



Digital Web Services Network

Bringing together digital product managers, designers, and engineers.

DWSN Quarterly Forum

Thursday, Dec 05, 2024

cdt.ca.gov/technology-innovation/dwsn



California Department of
Technology

Digital Web Services Network

- Welcome to the DWSN forum, we will begin shortly.
- For the best experience, please use your computer to join the meeting.
- Mute your audio.
- Turn off your video.
- Use the raise hand button or the meeting chat for comments and questions.



Opening remarks

Koji Kumpulainien

State Web Services Manager | California Department of Technology

cdt.ca.gov/technology-innovation/dwsn



California Department of
Technology

DWSN Forum Agenda

Opening Remarks.....	Koji Kumpulainien (10 minutes)
HTML first methodologies.....	Matthew Morgan (20 minutes)
Accessibility.....	Linda Tracy (10 minutes)
CA.gov portal redesign.....	Artem Khomishen, Christina Florente, Carter Medlin (20 minutes)
CA.gov Digital Branding	Sharon Rabang (5 minutes)
Suggested Future Topics / Closing Remarks.....	Koji Kumpulainien (10 minutes)



Search Indexing Demystified: Boosting Visibility and Accessibility

Matthew Morgan

Information Technology Supervisor | California Department of Rehabilitation

cdt.ca.gov/technology-innovation/dwsn



California Department of
Technology

California has adopted an HTML-First Strategy!

Is a PDF necessary for presenting this information?

Can the same information be easily presented or remediated as HTML content?

Delivering a Digital-First Public Experience - Software Development Principles:

Default to HTML

“HyperText Markup Language (HTML) is the standard for publishing documents designed to be displayed in a web browser. HTML provides numerous advantages (e.g., easier to make accessible, friendlier to assistive technology, more dynamic and responsive, easier to maintain). When developing information for the web, agencies should default to creating and publishing content in an HTML format in lieu of publishing content in other electronic document formats that are designed for printing or preserving and protecting the content and layout of the document (e.g., PDF and DOCX formats). An agency should develop online content in a non-HTML format only if necessitated by a specific user need.”

Resources: HTML-First

Whitehouse.gov - Delivering a Digital First Public Experience

Section 508 – That doesn't need to be a PDF - PPT

W3.org – May 2024 Recommendations



Accessibility

Linda Tracy

Senior Digital Accessibility Specialist | California Department of Technology

cdt.ca.gov/technology-innovation/dwsn



California Department of
Technology

Why use browser extensions to check accessibility?

- Accessibility browser extensions are a great **free tool** to help evaluate your website pages for accessibility compliance.
- They are automated and can check pages against latest accessibility guidelines and standards.
- They also help you easily identify potential accessibility issues on your site, with explanations on how to address the issues.

Important note about browser extensions

- We recommend agencies use a combination of tools to test.
- Don't rely on one tool to catch all accessibility issues/concerns.
- Browser extensions shared today all work with Chrome. Visit their page (linked in slides) to determine if it will work with your preferred browser.

Accessibility browser extensions: WAVE (Web Accessibility Evaluation Tool)

WAVE

- Check accessibility errors on a page.
- Allows you to check:
 - Errors
 - Alerts
 - Structural elements (reading order and page structure)
 - Contrast errors
- For each issue, it provides:
 - Details on the issue
 - Why it matters
 - How to fix it
 - Standards and guidelines affected

Accessibility browser extensions: Siteimprove Accessibility Checker

[Siteimprove Accessibility Checker](#)

- Check accessibility errors on a page.
- Allows you to filter issues by conformance level.
- For each issue, it provides:
 - Conformance level issue
 - Guideline number
 - Why it's an issue
 - Where the issue is
 - List of affected abilities for the issue

Accessibility browser extensions: Silktide

Silktide

- Allows you to check:
 - Check accessibility errors on a page against either WCAG 2.0, 2.1, and 2.2, Levels A, AA and AAA.
 - Color contrast
 - Alt text
 - Focus order and landmarks
 - Headings
- Provides simulators for:
 - Screen reader
 - Impaired vision
 - Color blindness
 - Dyslexia

Additional browser extensions to explore

- [axe DevTools](#)
- [Lighthouse](#)
- [BrowserStack](#): mobile test simulator (not free – but worth exploring if your department is able to)

Questions

Contact us at accessibility@state.ca.gov.



CA.gov 2024 redesign



Artem Khomishen

Information Technology Manager | Web Development | California Department of Technology

Christina Florente

Information Technology Specialist II | Web Development | California Department of Technology

Carter Medlin

Information Technology Specialist II | Web Development | California Department of Technology

Agenda

- About the project
- Walkthrough
- What we did
- Poll
- How you can help
- Questions





About the project

Goals, background, and roadmap

CA.gov goals and outcomes



Makes services easier to find and improve user experience for Californians



Aligns with the State of California's Digital strategy.



Improve digital access by prioritizing search (SEO)



Brings CA.gov up to current design standards

**Help
Californians.**



**Connect people
to impactful
services.**

What is CA.gov?

- CA's homepage
- Connects Californians to what they need
- Provides a directory
 - state services
 - all state departments
 - general state information
- Flagship site for other California state government

Popular departments

[Department of Motor Vehicles](#) >

[California Department of Public Health](#) >

[Franchise Tax Board](#) >

[Employment Development Department](#) >

[California Department of Tax and Fee Administration](#) >

[Department of Fair Employment and Housing](#) >

Popular services

[Food stamps](#) >

[Traffic tickets](#) >

[Business licenses](#) >

[Birth certificates](#) >

[Inmate locator](#) >

[Lottery numbers](#) >

[View all services](#)

Previous state



- Outdated
- Old web template
- Difficult to navigate and find services
- Inconsistent search behavior
- Google search results looked untrustworthy
- Helpful information is hard to find
- SEO is not optimized due to technical and design factors

Previous site

The image shows a screenshot of the California.gov website. At the top, there is a navigation bar with links for State Agencies, Set Location, Contact Us, Translate, and Settings. Below the navigation bar, there are icons for Getting Services, Doing Business, Working, Learning, Living, Visiting, Government, and Search. The main content area features a large image of a landscape with a bear. A search bar is present, and the text "Displaying results 1 - 10 of 147 total results" is shown. On the left, there is a sidebar with a "Popular Services" section containing links for DGS (Administrative Department of General Services) and the California Horse Racing Board. The main content area has a "Doing Business" heading and a "Popular Services" section with links for "Apply for Business License" (California Department of Tax and Fee Administration) and "Look Up Tax Rates" (California Department of Tax and Fee Administration). Below this, there is a large image of a woman working on a laptop. The text "Apply for Business License" and "California Department of Tax and Fee Administration (CDTFA)" is displayed, along with a "Launch Service" button and a "Contact Us" button. General information and related services are also listed. At the bottom, there is a "Frequently Asked Questions" section with several questions and their answers.

State Agencies | Set Location | Contact Us | Translate | Settings

Getting Services | Doing Business | Working | Learning | Living | Visiting | Government | Search

CA.GOV

Find a Service

Displaying results 1 - 10 of 147 total results

DGS

Administrative Department of General Services

Apply for a license

California Horse Racing Board

Popular Services

Apply for Business License

California Department of Tax and Fee Administration

Look Up Tax Rates

California Department of Tax and Fee Administration

Apply for Business License

California Department of Tax and Fee Administration (CDTFA)

Apply for Business License, Permit, or Account

Launch Service | Contact Us

General Information: 800-400-7115

Related Services: Apply for Seller's Permit | Look Up Tax Rates

Frequently Asked Questions

Where can I find more FAQs regarding Business Licenses?

Who does the requirement to obtain a seller's permit or a use tax account apply to?

You must obtain a seller's permit if you:

You must obtain a use tax account if you meet all of the following conditions:

Current site

Official California website ▾ Espanol 한국어 Tagalog Tiếng Việt 菲律宾文 ⓘ

CA.gov

Services Departments About California Get help

Find and improve your life in California

Search

Home / Services

Services

All services Services list Topics

Official California website ▾ Espanol 한국어 Tagalog Tiếng Việt 菲律宾文 ⓘ

CA.gov

Services Departments About California Get help

Home / Departments / Department of Social Services (CDSS)

Department of Social Services (CDS) ⓘ

Official California website ▾ Espanol 한국어 Tagalog Tiếng Việt 菲律宾文 ⓘ

CA.gov

Services Departments About California Get help

Home / Services / Food stamps

Food stamps

Department of Social Services

CD CALIFORNIA DEPARTMENT OF SOCIAL SERVICES

Launch service ⓘ Department website ⓘ Contact ⓘ

Description

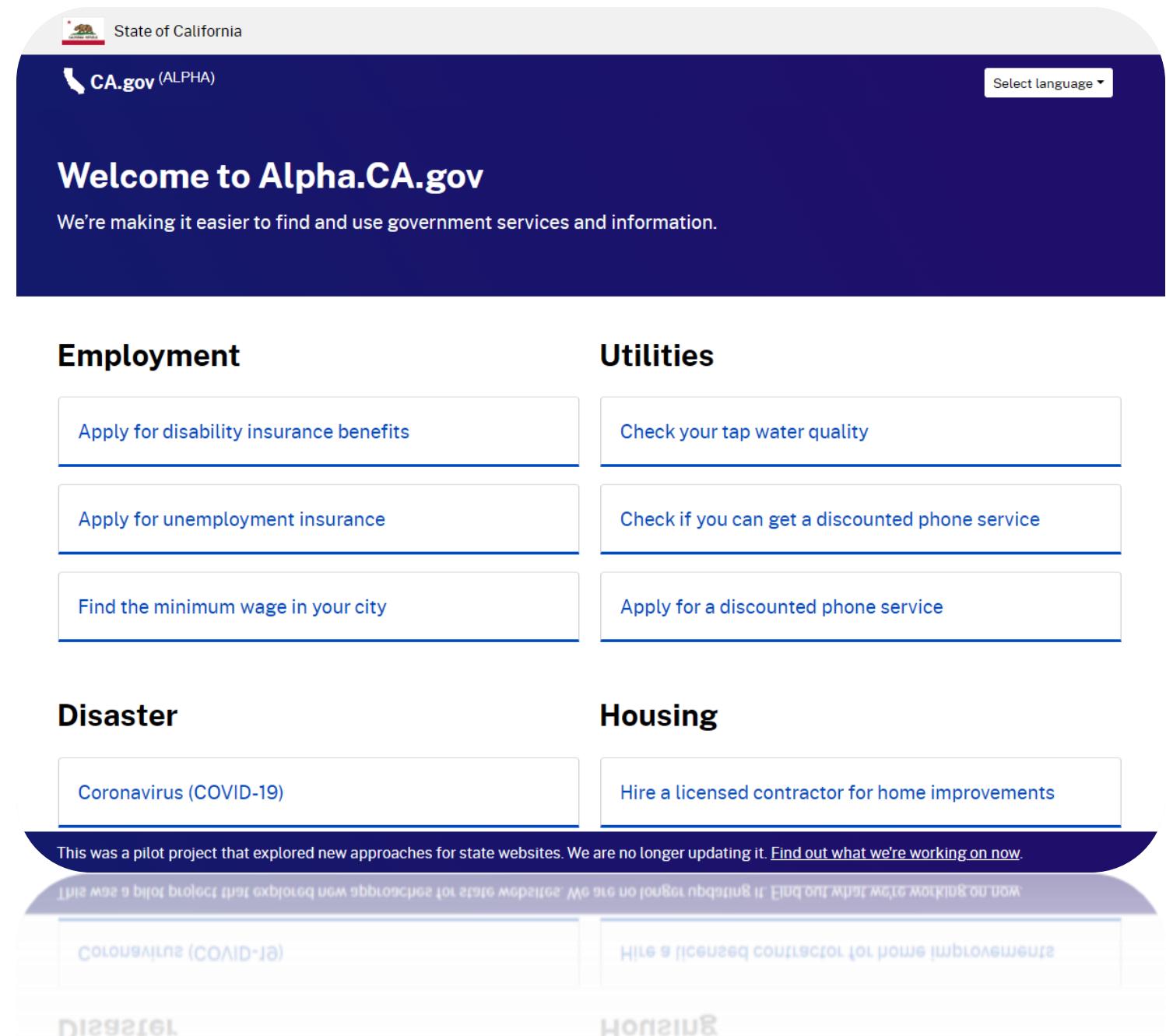
The CalFresh program helps to improve the health and well-being of qualified households and individuals by providing them a means to meet their nutritional needs.

Phone: 877-847-3663

Frequently Asked Questions

Alpha.ca.gov inspiration

- Alpha.ca.gov was a pilot for the future of CA.gov
- The redesigned CA.gov is the first step in many towards a digital front door for all CA services
- A central place to easily navigate all CA has to offer



The screenshot shows the homepage of the Alpha.CA.gov website. At the top, the California state flag and the text "State of California" are on the left, and a "Select language" dropdown is on the right. The main title "Welcome to Alpha.CA.gov" is in large white font, with the subtitle "We're making it easier to find and use government services and information." in smaller white font below it. The page is divided into several sections: "Employment" (with links to disability insurance, unemployment insurance, and minimum wage), "Utilities" (with links to tap water quality and discounted phone services), "Disaster" (with a link to COVID-19), and "Housing" (with a link to hiring contractors). A purple banner at the bottom states: "This was a pilot project that explored new approaches for state websites. We are no longer updating it. [Find out what we're working on now.](#)"

State of California

CA.gov (ALPHA)

Select language ▾

Welcome to Alpha.CA.gov

We're making it easier to find and use government services and information.

Employment

- [Apply for disability insurance benefits](#)
- [Apply for unemployment insurance](#)
- [Find the minimum wage in your city](#)

Utilities

- [Check your tap water quality](#)
- [Check if you can get a discounted phone service](#)
- [Apply for a discounted phone service](#)

Disaster

- [Coronavirus \(COVID-19\)](#)

Housing

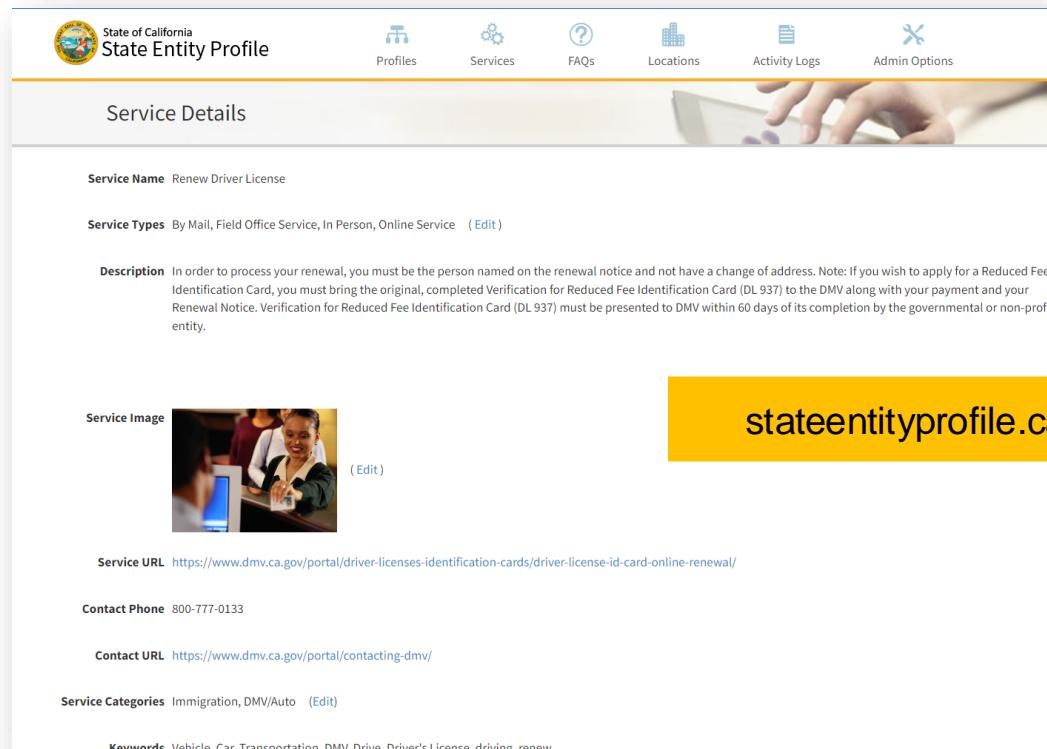
- [Hire a licensed contractor for home improvements](#)

This was a pilot project that explored new approaches for state websites. We are no longer updating it. [Find out what we're working on now.](#)

What is the State Entity App?

A distributed content ownership platform

Agencies and departments add or maintain their CA.gov **profiles** and **services**.



State Entity Profile

Service Details

Service Name: Renew Driver License

Service Types: By Mail, Field Office Service, In Person, Online Service

Description: In order to process your renewal, you must be the person named on the renewal notice and not have a change of address. Note: If you wish to apply for a Reduced Fee Identification Card, you must bring the original, completed Verification for Reduced Fee Identification Card (DL 937) to the DMV along with your payment and your Renewal Notice. Verification for Reduced Fee Identification Card (DL 937) must be presented to DMV within 60 days of its completion by the governmental or non-profit entity.

Service Image: 

Service URL: <https://www.dmv.ca.gov/portal/driver-licenses-identification-cards/driver-license-id-card-online-renewal/>

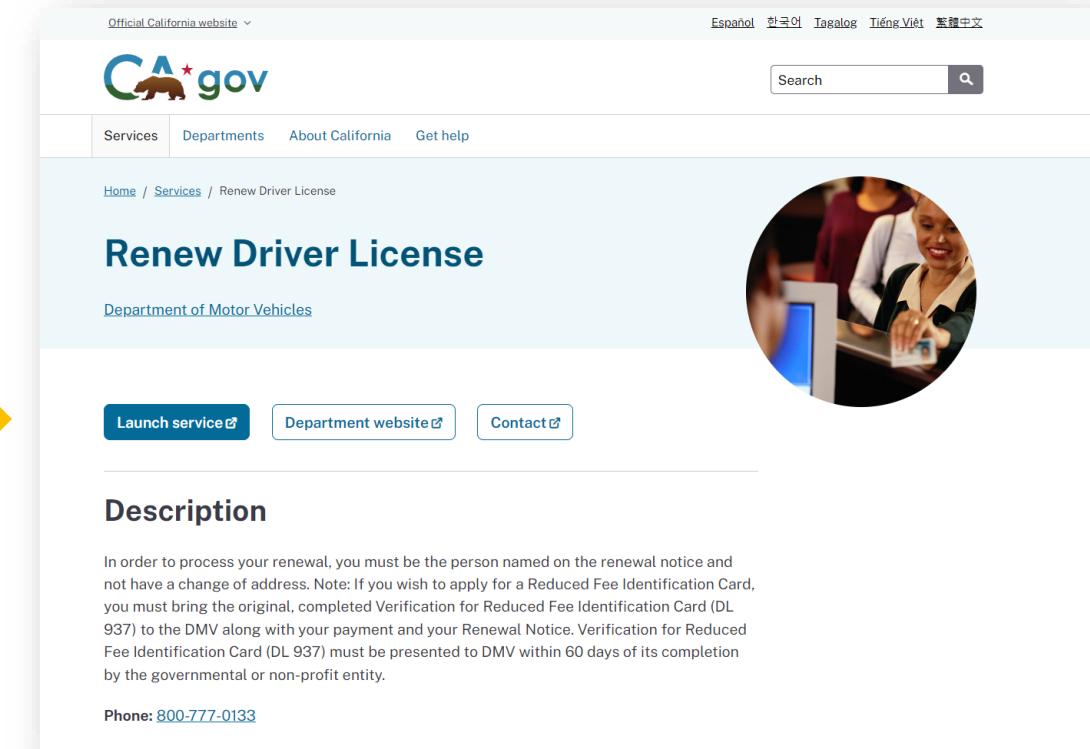
Contact Phone: 800-777-0133

Contact URL: <https://www.dmv.ca.gov/portal/contacting-dmv/>

Service Categories: Immigration, DMV/Auto

Keywords: Vehicle, Car, Transportation, DMV, Drive, Driver's License, driving, renew

stateentityprofile.ca.gov



Official California website

Español 한국어 Tagalog Tiếng Việt 繁體中文

Search

CA.gov

Services Departments About California Get help

Home / Services / Renew Driver License

Renew Driver License

Department of Motor Vehicles

Launch service

Department website

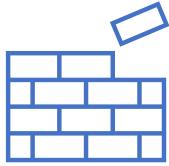
Contact

Description

In order to process your renewal, you must be the person named on the renewal notice and not have a change of address. Note: If you wish to apply for a Reduced Fee Identification Card, you must bring the original, completed Verification for Reduced Fee Identification Card (DL 937) to the DMV along with your payment and your Renewal Notice. Verification for Reduced Fee Identification Card (DL 937) must be presented to DMV within 60 days of its completion by the governmental or non-profit entity.

Phone: [800-777-0133](tel:800-777-0133)

CA.gov Roadmap



Improve access to government services for Californians

NOW - Foundational release

- Improve information architecture, navigation, and SEO
- Lead by example by using latest web standards and best practices
- Simplified content design and mobile first approach



Modernize the State's web and mobile presence



Leverage Ca.gov as the backbone for digital government service delivery

NEXT - New features release

- Website translation strategy and implementation that is scalable to other departments
- Location based services to make government services more relevant
- Explore Gen-AI to help users navigate and understand government services

FUTURE - Continuous releases

- Flagship site for CA's Design System
- A better way to publish important government information and programs
- Empower partners through better integration for local government services
- An updated content management platform for state and local government to publish their services and information

[Services](#) [Departments](#) [About California](#) [Get help](#)

Find government services and information

Popular services

[Food stamps](#) [Traffic tickets](#) [Business permits](#) [Birth certificates](#) [Medi-Cal](#) [Lottery numbers](#)

Popular topics

[Personal records](#) [Businesses](#) [DMV/Auto](#)
[Jobs and unemployment](#) [Social services](#) [Housing and real estate](#)[View all topics](#)

California highlights

[Places to visit](#)

Discover places to visit and learn

[State parks](#)

Visit California's state parks. They

[Camping reservations](#)

Book your next camping

Walkthrough

Website and features

- Homepage
- Navigation
- Services and departments
- About California
- Get help

[Launch CA.gov](#)

What we did

About CA.gov



Project team

Development

Konstantin Koryaka (front-end)

Carter Medlin (back-end)

UX design and Research

Christina Florente

Jack Gregory (intern)

Anhtuc Ho (intern)

Daria Taback

Product Owner

Artem Khomishen

Product Management

Artem Khomishen

Alice Nguyen

Operations

Shalica Bracciotti

Steven Pierce

Executive Sponsor

Blaine Wasylkiw

Leadership

Koji Kumpulainien

Greg Duncan

Artem Khomishen

Stakeholders

Lianna Bailey-Crimmins (CDT)

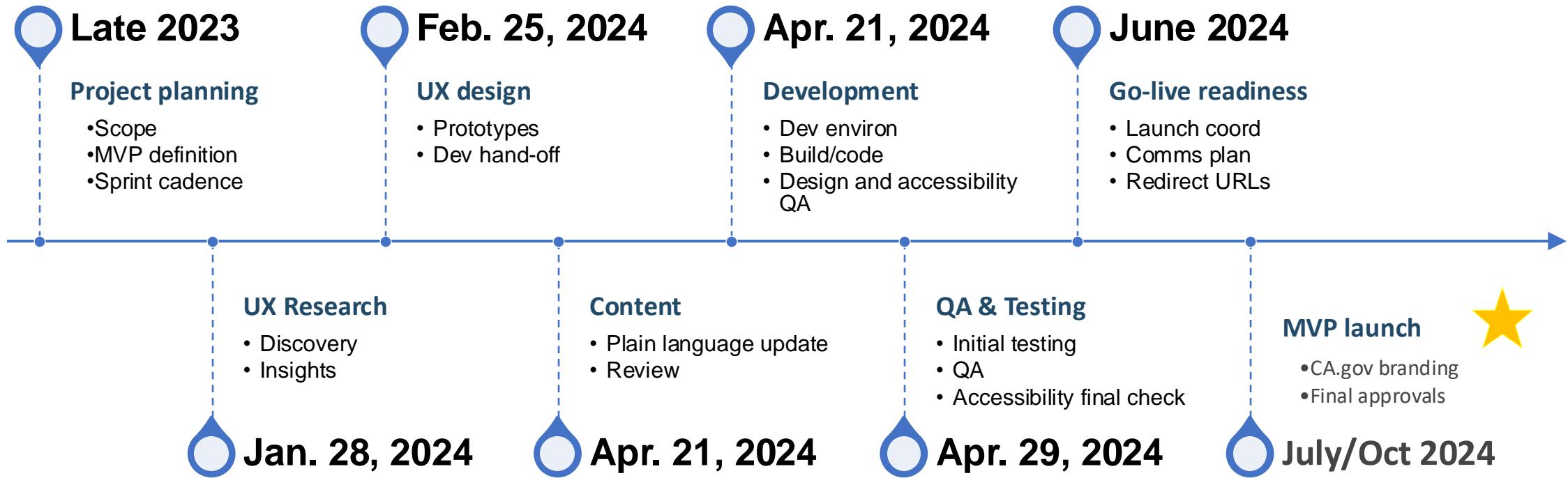
Jared Johnson (CDT)

Jonathan Porat (CDT)

Amy Tong, GovOps

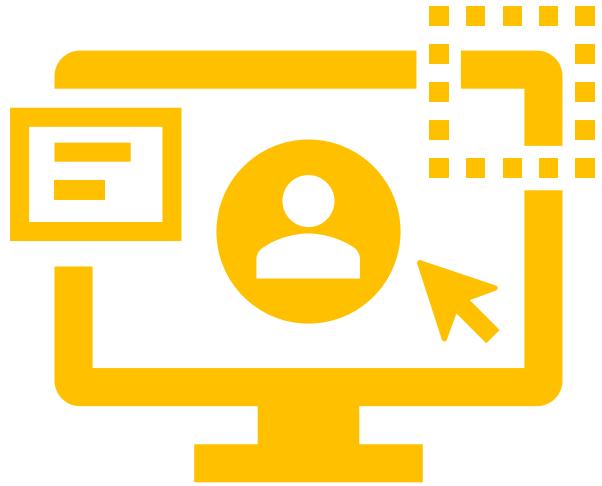
Governor's Office

Overall process and timeline



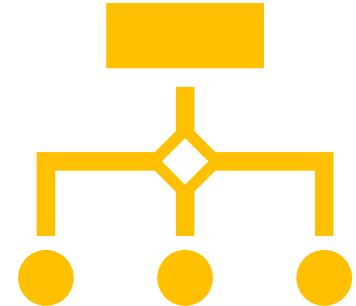
Research

What we did



Research methods

- Survey and identifying top tasks
- Analytics and analysis
- Card sorts (open and closed)
- Information architecture
- Learn about the State entity app (data)



Outcomes: Improved navigation and data informed designs

Tools we used

- Ethnio (survey)
- Usertesting.com (card sorting)
- Figjam (affinity mapping, brainstorming, IA)
- Google analytics
- Spreadsheets (tedious analysis)
- Page feedback

Survey

Goal

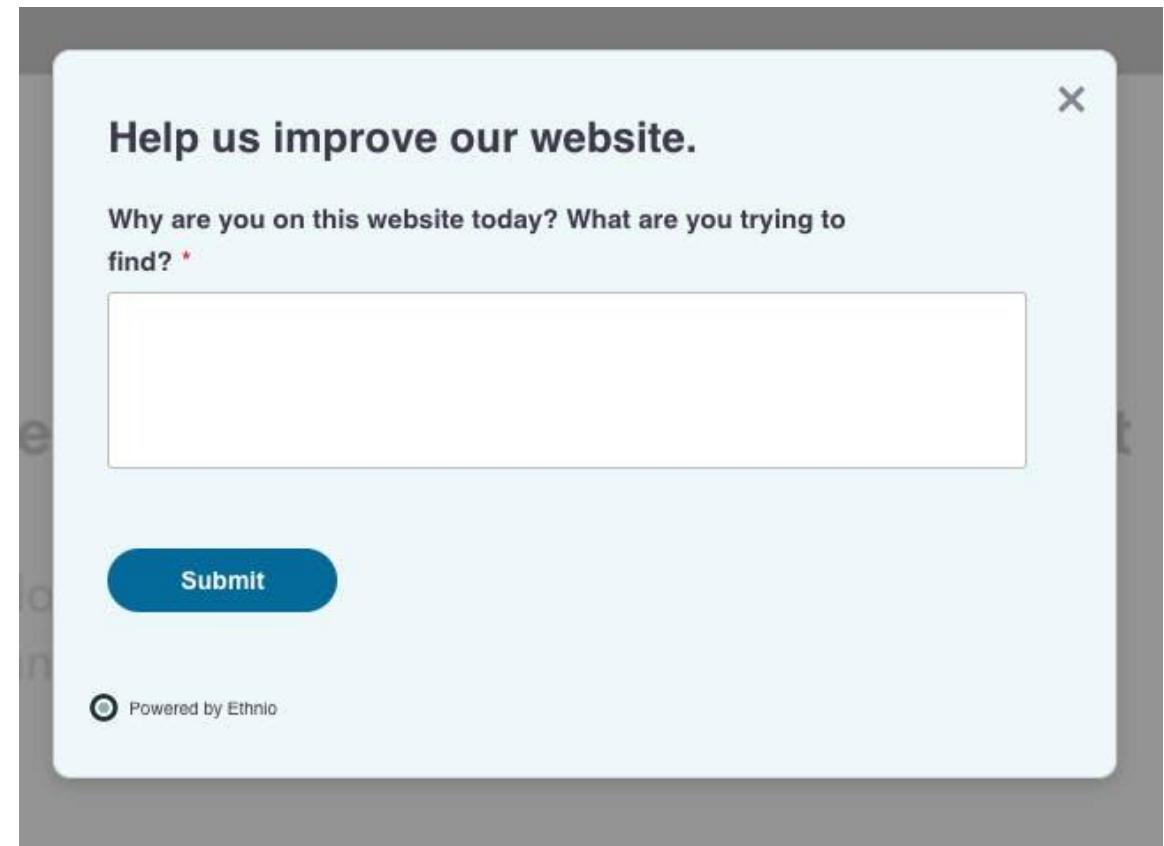
Find out why people come to
ca.gov

How

Ethnio intercept

What

200 responses



Help us improve our website.

Why are you on this website today? What are you trying to find? *

Submit

Powered by Ethnio

Top 25 services

Page title and screen class	Views
Apply for Food Stamps Service Details www.ca.gov	57,479
Pay Traffic Ticket Service Details www.ca.gov	50,881
Apply for Birth Certificate Service Details www.ca.gov	46,295
Apply for Business License Service Details www.ca.gov	43,865
Search for Registered Sex Offenders Service Details www.ca.gov	43,501
Locate a California Prison Inmate Service Details www.ca.gov	36,795
Look Up Winning Lottery Numbers Service Details www.ca.gov	22,158
Find a CA State Job Service Details www.ca.gov	19,754
Apply for Sellers Permit Service Details www.ca.gov	14,419
Apply for Marriage Certificate Service Details www.ca.gov	13,895
Search for Unclaimed Property Service Details www.ca.gov	13,124
Apply for Medi-Cal Service Details www.ca.gov	12,518
Find a Smog Station Service Details www.ca.gov	11,118

Page title and screen class	Views
Apply for Death Certificate Service Details www.ca.gov	10,818
File for Unemployment Service Details www.ca.gov	10,376
Renew Driver License Service Details www.ca.gov	9,803
California Low Cost Auto Service Details www.ca.gov	9,630
Get Digital Vaccine Record Service Details www.ca.gov	9,341
Change Home Address Service Details www.ca.gov	8,860
Get a Fishing or Hunting License Service Details www.ca.gov	7,656
Get a High School Diploma Service Details www.ca.gov	7,085
Look Up Contractor License Service Details www.ca.gov	6,526
Renew Vehicle Registration Service Details www.ca.gov	5,752
Change Name on ID Card Service Details www.ca.gov	5,548
Apply for Medical Insurance Service Details www.ca.gov	5,480

Card sorting w/Californians

card sorting

Obtain/renew passport

Clean-energy rebates

Find out if I have any unclaimed property

Find the specific prison my friend is at

Get courthouse hours and address

Get clemency/pardon for a crime

Apply for food stamps

Getting married and need a marriage license

Obtain low-cost auto insurance

Get the link for the sex offender locator

Get the contact info for a state department

Where is my Real ID?

Look for a state job

Obtain vaccine record

Businesses

File a business form

Find a legit roofing business

Get my business tax ID number

Personal records and documents

Renew health insurance

Copy of death certificate

Housing and real estate

Obtain copy of property title

Mortgage payment help

Research property values

Assistance and social programs

Financial help

Get child support for my family

Get unemployment

Taxes

Obtain W-4 form (tax withholding for job)

File my personal taxes

Stimulus or middle class tax refund

Professional licensing and permits

Verify a contractor's license status before remodelling my house.

Renew professional licence

Jobs and unemployment

Get a fishing permit

Visit California

DMV/Auto

Find smog testing locations

Renew vehicle registration

Apply for a driver's license

Renew driver license

05:10

Transcript

Smart tags

Okay, sorry, I'm just reordering these a little bit.

1, 2, 3.

Okay.

Okay.

Sorry, I'm just reordering here.

Okay.

Unknown call.

Okay, let's see.

Job.

Okay, again, the auto obtain look, um, where's my real Id get the contact for State Department.

Um, okay.

Talk to a person, live about my issue, get a business license.

I don't like how this keeps doing this.

Okay.

Okay.

Um, okay.

I'm still just working on this here.

Um, okay.

Um, how difficult did you find this card sorting exercise?

I found it pretty easy.

It just took a few minutes to sort of, um, sort through it all.

Just a heads up.

The, the way the card sort working, it made the ca like if it got too long, it would hide a category.

So I had to reorg those a few times so I could see all the categories.

Um, but otherwise I found it pretty easy.

Clip

Report a problem

Key findings

Research driven findings (analytics, survey data, card sorting, user feedback)



Insights: Californians come to CA.gov for **everything** they think the government does – **and can't find**. They may not know what to search for. Our current architecture makes things **hard to find**.



Recommendations: We should **highlight specific services by topics** to make them easy to access. **Update the information architecture and navigation** so users can easily find what they're looking for.



User experience design

What we did

Used user data and
insights to create a human-
centered design

New navigation and landing pages

Goal: Make it easier for people to get the services and information they need.

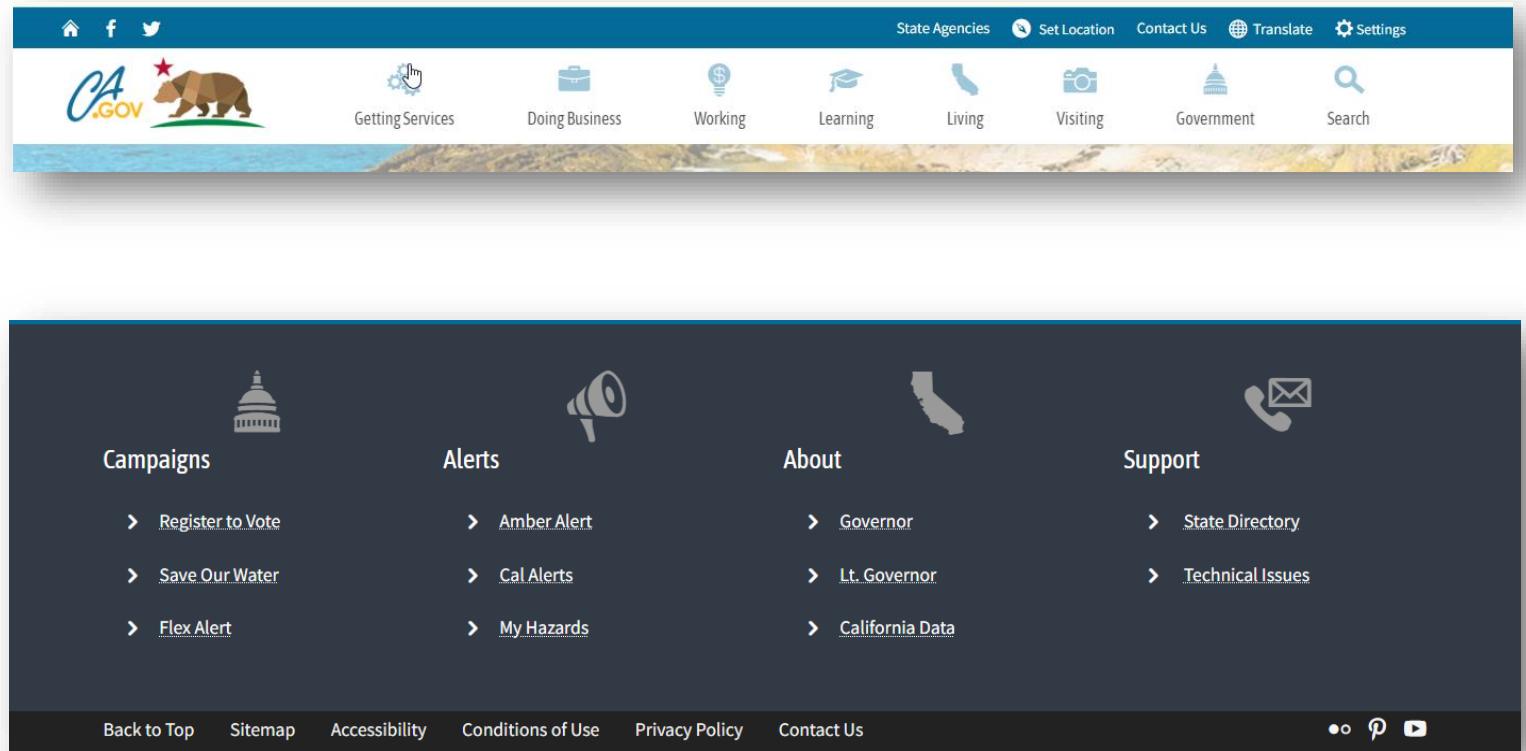
Used data to make decisions

- Top task survey
- Analytics
- Card sorting with Californians

Outcomes

- Reduces cognitive load with a simple design
- Promotes top tasks
- Guides a user to their task with streamlined navigation

Previous navigation

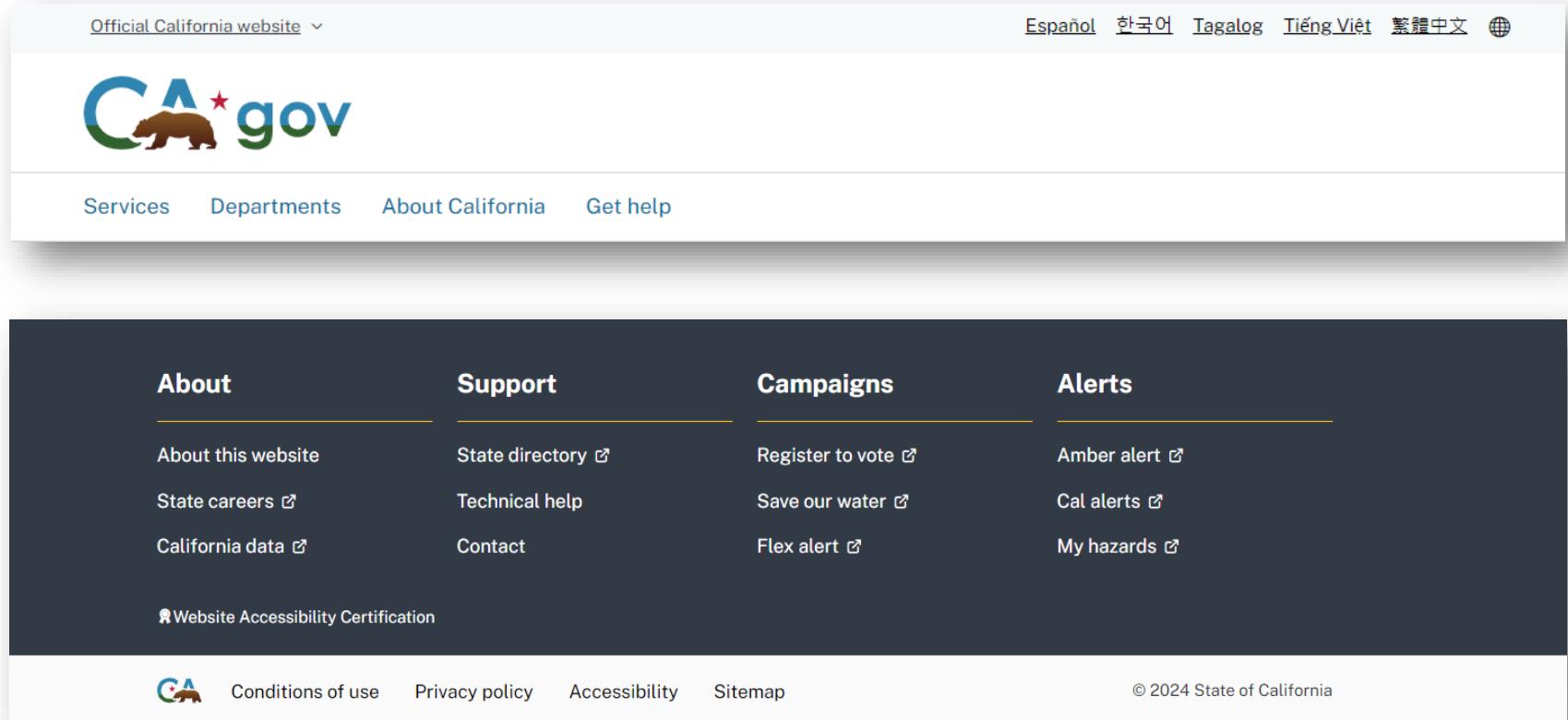


The image shows a screenshot of the California.gov website. At the top, there is a blue header bar with social media icons (Facebook, Twitter, Home), the California state logo, and links for State Agencies, Set Location, Contact Us, Translate, and Settings. Below the header is a navigation bar with categories: Getting Services, Doing Business, Working, Learning, Living, Visiting, Government, and Search. The main content area features a large image of a coastal landscape. At the bottom is a dark footer bar with icons for Campaigns (Capitol building), Alerts (megaphone), About (California state map), and Support (phone and envelope). Below these are lists of links: Campaigns (Register to Vote, Save Our Water, Flex Alert), Alerts (Amber Alert, Cal Alerts, My Hazards), About (Governor, Lt. Governor, California Data), and Support (State Directory, Technical Issues). The footer also includes links for Back to Top, Sitemap, Accessibility, Conditions of Use, Privacy Policy, Contact Us, and social media icons for YouTube, Pinterest, and Facebook.

- Back to Top
- Sitemap
- Accessibility
- Conditions of Use
- Privacy Policy
- Contact Us

- YouTube
- Pinterest
- Facebook

Updated navigation



The screenshot displays the California State Government website's navigation bar and footer. The top navigation bar includes links for "Official California website" (with a dropdown arrow), "Español", "한국어", "Tagalog", "Tiếng Việt", "繁體中文", and a globe icon. The main navigation bar features the "CA.gov" logo with a bear icon, followed by links for "Services", "Departments", "About California", and "Get help". The footer is divided into four sections: "About", "Support", "Campaigns", and "Alerts", each with a list of links. The "About" section includes "About this website", "State careers", and "California data". The "Support" section includes "State directory", "Technical help", and "Contact". The "Campaigns" section includes "Register to vote", "Save our water", and "Flex alert". The "Alerts" section includes "Amber alert", "Cal alerts", and "My hazards". Below the footer sections is a "Website Accessibility Certification" link. The footer also contains links for "Conditions of use", "Privacy policy", "Accessibility", and "Sitemap", along with the copyright notice "© 2024 State of California".

Official California website ▾

Español 한글 Tagalog Tiếng Việt 繁體中文

CA.gov

Services Departments About California Get help

About

- About this website
- State careers
- California data

Support

- State directory
- Technical help
- Contact

Campaigns

- Register to vote
- Save our water
- Flex alert

Alerts

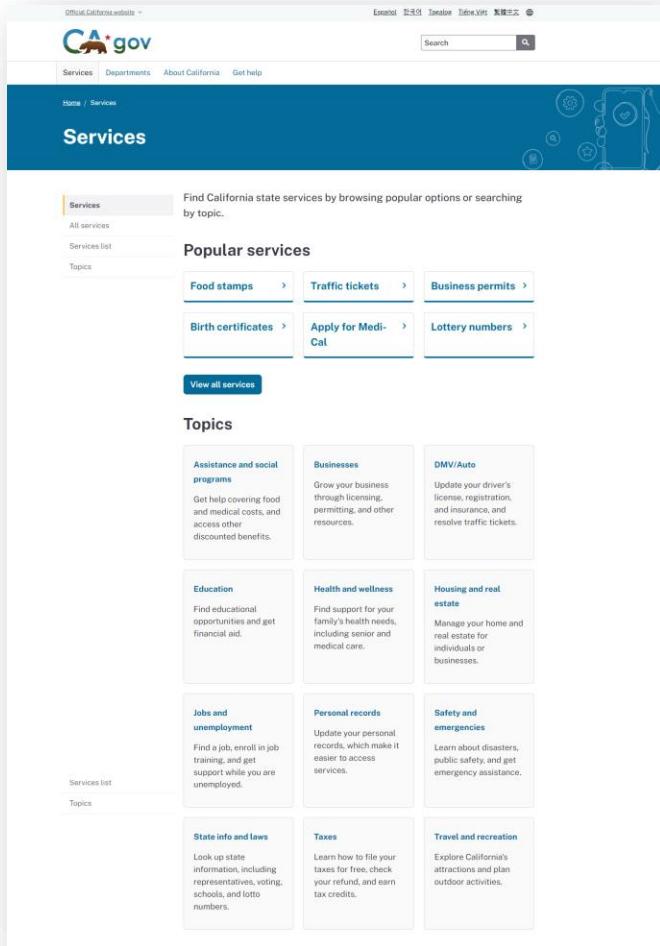
- Amber alert
- Cal alerts
- My hazards

Website Accessibility Certification

Conditions of use Privacy policy Accessibility Sitemap

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Updated navigation and layouts



Official California website ~ Services Departments About California Get help

Services

Find California state services by browsing popular options or searching by topic.

Popular services

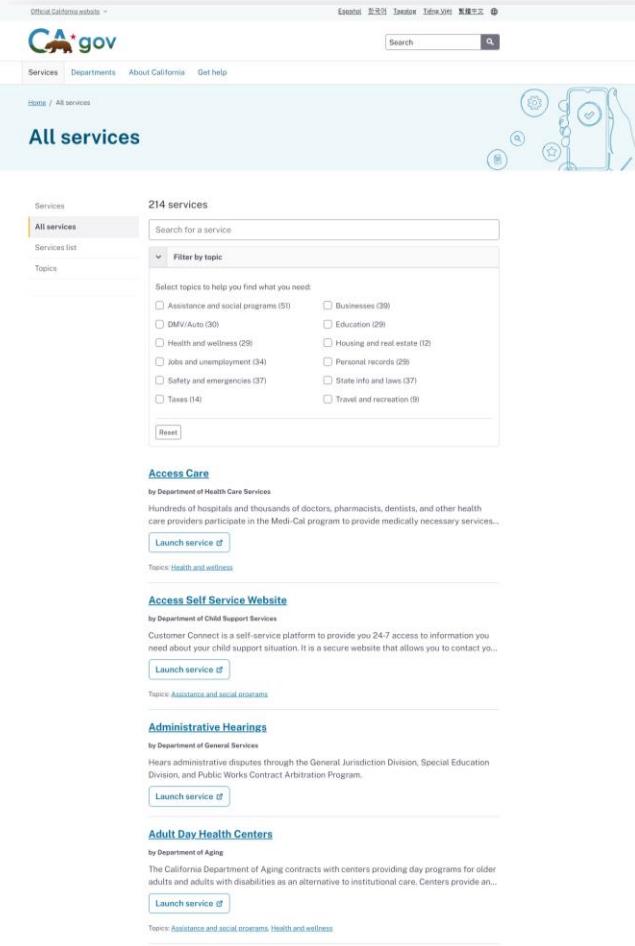
- Food stamps >
- Traffic tickets >
- Business permits >
- Birth certificates >
- Apply for Medi-Cal
- Lottery numbers >

[View all services](#)

Topics

Assistance and social programs	Businesses	DMV/Auto
Get help covering food and medical costs, and access other discounted benefits.	Grow your business through licensing, permitting, and other resources.	Update your driver's license, registration, and insurance, and resolve traffic tickets.
Education	Health and wellness	Housing and real estate
Find educational opportunities and get financial aid.	Find support for your family's health needs, including senior and medical care.	Manage your home and real estate for individuals or businesses.
Jobs and unemployment	Personal records	Safety and emergencies
Find a job, enroll in job training, and get support while you are unemployed.	Update your personal records, which make it easier to access services.	Learn about disasters, public safety, and get emergency assistance.
State info and laws	Taxes	Travel and recreation
Look up state information, including representatives, voting, schools, and lotto numbers.	Learn how to file your taxes for free, check your refund, and earn tax credits.	Explore California's attractions and plan outdoor activities.

Services list Topics



Official California website ~ Services Departments About California Get help

All services

214 services

Search for a service

Filter by topic

Select topics to help you find what you need:

- Assistance and social programs (51)
- Businesses (39)
- DMV/Auto (30)
- Education (29)
- Health and wellness (29)
- Housing and real estate (12)
- Jobs and unemployment (34)
- Personal records (28)
- Safety and emergencies (37)
- State info and laws (37)
- Taxes (14)
- Travel and recreation (9)

[Reset](#)

Access Care
by Department of Health Care Services
Hundreds of hospitals and thousands of doctors, pharmacists, dentists, and other health care providers participate in the Medi-Cal program to provide medically necessary services...

[Launch service](#)

Topics: Health and wellness

Access Self Service Website
by Department of Child Support Services
Customer Connect is a self-service platform to provide you 24-7 access to information you need about your child support situation. It is a secure website that allows you to contact yo...

[Launch service](#)

Topics: Assistance and social programs

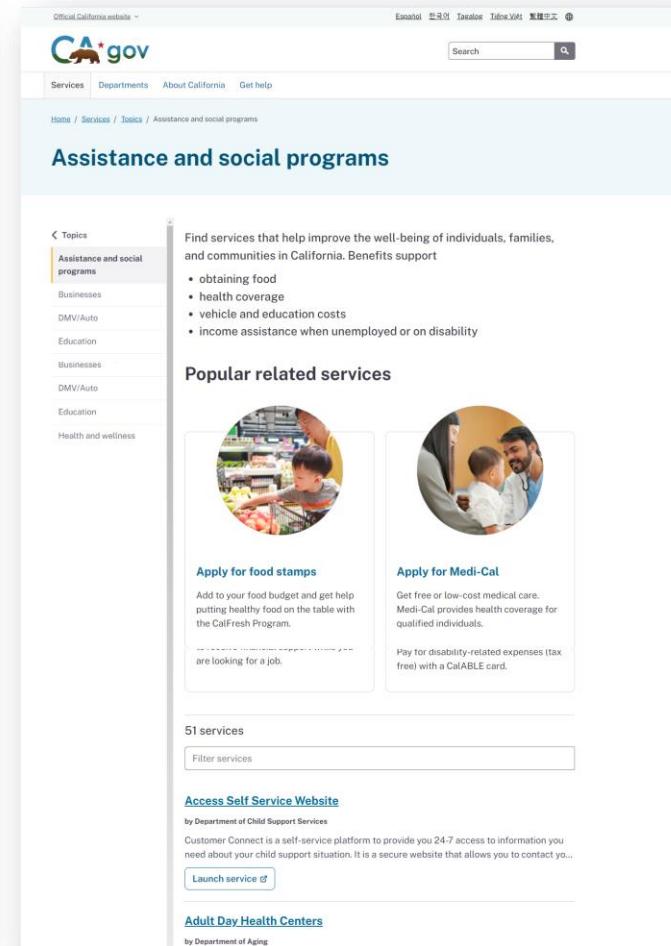
Administrative Hearings
by Department of General Services
Hears administrative disputes through the General Jurisdiction Division, Special Education Division, and Public Works Contract Arbitration Program.

[Launch service](#)

Adult Day Health Centers
by Department of Aging
The California Department of Aging contracts with centers providing day programs for older adults and adults with disabilities as an alternative to institutional care. Centers provide an...

[Launch service](#)

Topics: Assistance and social programs, Health and wellness



Official California website ~ Services Departments About California Get help

Assistance and social programs

Find services that help improve the well-being of individuals, families, and communities in California. Benefits support

- obtaining food
- health coverage
- vehicle and education costs
- income assistance when unemployed or on disability

Popular related services

 Apply for food stamps Add to your food budget and get help putting healthy food on the table with the CalFresh Program.	 Apply for Medi-Cal Get free or low-cost medical care. Medi-Cal provides health coverage for qualified individuals.
 Are you looking for a job?	 Pay for disability-related expenses (tax free) with a CalABLE card.

51 services

Filter services

Access Self Service Website
by Department of Child Support Services
Customer Connect is a self-service platform to provide you 24-7 access to information you need about your child support situation. It is a secure website that allows you to contact yo...

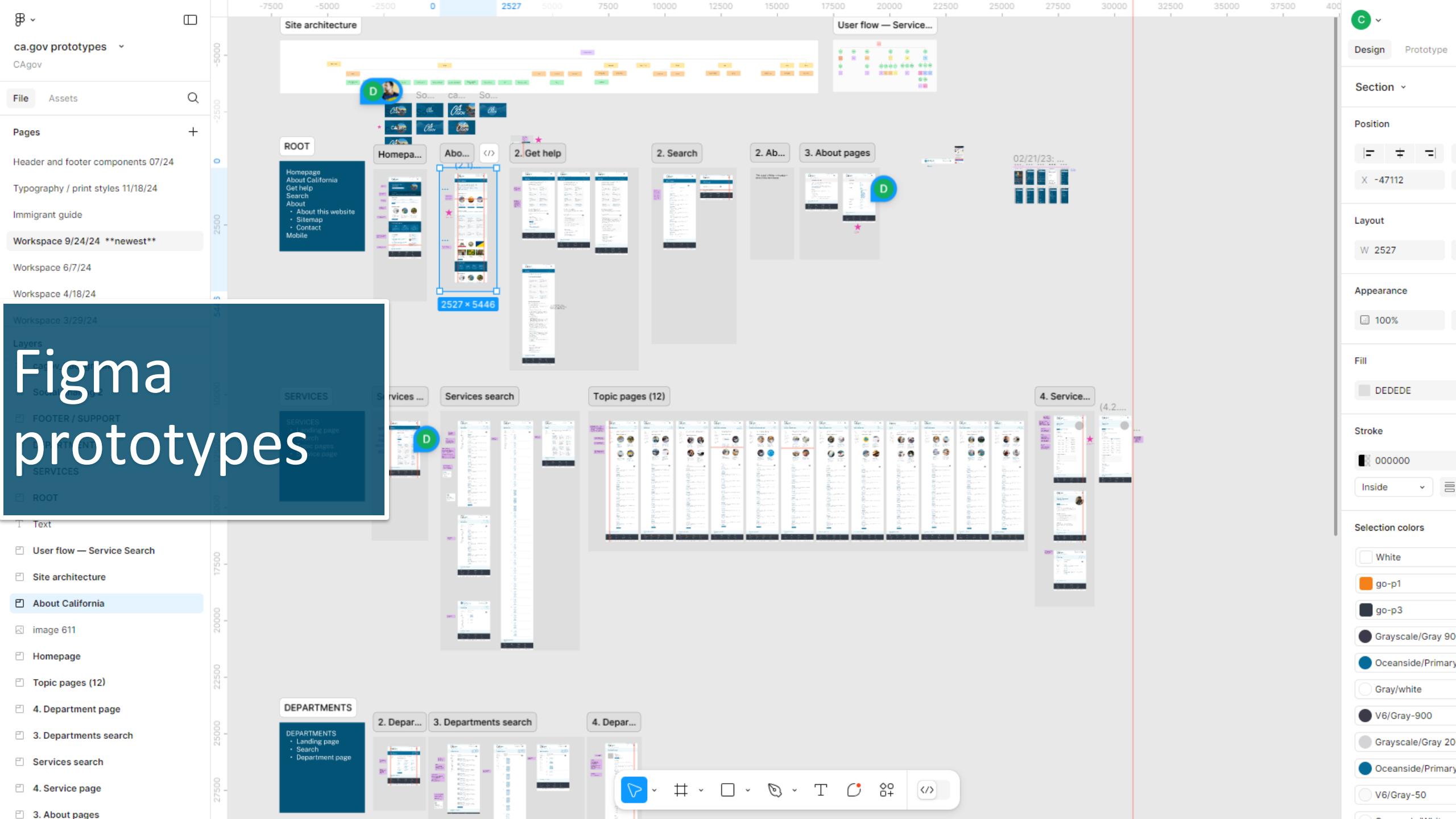
[Launch service](#)

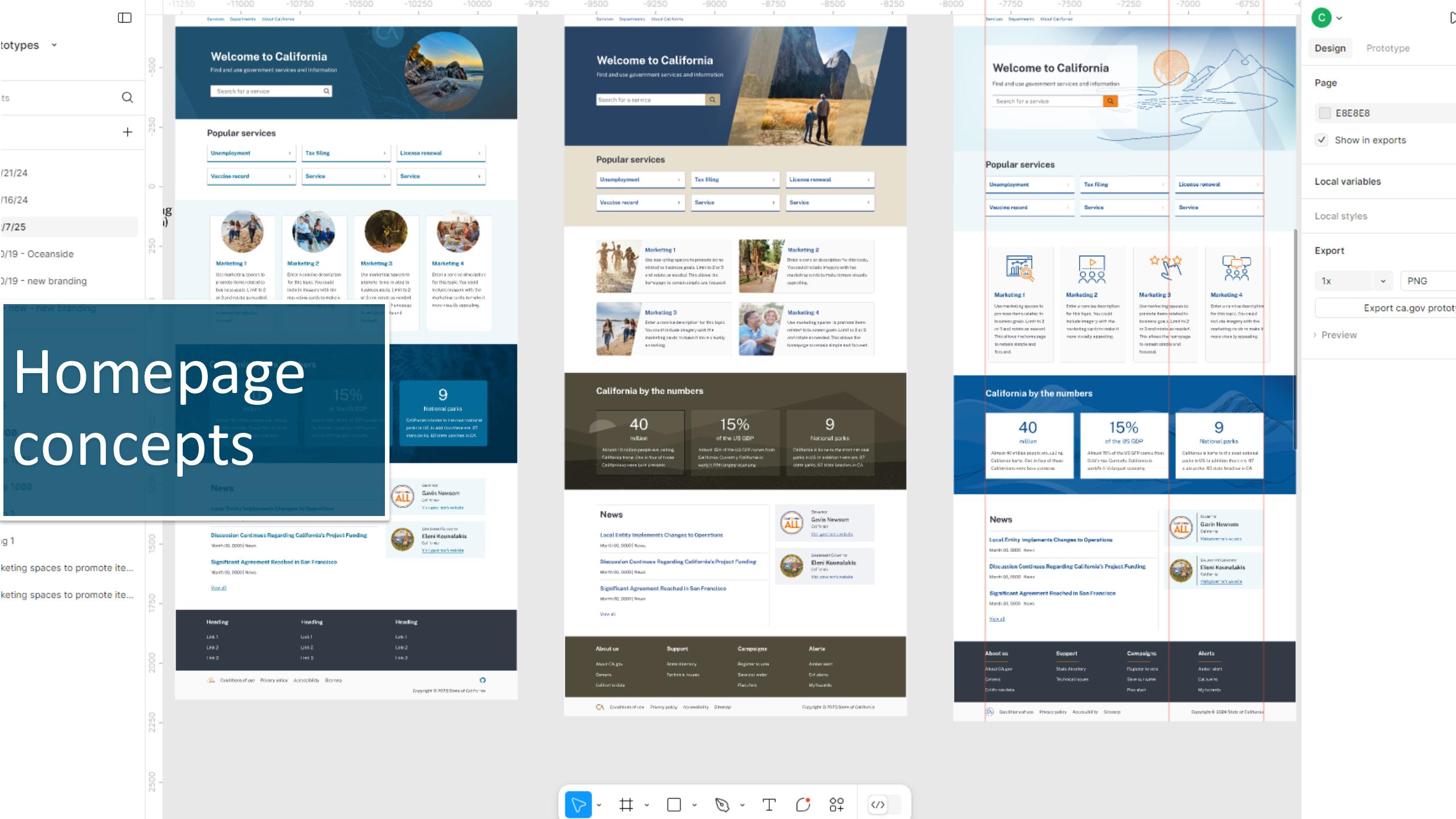
Adult Day Health Centers
by Department of Aging

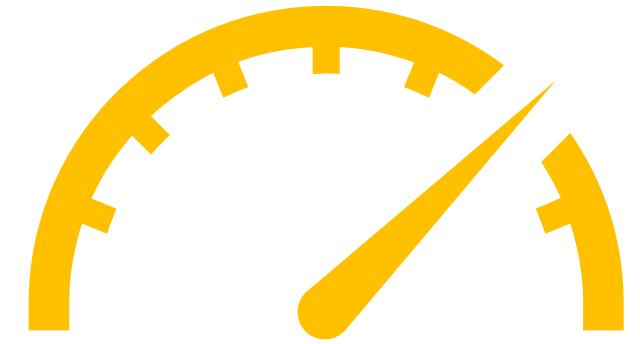
Topics: Assistance and social programs

Tools we used

- Figma (prototyping and collaborating)
 - UI Kit
- Coda (tasks, documenting metadata)
- GitHub (page development tracking and reviews)
- Docs (content writing, reviews, approvals)







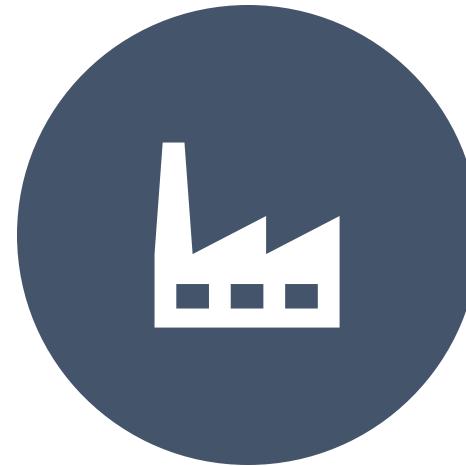
Performance

What we did

Static Site Generation

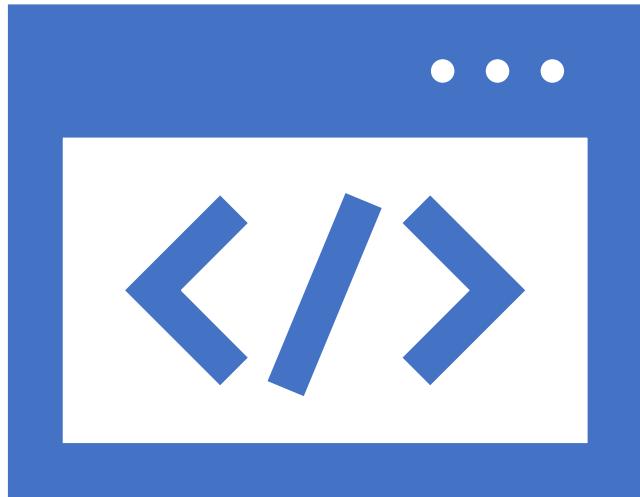


HTML FILES, NO
RUNTIME



CONTENT
REGENERATED DAILY

Fully rendered pages



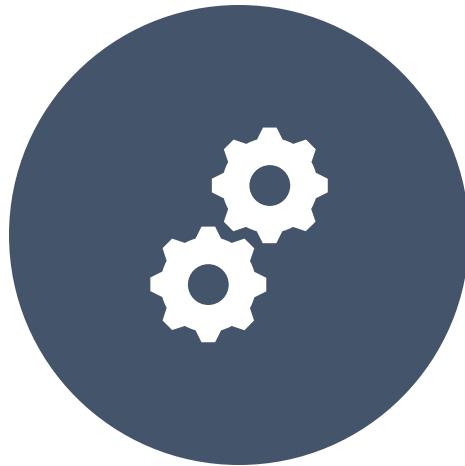
- Fully rendered HTML
- No AJAX
- Ready to be crawled

WebP Images

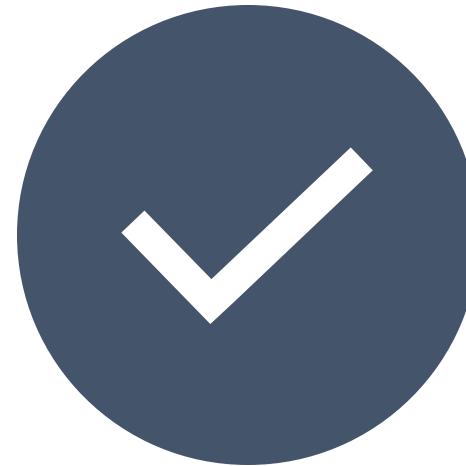


- Best available image format
- Polyfill code replaces WebP with PNG

Optimized SVGs

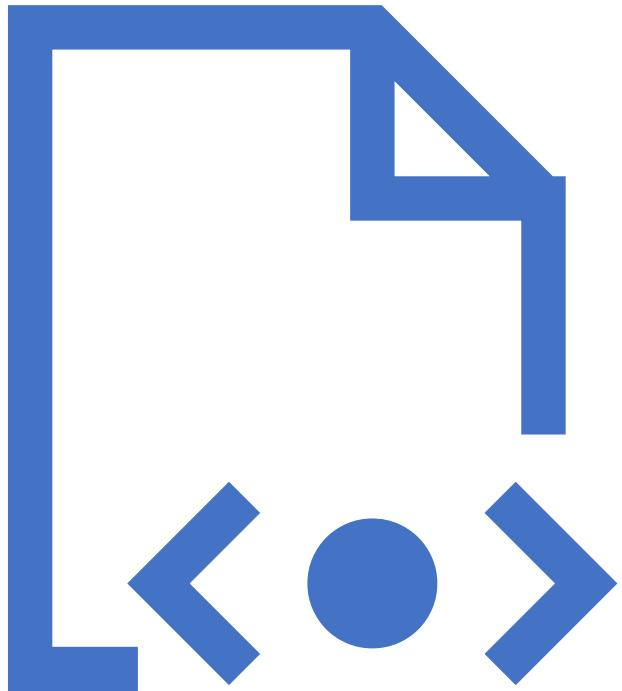


MANUAL PROCESS
OPTIMIZED



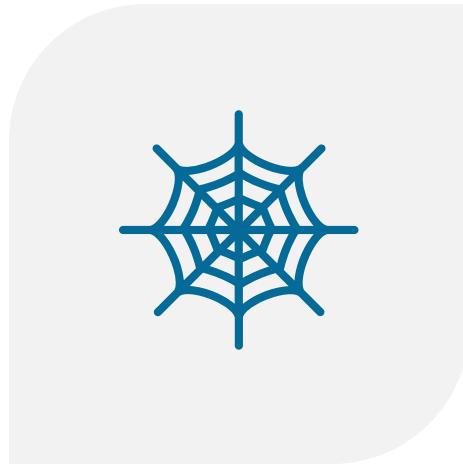
BR/GZIP
COMPRESSION

Nested CSS

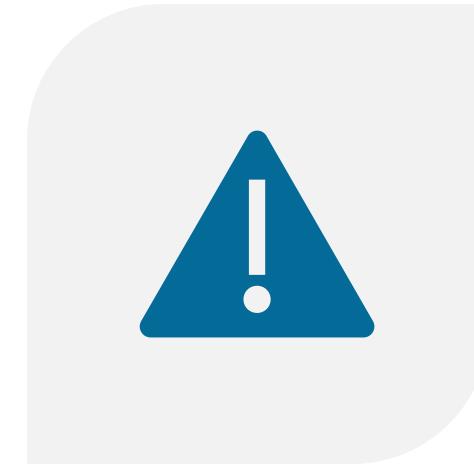


- Tighter, cleaner CSS
- Polyfill for legacy CSS
- `CSS.supports("selector(& ")`

Public Immutable static



STATIC CONTENT ANYWHERE,
AS LONG AS IT IS USED



CACHE BUSTING FOR
CHANGES



Search engine optimization

What we did

Search is priority

Site structured for search

Full meta structures

Full rendered; no AJAX

See what the robots
think

Monitoring

Page with redirect	
https://www.ca.gov/agency/?item=california-state-teachers-retirement-system	Dec 3, 2024
https://www.ca.gov/agency/?item=office-of-lieutenant-governor	Dec 3, 2024
https://www.ca.gov/service/?item=manage-your-real-estate-license	Dec 3, 2024
https://www.ca.gov/service/?item=apply-for-the-california-dream-act	Dec 3, 2024
https://www.ca.gov/service/?item=california-department-of-insurance-(cdi)	Dec 3, 2024
https://www.ca.gov/agency/?item=visit-california	Dec 3, 2024

Reason ↑

Alternate page with proper canonical tag

Blocked due to access forbidden (403)

Blocked due to other 4xx issue

Crawled - currently not indexed

Discovered - currently not indexed

Duplicate without user-selected canonical

Duplicate, Google chose different canonical than user

Excluded by 'noindex' tag

Not found (404)

Page with redirect

Redirect error

Server error (5xx)

Soft 404



CA.gov

<https://www.ca.gov> › departments › services

⋮

Find a Job

Find a Job, look up job openings, find information about applying for jobs in California. Phone: 800-807-6755

How to Apply for a Job



Where can I find more information regarding finding a job?



Structured data markup

“Find a Job” in

Google



```
▼<url>
  <loc>https://www.ca.gov/departments/16/</loc>
  <lastmod>2022-10-31</lastmod>
</url>
```

XML Sitemap

Saves crawl budget. “lastmod” preventing re-crawls.

Exact for departments and services, monthly for everything else

<https://www.ca.gov/service/?item=check-your-refund-status>

...

<https://www.ca.gov/departments/236/services/33/>

301 Redirects

Auto-redirect for
legacy URLs

Continues link history

No slugs



What CA.gov topics are you interested in learning more about?

<https://forms.office.com/g/ZCC7bxRNf>

How you can help

All state entities that use the CA.gov domain are required to annually verify the accuracy of their state entity profile

- Review your agency profile on CA.gov
 - www.ca.gov
- Register for a new account
 - <https://stateentityprofile.ca.gov/Account/Register>
- Update existing services/Add new services
 - <https://stateentityprofile.ca.gov/Account/Login>

Questions...



Contact us at cagov-website-info@state.ca.gov



CA.gov Digital Branding

Sharon Rabang

UX Designer | Web Development | California Department of Technology

cdt.ca.gov/technology-innovation/dwsn



California Department of
Technology

CA.gov Digital Branding

CA.gov portal | Core brand logo

[Official California website](#) ▾

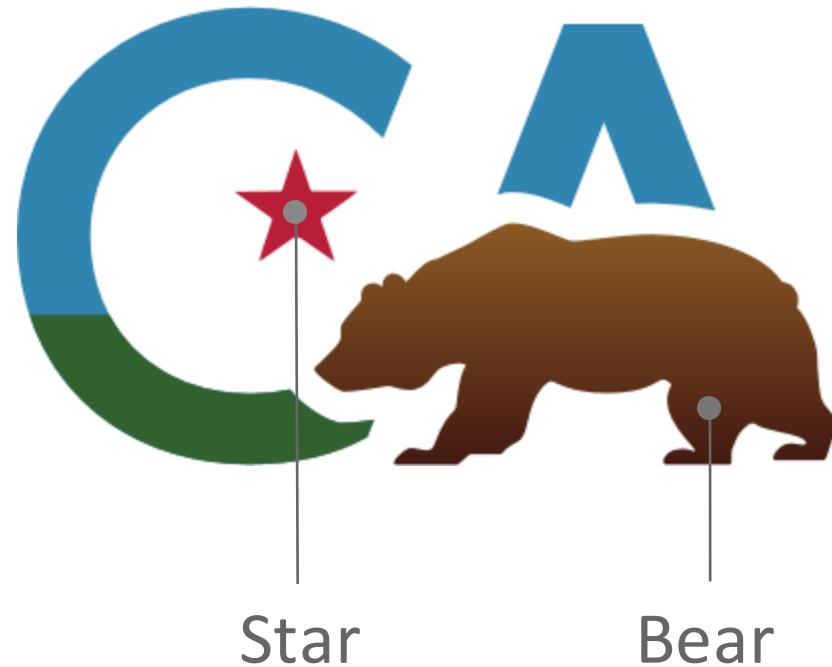


CA.gov

[Services](#) [Departments](#) [About California](#) [Get help](#)

CA.gov logo

Concept | Iconic state flag



Dynamic digital branding

A **suite** of CA.gov visual elements designed for various digital **touch points**



CA.gov lockup



CA.gov logo



CA.gov icon

CA.gov logo

Benefits | An updated logo helps your state website

- Build and maintain **trust** with your audience as an **official** California state website
- Look **consistent** with the **CA.gov**
 - Portal
 - Departments
 - Agencies
 - Campaigns

CA.gov logo

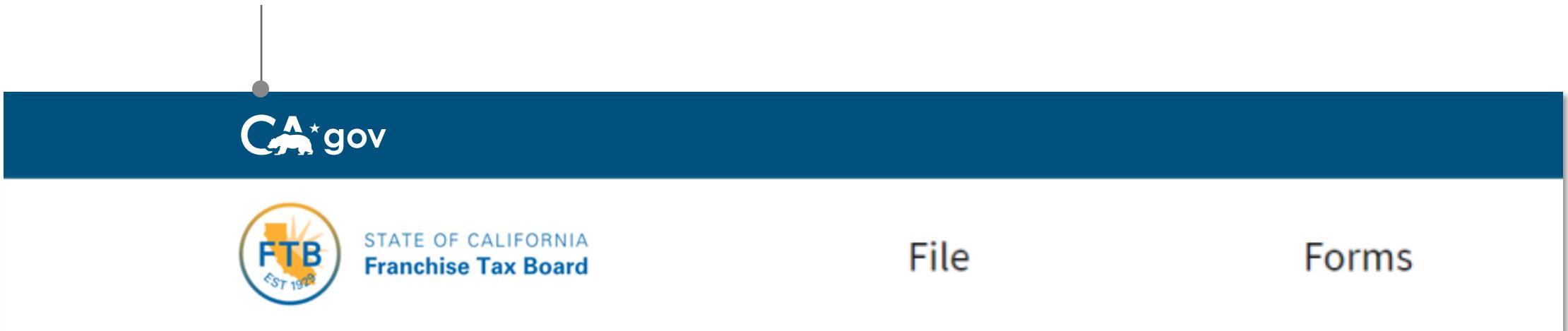
Resources | [California Web Standards](#)

[CA.gov Logo](#)

- CA.gov logo assets
 - Downloads
- Digital branding guidelines
 - Logo versions
 - Specifications
 - Color

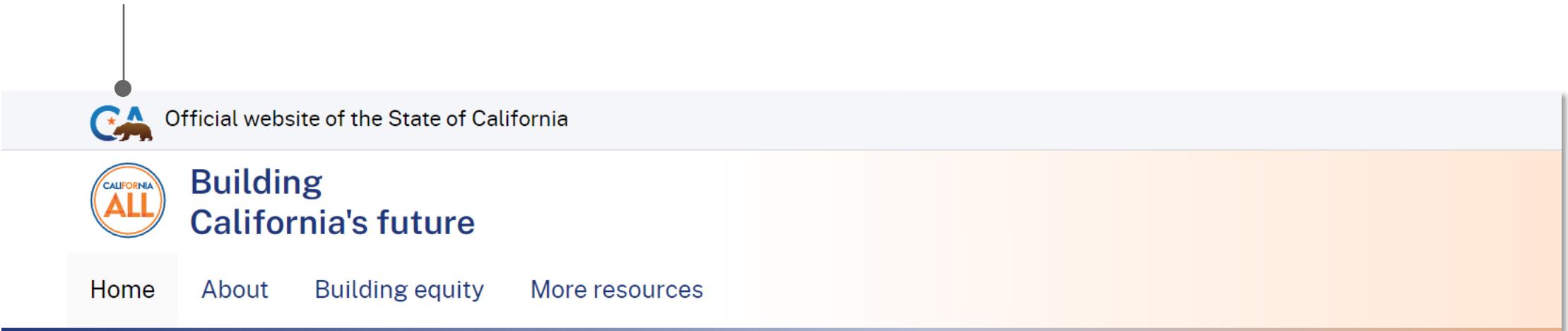
Logo version 1

CA.gov lockup | Example in a wide, open space



Logo version 2

CA.gov logo | Example in a tight, narrow space



A screenshot of a website header. At the top left is the CA.gov logo, which consists of a blue 'C' and 'A' with a small blue star above the 'A' and a brown bear silhouette below it. To the right of the logo is the text "Official website of the State of California". Below this, there is a larger area containing the California ALL logo, which features a blue circle with "CALIFORNIA" at the top and "ALL" in large orange letters, with a smaller "ALL" below it. To the right of the logo, the text "Building California's future" is written in blue. At the bottom of this section are four navigation links: "Home", "About", "Building equity", and "More resources". The "Building equity" link is underlined, indicating it is the active page.

Logo version 3

CA.gov icon | Example in a browser tab



Recommendation

Use your own brand as a favicon to make it easy for users to find and identify your site among other state websites.

CA.gov logo

Color | Colorways and variants

Colorway variant

Gradient

Flat

Monochromatic

Core brand: State flag colors



Palette theme 1: Coastal colors





Suggested Future Topics

Closing Remarks

Koji Kumpulainien

State Web Services Manager | California Department of Technology

cdt.ca.gov/technology-innovation/dwsn



California Department of
Technology



Digital Web Services Network

Bringing together digital product managers, designers, and engineers.

Thank you

Post conference materials will be published on
the [DWSN Website](#).

For questions, please write to: DigitalWebServicesNetwork@state.ca.gov



Digital Web Services Network

Bringing together digital product managers, designers, and engineers.

Next DWSN Quarterly Forum

Date: March 13, 2025

cdt.ca.gov/technology-innovation/dwsn



California Department of
Technology