

Unveiling the Digital Layers:

Strategies for Effective Information Discovery on Websites

Introductions

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How do I find your website?

- The importance of search engine optimization (SEO)
 - SEO over time will help to boost your visibility in search engines
 - SEO can take several months to gain traction
- Backlinks to any other organization or agency website
 - This helps to boost your SEO and domain visibility through the use of other trusted websites
- Choosing your domain name wisely

How do I experience your website?

- The three-click rule
 - Web design guideline from 2001 that states that users should be able to find any information on a website with no more than three mouse clicks
- User experience
 - Designing websites to be effective, efficient, and satisfying
- Accessibility
 - People with disabilities can equally perceive, understand, navigate, and interact with websites and tools.

Secret Shopper Demo

Nebraska Public Transit Website

National RTAP Website Builder Tools

National RTAP Website Builder

- **Modern Transit Templates** or a blank template
- **Drag-and-Drop Editor** – no need to code, but HTML interface available
- **Edit by Device** – customize for desktops, tablets, and phones.
- **Create Photo Galleries** – from your phone or our library
- **55+ Languages** – automatic translations by Google Translate
- **Optimized for Search** – you have full control of your Search Engine Optimization (SEO)

National RTAP Transit Website Checklist

National RTAP Website Transit Checklist

- ✓ Navigation and accessibility
- ✓ Agency logo, name & contact information and about the agency
- ✓ Fixed route / on demand information and trip planner/real-time information
- ✓ Fare information
- ✓ Policies
- ✓ Ways to interact
- ✓ Photos
- ✓ Alerts

Metric Tracking Tools

The background is a solid blue color. A large, faint, dotted arc is centered in the upper half of the image. Scattered across the lower half are several plus signs (+) of varying sizes and opacities, some appearing as light blue outlines and others as solid light blue shapes.

Tracking Website User Behavior

Metric Tracking can help answer...

- How are visitors finding your site?
- What do they do on your site?
- Where do they arrive and where do they leave?
- What types of content are most engaging?
- Does my site work well? What can I do to improve user experience?

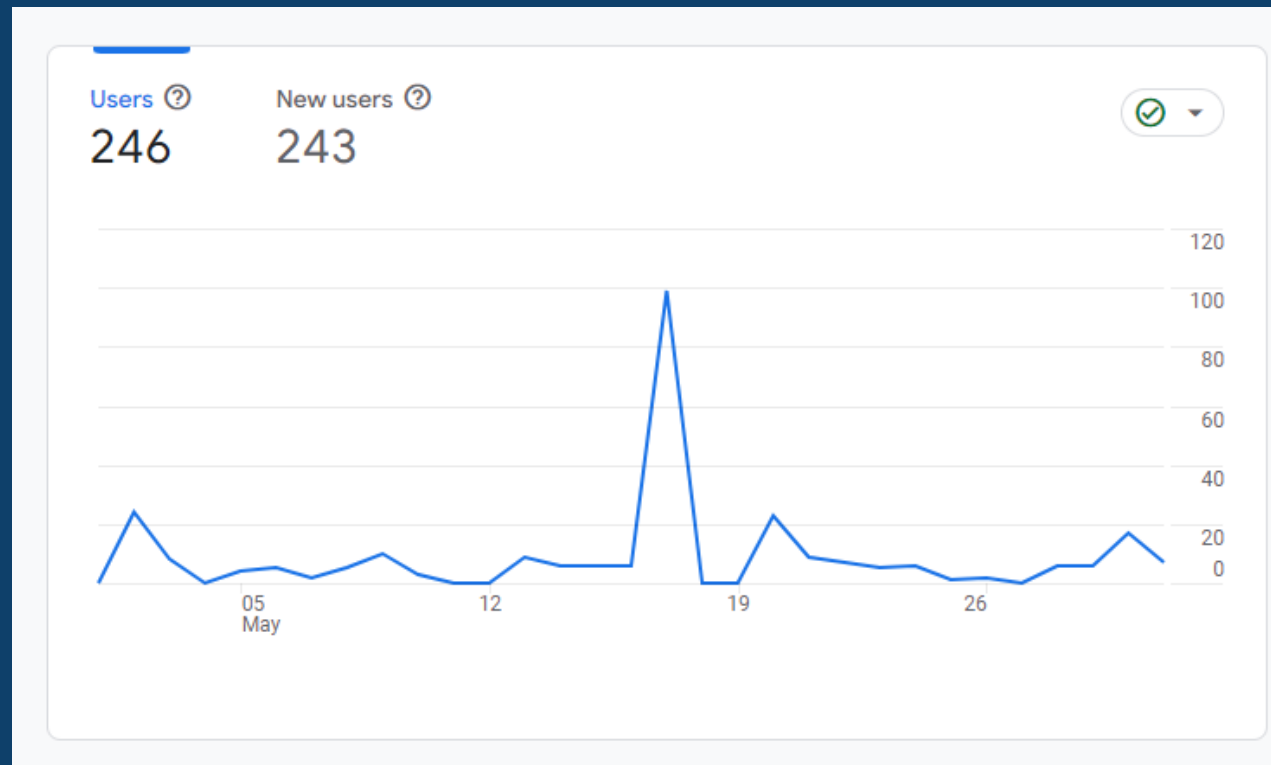
RTAP Website Builder Metric Tracking Tools

- **Overview** – Summary of the stats details.
- **Content Data** – Breakdown of visits according to pages.
- **Engagement** – Visitors by device, as well as information about visits and page views.
- **Traffic Sources** – Ways that visitors got to the site.
- **Browsers & Operating Systems** – Which browsers and operating systems visitors were using.
- **Geolocation** – Where visitors were in the world when they visited.
- **Personalization** – Performance of activated Personalization rules.

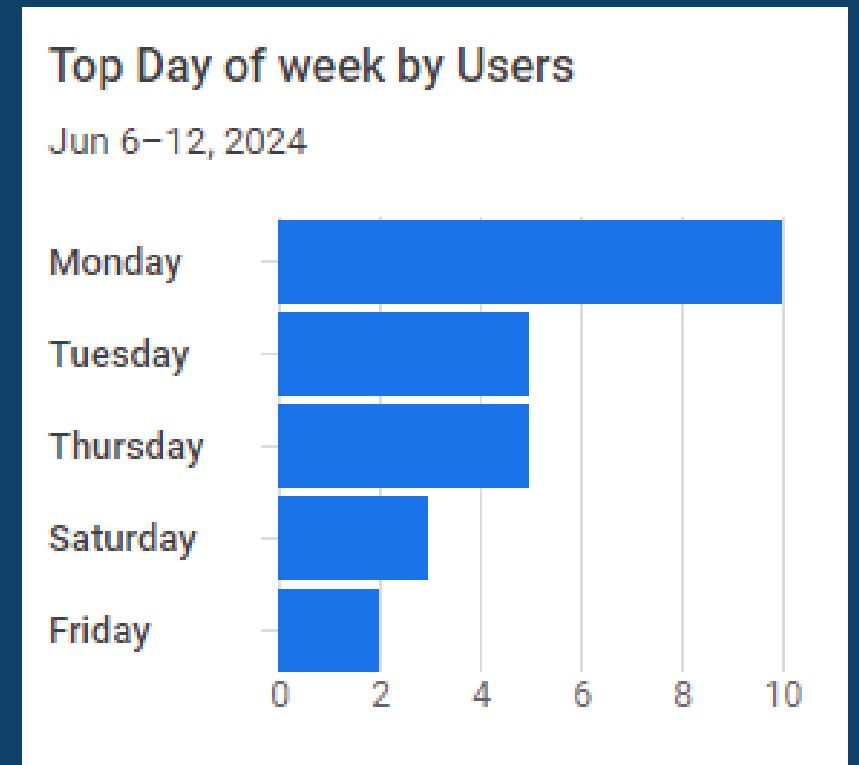
Google Analytics

- Google Analytics is a web analytics service that provides statistics and basic analytical tools for search engine optimization and marketing purposes.
- It can also be used to track website performance and collect visitor insights.
- This is a free service to use from Google and can be accessed by signing up at <https://analytics.google.com>

Google Analytics

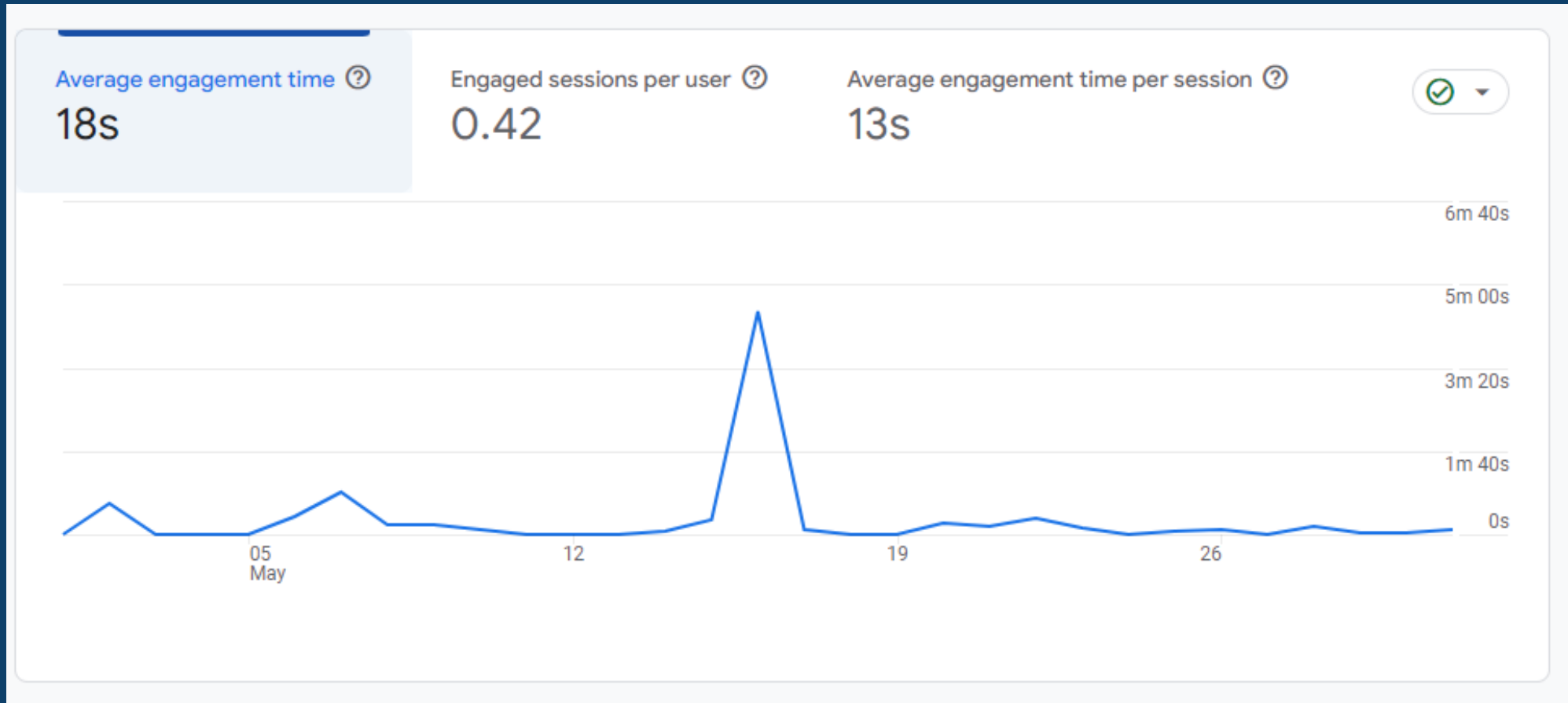


How many new visitors are viewing the website?



What days are they viewing the site?

Google Analytics



How long do they stay? What do visitors like?

Maintaining and updating your website

- Using analytics to shape website updates
- How often to update
 - We recommend to update on a regular basis. Any new or updated documents should be updated in a timely manner. Typically, most users update between once a month to every couple of months
- Updates can be performed behind the scenes and republished when ready
 - This allows for organizations to perform updates at their convenience

Q&A



Thank you!

