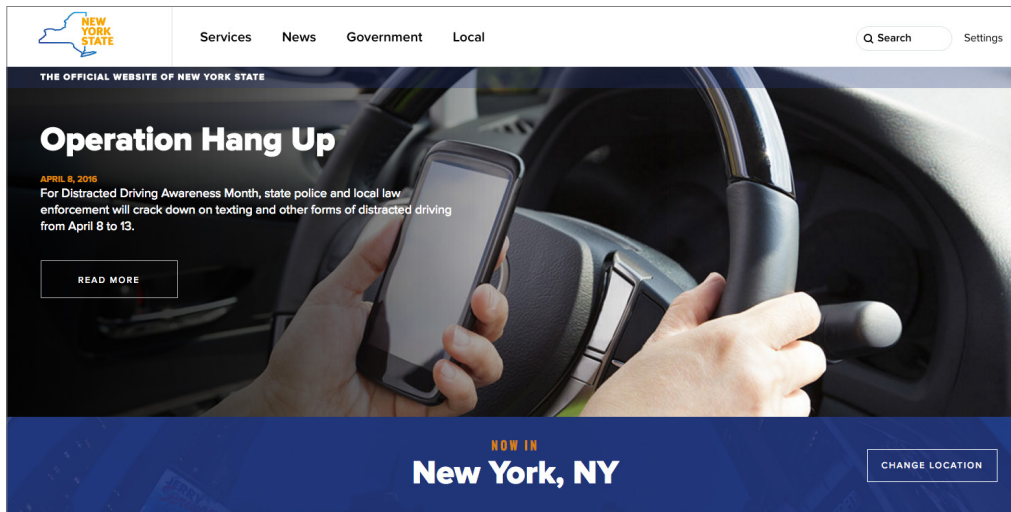


NY.gov: One Year Later

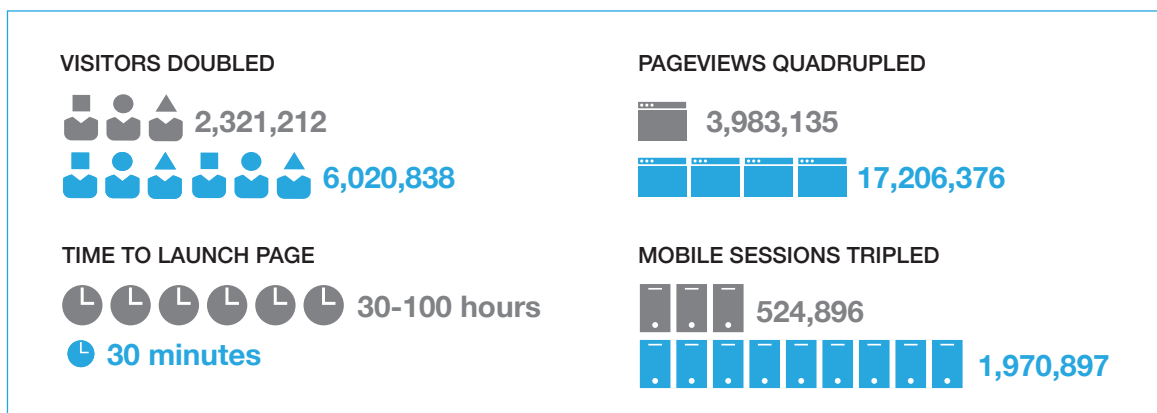


“When we redesigned NY.Gov, we put New Yorkers at the center and made it easier than ever to utilize and learn more about government services,” said Governor Cuomo. “The figures over the last year prove that when we use technology to transform how government communicates, it can have a positive impact on peoples’ lives.”

Users have doubled, mobile traffic tripled, and pageviews quadrupled to a record high of over 17 million

On November 12, 2014, NY.gov launched a brand new site on Drupal. The new site had a complete overhaul of the user experience, design, and technical architecture, all with the goal of making a modern, citizen-centric site and meeting user needs. One year later, their vision was realized, and they had the metrics to prove it. Visits to the site were up, and citizens were browsing more pages on the site. Mobile sessions had tripled, meeting the needs of citizens on the go as well as those at home. In addition, the new site increased the team’s productivity by removing barriers to publishing new content, enabling them to work smarter and more efficiently.

NY.gov anniversary metrics*



How They Did It

These improvements are the result of the deployment and customization of a more usable Content Management System, Drupal, and easily customized program page templates in use by the State’s digital team. In addition to savings in labor and IT resources, Drupal is an open source platform with a significantly lower cost to the State, and is able to maintain the highest security standards through the Acquia Platform.

* Source: <http://www.governor.ny.gov/news/governor-cuomo-announces-record-breaking-growth-first-anniversary-new-nygov-website>