Township of Franklin
Municipal Website Content Management :
Vendor Supported Model

Presented by:

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Network Administrator

Vendor Supported Model

- Content Managed by Individual Departments
- Updates Emailed Directly to Vendor
  (with copy to specific Public Relations Committee Members)
- Vendor Performs Standard QA/QC
- Emergency Updates Usually Posted within 1 Hour (Standard Updates within 24 Hrs)
- Central Mgmt. Means Standard Look & Feel
- Minimal Cost (<$5,000/year)

Vendor Supported Model (cont'd.)

- No Technical Requirements: Staff Training, Vacation Coverage
- Valuable Input from Vendor Familiar with Municipal Operations
- Registration and Notification of Changes and Additions (350 Registered)
- Surveys and Contact Forms

Vendor Supported Model (cont'd.)

- Less Artistic, Can't "Play" with Different Formats, Layouts, or Graphics
- On-the-fly Staff Editing Would Require Third Party Software (and Training)

Sample Site Statistics

- 20 Different Staff Members Send Updates

- 846 HTML Web Pages Currently Being Maintained

- 439 PDF Documents on the Site That Are Maintained and Updated

Sample Site Statistics (cont'd.)

- Week of Nov 13 - 19:
  - 4,683 unique visitors
  - 19,552 pages viewed
- Jan 1 - Nov 27, 2005:
  - 754,221 pages viewed
  - Average page views per visitor is 3.64 pages

Sample Site Statistics (cont'd.)

- Most popular repeat pages:

Job Postings	Telephone Directory	Police Dept
General Info	Township Mtg. Calendars	Recreation
Bids	Tax Assessor	Directions
Links	Commissions & Committees	Sitemap
Newsletters	Shade Tree Commission	Construction Dept
Forms	Franklin Guide	Council

Site Tour

- www.franklintwpnj.org