

Health Check

Olathe, KS



GRANICUS

April 2019



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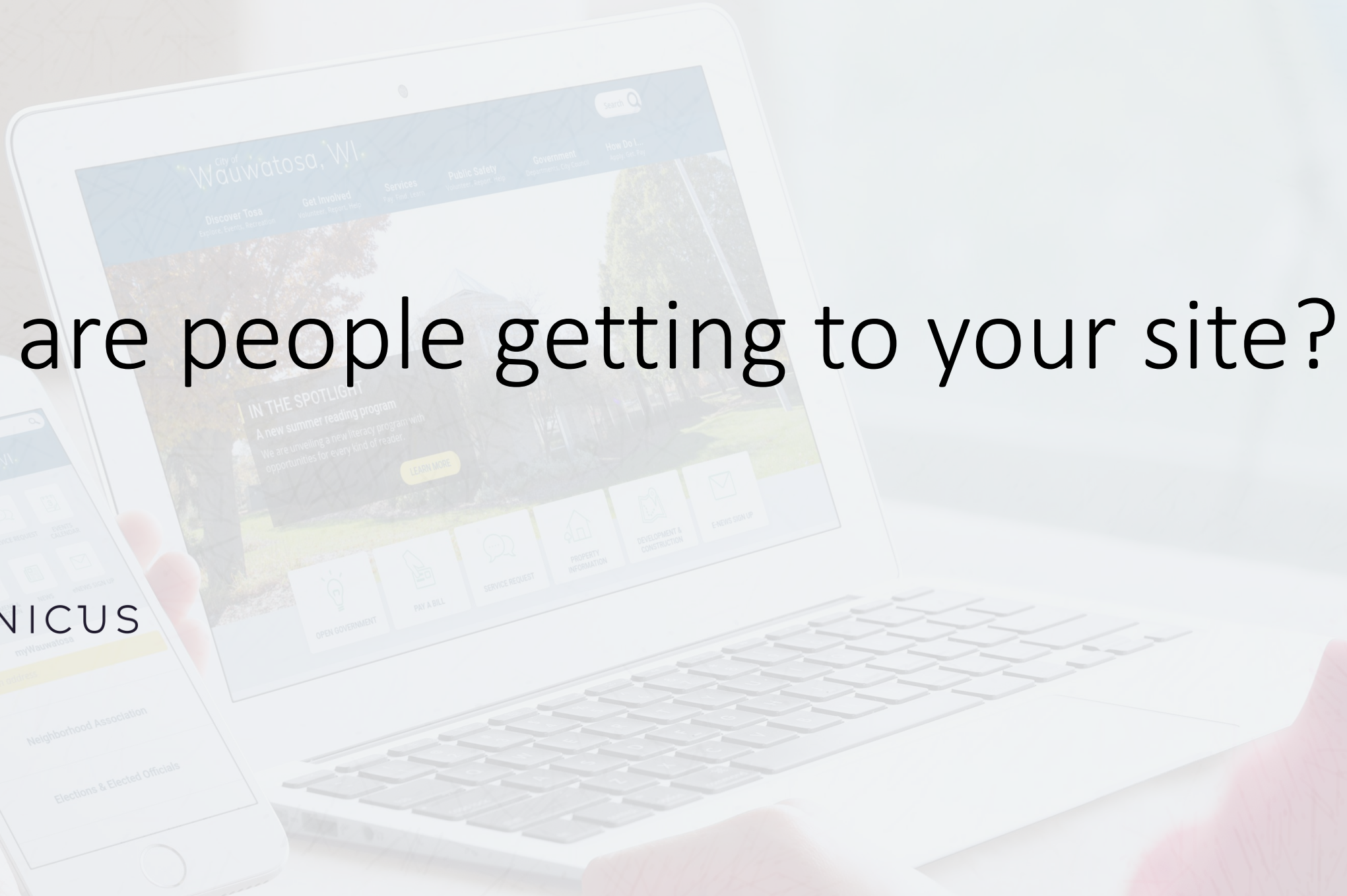
Agenda

- I. Google Analytics Dashboards
- II. Menu Performance
- III. Final Conclusions & Recommendations

How are people getting to your site?



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Search Terms - *These are the terms your site visitors are using at Google to find your site.*

*For the last
6 months*

Search Term Used	Clicks	Impressions
city of olathe	18108	29308
olathe parks and rec	7621	9203
olathe community center	7280	32095
city of olathe jobs	4809	5923
olathe animal shelter	4506	7792
olathe parks and rec basketball	3102	3743
olathe ks	2864	54879
olathe trash schedule	2507	2642
city of olathe water	2137	2716
city of olathe trash	2008	2286
olathe	1991	46424
olathe police department	1728	8906
olathe municipal court	1723	7148
olathe kansas	1588	37867
olathe water	1465	1805

Other Sites That Link to you - *These are important weights in Google rankings*

Linking Site	Clicks
mahaffie.org	17319
kcparent.com	9164
municipal.codes	4812
kansascitylistings.com	4111
bibliocommons.com	2907
yellowpages.com	2592
as-gkc.net	2353
activecommunities.com	2282
governmentjobs.com	1938
nextdoor.com	1427
govoutreach.com	1125
viewfromthemidwest.com	753
yellowbook.com	630
handsontheheartland.com	501
wordpress.com	389

Most Visited Pages	Clicks
City of Olathe Home	182,546
Olathe Community Center City of Olathe	51,842
Employment City of Olathe	35,784
Community Center Program Schedules City of Olathe	26,887
Search City of Olathe	26,831
Animal Adoption City of Olathe	21,502
Community Center Pool City of Olathe	20,716
Collection Schedules City of Olathe	19,843
Parks & Recreation City of Olathe	19,567
Utility Account Services City of Olathe	18,355
Youth Basketball Leagues City of Olathe	16,988
Trash and Recycling Collection City of Olathe	16,697
Trash City of Olathe	15,155
Police City of Olathe	15,032
Snow Plow Map	15,017
Youth Sports City of Olathe	14,639
False Alarm Reduction Website	14,320
Community Center Fitness Programs City of Olathe	13,353

Most Visited Pages Last 6 Months

Landing Pages-

*Pages that had
The highest entry rates*

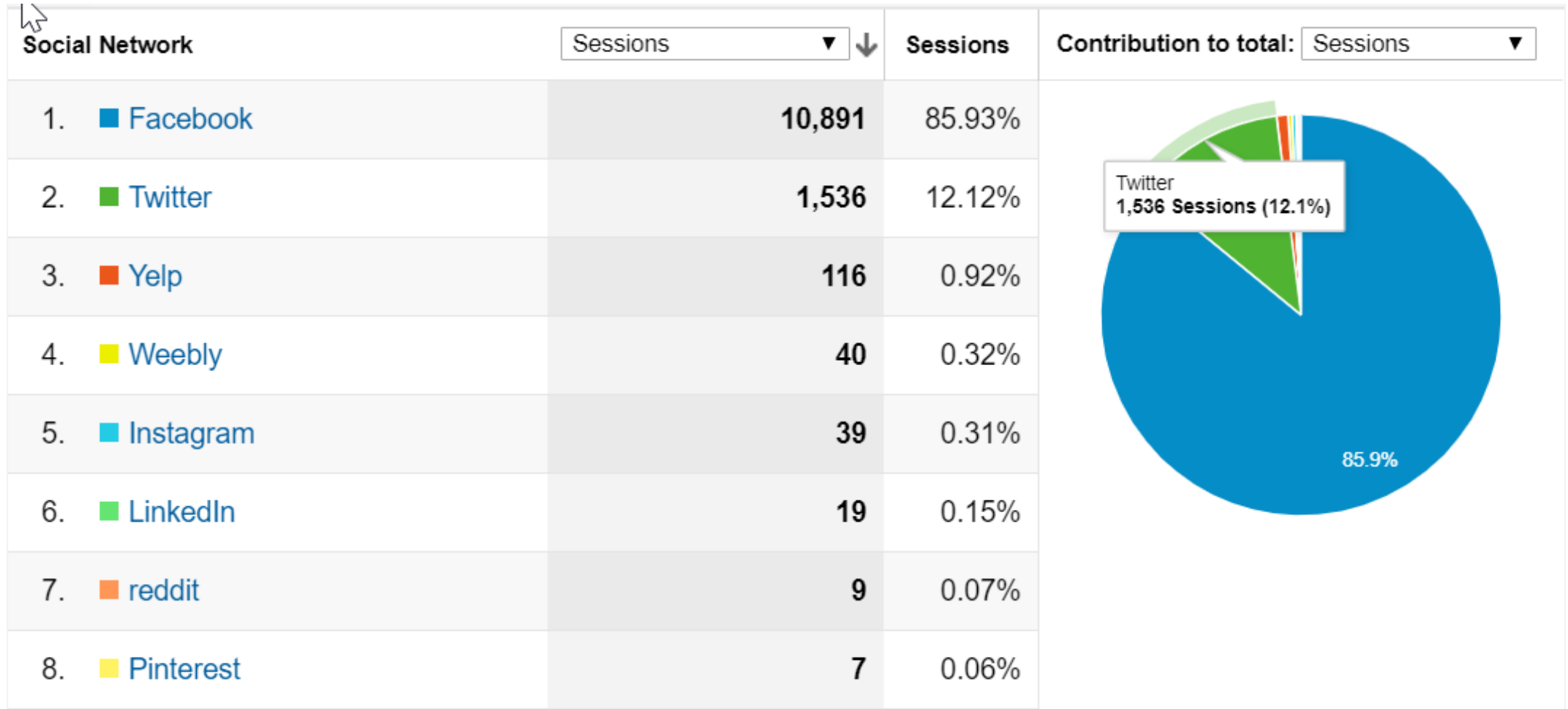
Page Link	Pageviews
/residents/community-center	26,960
/government/police/animal-control/animal-adoption	14,445
/government/utilities/trash/trash-and-recycling-collection/collection-schedules	13,515
/government/parks-recreation	12,814
/maps/pwSnowGPS_res/	11,458
/government/human-resources/employment	10,798
/government/police	9,673
/government/parks-recreation/recreation/youth-sports/basketball-leagues	9,425
/government/public-works/streets/snow-removal	6,689
/government/municipal-court/online-ticket-payment	5,820
/residents/community-center/program-schedules	5,769
/government/utilities/utility-account-services/utility-payment-options	5,542
/residents/community-center/pool	5,450
/services/employment	5,401
/government/utilities/recycling/household-hazardous-waste	4,904
/government/utilities/utility-account-services	4,210
/government/municipal-court	4,056

Pages referred by SocialMedia

Page Link	Pageviews
www.olatheks.org/government/public-works/streets/snow-removal	2,213
www.olatheks.org/government/parks-recreation/parks-trails-bike-lanes/park-trail-projects	1,022
www.olatheks.org/	974
www.olatheks.org/government/human-resources/employment	804
www.olatheks.org/government/police/animal-control/animal-adoption	554
www.olatheks.org/government/parks-recreation/special-events/qlathe-bbq-championship	476
www.olatheks.org/government/police/animal-control	283
www.olatheks.org/government/utilities/recycling	281
gis.olatheks.org/maps/pwSnowGPS_res/	244
www.olatheks.org/parksrec/occ	226
www.olatheks.org/government/public-works/streets/snow-removal	2,213
www.olatheks.org/government/parks-recreation/parks-trails-bike-lanes/park-trail-projects	1,022
www.olatheks.org/	974
www.olatheks.org/government/human-resources/employment	804
www.olatheks.org/government/police/animal-control/animal-adoption	554
www.olatheks.org/government/parks-recreation/special-events/qlathe-bbq-championship	476
www.olatheks.org/government/police/animal-control	283

Network Referral by Social Channels

Over last 6 months



Menu Performance

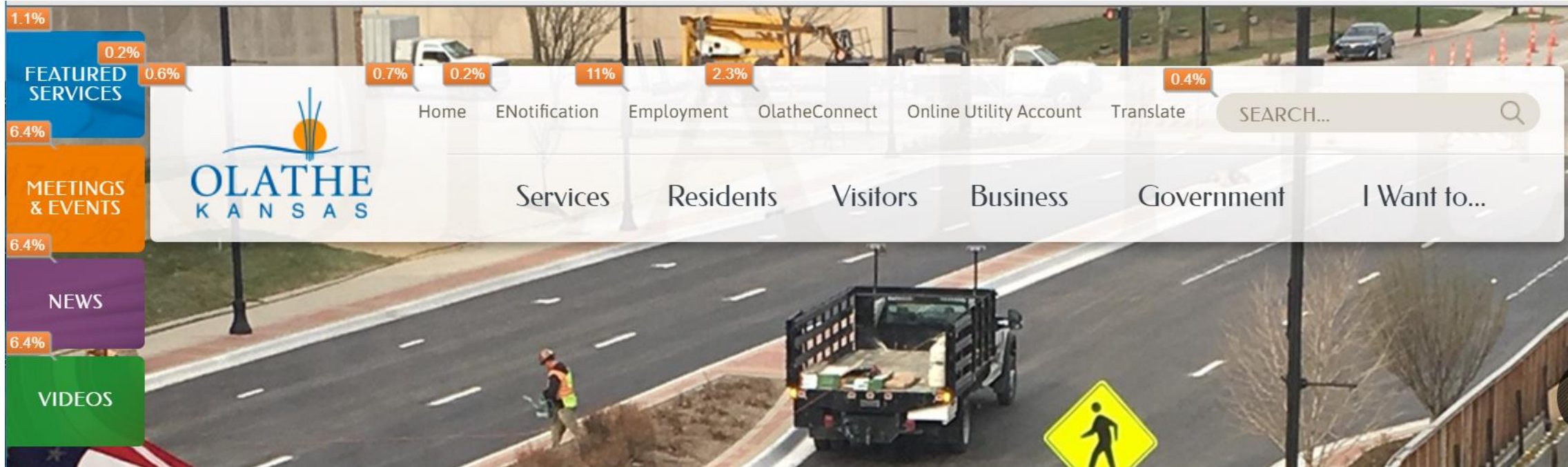


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Homepage Menu

Top Menu



Observations and Takeaways:

Meetings and Events	6.4%
News	6.4%
Videos	6.4%

Featured Services	6.4%
Employment	11%
OlatheConnect	2.3%

**links without % get less than .1% of traffic - Links to outside pages typically will not show %*

Homepage Menu

CTA



Observations and Takeaways:

Utility Account Services	5.6%
Jobs	6.9%

Good CTR on rest of CTAs

**links without % get less than .1% of traffic - Links to outside pages typically will not show %*

Homepage Menu

Services

OlatheConnect	2.4%
Services Directory	2.9%
Trash	1.1%
Utilities	1.1%

Overall good rates of clicks. This may seem low but normal here



Homepage Menu

Residents

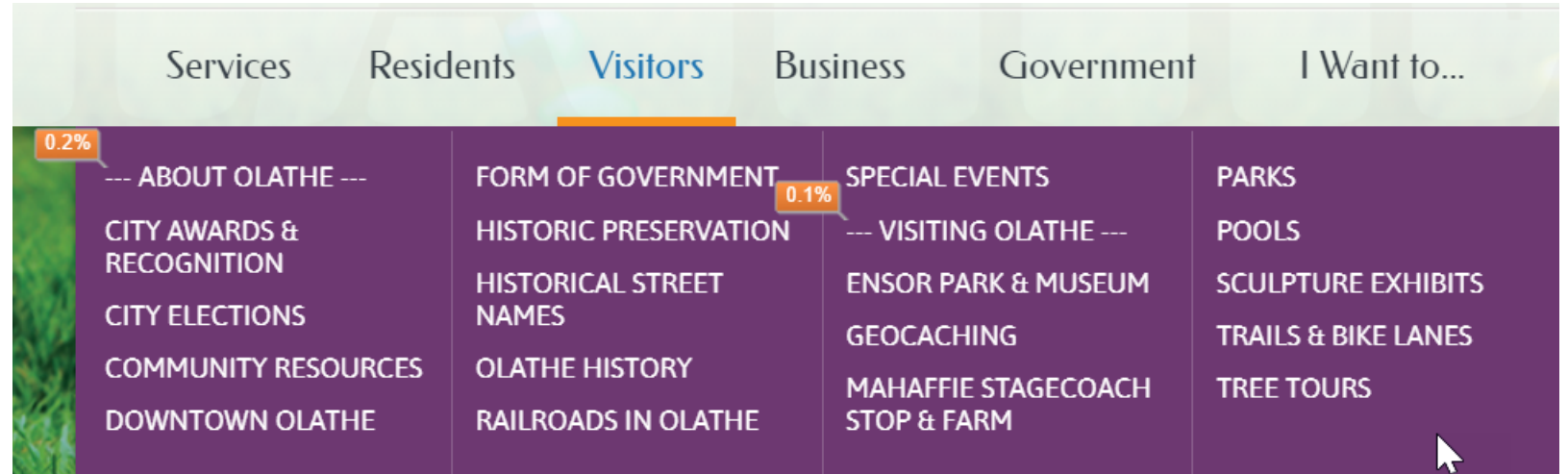
Calendar	1.2%
Community Calendar	1.6%
City News	.8%
Utility Acct. Services	1.1%



Homepage Menu

Visitors

Think about using the Mega Menu Designer



**links without % get less than .1% of traffic - Links to outside pages typically will not show %*

Homepage Menu

Business

This is a bit low. Look at possible consolidation of pages if possible

The screenshot shows a navigation menu with six categories: Services, Residents, Visitors, Business, Government, and I Want to... The 'Business' category is highlighted with an orange underline. Below the menu, a purple panel lists various services. Small orange callout boxes indicate traffic percentages for several items: 0.2% for 'ALARM SYSTEM REGISTRATION', 'BUILDING INSPECTIONS', and 'BUILDING PERMIT INFORMATION' in the Services column; 0.1% for 'BIDS & PROPOSALS' in the Services column; and 0.2% for 'LANGUAGE SERVICES' in the Business column.

Services	Residents	Visitors	Business	Government	I Want to...
ACCIDENT REPORTS	COMPREHENSIVE PLAN		ECONOMIC DEVELOPMENT	OFF-DUTY POLICE OFFICER	
ACCOUNTS PAYABLE	CROSS CONNECTION & BACKFLOW PREVENTION		EROSION & SEDIMENT CONTROL	RETAIL REGISTRATION	
ALARM SYSTEM REGISTRATION	CURRENT PLANNING		LANGUAGE SERVICES	ROAD CLOSINGS	
0.2%	DEVELOPMENT & DEMOGRAPHICS		0.2%	TRAFFIC CONTROL	
0.1%	DEVELOPMENT RESOURCES		LICENSES & PERMITS	UNIFIED DEVELOPMENT ORDINANCE	
0.2%	DIG SAFE		LONG RANGE PLANNING		
BUILDING INSPECTIONS			MAJOR STREET MAP		
BUILDING PERMIT INFORMATION					
BIDS & PROPOSALS					

**links without % get less than .1% of traffic - Links to outside pages typically will not show %*

Homepage Menu

Government

City Council	2.6%
Public Works	1.4%
Utilities	1.3%
Human Resources	2.2%
Planning	1.9%

Strong click rates. Focus on structure of



*links without % get less than .1% of traffic - Links to outside pages typically will not show %

Homepage Menu

I Want To...

Consider using CTAs in Mega Menu

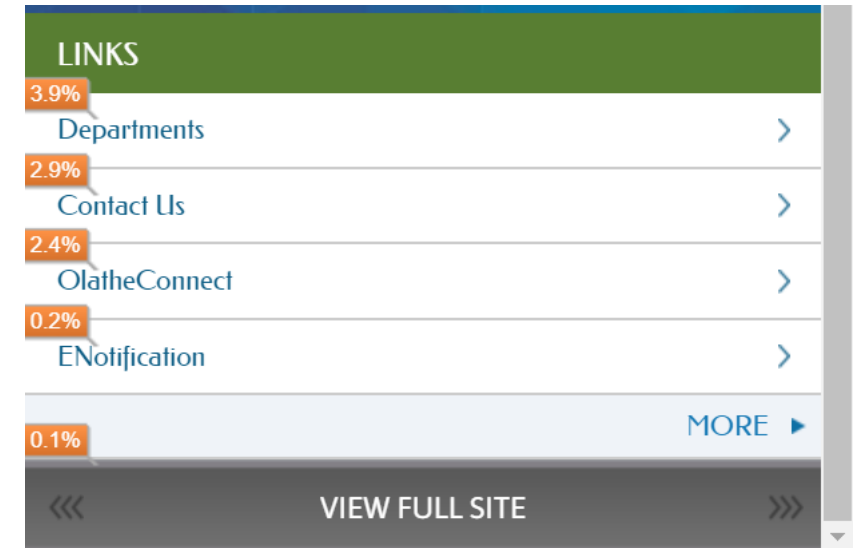
Possibly Service Directory



**links without % get less than .1% of traffic - Links to outside pages typically will not show %*

Mobile Homepage

Employment	11%
City Council	2.6%
Licenses and Permits	1%
Recreation	1.8%
Service Request	2.4%
Trash and Recycling	4%



**links without % get less than .1% of traffic - Links to outside pages typically will not show %*

New CMS Features



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New Full Width Image, Accordion, Tabbed & Spotlight widgets

- Utilization of color coordinated events on Calendar Grid
- Legend with color codes
- “Submit an Event” enabled

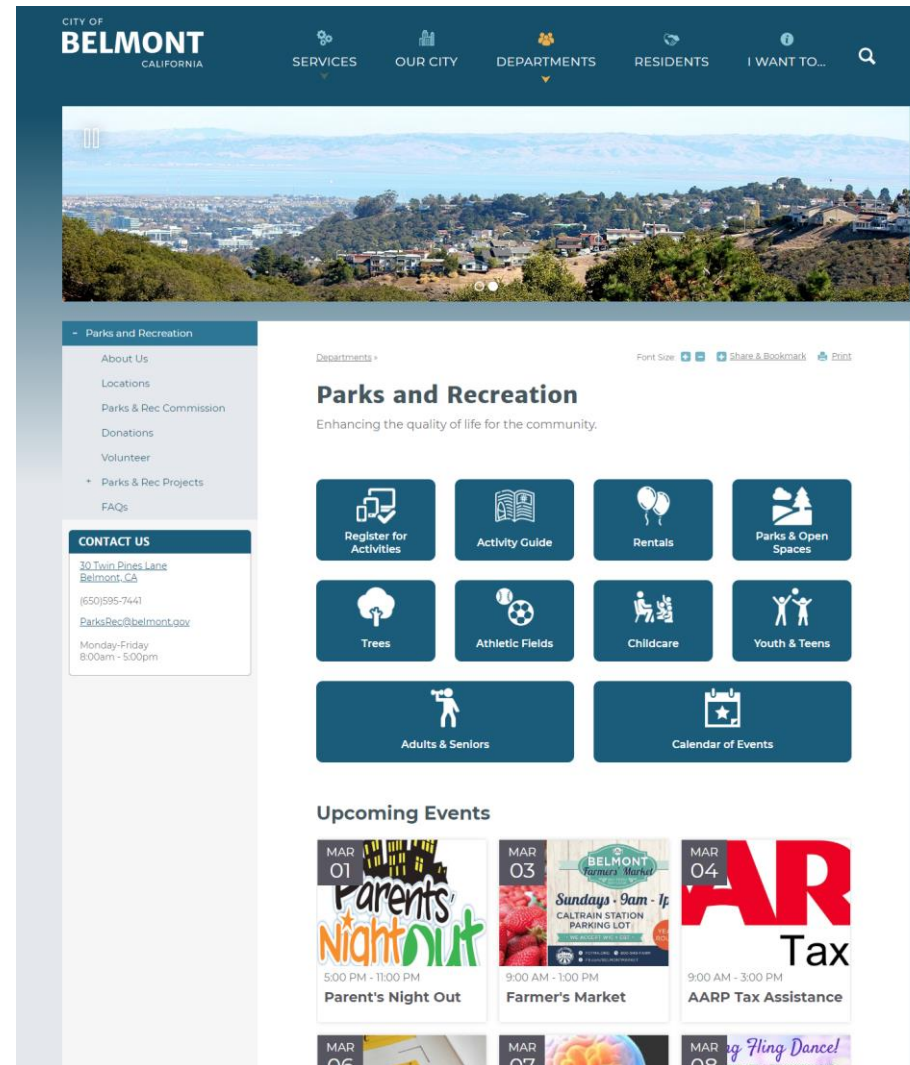
<https://www.chulavistaca.gov/departments/library/library-calendar>

The screenshot displays the Public Library Chula Vista website. At the top, there is a navigation bar with links for CV Home, About Us, Service Request, Jobs, Calendar, News, eNotification, and Contact Us. A language selection dropdown is also present. Below the navigation bar, there are tabs for Residents, Visitors, Businesses, Services, Departments, and I Want to... Social media icons for Facebook, Twitter, and Instagram are visible. A search bar with a 'GO' button is located on the right. The main content area features a 'Library Calendar' section with a legend for event categories: All Ages (light blue), Adult Programs (dark blue), Teen Programs (green), Kids Programs (pink), and Early Childhood (0-3) (orange). A 'SUBMIT AN EVENT' button and an 'Export to PDF' link are provided. The calendar grid shows events for March 2019, with color-coded event tiles for each day. The events include 'Kindness Bingo', 'Passports AM...', 'Law Librarian ...', 'AARP Free T...', 'Sensory Story...', 'Spanish Story...', 'Tai Chi for Se...', 'Coloring Book...', 'Homework Help', 'Digital Drop-in', 'Baby Bookwo...', 'Shake, Rattle,...', and 'Ready, Set, R...'. The calendar also shows 'Books and Bl...' events on Saturdays.

New Full Width Image, Accordion, Tabbed & Spotlight widgets

- Utilization of CTA buttons for Department landing page
- Calendar Tiles widget
- Clean look, with “Contact Us” clearly visible

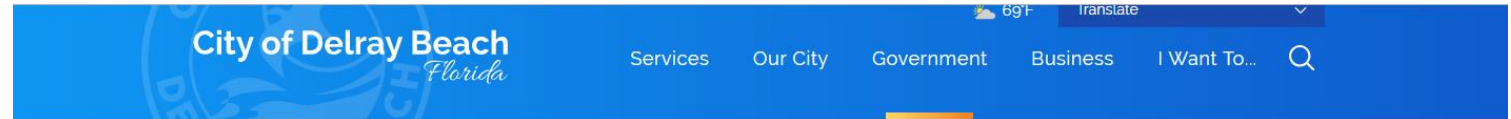
<https://www.belmont.gov/departments/parks-and-recreation>



New Full Width Image, Accordion, Tabbed & Spotlight widgets

- Interior Page Spotlight widget
- Call-To-Action buttons
- Full Width Banner utilization

<https://www.delraybeachfl.gov/government/city-departments/human-resources>



A screenshot of the Human Resources page on the City of Delray Beach website. The page has a light blue and white color scheme. On the left, there is a dark blue sidebar with a list of links: Administrative Policies and Procedures, Personnel Policies & Procedures Manual, Collective Bargaining Agreements, Employee Benefits, Jobs, Job Descriptions, Position Classification Plan, Internship and Volunteer Programs, Veteran's Preference Policy, and Contact Us. The main content area features a breadcrumb trail: Government > City Departments >. Below this is the title "Human Resources" and utility links for Font Size, Share & Bookmark, Feedback, and Print. A prominent banner for "CITY OF DELRAY BEACH PRESENTS DELRAY SHADOW DAY SPRING 2019" is displayed, with dates "MARCH 5TH & 6TH" and an "Apply Now" button. Below the banner are four icons representing different services: Employee Benefits, Current Job Openings, Internal Job Postings, and Intern or Volunteer With Us. At the bottom, there is a "Mission Statement" section and a "CONTACT US" button with the text "City of Delray Beach Human Resources".

New Interior Page Widgets

- Full Width banner w/ text overlay
- CTA buttons
- Accordions for project
- Rotating Interior Page Spotlight

<https://govaccess.weknowgovernment.com/government/public-works>

SERVICES COMMUNITY GOVERNMENT HOW DO I...

Public Works

Your City Working for You

Government »

PUBLIC WORKS

Font Size: [+] [-] [x] Share & Bookmark Feedback Print

- Share Feedback
- Vote on Upcoming Projects
- See in Progress Projects

Stay Up to Date

- Chain Bridge Rd at Rust Curve Sidewalk Improvement >
- CUE Transit Development Plan >
- George Snyder Trail >
- Road Construction >
- Live Stream Public Works Project >

Projects Completed in 2018

Street Drain
Drain Added to 14th Street

Upcoming Features

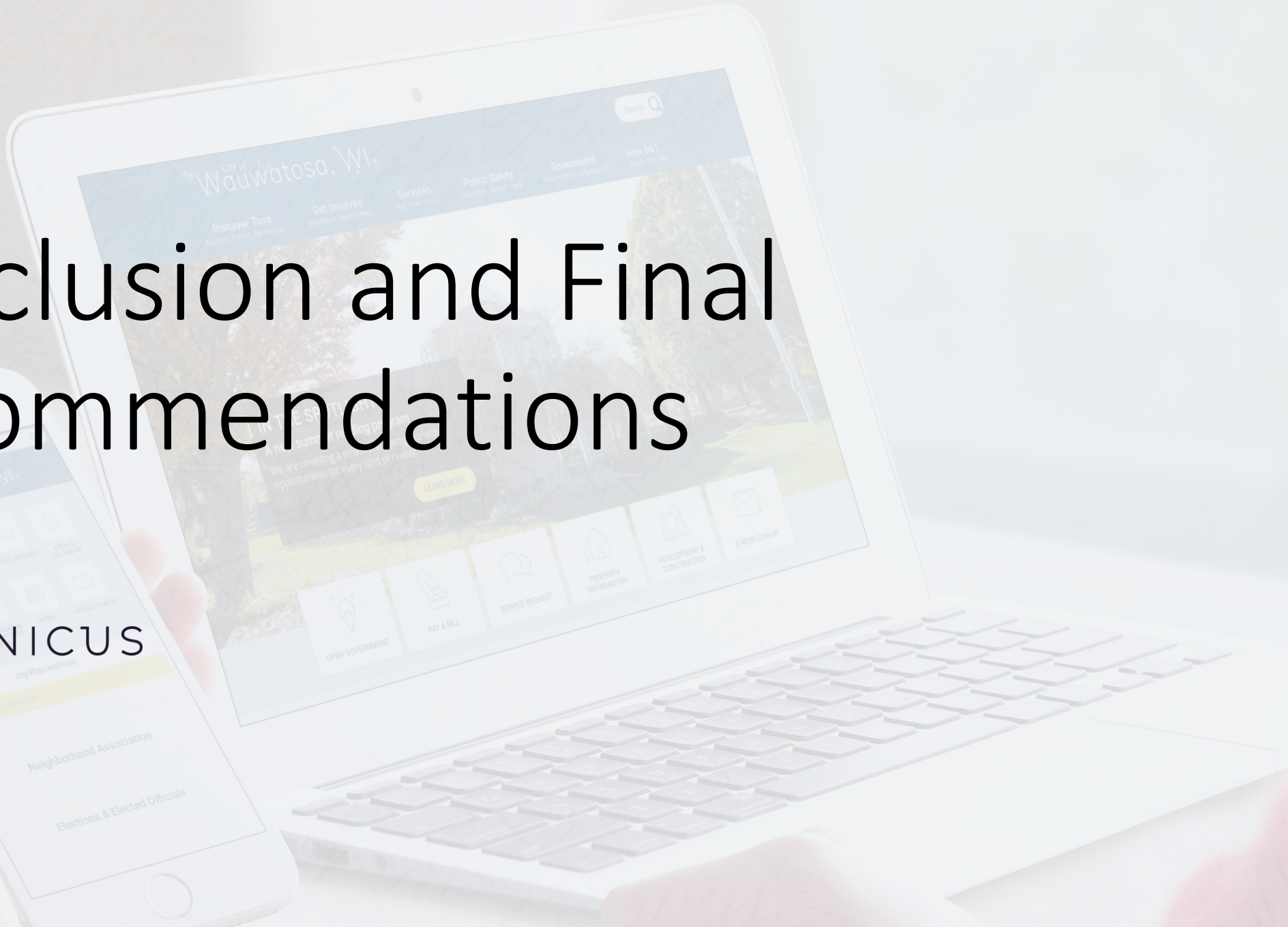


- CDN to improve all aspects of visitor experience
- New direct database query search engine
- Granicus Integrations
- More new widgets to make interior page more eye catching

Conclusion and Final Recommendations



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Recommendations



- Community Center, Jobs and Parks and Rec are top pages
- Trash, Police and Animal Adoption are also extremely popular
- Consider subsites for departments
- Look at utilizing Mega Menu Designer for top clicked links
- Service Finder may assist with navigating content
 - Use interior page Service Finder here <https://www.olatheks.org/services>
- Consider Chat
- GeoFinder integration possibly