



POLICE DEPARTMENT

CONTENT STRATEGY

2018

JULY 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 .

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

JULY 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 we do

The Philadelphia Police Department (PPD) is the nation's fourth largest police department, with more than 6,300 sworn officers and 800 civilian employees. Our mission is to make Philadelphia one of the safest cities in the country.

The police department partners with communities across the city to:

- Fight crime, the fear of crime, and terrorism.
- Enforce laws while safeguarding people's constitutional rights.
- Provide quality service to all Philadelphia residents and visitors.
- Recruit, train, and develop an exceptional team of employees.

The PPD serves Philadelphia County's approximately 1.5 million residents. The department is divided into six police divisions, which are further divided into 21 police districts. Each district is lead by a captain who implements SMART policing strategies to support our public safety initiatives.

[Join the Philadelphia Police Department](#) .

Office of the Police Chief

The Office of the Police Chief works to provide effective, efficient, and ethical police services through the management of allocated human and physical resources.

To make an appointment to meet with Chief Dale Dwojakowski, please contact the Chief's Office at (586) 446-2810.

Duties & Responsibilities

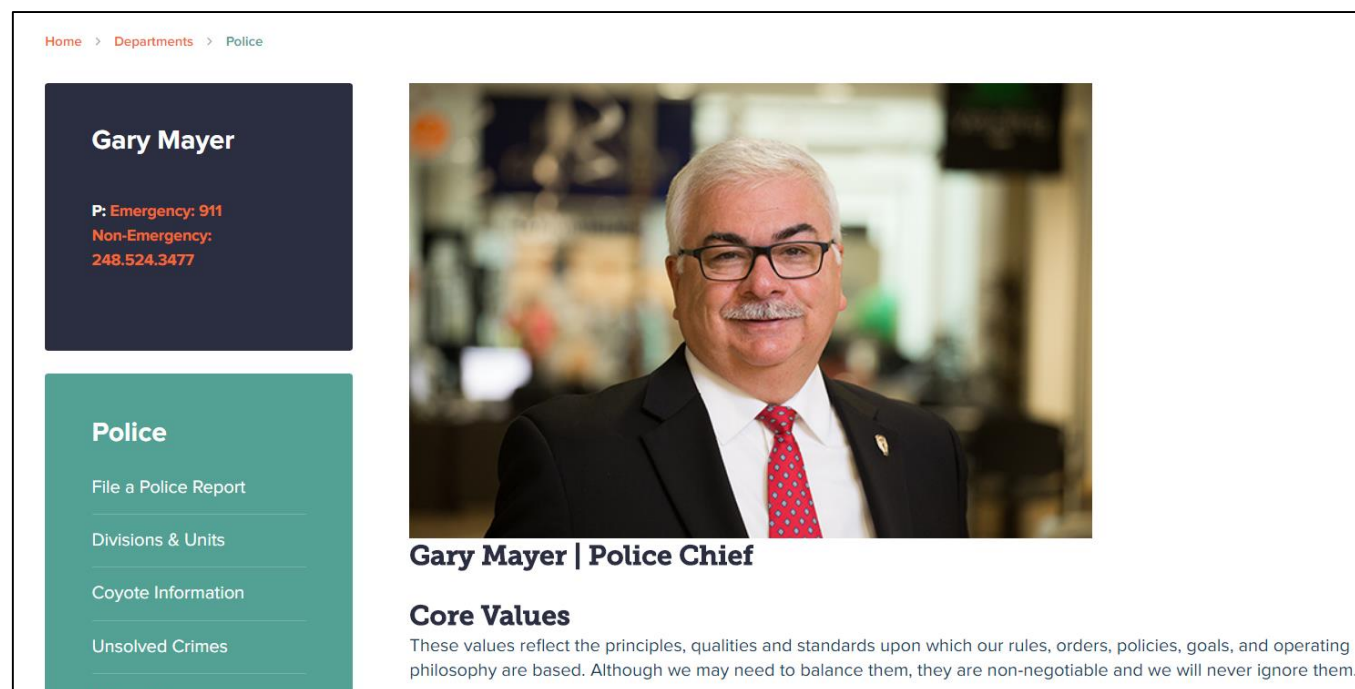
The Chief of Police is responsible for the overall management of police services in the community. Reporting to the [City Manager](#), the Chief and his staff plan, organize and direct all Police Department operations to provide a safe and orderly environment for residents and visitors. The Chief is assisted by 3 Captains who serve as commanders of the department's divisions. The Chief is responsible for media relations and manages responses to citizen complaints and inquiries.

Contact Us



LATEST 2018 WEBSITE CONTENT TRENDS

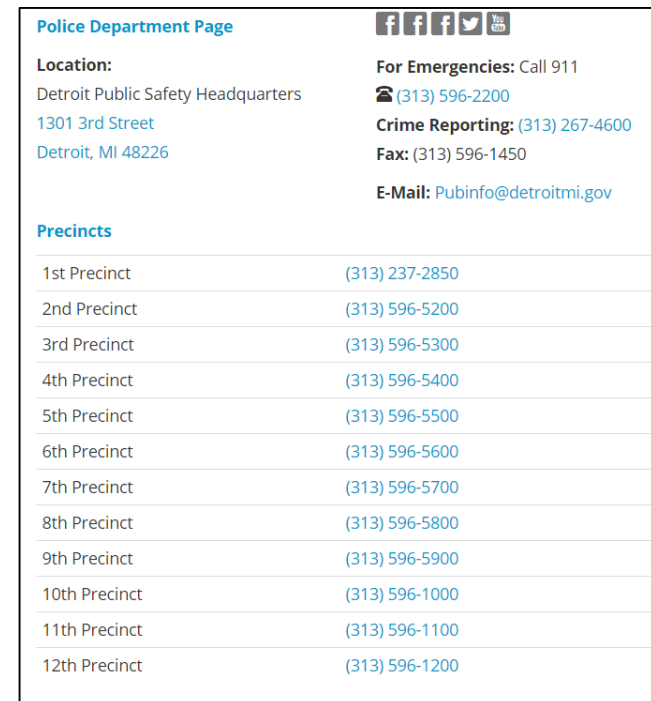
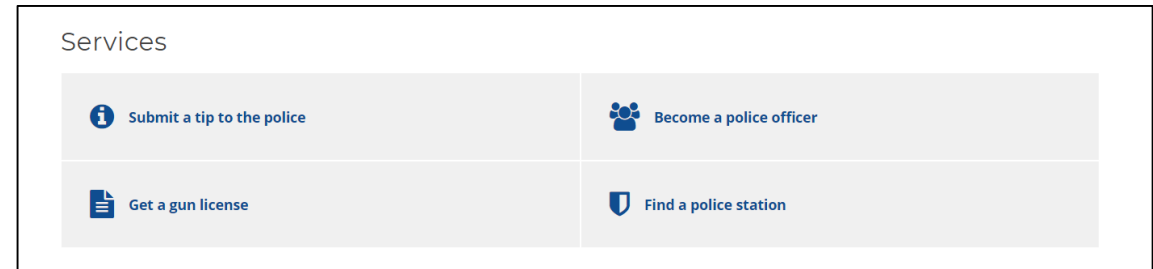
- Critical Content needs to be above the fold
 - Think of the inverted pyramid in journal. The most important information should be at the top.
- Main Content is Concise & Explanatory
 - Can you say the same thing in half as many words? Websites want to avoid jargon by being concrete and descriptive.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



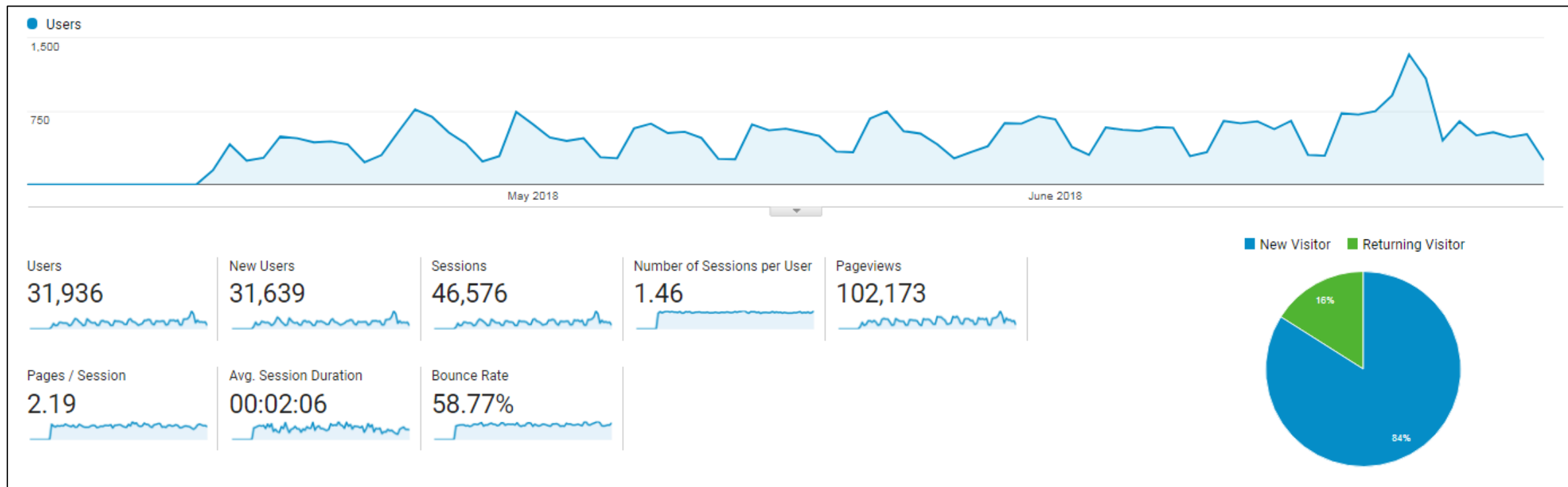


WEBSITE ANALYTICS

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

JULY 2018

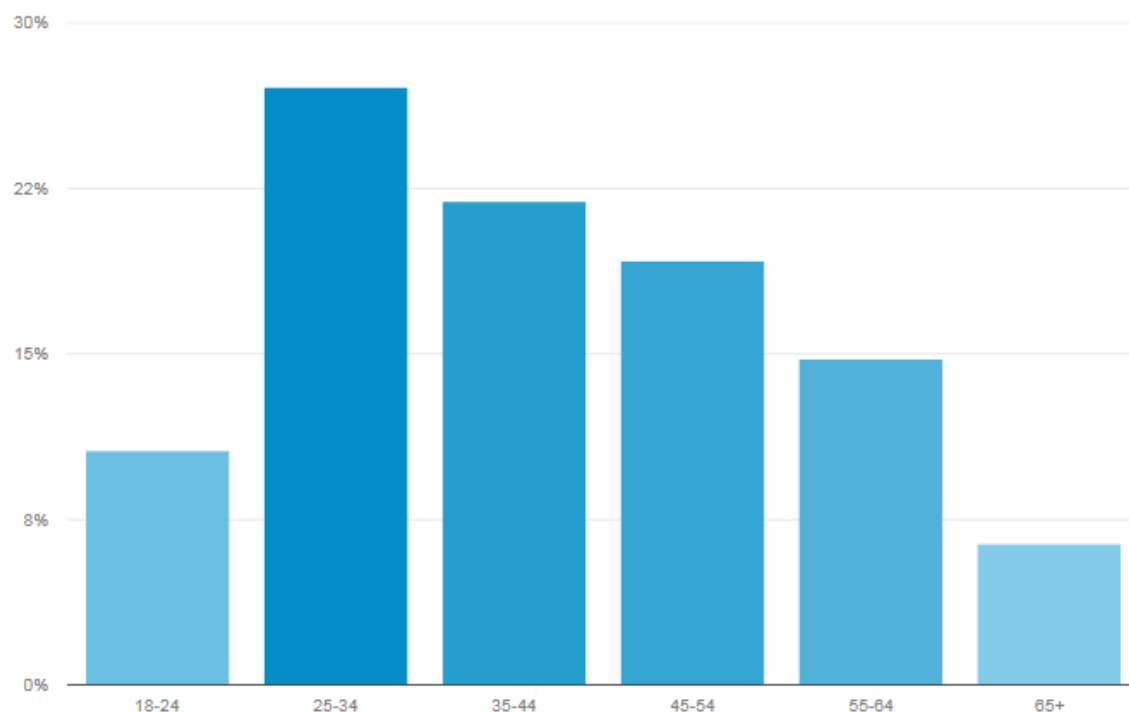
AUDIENCE OVERVIEW



GENERAL DEMOGRAPHIC OVERVIEW

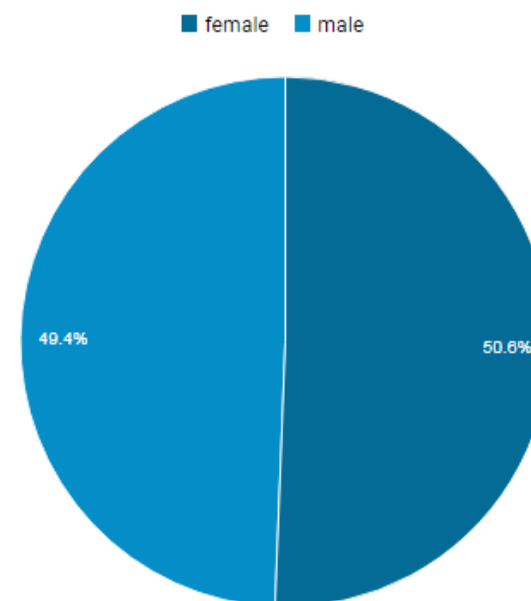
Age

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 POLICE DEPARTMENT

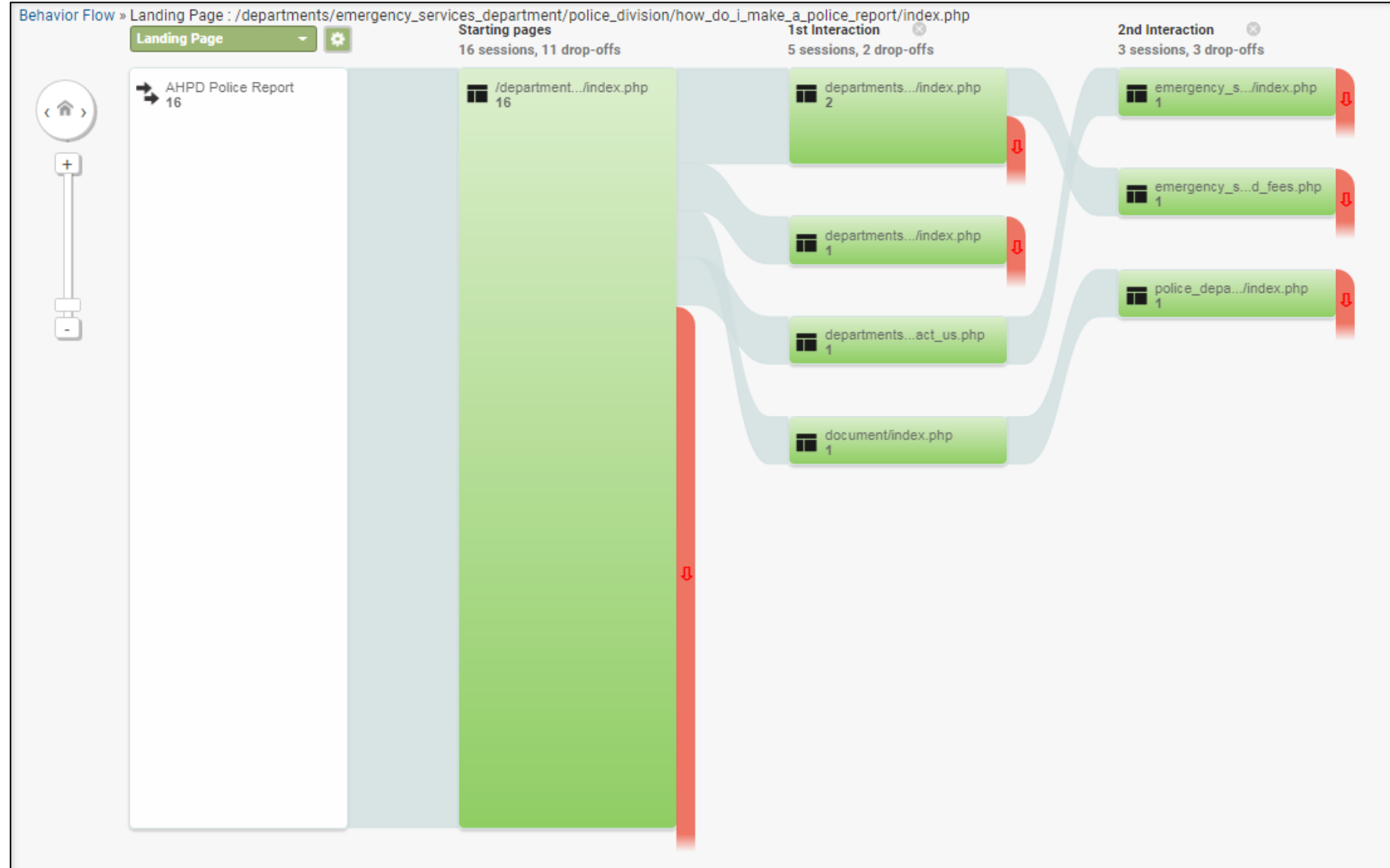


Page	Next Page Path	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
/	/	18508	14703	159.07	13904	40.76%	40.91%
/departments/emergency_services_department/police_division/index.php	/departments/emergency_services_department/police_division/index.php	2342	1695	62.68	1282	49.53%	41.76%
/departments/emergency_services_department/police_division/a_message_from_the_chi	/departments/emergency_services_department/police_division/a_message_from_t	260	222	124.23	43	60.47%	40.38%
/departments/police_department/index.php	/departments/police_department/index.php	259	219	66.99	140	72.14%	58.30%
/departments/emergency_services_department/police_division/employee_opportunities.	/departments/emergency_services_department/police_division/employee_opportu	173	146	134.54	23	78.26%	52.02%
/departments/emergency_services_department/police_division/obtain_reports_and_fees	/departments/emergency_services_department/police_division/obtain_reports_an	142	117	77.79	57	54.39%	48.59%
/departments/emergency_services_department/police_division/volunteer_opportunities.	/departments/emergency_services_department/police_division/volunteer_opportu	140	121	409.76	105	80.95%	72.86%
/departments/emergency_services_department/police_division/records_bureau/index.ph	/departments/emergency_services_department/police_division/records_bureau/in	122	94	79.46	60	48.33%	41.80%
/departments/emergency_services_department/police_division/organizational_chart.php	/departments/emergency_services_department/police_division/organizational_cha	90	80	65.58	10	90.00%	36.67%
/departments/emergency_services_department/police_division/traffic_division/index.php	/departments/emergency_services_department/police_division/traffic_division/ind	63	57	55.74	38	73.68%	57.14%
/departments/emergency_services_department/police_division/records_bureau/how_to	/departments/emergency_services_department/police_division/records_bureau/hc	58	47	102.03	2	100.00%	36.21%
/departments/emergency_services_department/police_division/citizen_police_academy/i	/departments/emergency_services_department/police_division/citizen_police_acad	54	35	34.08	3	33.33%	7.41%
/departments/emergency_services_department/police_division/news_and_media_release	/departments/emergency_services_department/police_division/news_and_media	54	50	42.06	15	100.00%	38.89%
/departments/human_resources/collective_bargaining_agreements/police_officers_labor	/departments/human_resources/collective_bargaining_agreements/police_officers	53	51	426.27	10	100.00%	79.25%
/departments/emergency_services_department/police_division/how_do_i_make_a_police	/departments/emergency_services_department/police_division/how_do_i_make_a	49	45	70.56	16	68.75%	63.27%
/departments/emergency_services_department/police_division/records_bureau/fingerpri	/departments/emergency_services_department/police_division/records_bureau/fin	49	38	74.67	25	84.00%	63.27%
/departments/emergency_services_department/police_division/missing_and_wanted_per	/departments/emergency_services_department/police_division/missing_and_want	45	35	93.31	11	72.73%	42.22%
/departments/emergency_services_department/police_division/news_and_media_release	/departments/emergency_services_department/police_division/news_and_media	44	30	5.86	0	0.00%	4.55%
/departments/police_department/contact_a_h_p_d/index.php	/departments/police_department/contact_a_h_p_d/index.php	41	40	38.85	27	74.07%	68.29%
/departments/emergency_services_department/police_division/news_and_media_release	/departments/emergency_services_department/police_division/news_and_media	40	37	85.00	31	90.32%	77.50%
/departments/emergency_services_department/police_division/mission_statement.php	/departments/emergency_services_department/police_division/mission_statement	36	31	219.20	5	60.00%	44.44%
/departments/emergency_services_department/police_division/citizen_police_academy/c	/departments/emergency_services_department/police_division/citizen_police_acad	32	18	120.68	5	80.00%	21.88%
/departments/emergency_services_department/police_division/records_bureau/gun_regi	/departments/emergency_services_department/police_division/records_bureau/gu	31	19	112.55	14	42.86%	35.48%
/revize/auburnhillsmi/departments/emergency_services_department/police_division/citiz	/revize/auburnhillsmi/departments/emergency_services_department/police_divisio	27	6	174.83	4	50.00%	11.11%

LANDING PAGE BEHAVIOR FLOW FOR POLICE DEPARTMENT



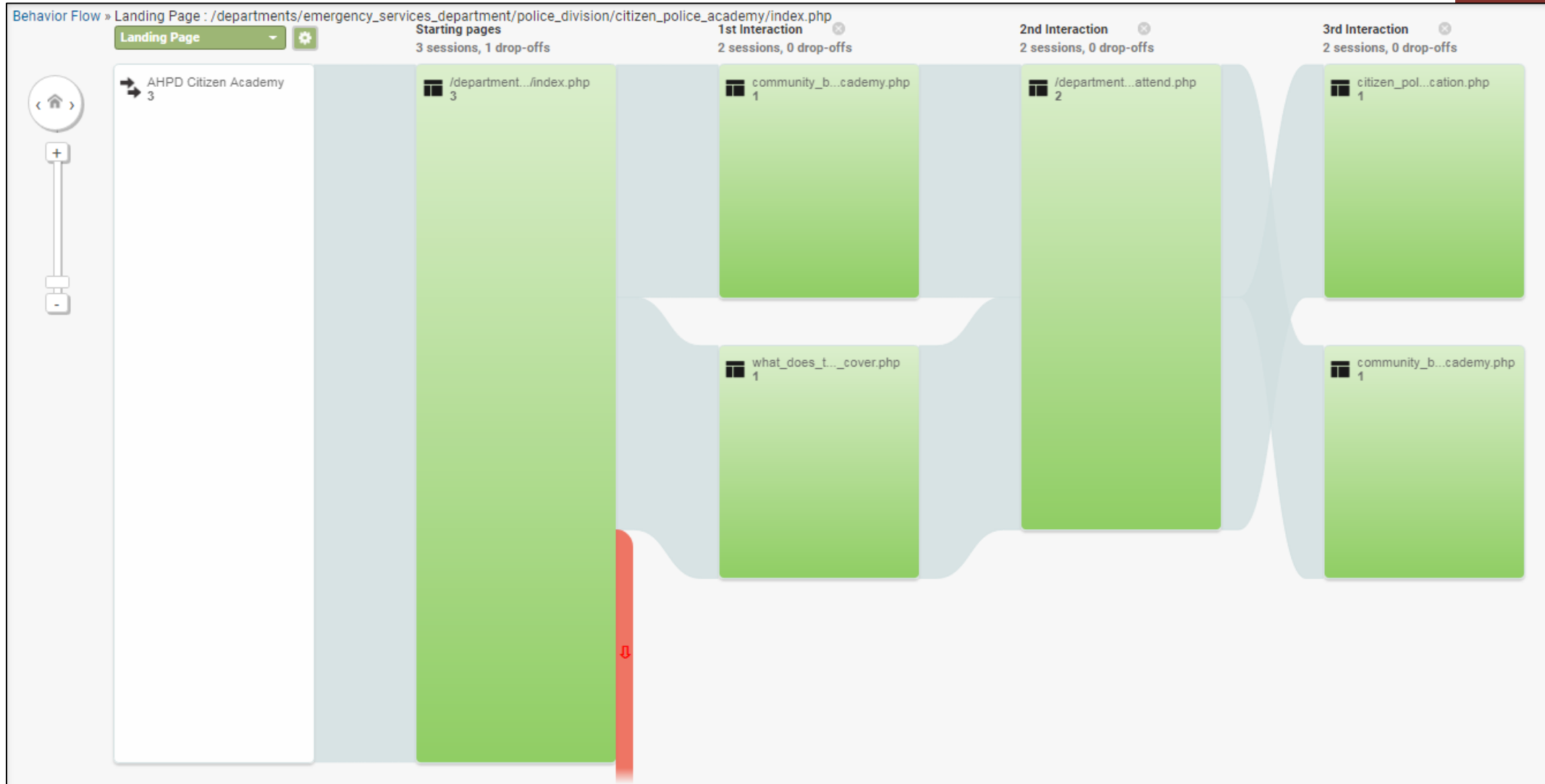
BEHAVIOR FLOW FOR “HOW TO MAKE A POLICE REPORT?”



BEHAVIOR FLOW FOR “911 EMERGENCY CALL CENTER”



BEHAVIOR FLOW FOR "CITIZEN POLICE ACADEMY"





WEBSITE CONTENT RECOMMENDATIONS

APRIL 2018

WEBSITE CONTENT RECOMMENDATIONS

- **Landing Page**
 - Great Lakes Crossing Map location doesn't take to the proper locations
 - Should hyperlink address
 - Potential for a video?
 - Create a cleaner table for Contact Info and hyperlink numbers
 - Add the who/what we are
 - Potentially add mission statement
- **Message from the Chief**
 - Increase image so users can see our new chief
 - Link to chief blog/podcast (if applicable)
- **Mission Statement**
 - Remove AHPD text. It is redundant to user
 - Potential for an infographic/imagery
 - What is the purpose of Value in the header title?

WEBSITE CONTENT RECOMMENDATIONS

- **Annual Reports**
 - Why is this important to a user?
 - Is this for transparency purposes?
 - When clicking on the main link, it takes me to 2016 PDF when instinctually it should be a landing page
- **911 Emergency Call Center**
 - Modification of minor text corrections
 - Needs a back to Main Nav option in navigation
 - Needs a Sub-Landing page nav option
 - Merge “How to call” and “Call Taking Process” to reduce the amount of clicks?
 - Potential for a graphic to break up content
 - 911 Technology
 - Why is this important for users to know?
 - Add subheaders for clarity
 - What is a “Phase 2” phone?
 - Any links/cross linking we can provide/direct for users?

WEBSITE CONTENT RECOMMENDATIONS

- **Commend/Complain**
 - All documents should be a PDF
 - Do users have to fill out both a Statement Form and the other document for Commend/Complaint?
 - Recommend making one master page with Header/Visual breaks to reduce clicks on the user
 - Option B: Have two separate pages in the main left nav for each
- **Employment Opportunities**
 - Need to include the “Why” people should work for AHPD. What makes us different?
 - Add visuals or CTA button for the application
 - Remove the “all cap” text
- **Forms pages and FAQs**
 - Fix/adjust text spacing
 - Have the link anchor tag to police department questions
 - Change the title descriptions to another color so it doesn’t confuse the user into thinking it is a link
 - Change to accordion style format (Revize)

WEBSITE CONTENT RECOMMENDATIONS

- **Police Reports**
 - Need a back to Main Nav option
 - Need a nav link for sub-landing page
 - Section is text heavy, add visual breaks and subheadings to reduce stress on eye for users
 - Make ID Theft and Witness Statement links as the actual PDF link
 - Need more context on the Business Contact Form
 - Is this a requirement for Businesses?
 - Does this only need to be filled out when an incident happens?
- **Obtaining Records & Fees**
 - Need headings/subheading breaks
 - Create a cleaner table for Contact Info and hyperlink numbers
- **News/Media**
 - Needs context on page
 - What is the difference between Media and Department News?
 - Potentials CTA buttons? And move to the Main Landing page?
- **Org Chart**
 - Make a visual graphic
 - Potential to add contact information?

WEBSITE CONTENT RECOMMENDATIONS



- **Podcast**

- Needs to be updated - Still has Chief Olko
- Merge this with Chiefs Blog?
 - Do we see keeping and being updated?

- **Records**

- Need a main sub-landing page in the navigation
- Need a back button for the main navigation
- “How to Obtain Reports” is different from the main nav page
 - Should be the same as the main page
- Add headings to break the content
- Hyperlinks need to be blue

WEBSITE CONTENT RECOMMENDATIONS



- **Safety Tips**

- Needs visual breaks
- Content requires its own navigation with a back nav option for the main police navigation
- Are people submitting surveys through the online one?
 - Where does that information go?
- Fix broken link on the Personal Safety page
- ID Theft should have form for users to fill out
- Most Wanted should link to other Most Wanted page
- Seatbelt page charts need updated alignment/graphic
- Traffic Safety
 - Needs visual breaks
 - Add “How people can get involved” at the top of the page
 - Phases need subheaders
 - Potential links for more information?
 - Fix dead link
 - Is this unique to our community?
- Weather Safety
 - Add brochures for visual pieces/PDF links
 - Fix broken tornado link

WEBSITE CONTENT RECOMMENDATIONS

- **Social**

- Update the graphic
- Unbold top text

- **Services & Programs**

- Need context behind the links
 - Why is this valuable to the user?
- Add Brian Millers programs?
- Vacation House Check should be a page not link
- Add Hope not Handcuffs?
- DRE program
 - Is the latest content there? (i.e. 2005 was 10+ years ago)
 - Make “What they do” an infographic on the main page
 - Links move to the main page as well
 - History
 - Remove “History & Development” title
 - Hyperlink LAPD DRE/NHTSA for more info for the user as well as increase SEO indexing
 - 12 Step Process/7 Drug Categories
 - Header breaks
 - Updated text layout
 - Merge Emblem information with History
- Field Training should be move to Employment Opportunities
- Volunteer page should be linked in this section
- Remove flyout navigation
 - Potential for this section to have its own navigation

WEBSITE CONTENT RECOMMENDATIONS

- **Traffic Enforcement**
 - Need back nav option
 - How updated is the landing page
 - Traffic Calm is the same as Traffic Safety
 - Should have the same title and page link
 - Missing the sub-landing page in the navigation
 - FAQ text should not be all linked
 - Where is the online traffic complaint going?
 - Is it more or less than the regular traffic complaint page?
- **Volunteers**
 - Color link needs to be corrected
 - Move under Services & Programs
- **Citizens Academy**
 - Need a back button
 - Application like should be the PDF directly
 - Move to Requirements and Community Benefits to sub-landing page

WEBSITE CONTENT RECOMMENDATIONS

New Proposed Navigation Structure Order

- Break up into two main parts: About the AHFD and AHFD Services
 - **About the AHPD includes:**
 - Mission
 - Message from the chief
 - Chief's Blog
 - Podcast?
 - News/Media
 - Org Charts
 - Social
 - Commend/Complain
 - Employment Opportunities
 - Annual Reports
 - **AHPD Services include:**
 - Pay Tickets
 - Forms
 - FAQs
 - 911 Emergency Call Center
 - How to make a Police Report
 - How to Obtain a Report and Fees
 - Missing and Most Wanted
 - Safety Tips
 - Services & Programs
 - Traffic Enforcement
 - Citizens Police Academy

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/>