



NYSAC Legislative Conference

“County Website Development and Maintenance”

JANUARY 29, 2019

[Facebook.com/CTGUAlbany](https://www.facebook.com/CTGUAlbany)

@CTGUAlbany

First Order of Business

Tell me about your users

- ▶ What types of visitors come to your website (citizens, businesses, government, tourists, relocators)?
- ▶ What is each type of visitor looking for?
- ▶ What does each type of visitor want to do?

Second Order of Business



Tell me about your users

- ▶ Don't ask about SEO or Social Media synergies or AI or any other secondary concerns until you have a good handle on your users.

Tell me about your users

- ▶ Think about who your users are and who you want them to be:
Are you reaching everyone you want to reach in the way you want to reach them?
- ▶ How do you know and verify that your perceptions are accurate?
Website analytics? Feedback? Focus groups?

Now that we have that out of the way

Plan for Obsolescence

- ▶ Accept that whatever you do, your website will be:
 - road-weary in @ 3 years,
 - obsolete (but bearable) within 5 years, and
 - on life support (but you may have to live with it for while longer) within 8-10 years.
- ▶ Not a bad thing; it's just how quickly the technology and environment advances.

So what details should I be concerned with?



- ▶ **Security, Accessibility, Responsiveness, Data Management, Backups, Design.**
- ▶ **Capability to conduct business and communications interactively (now and in the future).**
- ▶ **Ability to modify and maintain without technical interference:**
 - **Change design as well as content**
 - **Add, subtract, modify menu items**
 - **Refresh the Home Page**
 - **Easily integrate with overall strategy and mission (social media, routine business, information).**

So what should I do?

- ▶ Recognize that ongoing maintenance of a website will be 80% (or more) of the effort and perhaps the cost, if not done wisely.
- ▶ Evaluate if you have the resources in-house to do it all yourself and more importantly if it's wise to do it all yourself.
- ▶ Research best practices in comparable areas (other NYS counties)
 - Vendors (who understand your county and have a good track record)
 - Flexibility of content management (multiple providers, variety of needs)
 - Accommodate complexity, but think simply
 - Look beyond the sticker price and think about driving the car



CTG

UNIVERSITY AT ALBANY

State University of New York

Stay Informed



- ▶ Join our e-newsletter mailing list – brmeyers@ctg.albany.edu
- ▶ Like us on Facebook: facebook.com/CTGUAlbany
- ▶ Follow us on Twitter: twitter.com/CTGUAlbany