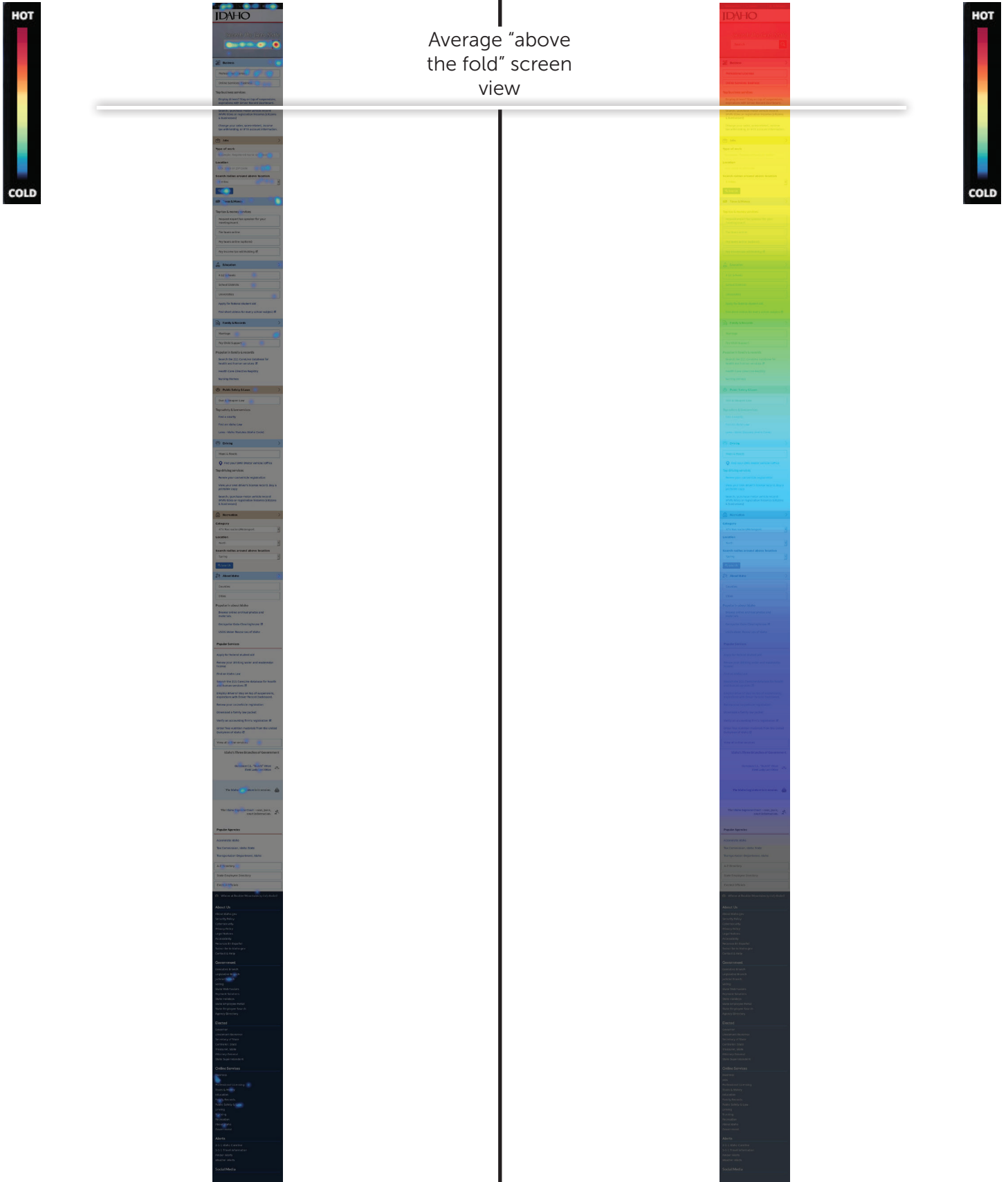

Average "above the fold" screen view

Idaho.gov Homepage Heatmaps

This report shows what users touched/tapped on the Idaho.gov homepage while using a cell phone.

This report shows how far users scrolled down on the Idaho.gov homepage while using a cell phone.

Average "above the fold" screen view

Idaho.gov Homepage Heatmaps

What do these heatmaps tell us about the current homepage?

1. Many users utilize the large Search box on all devices. We need to keep the search a main focus on the new homepage design.

2. Not many users click on the text links within the 9 card categories on the homepage outside of the Jobs card. We can re-think the content presented on the homepage.

3. On a cell phone, the current website footer is very long and not many users scroll all of the way down or click on many items in the long footer. We need to optimize the footer for our cell phone users.

4. Very few users click or tap on the links in the last (right) column of the footer (Alerts & Social media). These links can be removed from the footer and placed somewhere else.

5. Users click/tap on the 3 links in the top black bar (Online Services, Contact, and A-Z Directory). We need to keep these in a similar spot on the new design.

6. Few users click/tap on the Idaho.gov Twitter feed on the homepage. The feed can be removed from the new homepage design.

Idaho.gov Interior Page (Recreation) Heatmaps

This report shows what users clicked on the Idaho.gov Recreation page (https://www.idaho.gov/recreation/) while using a desktop or laptop.

Average "above the fold" screen view

This report shows how far users scrolled on the Idaho.gov Recreation page (https://www.idaho.gov/recreation/) while using a desktop or laptop.

Average "above the fold" screen view

*View this report online at: **https://goo.gl/4AtXmx***

Idaho.gov Interior Page (Recreation) Heatmaps

This report shows what users touched/tapped on the Idaho.gov Recreation page (https://www.idaho.gov/recreation/) while using a tablet.

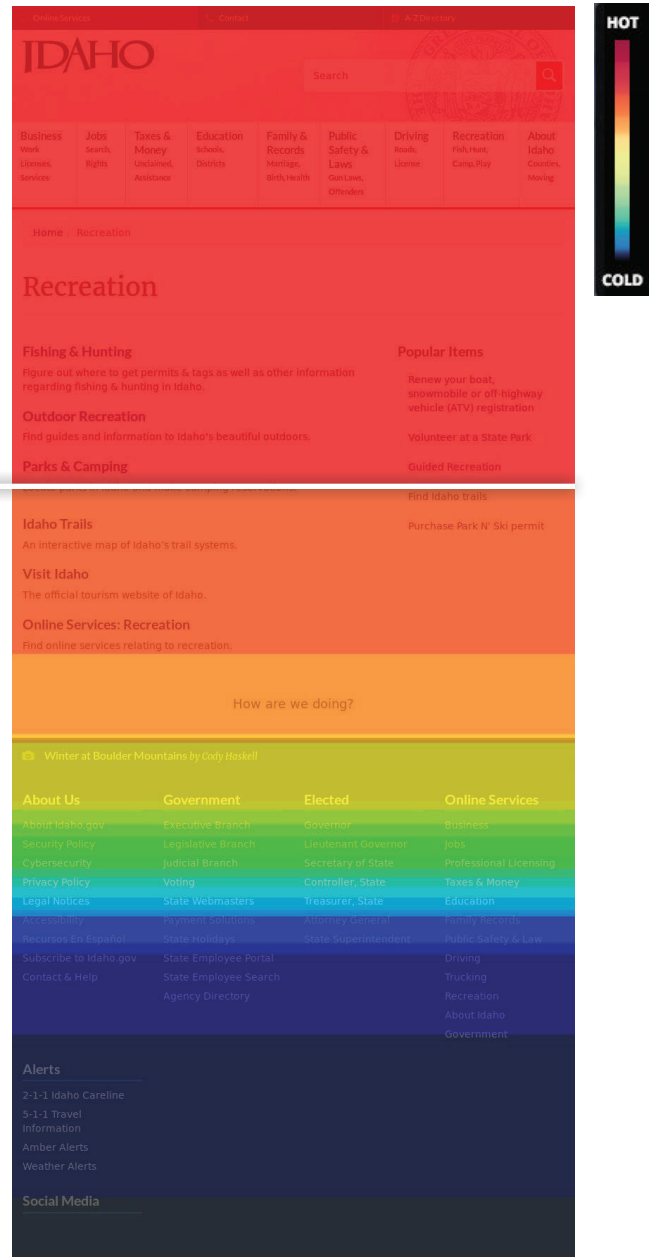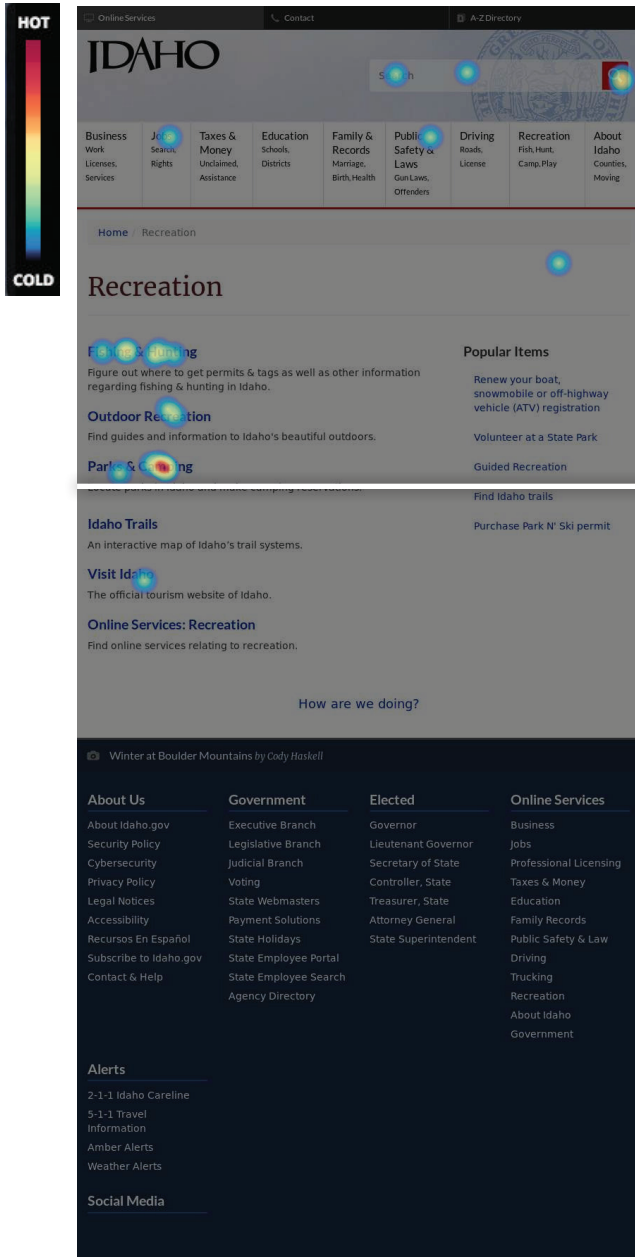*This report shows how far users scrolled on the Idaho.gov Recreation page (https://www.idaho.gov/recreation/) while using a tablet.*

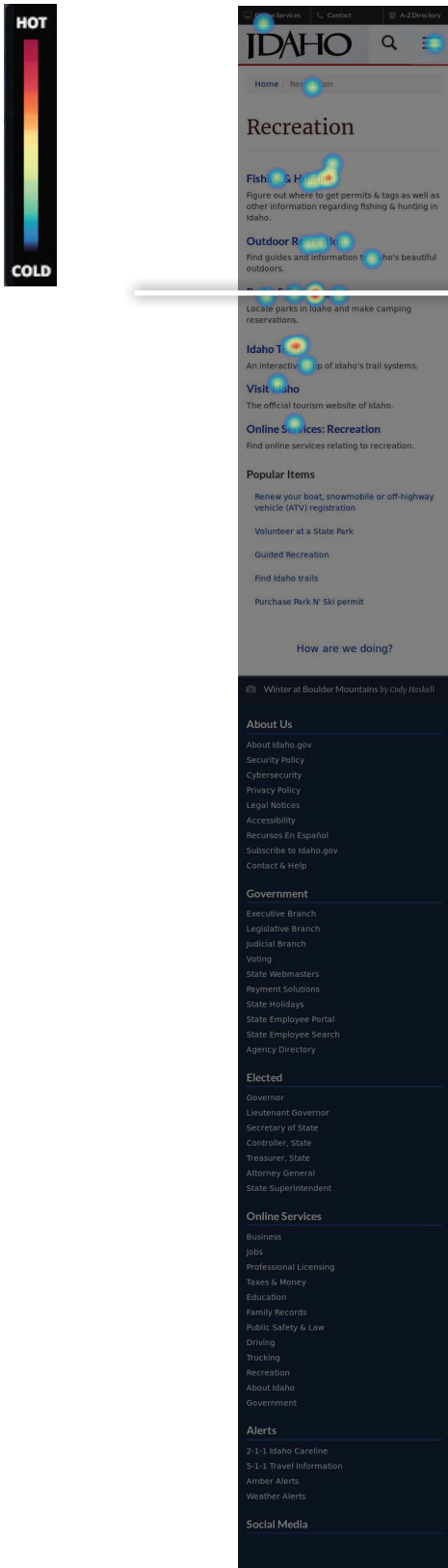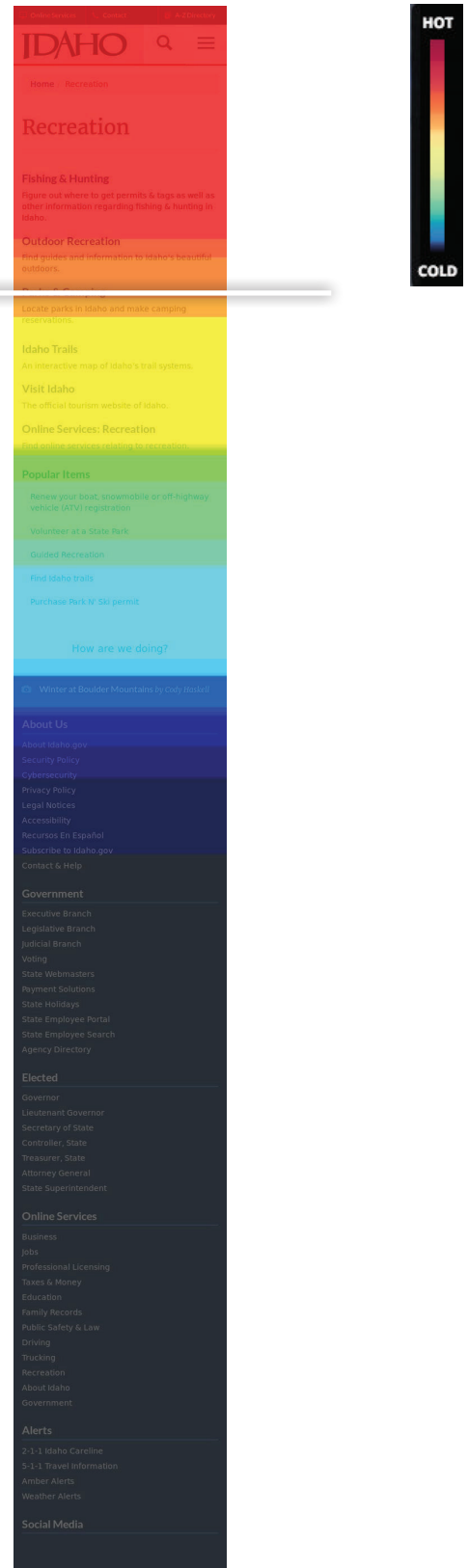
Average "above the fold" screen view

Idaho.gov Interior Page (Recreation) Heatmaps

This report shows what users touched/tapped on the Idaho.gov Recreation page (https://www.idaho.gov/recreation/) while using a cell phone.

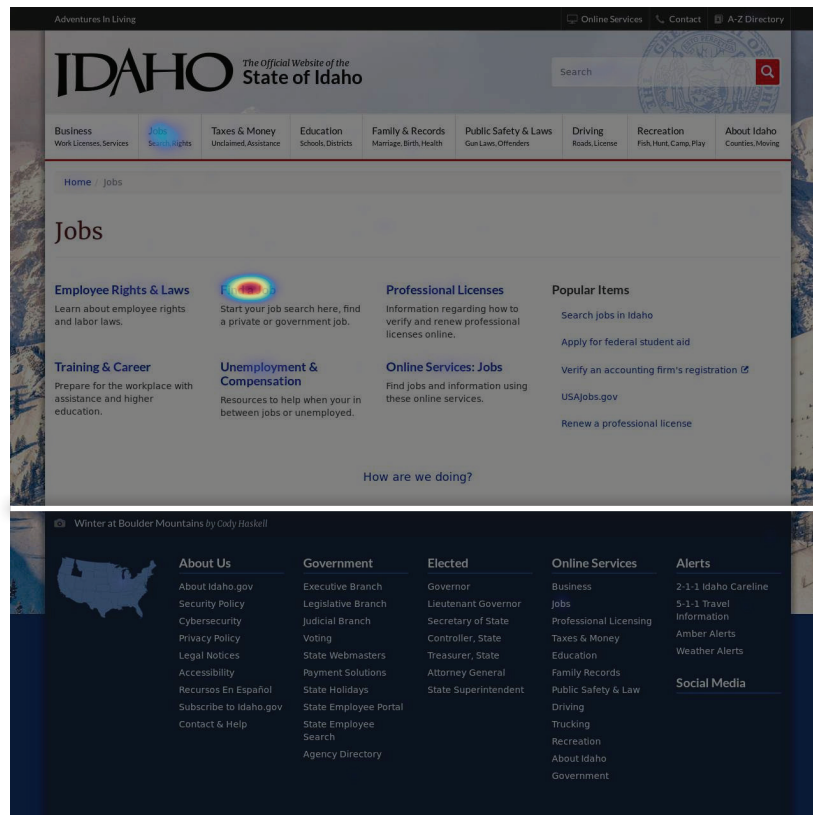This report shows how far users scrolled on the Idaho.gov Recreation page (https://www.idaho.gov/recreation/) while using a cell phone.

HOT

COLD

Average "above the fold" screen view

HOT

COLD

View this report online at: **https://goo.gl/4AtXmx**

Idaho.gov Interior Page (Jobs) Heatmaps

This report shows what users clicked on the Idaho.gov Jobs page (https://www.idaho.gov/jobs/) while using a desktop or laptop.

Average "above the fold" screen view

This report shows how far users scrolled on the Idaho.gov Jobs page (https://www.idaho.gov/jobs/) while using a desktop or laptop.

Average "above the fold" screen view

View this report online at: **https://goo.gl/h53VT2**

Idaho.gov Interior Page (Jobs) Heatmaps

This report shows what users touched/tapped on the Idaho.gov Jobs page (https://www.idaho.gov/jobs/) while using a tablet.

This report shows how far users scrolled on the Idaho.gov Jobs page (https://www.idaho.gov/jobs/) while using a tablet.

Average "above the fold" screen view

View this report online at: **https://goo.gl/h53VT2**
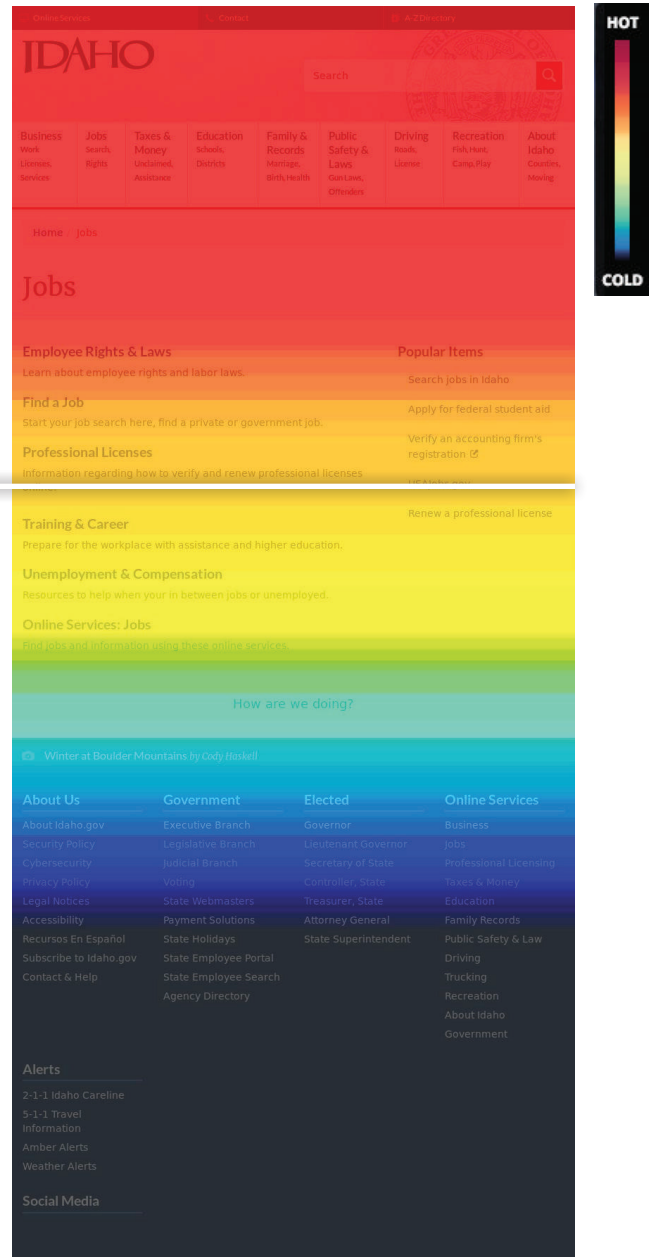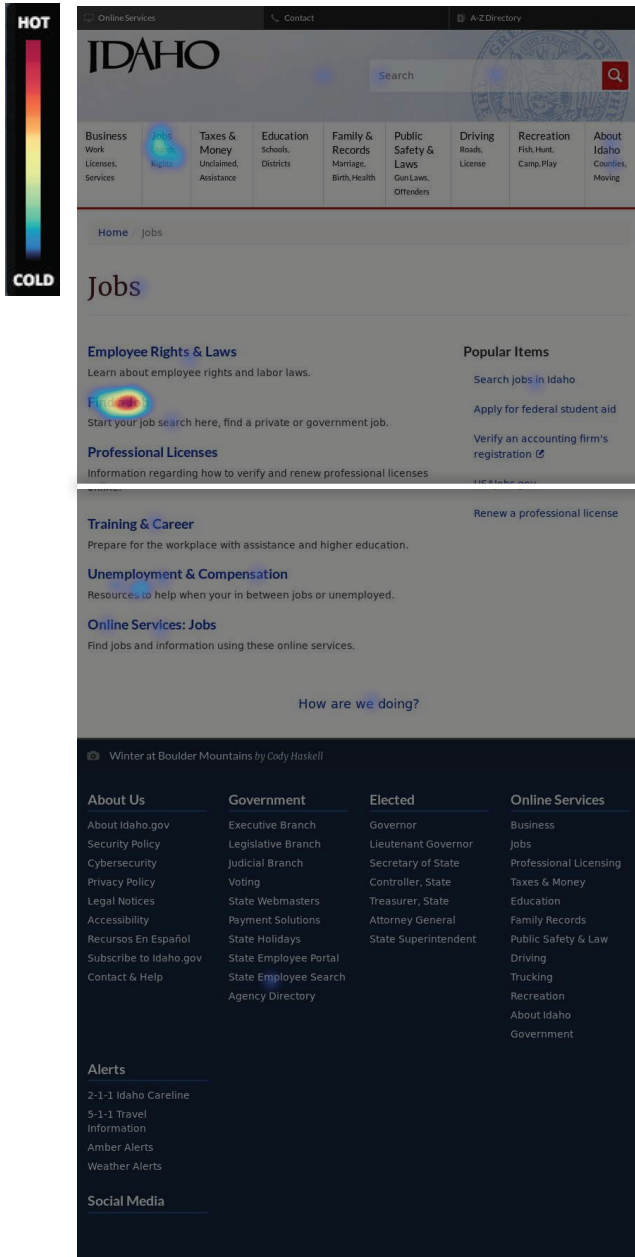
Idaho.gov Interior Page (Jobs) Heatmaps

This report shows what users touched/tapped on the Idaho.gov Jobs page https://www.idaho.gov/jobs/ while using a cell phone.

This report shows how far users scrolled on the Idaho.gov Jobs page https://www.idaho.gov/jobs/ while using a cell phone.

Average "above the fold" screen view

Idaho.gov Interior Page Heatmaps

What do these heatmaps tell us about the current interior pages?

1. There is extra text that can be removed because users are click on the larger link and the smaller informational text is unnecessary. The headlines are explanatory enough.

2. On a cell phone, the current website footer is very long and not many users scroll all of the way down or click on many items in the long footer. We need to optimize the footer for our cell phone users. (Same as we learned from the homepage heatmap).

3. The "Popular Items" links are not frequently clicked on. These could be removed or reviewed to see if they are still relevant or if there are more relevant links that should be included here in-stead.

4. Not many users click on the "How are we doing?" Survey link at the bottom of all interior pages. This survey could be moved to the contact page.

Proposed Design

Color Palette

Homepage Mockup examples on devices
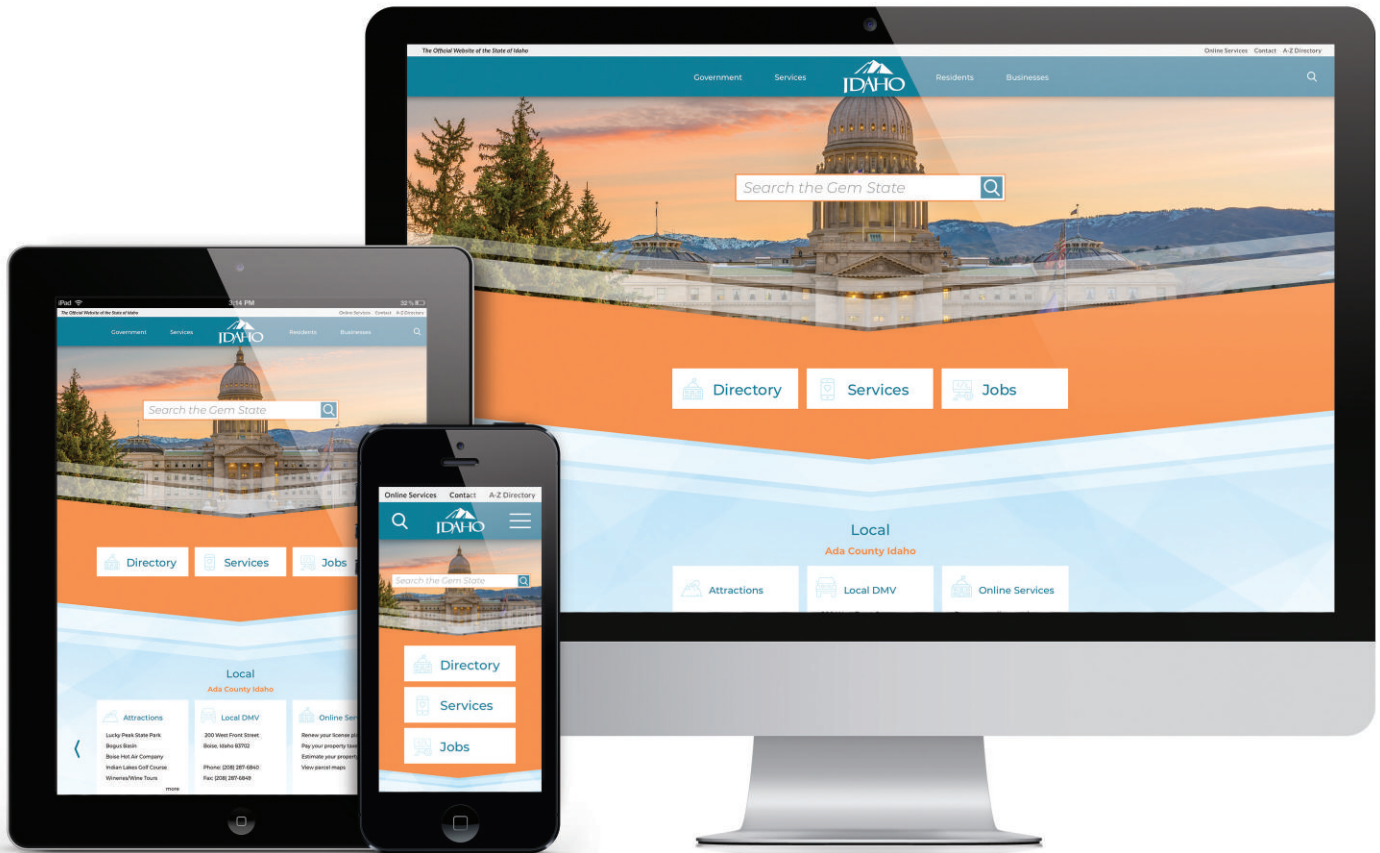
Features:

1. Simplified, modern design with a vibrant color palette.

2. Updated Idaho logo like the Idaho Department of Commerce and Visit Idaho use.

3. Consistent menu location at the top of the page on all pages. The menu has been reorganized to allow users to find what they need faster and with less clicks. The menu items will expand into a drop-downs when hovered over/clicked on.

4. New "Local" section to be featured on the home page. This section will show the user different local options in their county.

5. The background picture (sunset behind the capitol) will be updated to a new picture with the changing of seasons.

Proposed Design

Full Homepage Desktop/Laptop Mockup

Government   Services   **IDAHO**   Residents   Businesses

Search the Gem State

Directory   Services   Jobs

Local

Ada County Idaho

Attractions
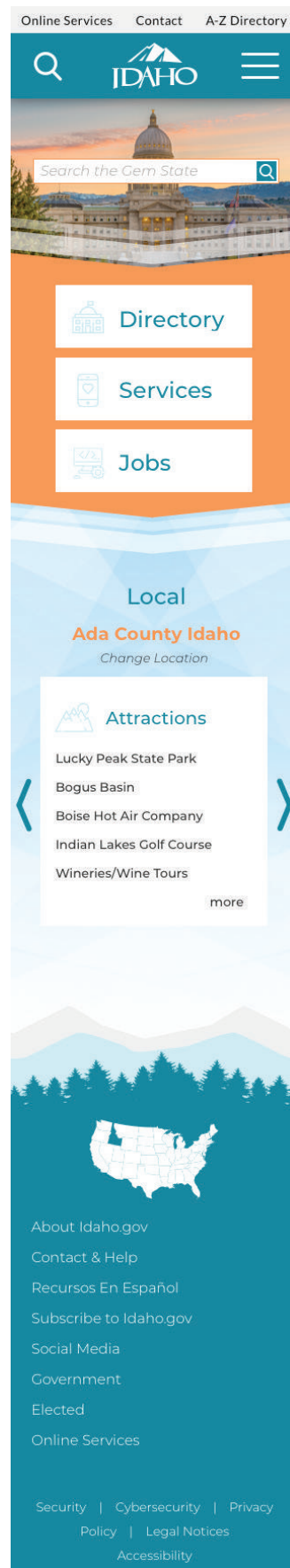
Lucky Peak State Park
Bogus Basin
Boise Hot Air Company
Indian Lakes Golf Course
Wineries/Wine Tours

more

Local DMV

200 West Front Street
Boise, Idaho 83702

Phone: (208) 287-6840
Fax: (208) 287-6849

Online Services

Renew your license plate
Pay your property taxes
Estimate your property taxes
View parcel maps

Change Location

About Idaho.gov
Contact & Help
Recursos En Español
Subscribe to Idaho.gov
Social Media

Government
Executive Branch
Legislative Branch
Judicial Branch
Voting
State Webmasters
Payment Solutions
State Holidays
State Employee Portal
State Employee Search
Agency Directory

Elected
Governor
Lieutenant Governor
Secretary of State
Controller, State
Treasurer, State
Attorney General
State Superintendent

Online Services
Business
Jobs
Professional Licensing
Taxes & Money
Education
Family Records
Public Safety & Law
Driving
Trucking
Recreation
About Idaho
Government

Security | Cybersecurity | Privacy Policy | Legal Notices | Accessibility

Proposed Design

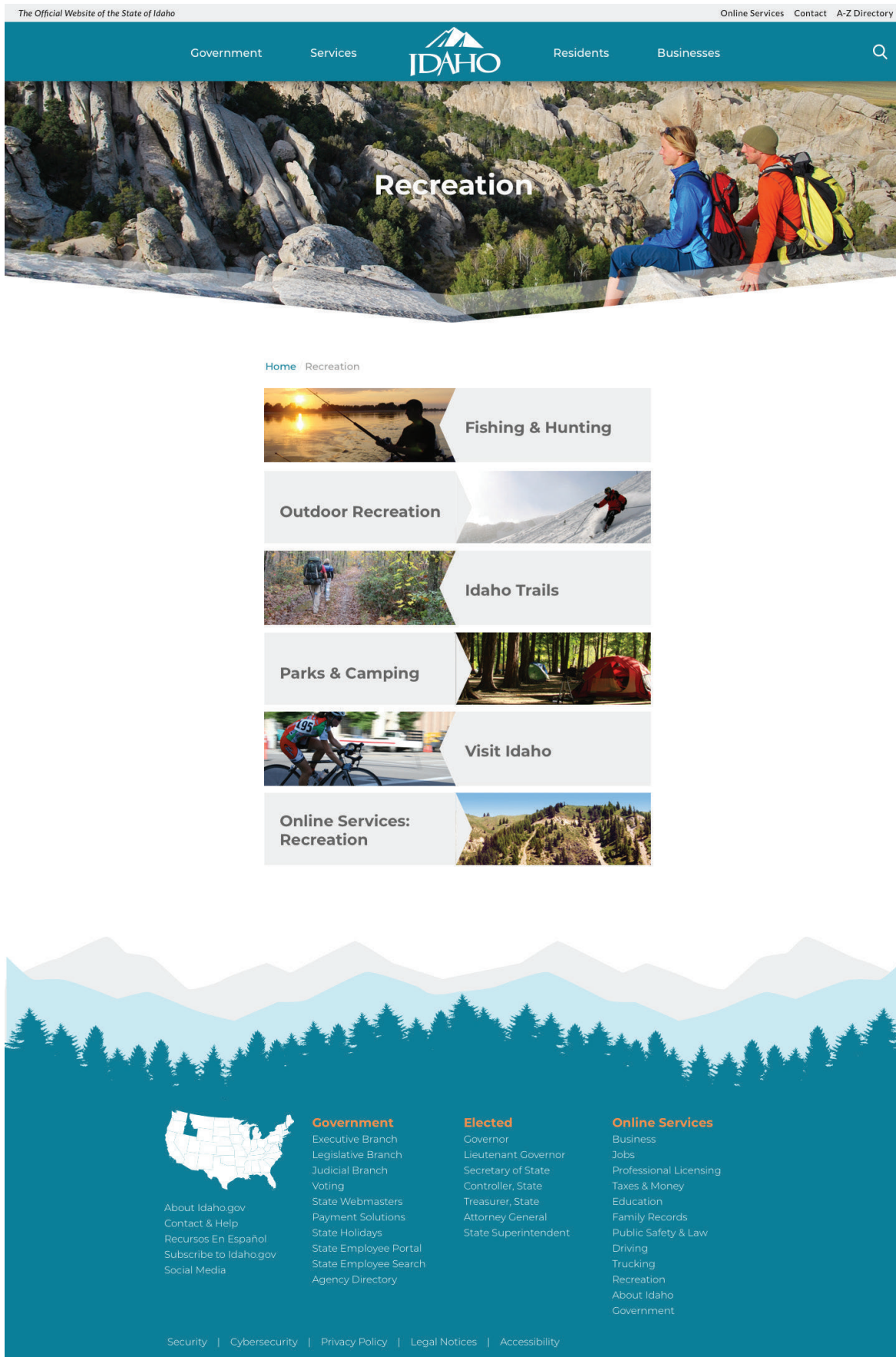*Full Homepage Mobile Mockup*

Proposed Design

Full Interior Page Desktop/Laptop Mockup

Summary

Items we plan to accomplish with the next version of Idaho.gov:

- Update the website design to the one presented in this document.

- Move Idaho.gov from Wordpress to a static website that will also include an integrated Content Management System that will allow non-technical users to update the website.

- Create an "alert" section on Idaho.gov that can be activated when necessary and provide information and links about important Idaho emergencies.

- Remove the individual agency pages and instead link directly to the agency's website on the A-Z Directory.

- Improve website loading speed.

- Optimize content to allow users to find what they are looking for faster.

- Reduce maintenance and remove the following school pages:
    - https://www.idaho.gov/education/k-12/
    - https://www.idaho.gov/education/school-districts/
    - https://www.idaho.gov/education/libraries/ – Only had 132 total views last year according to Google Analytics

- Create an Idaho.gov Facebook page.

- Launch the new version of Idaho.gov by the end of 2018.