



MAG Website Redesign



Top-line Recommendations

- Reorganize azmag.gov to make navigation easier.
- Encourage greater engagement with site content.
- Increase multimedia content: photos, videos, and infographics.
- Provide a greater focus on:
 - Related content
 - Featured action items
- Create a responsive site for proper display of content.
 - Desktop
 - Tablet
 - Smartphone



Overview of Research

- Google Analytics
- Heatmapping
- Internal Stakeholder Interviews
- Focus groups
- Survey Monkey



Top 10 Most Visited Pages

The top 10 pages were:

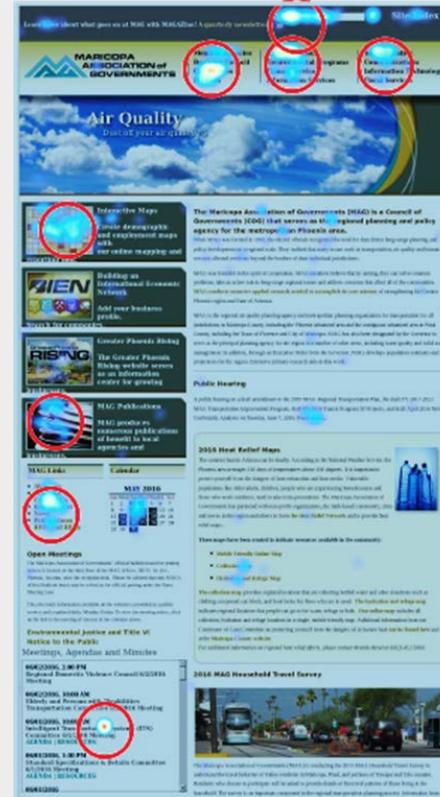
- Homepage
- Employment Opportunities
- Search
- Specifications and Details for Public Works Construction
- Publications
- Transportation
- Committees
- Calendar
- RFP and RFQ
- Projects



Google Analytics & Heatmapping

Top navigation items:

- Committees
- Transportation
- Administration
- Interactive Maps
- MAG links



Google Analytics

- 88% traffic from desktop computers.
- New visitors – 49.6%
- Returning visitors – 50.4%
- Average session time – 2:22
- Average pages/session – 2.45
- 78,381 users
- 343,776 page views



Next Steps

- IT division builds website infrastructure.
- Prepare mock ups of homepage and interior pages.
- Incorporate recommended strategies.
- Work internally to solidify navigation structure.
- Work with divisions to review current content.
- Rewrite and simplify landing pages.
- Restructure resources and event calendars.
- Train division content liaisons.
- Launch April 12, 2017, MAG's 50th Anniversary.

