

Restructuring EPA.gov

We are restructuring EPA.gov to better meet the needs of our web visitors. The One EPA Web project will:

- ❖ Provide easier access to information about environmental issues and the work we are doing;
- ❖ Improve EPA's transparency and openness to our audiences;
- ❖ Provide a single, consolidated resource for priority topics; and
- ❖ Create more relevant content for specific audiences.

Did You Know?

- On a scale of 100, EPA's American Customer Satisfaction Index score is 64, which is below average for Federal government web sites
- Only 4% of EPA web pages are viewed more than 100 times per month

Why Restructure?

Realize One EPA: As our most valuable communication tool, EPA.gov should reflect our priorities in a single, unified voice ("One EPA").

Move Beyond "Put it Up" Mentality: Our site reflects a "post everything" philosophy common in the early days of the web. It has become large and unwieldy, is poorly organized, and does not reflect EPA or the public's highest priorities.

Shine a Light on the "Needles in the Haystack": Because critical content is often buried within vast amounts of more insignificant information, our visitors have difficulty finding the answers they're looking for.

Prioritize Communicating through the Web: Although EPA.gov is considered our most valuable communications tool, web work isn't always a priority.

Produce Consistent Information: Web content is often produced with little coordination across headquarters program offices and regions.

Manage Content More Effectively: Efficient management will make our budgets for producing web content stretch further. Greater reliance on Agency-wide web development resources will reduce burdens on organizational resources.

What is the One EPA Web Project?

The project will unify the website so EPA speaks with one voice, presents consistent messages, operates under one set of guiding principles, and focuses our web resources on priority topics and audiences.

To speak with one voice, the new EPA home page:

- ❖ Highlights popular topics, key issues and resources by audience;
- ❖ Consolidates information about EPA's role, responsibilities and activities in each [HQ program office](#) and [region](#); and
- ❖ Links to first-ever [state pages](#) that highlight key issues and EPA activities in every state and several territories.

Facts and Figures

- EPA manages about 1.7 million pages
- EPA.gov receives three to four million visitors each month who conduct an average of 850,000 searches
- People view EPA pages about 15 million times each month

To focus web resources on priority topics and audiences, all existing web content on EPA.gov will either be **transformed or archived by September 30, 2014**. What does **transformed or archived** mean?

Transformed Content: This content has been:

- ❖ Rewritten for the web and reorganized based on priority topics, key audiences and their top tasks as either:
 - **Resource Directories:** Resource directories organize priority topics using a simple "hub and spoke" model. These sites have a single navigation page (a hub) that links to the most important related content (spoke pages). The vast majority of topics will be transformed into resource directories (estimated to be several hundred sites).
 - **Microsites:** Microsites are comprehensive sites that bring web content together on a topic from across EPA into a single, consolidated site with self-contained navigation. Microsites often include multimedia and social media outreach tools. Only a handful of priority topics will be transformed into microsites (estimated to only be a few dozen sites).
- ❖ Or, moved to the **Searchable Collection:** This collection contains documents (htmls or PDFs) that were not chosen as content for resource directories or microsites, but are important information we expect users may want to search for. These documents do not use web area navigation and act as stand-alone documents. They have been tagged with quality metadata and are searchable on www.epa.gov.

Archived Content: The archive is a repository of web content whose value is strictly historical. The archive (archive.epa.gov) is a separate website from www.epa.gov. The archive will not be actively managed and won't be linked or included as part of a resource directory, microsite or the searchable collection. The content generally won't be tagged with metadata, but will be searchable on archive.epa.gov after September 30, 2014.

All web content that has been **transformed or archived** should have already been reviewed and determined to not be ROT (redundant, outdated or trivial).

How Will Sites be Managed?

Oversight: The Office of External Affairs and Environmental Education (OEAAE) and the Office of Environmental Information (OEI, whose Asst. Admin. is also our CIO) will manage the One EPA Web project overall, with input from senior management groups.

Editors-in-Chief: Content for each microsite and resource directory will be actively managed by editors-in-chief, subject matter experts from across the Agency with authority to make content-related decisions. An OEAAE executive editor-in-chief will oversee the development of sites with the various editors-in-chief reporting directly to their respective Communications Directors or Public Affairs Directors.

Today	Tomorrow
HQ program offices and Regions "own" websites	EPA owns the topical areas and the editors-in-chief coordinate Agency-wide staff writers for the topics
No Agency-wide web content strategy	Agency-wide content strategy with audience-targeted topics that are actively managed
Lack of tools to ensure great search results leads to burial of critical content	All content will be tagged with metadata, resulting in better search results

Web Content Management System: One EPA Web content will be developed and managed through a Drupal Web Content Management System (WebCMS). The WebCMS standardizes the publishing process and allows web professionals to focus on managing and editing their content. Using a WebCMS automates the process of applying tools to ensure One EPA Web content and be easily found. It will also allow us to create a responsive design so our content works well on every screen, from mobile to tablets to full-size monitors.