



CITY CLERKS DEPARTMENT

CONTENT STRATEGY

2018

SEPTEMBER 2018

EXECUTIVE **OVERVIEW**



- Introductions
- Understanding Content Strategy & How It Relates to Branding
- Importance of Branding & Content Strategy for Government
- Current Content Industry Trends
- Website Analytics
- Brainstorm Session/Website Recommendations

WHAT IS CONTENT MARKETING?



Content marketing is a long-term strategy that focuses on building a strong relationship with your target audience by giving them high-quality content that is very relevant to them on a consistent basis.

Having content marketing strategy provides organizations (and departments) with a level a credibility to show users that information can be used as a relevant and valuable resource .

BRANDING CONTENT AND THE IMPORTANCE



Branding is not only about getting your target market to select you over the competition but about getting your prospects to see you as the sole provider of a solution to their problem or need.

Objectives for a good brand strategy includes and achieves:

- A clearly delivered message*
- Confirms your credibility
- Emotionally connects your target audience with your product and/or service
- Motivates the buyer to buy (or to take action)
- Creates loyalty and ambassadors

***While the foundational message should be consistent across the brand, how the message is stated and the language used to communicate that message can be different across platforms.**

CONTENT MARKETING **NOT JUST FOR BUSINESS**

Everybody knows that businesses often rely on marketing, but few consider that the government (at just about any level) needs to market itself, too. While government marketing isn't always the first thing that one imagines when thinking about the turning of the wheels of bureaucracy, a bit of good government branding can actually go quite a long way.

Good government marketing can really help keep the relationship between a government entity and its local constituents peaceful.

CONTENT MARKETING

MAKE DIFFERENT ENTITIES DISTINCT

Since good branding essentially functions as a strategically-developed “personality” for an organization or business, government branding can help eliminate any confusion that members of the public might have.

Different branches of government accomplish different things, and the right branding can make it much easier to communicate the goals and areas of expertise that belong to a certain one. Branding is a largely visual exercise, and visuals are incredibly easy for individuals to remember and identify with.

HOW DOES THIS RELATE TO THE GOVERNMENT?



Government entities are always the most effective when actively take part in the communities that they serve. The ability to effectively communicate with the public makes it much easier for a government entity to spread its messages and the services they offer.

A government entity that effectively communicates enhances their creditability with the public along with highlighting the great work it does.

Government branding and content strategy might not be something federal employees think of right away, but it can be incredibly helpful when it comes to serving the public.



LATEST WEBSITE CONTENT TRENDS

SEPTEMBER 2018

LATEST 2018 WEBSITE CONTENT TRENDS



Government organizations should want to create a strong reputation for original and authoritative content. However, generating good content for a website that accommodates a lot of content is a tricky balancing act to pull off.

Within the next few slides, we will review the latest content trends for websites and see some examples of these designs/styles being applied.

LATEST 2018 WEBSITE CONTENT TRENDS

- Tell A Story
 - Humans are storytellers by nature. Providing context surrounding the pertinent information on the page will help resonate with users and makes content easier to digest.
- Use Headings that are Clear & Descriptive
 - Along with visuals, major and minor headings aid in breaking up content for users

What's new?

New voting equipment is on its way! Troy will begin using a new voting system during the November 2017 General Election. More information coming soon.

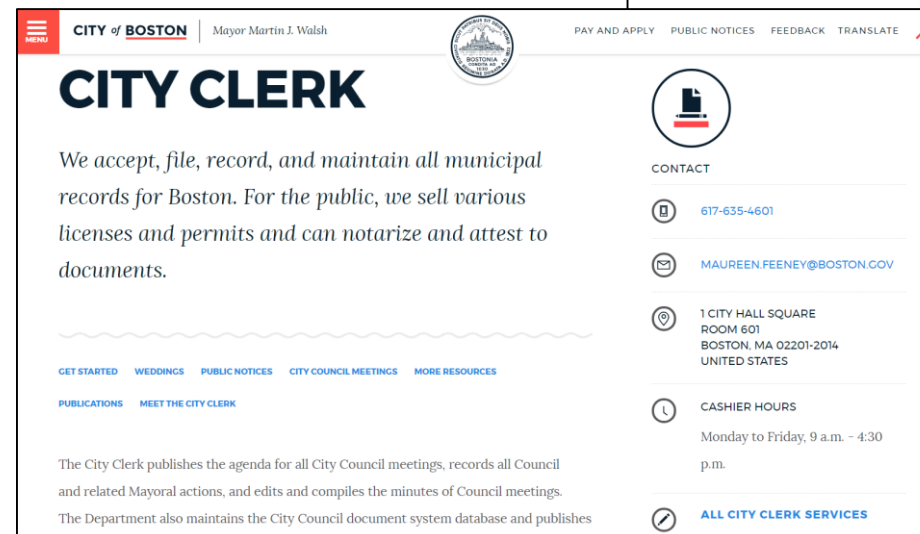
What do we do?

The City Clerk's Office provides clerical service to the City Council by preparing the agendas and recording the minutes of City Council meetings.

As official keeper of the records, original minutes of all meetings of the City Council and Boards and Committees are kept and archived in the City Clerk's Office. Birth and death records are kept for all events occurring in the City, and certified copies are made available to those eligible to purchase them.

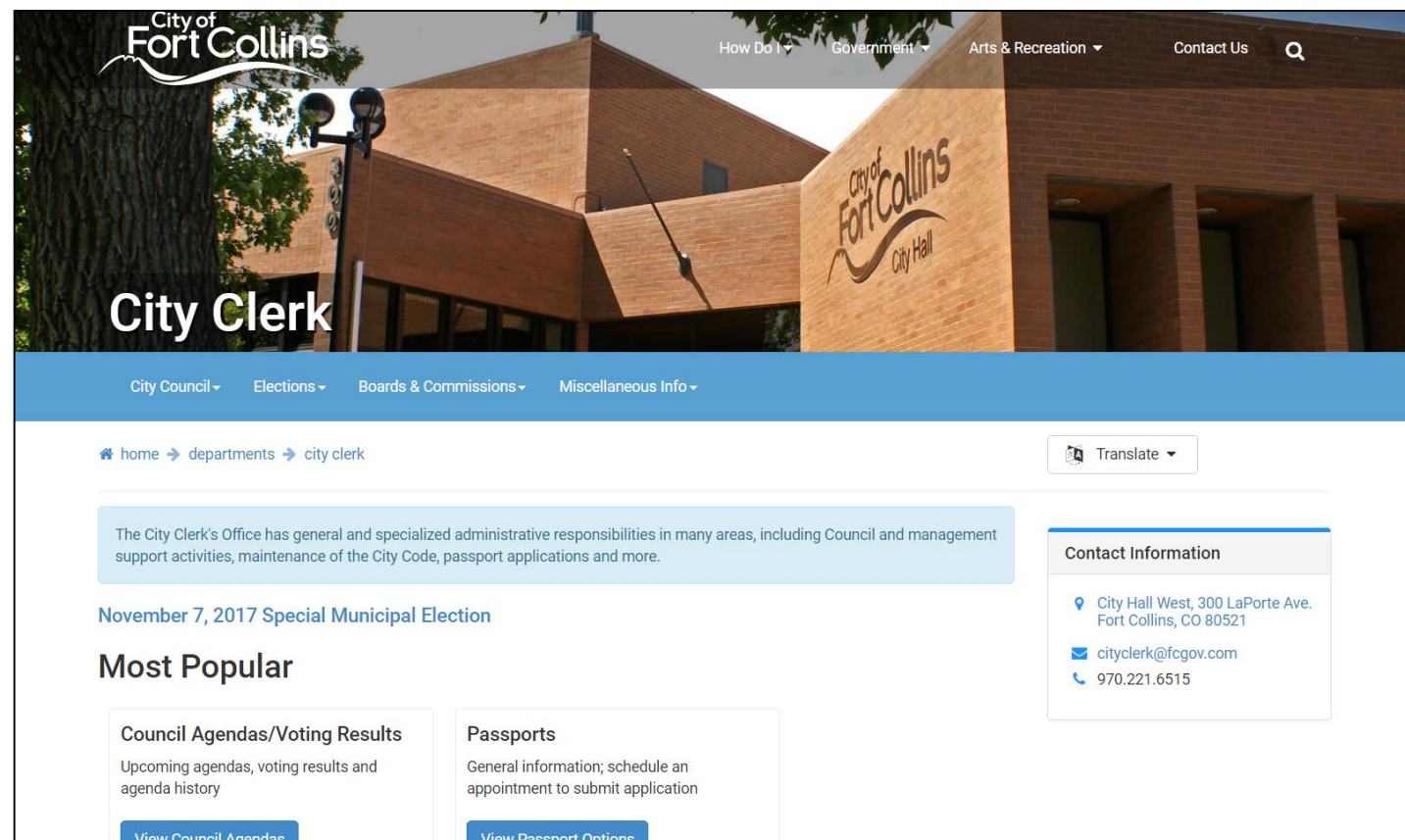
Licenses such as business, temporary merchants, amusement places and devices, taxicabs, peddlers, and sidewalk sales are issued in the City Clerk's Office. The filing of petitions, lawsuits, subpoenas, and Freedom of Information Act requests occurs at the City Clerk's Office as well.

The City Clerk's Office conducts elections in accordance with State and Federal law. The City Clerk administers the Oath of Office to City officials, police officers and State appointments and provides notary service (some fees may apply for notary service).



LATEST 2018 WEBSITE CONTENT TRENDS

- Critical Content needs to be above the fold
 - Think of the inverted pyramid in journal. The most important information should be at the top.
- Main Content is Concise & Explanatory
 - Can you say the same thing in half as many words? Websites want to avoid jargon by being concrete and descriptive. It also helps by reinforces that organizations use words/language that users understand.



LATEST 2018 WEBSITE CONTENT TRENDS

- URLs are Helpful & User-Friendly
 - Keyword focused URLs (and hyperlinks) help visitors to your website as well as for search engines. It makes your website easy to read and intuitive. It also has a huge impact on SEO
- HTML Page Titles & Meta Data aid in Accessibility and Usability
 - While it is not visibly shown on the website's pages, it is vital for ADA compliance and ranking high in search engines
 - Page titles & meta data should be unique and descriptive, that way it doesn't look spammy to visitors

City Clerk Department



City Council Support

The City Clerk Department processes approximately 2,000 Council agenda items annually.

[More >](#)

About City Clerk

The City Clerk Department is responsible for upholding public trust, protecting local democracy, and providing access to matters of public interest. They do so by managing elections and annexations, preparing council agendas and meeting notices, maintaining public records, and processing liquor and regulated business licenses.

[Learn More About Us >](#)

City Clerk Services

[Campaign Finance >](#)

[City Elections >](#)

[License Services >](#)

[Lobbyist Information >](#)

[Public Meetings >](#)

[Public Records Search >](#)

Department Resources

[Boards and Commissions >](#)

[City Boundary Limits >](#)

[Domestic Partnership Information >](#)

[Other Services >](#)

Contact City Clerk

Customer Service Counters

200 W. Washington St., Phoenix, AZ 85003

* License Services (first floor)

* Elections & Official Records (15th Floor)

General Information Number

602-262-6811 8 a.m. - 5 p.m. Monday - Friday

[Submit Comments or Questions](#)

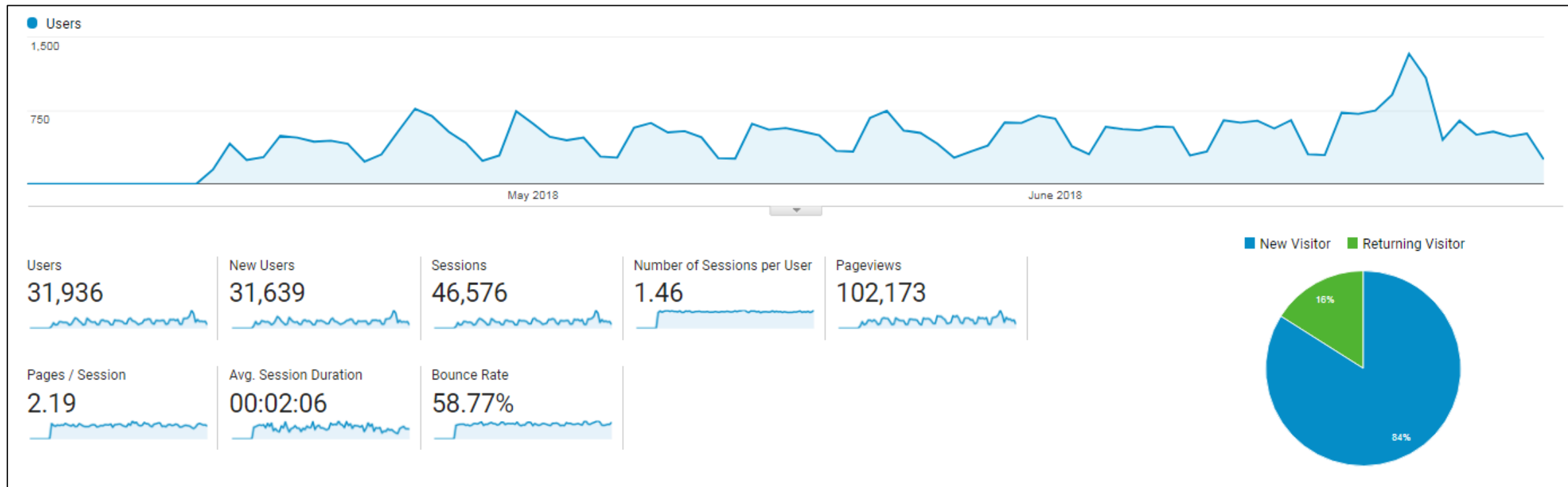


WEBSITE ANALYTICS

DATA RANGE: APRIL 1, 2018 – JUNE 30, 2018

SEPTEMBER 2018

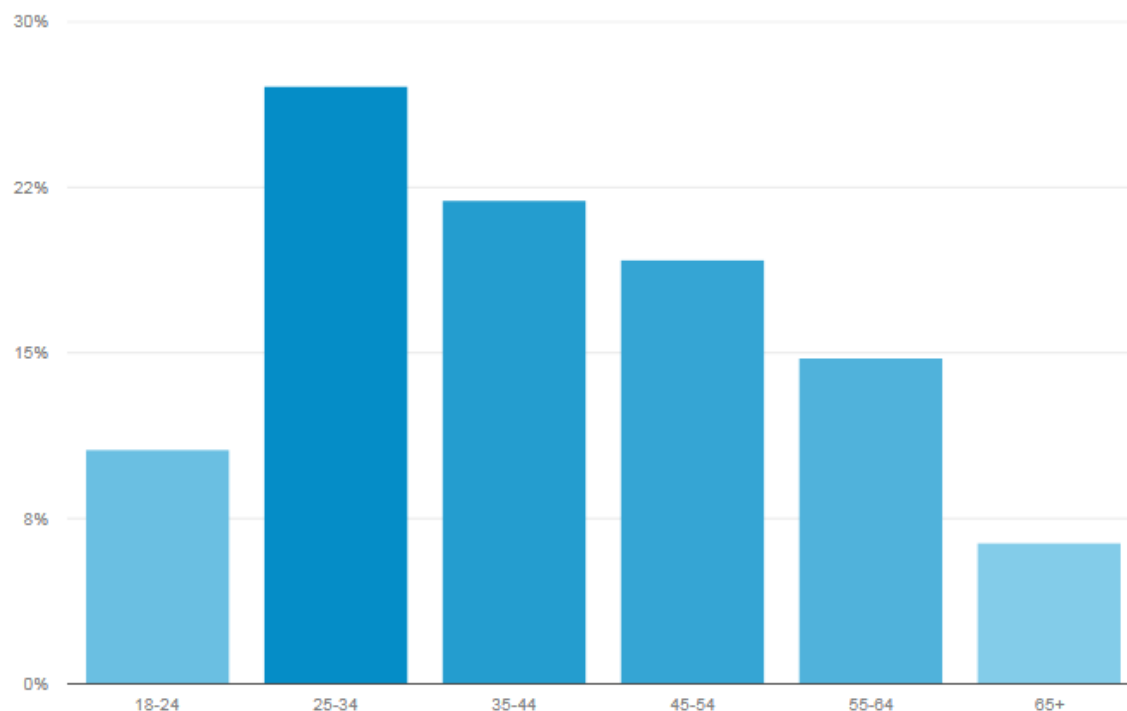
AUDIENCE OVERVIEW



GENERAL DEMOGRAPHIC OVERVIEW

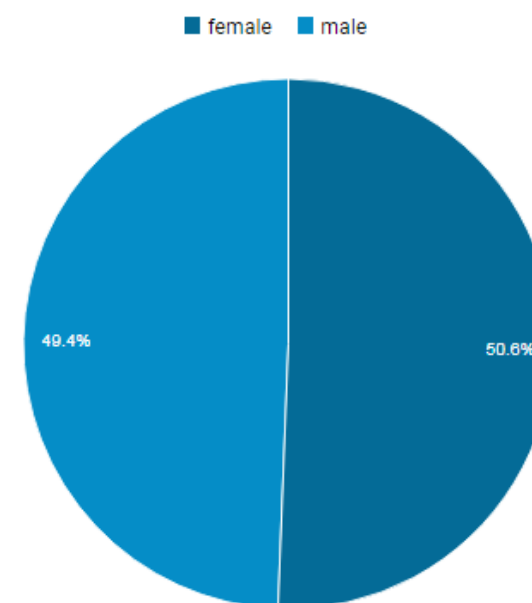
Age

44.57% of total users



Gender

44.69% of total users



SOURCE/MEDIUM

User Type ?	Source / Medium ?	Acquisition			Behavior		
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		31,936 % of Total: 100.00% (31,936)	31,655 % of Total: 100.05% (31,639)	46,576 % of Total: 100.00% (46,576)	58.77% Avg for View: 58.77% (0.00%)	2.19 Avg for View: 2.19 (0.00%)	00:02:06 Avg for View: 00:02:06 (0.00%)
1. New Visitor	google / organic	18,447 (48.39%)	18,437 (58.24%)	18,437 (39.58%)	56.45%	2.22	00:01:40
2. New Visitor	(direct) / (none)	7,351 (19.28%)	7,363 (23.26%)	7,363 (15.81%)	64.74%	1.97	00:01:24
3. Returning Visitor	google / organic	4,094 (10.74%)	0 (0.00%)	8,128 (17.45%)	56.91%	2.28	00:02:13
4. New Visitor	bing / organic	1,648 (4.32%)	1,648 (5.21%)	1,648 (3.54%)	45.87%	2.79	00:02:21
5. Returning Visitor	(direct) / (none)	1,019 (2.67%)	0 (0.00%)	4,154 (8.92%)	58.86%	2.21	00:05:30
6. New Visitor	m.facebook.com / referral	772 (2.03%)	772 (2.44%)	772 (1.66%)	85.75%	1.36	00:00:26
7. New Visitor	yahoo / organic	569 (1.49%)	569 (1.80%)	569 (1.22%)	47.28%	2.57	00:01:54
8. New Visitor	crainsdetroit.com / referral	484 (1.27%)	484 (1.53%)	484 (1.04%)	91.53%	1.16	00:00:20
9. New Visitor	com.google.android.googlequickse archbox / referral	466 (1.22%)	466 (1.47%)	466 (1.00%)	62.02%	2.09	00:01:30
10. Returning Visitor	bing / organic	351 (0.92%)	0 (0.00%)	771 (1.66%)	42.67%	2.88	00:02:52
11. Returning Visitor	auburnhills.org / referral	280 (0.73%)	0 (0.00%)	521 (1.12%)	71.79%	1.79	00:02:03
12. New Visitor	facebook.com / referral	189 (0.50%)	189 (0.60%)	189 (0.41%)	71.43%	1.59	00:00:58
13. Returning Visitor	m.facebook.com / referral	173 (0.45%)	0 (0.00%)	288 (0.62%)	79.51%	1.42	00:00:42
14. New Visitor	rochesterhills.org / referral	169 (0.44%)	169 (0.53%)	169 (0.36%)	68.64%	1.83	00:01:00
15. New Visitor	indeed.com / referral	139 (0.36%)	139 (0.44%)	139 (0.30%)	89.93%	1.16	00:00:26
16. Returning Visitor	yahoo / organic	133 (0.35%)	0 (0.00%)	225 (0.48%)	47.56%	2.61	00:01:52
17. New Visitor	links.govdelivery.com / referral	108 (0.28%)	108 (0.34%)	108 (0.23%)	98.15%	1.10	00:00:07
18. New Visitor	l.facebook.com / referral	99 (0.26%)	100 (0.32%)	100 (0.21%)	65.00%	1.86	00:00:31
19. Returning Visitor	com.google.android.googlequickse archbox / referral	95 (0.25%)	0 (0.00%)	152 (0.33%)	48.68%	2.91	00:02:18
20. New Visitor	mml.org / referral	88 (0.23%)	88 (0.28%)	88 (0.19%)	6.82%	2.26	00:00:36

DEVICE TYPES

Browser [?]	Age [?] [⊗]	Acquisition			Behavior		
		Users [?] ↓	New Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]
		13,979 % of Total: 43.77% (31,936)	13,619 % of Total: 43.04% (31,639)	19,706 % of Total: 42.31% (46,576)	56.17% Avg for View: 58.77% (-4.42%)	2.34 Avg for View: 2.19 (6.70%)	00:01:57 Avg for View: 00:02:06 (-6.52%)
1. Chrome	25-34	2,677 (18.87%)	2,588 (19.00%)	3,792 (19.24%)	56.96%	2.49	00:02:10
2. Chrome	35-44	1,960 (13.82%)	1,890 (13.88%)	2,649 (13.44%)	56.74%	2.32	00:01:58
3. Chrome	45-54	1,500 (10.57%)	1,432 (10.51%)	2,165 (10.99%)	52.47%	2.48	00:01:59
4. Chrome	55-64	1,101 (7.76%)	1,054 (7.74%)	1,438 (7.30%)	50.90%	2.54	00:02:02
5. Chrome	18-24	1,063 (7.49%)	1,026 (7.53%)	1,416 (7.19%)	58.47%	2.14	00:01:36
6. Chrome	65+	439 (3.09%)	426 (3.13%)	593 (3.01%)	48.74%	2.66	00:02:23
7. Internet Explorer	45-54	357 (2.52%)	332 (2.44%)	629 (3.19%)	49.44%	2.57	00:03:28
8. Internet Explorer	55-64	330 (2.33%)	304 (2.23%)	518 (2.63%)	39.77%	3.00	00:02:54
9. Safari	25-34	318 (2.24%)	310 (2.28%)	430 (2.18%)	65.35%	1.83	00:00:58
10. Internet Explorer	35-44	310 (2.19%)	290 (2.13%)	482 (2.45%)	53.53%	2.29	00:02:00
11. Internet Explorer	25-34	309 (2.18%)	298 (2.19%)	535 (2.71%)	54.95%	2.40	00:02:56
12. Safari	35-44	287 (2.02%)	277 (2.03%)	374 (1.90%)	58.82%	1.98	00:01:06
13. Safari	45-54	269 (1.90%)	259 (1.90%)	320 (1.62%)	54.69%	2.04	00:01:36
14. Safari	55-64	204 (1.44%)	196 (1.44%)	272 (1.38%)	56.25%	1.95	00:01:27
15. Firefox	25-34	172 (1.21%)	162 (1.19%)	268 (1.36%)	59.70%	2.42	00:02:28
16. Firefox	45-54	169 (1.19%)	160 (1.17%)	254 (1.29%)	55.91%	2.14	00:01:24
17. Safari	18-24	161 (1.13%)	154 (1.13%)	206 (1.05%)	65.53%	1.84	00:01:32
18. Safari (in-app)	35-44	160 (1.13%)	155 (1.14%)	181 (0.92%)	83.98%	1.31	00:00:18
19. Edge	55-64	140 (0.99%)	136 (1.00%)	205 (1.04%)	43.90%	2.90	00:02:42
20. Safari (in-app)	45-54	139 (0.98%)	133 (0.98%)	183 (0.93%)	79.78%	1.33	00:00:32

TOP PAGES FOR CLERK'S OFFICE



Page	Next Page Path	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
/	/	18508	14703	159.07	13904	40.76%	40.91%	0.00
/departments/city_clerk/city_ordinances/index.php	/departments/city_clerk/city_ordinances/index.php	485	333	137.15	162	39.51%	39.38%	0.00
/departments/city_clerk/index.php	/departments/city_clerk/index.php	368	323	78.57	120	50.83%	37.77%	0.00
/departments/city_clerk/contact_us/index.php	/departments/city_clerk/contact_us/index.php	179	146	249.14	66	78.79%	59.22%	0.00
/departments/city_clerk/election_information/index.php	/departments/city_clerk/election_information/index.php	164	115	82.59	57	56.14%	37.80%	0.00
/departments/city_clerk/freedom_of_information_act.php	/departments/city_clerk/freedom_of_information_act.php	124	115	172.89	14	78.57%	62.90%	0.00
/departments/city_clerk/election_information/polling_locations.php	/departments/city_clerk/election_information/polling_locations.php	57	44	180.78	21	80.95%	52.63%	0.00
/departments/city_clerk/election_information/sample_ballot.php	/departments/city_clerk/election_information/sample_ballot.php	32	23	7.79	2	0.00%	25.00%	0.00
/departments/city_clerk/election_information/election_results_08-05-2014.php	/departments/city_clerk/election_information/election_results_08-05-2014.php	21	15	27.72	0	0.00%	14.29%	0.00
/departments/city_clerk/news_and_resources/index.php	/departments/city_clerk/news_and_resources/index.php	19	15	92.67	2	100.00%	36.84%	0.00
/departments/city_clerk/news_and_resources/fee_schedule.php	/departments/city_clerk/news_and_resources/fee_schedule.php	14	14	191.50	2	100.00%	57.14%	0.00
/departments/city_clerk/election_information/election_inspectors.php	/departments/city_clerk/election_information/election_inspectors.php	12	10	30.67	0	0.00%	25.00%	0.00
/departments/city_clerk/election_information/military_and_overseas_civilian_voters.php	/departments/city_clerk/election_information/military_and_overseas_civilian_voters.php	12	8	95.27	1	0.00%	8.33%	0.00
/departments/city_clerk/election_information/political_signs.php	/departments/city_clerk/election_information/political_signs.php	7	7	28.17	0	0.00%	14.29%	0.00
/departments/city_clerk/election_information/general_election_schedule.php	/departments/city_clerk/election_information/general_election_schedule.php	4	4	146.00	4	75.00%	75.00%	0.00

TOP PAGES FOR BOARDS & COMMISSIONS



Page	Next Page Path	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
/	/	18508	14703	159.07	13904	40.76%	40.91%	0.00
/government/committees_commissions_and_boards/index.php	/government/committees_commissions_and_boards/index.php	153	108	22.01	14	57.14%	18.30%	0.00
/government/committees_commissions_and_boards/tax_increment_finance_authority/index.php	/government/committees_commissions_and_boards/tax_increment_finance_authority/index.php	111	97	115.20	54	81.48%	54.05%	0.00
/government/committees_commissions_and_boards/beautification_advisory_commission/index.php	/government/committees_commissions_and_boards/beautification_advisory_commission/index.php	93	76	97.77	27	74.07%	34.41%	0.00
/government/committees_commissions_and_boards/downtown_development_authority.php	/government/committees_commissions_and_boards/downtown_development_authority.php	88	66	112.18	22	59.09%	31.82%	0.00
/government/committees_commissions_and_boards/brownfield_redevelopment_authority/index.php	/government/committees_commissions_and_boards/brownfield_redevelopment_authority/index.php	61	40	129.18	18	61.11%	27.87%	0.00
/government/committees_commissions_and_boards/economic_development_corporation/index.php	/government/committees_commissions_and_boards/economic_development_corporation/index.php	59	45	20.25	6	100.00%	18.64%	0.00
/government/committees_commissions_and_boards/elected_officials_compensation_commission/index.php	/government/committees_commissions_and_boards/elected_officials_compensation_commission/index.php	44	39	22.92	17	76.47%	43.18%	0.00
/government/committees_commissions_and_boards/zoning_board_of_appeals/index.php	/government/committees_commissions_and_boards/zoning_board_of_appeals/index.php	42	37	147.70	11	72.73%	35.71%	0.00
/government/committees_commissions_and_boards/historical_society/index.php	/government/committees_commissions_and_boards/historical_society/index.php	36	28	112.90	11	63.64%	41.67%	0.00
/government/committees_commissions_and_boards/board_of_review/index.php	/government/committees_commissions_and_boards/board_of_review/index.php	32	30	15.30	7	100.00%	37.50%	0.00
/government/committees_commissions_and_boards/public_safety_advisory_committee/index.php	/government/committees_commissions_and_boards/public_safety_advisory_committee/index.php	32	26	18.59	8	87.50%	31.25%	0.00
/government/committees_commissions_and_boards/planning_commission/index.php	/government/committees_commissions_and_boards/planning_commission/index.php	28	22	136.28	4	0.00%	10.71%	0.00
/government/committees_commissions_and_boards/pension_board.php	/government/committees_commissions_and_boards/pension_board.php	26	20	28.57	8	75.00%	46.15%	0.00
/government/committees_commissions_and_boards/board_of_canvassers/index.php	/government/committees_commissions_and_boards/board_of_canvassers/index.php	7	6	6.86	0	0.00%	0.00%	0.00

BEHAVIOR FLOW FOR CLERK'S OFFICE



BEHAVIOR FLOW FOR CLERK'S OFFICE



BEHAVIOR FLOW FOR BOARDS & COMMISSIONS





WEBSITE CONTENT RECOMMENDATIONS

SEPTEMBER 2018

WEBSITE CONTENT RECOMMENDATIONS

- **Landing Page**
 - Move contact info up to the top so it is above the fold
 - Add visual breaks/infographic
 - Potential the latest stats or quick facts of the clerks office
 - Add news or latest events happening (i.e. elections)/CTAs
- **Contact Us**
 - Add in a general phone number line for people to contact
 - Include all bios for uniformity
- **City Ordinances**
 - Include the what/why on the page. Need the story
 - Why is this page important for user?
 - Code of Ordinances needs to open in a new tab
 - Zoning Ordinance page needs a back button
 - Need to correct page order breadcrumbs (Revize)
 - Need the what/why
 - Fee Schedule needs to include the what/why
 - Need to correct page order breadcrumbs (Revize)

WEBSITE CONTENT RECOMMENDATIONS

- **Forms & Permits**
 - Add a back function
 - Have the link anchor tag to Clerks section
 - Change to accordion style format (Revize)
- **FAQs**
 - Add a back function
 - Have the link anchor tag to Clerks questions
 - Add CTA
 - Change to accordion style format (Revize)
- **News & Resources**
 - Add visual/graphics breaks
 - Create interactive CTAs for users
 - Consider new name or removing “news” from the title as News indicates current issues

WEBSITE CONTENT RECOMMENDATIONS



- **Elections Information**

- Navigation needs a back button
- Correct naming conventions for uniformity
- Add intro on landing page about what people can find here
- Make Registration/Election/Absentee information more interactive for user to engage
- Add visuals or iconography
- Polling Locations
 - Potentially add a GIS interactive map
- Sample Ballot
 - Create polling CTA or interactive graphics to map with the Precinct maps
 - Have the cut out section of the precinct as a reference
- Election Results
 - Create visual breaks
 - Potentially add an educational piece about the educational process in AH?
- Inspectors
 - Add visual breaks
 - Potentially have an electronic form for people to fill out application online
 - Add volunteers from polling location here as well

WEBSITE CONTENT RECOMMENDATIONS



- **Elections Information continued**

- Military & Overseas Civilian Voters
 - Create visual breaks
 - Potentially add an educational piece about how to fill out an absentee ballot for this process in AH?
- Political Signs
 - Add visual examples
 - Include an educational pieces (i.e. the do's and don'ts)
- Other ideas for the Elections Information section
 - Adding video visuals (i.e. What to do on Election Day/How to use)
 - Add a section for voters with disabilities and what we do to accommodate them at AH

- **FOIA**

- Add visual breaks
- Include an educational pieces (i.e. the do's and don'ts, how FOIA works, etc.)

WEBSITE CONTENT RECOMMENDATIONS

New Proposed Navigation Structure Order

- City Clerk
- Contact Us
- City Ordinances
- Elections
- FOIA
- Forms & Permits
- FAQs
- Resources

- Landing Page Suggestions
 - Elections, Fee Schedule, & Election Inspectors CTA
 - News Section

SOURCES

- <https://36creative.com/branding/1870/government-entities-shouldnt-avoid-branding-departments>
- <https://thelogocompany.net/blog/branding-guides/people-marketing-branding-government-entities/>
- <https://lab41.co/page-layout/>
- <https://www.dtelepathy.com/blog/inspiration/14-beautiful-content-heavy-websites-for-inspiration>
- <https://constructive.co/insights/best-practices-for-content-heavy-website-design/>
- <https://www.i-scoop.eu/content-marketing/defining-content-marketing-strategy/>
- <https://neilpatel.com/what-is-content-marketing/#Strategy>
- <https://neilpatel.com/blog/content-marketing-trends-2018/>