GOSS

GOSS Website Assessment for East Herts Council Preparing for Better Connected 2013

Version 1.0 – November 2012

Amendment History

Version	Date	Name	Description
1.0	01/11/2012	RESOLVE Team	Release Version

GOSS

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GOSS

1 Better Connected 2013

1.1 Background

The purpose of Better Connected is to identify good practice in the development of local authority websites using extensive evidence-based research. It is managed by SOCITM and is now in its 14th year. This report has been produced to assist East Herts Council (EHC) in your preparation and readiness for their Better Connected 2013 review and assessment.

Source: (SOCITM, Society of IT Managers | Better Connected Service)

1.2 The 2013 Approach

SOCITM have published the list of "top tasks" that will be tested this year, as follows:

Topic	Task		Councils	Comments
1	Jobs	Apply for a council job	All	Same as in BC2012
2	Planning	Object to a planning application	All, exc counties	Same as in BC2012
3	Leisure	Find opening times for local swimming pool	All, exc counties	Same as in BC2012
4	Social care	Find out about getting help at home	All, exc shire dists	Same as in BC2012
5	Democracy	Find out about my councillor	All	
6	Libraries	Reserve library book	All, exc shire dists	
7a	Rubbish	Arrange old bed collection	All, exc counties	Either....
7b	Rubbish	Find out opening times for waste recycling centre	Counties only	....or
8	Schools	Find out about nursery places	All, exc shire dists	
9	Parking	Pay parking fine	All	
10	Buses	Apply for concessionary bus pass	All, exc London/ mets	
11	Housing	Find out how to get on the housing list	All, exc counties	
12	Business	Start new business	All, exc shire dists	
13	Roads	Report pothole	All, exc shire dists	

Source: (SOCITM, Society of IT Managers | Better Connected Service)

1.2.1 Access from mobile devices

As in the past two years Socitm will also carry out a survey of the quality of the experience of completing at least one task for each council from a mobile device (probably an iPhone). However, in

2012/13, the results will for the first time be built into the process for ranking sites. The tasks most likely to be selected for this test are:

- Report a pothole (single-tier and county councils)
- Arrange old bed collection (shire districts and NI districts)

Source: (SOCITM, Society of IT Managers | Better Connected Service)

1.2.2 Timetable for 2013 report

Fri 28 September	Evaluation of pilot
Fri 5 October	Announcement of tasks in final survey
Sun 28 October	Start of survey
Sat 8 December	End of survey
Fri 1 March 2013	Publication of report on http://www.socitm.net

1.2.3 The GOSS Service

To help review your website in advance and to identify amendments to content and functionality GOSS provides you this tailored report which considers SOCITM's focused processes and makes detailed and practical recommendations for improvements.

Your report will help provide you with a detailed business case for change to offer useful and practical enhancements that will improve citizen user journey's and can help increase online engagement and channel shift in these key areas.

What are other people saying about the GOSS service:

> *"We really appreciated the work that GOSS has put in to helping us assess our site ahead of Better Connected 2013. The assessment was to a very high standard and provided real value for money. It has really shaped our planning for BC13"*

Caroline Anderton, Customer Communications and Engagement Manager, Gloucestershire County Council

> *"Goss provided us with a detailed report which helped us recognise some shortcomings and highlighted some examples of good practice that we can apply across the site. The resource we have to manage our website is very stretched, it's easy to get bogged down in the day to day stuff so the review service was invaluable, helping us to quickly identify improvements to the site to improve customer satisfaction in this difficult climate."*

Sharon Hudson, Communications and Partnerships Manager, Craven District Council

1.2.4 EHC's Report

Please find in the following section the Top Task Assessment for East Herts Council.

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2 Top Task Assessments

2.1 Jobs – Apply for a council job

2.1.1 Why important

Applying for a job has always been a popular top task on council websites. Ensuring the user experience is an effective one is key to helping maximise the completion rate by visitors.

2.1.2 Assessment

All Google searches perform well whilst the onsite search does not return results on the first page when using the phrase "apply for council job", using "jobs" does. The A-Z is effective as the only result under "J". Where the site could be improved is regarding the landing page and access/links to it, as defined in the recommendations section.

Using search term "East Herts council jobs'" on Google brought back www.eastherts.gov.uk/index.jsp?articleid=147 East Herts District Council - Jobs and Careers as 1st entry on 1st page of results.

The homepage lists "Jobs and Careers" in the main left hand navigation but it is not promoted as a top task.

When using the internal search facility the search term "Apply for a council job" does not appear on the 1st results page but does appear on page 2 under "Jobs and Careers".

"Job Vacancies" appears as the only entry in the A-Z under "J"

"Job and Careers" is the jobs landing page and from there I can apply for any available jobs.

I am unable to sign up for email alerts or take an RSS feed for new vacancies.

I am unable to access information about working for the council (eg flexible working hours).

I am able to download a copy of the job description and/or person specification for specific jobs.

I am unable to apply online for a vacancy but can download the application form, but it then has to be emailed to hcc.perm.recruit@manpower.co.uk

2.1.3 Recommendations

- Understand the demand on the www.eastherts.gov.uk/index.jsp?articleid=147 "East Herts District Council - Jobs and Careers" page. If substantial, look to promote "Apply for a Council Job" more on the homepage as a top task.
- Review the design and functionality of the landing page to enable visitors to:
  - subscribe to the page to receive email updates as new jobs become available
  - provide links to other key HR information on the site relating to applying for jobs and working for the Council
  - Is there an HR system that could be integrated in to the website to enable the online application process to take place directly on the website?

2.2 Planning – Object to a planning application

2.2.1 Why important

Every planning application submitted to a local authority must undergo a period of public consultation which varies in length between three and eight weeks.

If citizens want to have their say on a planning application in their area they will need to contact the local planning authority. There are a number of ways to do this:

- If they are a neighbour affected by a planning application they will be notified automatically with information on how to have a say
- They could contact the planning offices of their local authority to involve themselves in the consultation process
- The local planning authority may offer a service on its website
- They are allowed to attend planning committee meetings to hear applications being considered
- They are also allowed to have a say at these meetings but must notify the council in advance of the meeting

<div align="right">Source: (Planning Portal)</div>

It is therefore important that an effective online feedback system is provided to enable as many interactions to be made through the cheapest possible online channel.

2.2.2 Assessment

Google and the internal search both work well and you can find the required terms at the top of the results pages.

The A-Z does not provide a direct link to objecting to a Planning Application and there is a general lack of good information and links to ensure the users journey is logical and assisted.

The interface to the Online Planning Applications uses a legacy application which has a different visual appearance to the main site and although some work has been done to display it in a similar style to the main site, much more could be done. This includes the help text provided to ensure the right information is provided to undertake a search, rather than ensuring the search system works effectively, i.e. 'If you want to find applications relating to a specific property, it is important to remember to put your text inside inverted commas e.g. "132 Test Street, Hertford".'

Using the search term "East Herts council object planning application" on Google returns www.eastherts.gov.uk/index.jsp?articleid=15501 "East Herts District Council - Objecting to Planning Applications" page as the top entry on the 1st search results page.

There is no link on the homepage, nearest is a link to the "Online Planning" landing page, but even the landing page does not contain a link to "Objecting to Planning Applications"

There is no 'My property' or 'Find my nearest' facility linking me to planning information for local properties.

When using the internal search facility, using the search term "object planning application" returns "Objecting to Planning Applications" as the first result.

The following results were found using the A-Z list to find this task using the search terms:

- planning = yes "P"
- planning applications = yes "P"
- comment on planning applications = no
- object to a planning application = no

By taking the following user journey I discovered the home of the "Objecting to Planning Applications":

- Home page
- > Planning Online (which actually take me to the "Online Planning" page)

- > Viewing Planning Applications/Decisions (based on my experience of the planning process and intuition)
- > Objecting to Planning Applications – found it in the left hand nav as was not shown on the main page as a useful link

A link is provided for viewing all current planning applications:

- View online planning - search page (This allows you to specify your own date range)
- View Online Planning - Decisions
- View the week by week list of planning applications (previous 10 weeks)

If I follow a link 'Search planning applications', I am not told I will be able to comment on planning applications as well as just view them. Objections must be put in writing (discovered when reading "Objecting to Planning Applications" in full.

"Objecting to Planning Applications" informs you "You should put any objections in writing as soon as possible and you may also want to ask your local Councillor to speak on your behalf."

"Objecting to Planning Applications" informs you that "If you make your opinions known they are put on a public file where they can be seen by anyone, including the applicant."

It was not clear how I might obtain assistance if required when trying o find out how to object.

All the relevant pieces of information/pages for this task were not linked together to make a smooth, coherent journey. "Objecting to Planning Applications" was quite well hidden and then can only be made in writing, not online.

2.2.3 Recommendations

- Understand the demand on the www.eastherts.gov.uk/index.jsp?articleid=15501 "East Herts District Council - Objecting to Planning Applications" page. If substantial, look to promote "Object to a planning application" more on the homepage as a top task.
- Consider the benefits of implementing a 'My property' or 'Find my nearest' facility
- Add entries to the A-Z in:
    - o "C" for "comment on planning applications"
    - o "O" for "object to a planning application"
- Redesign the service landing page so links are provided directly to this task and other appropriate tasks for when making a planning application
- With regard the Online Planning Application:
    - o Review the user journey and the supporting information provided to the user whilst completing this task
    - o Investigate the integration of mapping during the completion of this task
    - o If possible, modify the CSS used by the online application so that the interface is more consistent with the main site
    - o If possible, modify the HTML of the online web application to enhance usability and bring it in line with modern accessibility guidelines

2.3 Leisure – Find opening times for local swimming pool

2.3.1 Why important

Leisure centres provide healthy activities for local citizens and it is important that customers can find out about their locations, opening times and the available activities in each centre.

2.3.2 Assessment

The Leisure Services are now run by Everyone Active and therefore the Council website provides some information and more detailed info is found at the http://www.everyoneactive.com website.

A clear strategy of what should be provided on the main Council site and what should be included on the Leisure World site would definitely assist focus of what content should be provided where.

Using the search term "East Herts council swimming pool opening" on Google displays www.eastherts.gov.uk/index.jsp?articleid=3623 "East Herts District Council - East Herts Leisure Facilities" as the first entry which contains the opening times.

The home page does not link me directly to the task.

A search for the task description does not return the correct result listed in the first three results.

The following results were found using the A-Z list to find this task using the search terms:

- swimming pool[s] = yes
- swimming pool opening times = no
- swimming times = no

The service landing page links me directly to the East Herts Leisure Facilities page.

By selecting Fanshawe Pool & Gym (specific centre sites operated by http://www.everyoneactive.com):

- I can see the timetable of public swimming sessions.
- I cannot see how the timetable differs in school holidays, only Main Pool Term Time Programme provided.
- I can find out about having swimming lessons at this pool?
- It is clear how I might obtain assistance if required

2.3.3 Recommendations

- Understand the demand on the various Swimming Pool opening times pages and consider:
    - If substantial, look to promote "Find opening times for local swimming pools" more on the homepage as a top task.
    - Consider a combined page which contains all the times for all pools to provide an easy view for the citizen rather than having to find the individual pool first
- A clear strategy of what should be provided on the main Council site and what should be included on the Everyone Active site would definitely assist focus of what content should be provided where.
- Do you want visitors to be directed straight to the Council site or the Everyone Active site from Google? This should be informed by the development of the above strategy.

2.4 Democracy - Find out about my councillor

2.4.1 Why important

In the modern world of democratic accountability, finding out who your local councillor is can be a key task for a citizen when wanting to engage with the council. Making this as simple and effective as possible is very important.

2.4.2 Assessment

It is simple and effective to find out about your councillor which ever route you take to finding the information, be that Google, navigation, A-Z or internal search. Once at the Your Councillors page

you have multiple ways to find your Councillor and also the landing page for each Councillor provides plenty of useful information about them.

Using the search term "Find out about my East Herts councillor" on Google takes me to www.eastherts.gov.uk/index.jsp?articleid=7411 "East Herts District Council - Councillors, Committees and Council" as the 2nd entry on the 1st results page.

The home page link does not take me directly to the task. The left hand navigation takes me to "Councillors, Committees and Council Information" which then has link to "Councillors".

A search for the task description using the internal search returns the correct result listed in the first three results.

The A to Z list includes "C" for Councillors.

The service landing page links me directly to this task.

It is not clear how I might obtain assistance if required.

Once at the "Your Councillors" page you can find the information you need in multiple ways:

- Find your councillor
- Your councillors alphabetically
- Your councillors by political party
- Your councillors by ward
- Full list of contact details
- Member attendance summary
- View councillors in a table

2.4.3 Recommendations

- Understand the demand on the Your Councillors page and consider if substantial, look to promote "Find out about my councillor" more on the homepage as a top task.

2.5 a) Rubbish – Arrange old bed collection

2.5.1 Why important

Arrangements for special collections for large items, such as furniture or items with special disposal requirements (e.g. refrigerators, tyres). Householders can usually book this service in advance and there may be a charge for the collection which may provide additional revenue and prevent fly tipping and damage to the environment.

2.5.2 Assessment

Google works well but not the internal search based on the use of the required terms. Using the local "Bulky Waste" derivative returns it as the first result.

The A-Z does not provide a direct link to any permutation of "Arrange old bed collection" but again works based on the preferred local derivative of "Bulky Waste". There is also a general lack of good information and links to ensure the users journey is logical and assisted and ultimately the task can only be carried out offline via the telephone.

Using the search term "East Herts arrange old bed collection" on Google returns it as the 1st result on the 1st page www.eastherts.gov.uk/index.jsp?articleid=16890 "East Herts District Council - Bulky Waste Collections".

The home page does not link me directly to the task, only via "Waste and Recycling" in left hand nav.

A search for the task description using the internal search does not return the correct result listed in the first three results, but using the local "Bulky Waste" derivative returns it as the first result.

The following results were found using the A-Z list to find this task using the search terms:

- arrange = no
- old = no
- bed = no
- collection = no
- local term (Bulky Waste Collections) = Yes in "B"

The service landing page does not link me directly to this task. The Waste and Recycling landing page takes me to the Household landing page which then links to "Bulky Waste Collections".

I am unable to arrange a collection online. "To book your bulky waste collection please contact our Environmental Services Team on 01279 655261 ext 3507. We will provide you with a collection date over the phone.".

It is clear how I might obtain assistance if required.

All the relevant pieces of information/pages for this task were not linked together to make a smooth, coherent journey.

2.5.3 Recommendations

- Understand the demand on the "Arrange old bed collection" page and consider if substantial, look to promote "Arrange old bed collection/Arrange Bulky Waste collection" more on the homepage as a top task.
- Look to provide online form for requesting a collection and look to de emphasise telephone as primary point of contact for requesting the service.
- Redesign the service landing page so links are provided directly to this task and other appropriate tasks for when arranging an old bed collection.

2.6 Parking – Pay parking fine

2.6.1 Why important

If you receive a parking fine ticket, a simple online payment system makes it easy to ensure the payment is made. It is important not just to make the online payment as easy as possible for people to use, but also to promote the different channels for them to make payment.

2.6.2 Assessment

Google works well and the task is also promoted well on the homepage, but unfortunately no answers are returned by the internal search based on the use of the required terms. .

There is plenty of supporting information to help the user journey whilst on the EHDC site but once you leave to the "Manage your penalty charge notice (PCN)" online payment system, the user experience is not great.

Using the search term "pay parking fine East Herts" on Google returns www.eastherts.gov.uk/index.jsp?articleid=25461 "Parking Penalty Charge Notice - Pay or Challenge - East Herts" as the 1st result on the 1st page.

On the homepage I am provided with the link "Parking Penalty Charge Notice - Pay or Challenge" which on that landing page I get the option to "Pay a Penalty Charge Notice".

A search for the task description does not return the correct result listed in the first three results, "Parking Penalty Charge Notice - Pay or Challenge" was the 6th entry

The A to Z list includes "P" = "Parking Penalty Charge Notices - Pay or Challenge".

On the "Parking Penalty Charge Notice - Pay or Challenge" landing page I get the option to "Pay a Penalty Charge Notice" which then takes you to the "Manage your penalty charge notice (PCN)" online payment system.

The landing page explains "You should either pay the penalty charge, or if you think the PCN should not have been issued (for example; you have received a PCN for parking in a disabled parking place without a valid Blue Badge, but the badge had slipped off the dashboard) you should contact the council and explain what happened. Our new online system allows you to view the details of the contravention, including any photographs that are available. The PATROL website contains further information on challenging a PCN , including a description of formal Representations and the Appeal/Adjudication process".

The landing page provides useful information to assist you.

All the required information was available on either the Parking Penalty Charge Notice - Pay or Challenge" landing page or the "Pay a Penalty Charge Notice" page.

2.6.3 Recommendations

- Review the internal search terms associated with the page(s) to ensure the term "Pay parking fine" is within the top 3 entries.
- With regard the "Manage your penalty charge notice (PCN)" online payment system:
    - o Review the user journey and the supporting information provided to the user whilst completing this task
    - o If possible, modify the CSS used by the online application so that the interface is more consistent with the main site
    - o If possible, modify the HTML of the online web application to enhance usability and bring it in line with modern accessibility guidelines

2.7 Buses – Apply for concessionary bus pass

2.7.1 Why important

The concessionary bus pass entitles holders to travel free of charge on off-peak local bus services anywhere in England. Some authorities may offer additional benefits if their funding permits. It is important this process is as straight forward as possible for all applicants.

2.7.2 Assessment

Google and internal search and the A-Z take me directly to the Bus Passes page. The only challenge was navigating to the service from the home page where I was slightly confused by where it should be located.

Once on the Hertfordshire County Council - Bus Pass scheme site you can apply online for renewing your pass but not to apply for a new or replacement pass. The addition of an online application form for new/replacement forms would certainly help all customers. The information provided is good and helps the user journey.

Using search term "concessionary bus pass East Herts" on Google returns the top result as www.eastherts.gov.uk/index.jsp?articleid=10283 "East Herts District Council - Bus Passes".

The home page does not link me directly to the task. I eventually found that "Bus Passes" was located under "Parking and Transport > Community Transport" which wasn't my first route to find it, I had tried "Parking and Transport - Public Transport" as I thought Bus Passes would have been against the Public Transport "Bus" area.

Using the internal search facility "Apply for concessionary bus pass" returns as the 1st result.

The A to Z list includes "B for "Bus Passes" and you also get a quick link direct to the "Hertfordshire County Council - Bus Pass scheme".

The service landing page links me directly to this task. Once I found that "Bus Passes" was located under "Parking and Transport > Community Transport", which wasn't my first route to find it, I had tried "Parking and Transport - Public Transport" as I thought Bus Passes would have been against the Public Transport "Bus" area.

I was unable to download application forms. The most straightforward method is to apply for your pass online.

I was able to apply online for a bus pass renewal. You can renew your elderly free bus pass online now bus pass. Unfortunately I was unable to apply for a New/Replacement Pass online. To obtain a new pass or to replace it if has been lost, stolen, worn or damaged you have to collect a paper form at your local library, district/borough council office, tourist information office or one-stop-shop.

I can find out if I am eligible for a concessionary bus pass and it is fully explained and with links to DirectGov, etc… for further info.

It is clear how I might obtain assistance if required. For more information and terms and conditions, please click on the links below or contact the Concessionary Travel Team by email on: csc.concessionarytravel@hertscc.gov.uk or call on 0300 123 4050.

All the relevant pieces of information/pages for this task were linked together to make a smooth, coherent journey. The only challenge is that you are crossing to an external site for applying but the journey is as smooth as possible.

2.7.3 Recommendations

- Understand the demand on the "Bus Passes" page and consider if substantial, look to promote "Apply for concessionary bus pass" more on the homepage as a top task.
- Consider the location in the Information Architecture of the Bus Passes page – should it be under "Community Transport" or "Public Transport"?
- Liaise with and look to provide online application forms on the Hertfordshire County Council site for requesting new and replacement passes.

2.8 Housing – Find out how to get on the housing list

2.8.1 Why important

If you're looking for a place to live, a council property could be the answer – although you'll probably have to wait for one. You should be able to find out who is eligible for council housing, how to apply, how councils decide who gets housing and where to get housing advice.

2.8.2 Assessment

Google returns the results well but the internal search, the A-Z and link from homepage do not pass the test requirements.

Once on the Applying for Affordable Housing and the Housing Register page the information provided is good and helps the user journey.

Using search term "Find out how to get on the housing list east herts" on Google brought back www.eastherts.gov.uk/index.jsp?articleid=10298 "East Herts District Council - Applying for Affordable Housing and the and the Housing Register" as the 2nd entry on the 1st page of results. The 1st entry was to www.eastherts.gov.uk/index.jsp?articleid=10299 "East Herts District Council – Housing".

The home page does not link me directly to the task. Following the left hand navigation item "Housing" I am taken to the landing page and can then I can select "Applying for Affordable Housing and the Housing Register".

Using the internal search and using the local search term "get on the housing register" it returned as 4th in the list.

The A to Z list does not include this task. "H" for Housing does not display anything relating to "Housing Register".

The service landing page links me directly to this task. From the "Housing" landing page I can select "Applying for Affordable Housing and the Housing Register". Only potential confusion is that above the fold I am told "You should contact the Housing Options Service if you want to apply for affordable housing and be put on the housing register". It is only if you scoll below the fold that there is actually a link to the "Applying for Affordable Housing and the Housing Register" page.

The landing page provides useful information to assist you.

All the relevant pieces of information/pages for this task linked together to make a smooth, coherent journey. All the required information was available on the "Applying for Affordable Housing and the Housing Register" page.

2.8.3 Recommendations

- Review the A-Z entry(s) and ensure appropriate phrases are used so the entry appears in the expected place, as a minimum under "H" for Housing Register.
- Understand the demand on the "Applying for Affordable Housing and the Housing Register" page and consider if substantial, look to promote "Apply to get on the housing list/register" more on the homepage as a top task.

2.9 Access from mobile devices – Arrange old bed collection

As in the past two years Socitm will also carry out a survey of the quality of the experience of completing at least one task for each council from a mobile device (probably an iPhone). However, in 2012/13, the results will for the first time be built into the process for ranking sites.

2.9.1 Assessment

The page displays ok for a mobile by using standard smartphone pinch and stretch features to enlarge size of display. There is a lot of textual content which would benefit from being optimised for mobile.

Please refer to screenshot below.
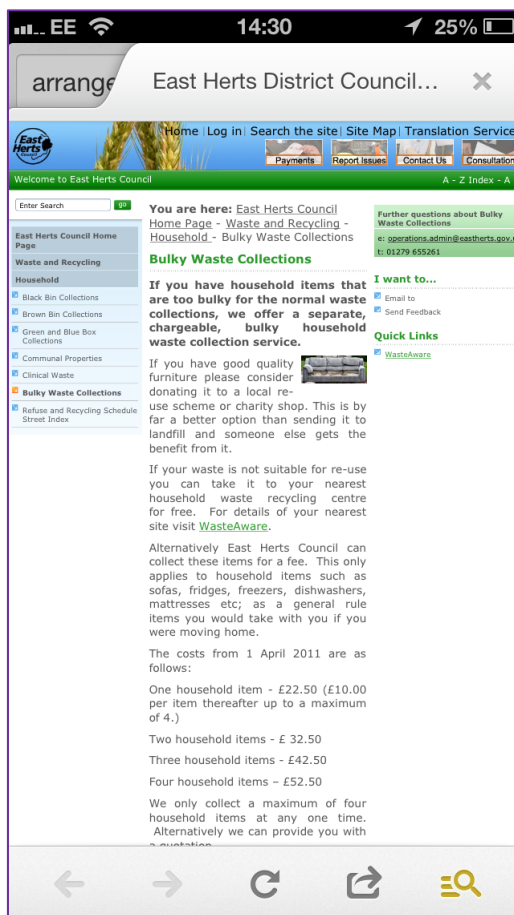
You are unable to book a collection via the mobile or the desktop website. "To book your bulky waste collection please contact our Environmental Services Team on 01279 655261 ext 3507. We will provide you with a collection date over the phone.".

2.9.2 Recommendations

• Review the content of the "East Herts District Council - Bulky Waste Collections" page and optimise content for use on the mobile phone.

• Consider the implementation of the GOSS Mobile Websites Solution.

3 GOSS Mobile Websites Solution

Engage with customers by delivering multi-channel content to mobile devices.

Maintaining your mobile channels has never been easier

Delivering a good mobile website is the key to optimising your customers' online experience and driving channel shift savings. Enabling your customers to quickly access top tasks in a friendly and accessible mobile web interface is vital to being better connected.

> *"After extensive research , we chose GOSS Mobile Web due to the powerful content management functionality, ease of sharing content between multiple digital channels and because of the rich user experience."*
>
> *Wendy Pain, Web Services Manager, North Yorkshire County Council (4 Star Socitm Better Connected 2012)*

Fully functional solution

GOSS Mobile Web is a powerful low cost addition to the industry leading GOSS iCM content management platform, delivering award winning 4 star websites and optimum user experiences.

Content on your website and mobile website is fully managed within GOSS iCM (intelligent Content Management), ensuring content, brand and service consistency across multiple channels.

1. Increase ease of use
2. Increase access to services
3. Increase channel shift
4. Reduce costs and accelerate rollout
5. Publish once to multiple devices
6. CloudStore approved

Mobile website strategy whitepaper

Deciding to delivery your mobile website as a sub-site is just one aspect of developing a mobile website strategy. This whitepaper examines user trends and what businesses can do to capitalise on the opportunities that mobile websites offer and includes:

- Macro trends
- Defining a mobile strategy
- Mobile website delivery options
- Defining and refining user journeys
- Mobile landing page best practice

Download your copy here

4 Summary and Next Steps

4.1 Summary

Overall the site would benefit from a content review and redesign to maximise the opportunity that the new style top task focused websites are adoption. This is very important going forwards as user confidence is a key issue when channel shifting citizens to the cheaper online channel.

4.2 Recommended Next Steps

Review the recommendations in each of the 9 sections in the Top Task Assessments chapter and implement them in 2 phases:

4.2.1 Phase 1 – Those that will make an immediate impact to assist your Better Connected 2013 assessment

- Add required entries to the A-Z
- Understand the demand on the tasks and if substantial, look to promote them more on the homepage as a top task.
- Review the search terms/keywords declared on pages to ensure both Google and internal searches are as effective as possible.
- Review the content of the "East Herts District Council - Bulky Waste Collections" page and optimise content for use on the mobile phone.
- Consider a combined page which contains all the times for all pools to provide an easy view for the citizen rather than having to find the individual pool first
- Consider the location in the Information Architecture of the Bus Passes page – should it be under "Community Transport" or "Public Transport"?

4.2.2 Phase 2 – Those that will have a longer term benefit but are unlikely to be achieved for Better Connected 2013

- o Review the design and functionality of the Applying for Jobs landing page to enable visitors to:
  - subscribe to the page to receive email updates as new jobs become available
  - provide links to other key HR information on the site relating to applying for jobs and working for the Council
  - Is there an HR system that could be integrated in to the website to enable the online application process to take place directly on the website?
- Consider the benefits of implementing a 'My property' or 'Find my nearest' facility
- Redesign the service landing page so links are provided directly to this task and other appropriate tasks for when making a planning application
- A clear strategy of what should be provided on the main Council site and what should be included on the Everyone Active site would definitely assist focus of what content should be provided where.
- Look to provide online form for requesting a collection and look to de emphasise telephone as primary point of contact for requesting the service.
- Redesign the service landing page so links are provided directly to this task and other appropriate tasks for when arranging an old bed collection.
- For all 3rd party integrated applications and subsites:
  - o Review the user journeys and the supporting information provided to the user whilst completing the tasks

- o Modify the CSS used by the online application so that the interface is more consistent with the main site
- o If possible modify the HTML of the online web application to enhance usability and bring it in line with modern accessibility guidelines.
- Liaise with and look to provide online application forms on the Hertfordshire County Council site for requesting new and replacement passes.
- Consider the implementation of the GOSS Mobile Websites Solution.

If you would like to review these recommendations in more depth and/or review your current approach to Channel Shift, please arrange a meeting with the GOSS RESOLVE team so we can ensure you benefit from our expertise.