

US E-Government Website Quality Report

Measuring the quality of digital services delivered
to US citizens

October 2012

Introduction

US Federal Government websites provide a range of essential services to citizens: they act as online repositories or “libraries” of information, facilitate a range of citizen transactions with the Government, and are relied upon to disseminate timely, accurate information quickly during a national or state crisis.

Reflecting their core role, federal sites are also expected to meet exceptionally high quality and performance standards and are subject to a unique set of regulations and compliance requirements. These include website accessibility - the *Section 508 Amendment* to the *Rehabilitation Act* requires all federal agencies to make their electronic and information technology accessible to people with disabilities. Federal sites must also meet requirements from the Office of Management and Budget, the National Archives and Records Administration and other governmental committees on the quality of the content they deliver to citizens, and the management of web records.

So how do federal sites ensure that they meet this diversity of regulations and requirements? One of the goals of the *US Digital Government Strategy*¹ is to “Measure Performance and Customer Satisfaction to Improve Service Delivery.” Government web managers can and do already monitor the quality of the end-user experience through services like the *American Customer Satisfaction Index (E-Government Satisfaction Index)*². The Index provides a vital customer-centric perspective on how well government services are meeting public expectations. However, it only tells part of the story. Managers also need an operational perspective on the quality of website implementations, to ensure that the range of individual standards supporting regulatory requirements, and a positive user experience, are being upheld.

However, aggregating government-wide data about the quality of federal sites is a challenge. Federal sites operate across a range of Content Management Systems (CMS) and technical platforms, publish to a range of channels, and are managed and maintained by scores of agencies and departments. Information about the quality and compliance status of these digital channels, where it exists, is currently siloed within individual agencies and departments, and there is a lack of common metrics to facilitate comparative evaluation.

¹ <http://www.whitehouse.gov/sites/default/files/omb/egov/digital-government/digital-government.html>

² <http://www.theacsi.org/acsi-results/government-results-archive>

There is a clear need for accurate, technology-driven metrics to provide a joined-up view of quality and compliance across the government sector, and to better support digital strategy and governance.

Website Quality Management (WQM) specialists, ActiveStandards, have joined forces with leading web governance experts, WelchmanPierpoint, to produce this report, which aims to demonstrate the value of establishing a quality benchmark for federal sites, by producing a measure of current performance levels.

We look at how federal sites are performing across three key quality areas: **accessibility** (with particular reference to Section 508), **search engine optimization (SEO)** and **usability**.

Drawing on the results of the analysis, the paper discusses the quality challenges federal sites face at the moment – as well as those they will need to embrace in future.

Methodology

This paper presents the findings of a survey of the quality of federal websites undertaken by ActiveStandards and WelchmanPierpoint in Q2 2012.

A representative sample of 43 federal websites were analyzed against a core set of digital quality criteria using the ActiveStandards™ WQM (Website Quality Management) software platform.

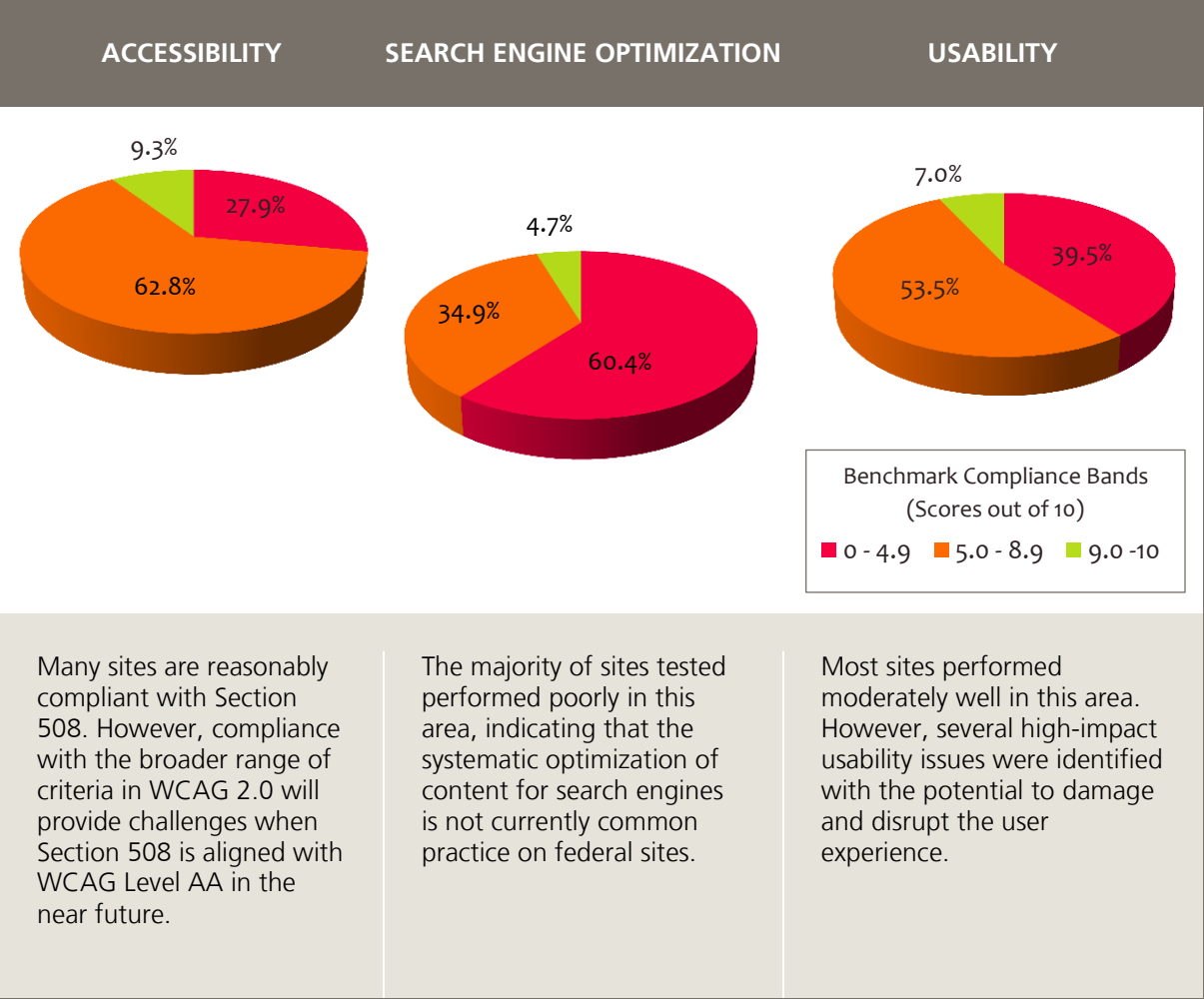
A sample of approximately 200 pages was scanned from each website. The data for analysis for each website was collected in a single scan. The website content was then validated against 26 compliance “checkpoints” – digital rules covering three key areas of online quality: accessibility, search engine optimization and usability (see Appendix 1).

Sites were assigned a Benchmark Score from 0 (lowest) to 10 (highest) – indicating their relative performance in each quality area. The Benchmark Score is based on a formula which takes into account the number of checkpoints failed, checkpoint weighting (a measure of risk and impact) and the number of HTML pages analyzed.

Sites were also given a Total Quality Ranking, based on their performance across all three compliance areas and covering the full range of 26 digital checkpoints.

Benchmark Score	Performance Level
0 – 4.9	Low
5 – 8.9	Moderate
9 – 10	High

Summary of key findings



US E-Government Website Quality Index

Accessibility

Accessibility is a key area for US federal websites, all of which are subject to *Section 508* - US legislation which requires that federal websites are accessible to people with disabilities. The law applies to all federal agencies when they develop, procure, maintain, or use electronic and information technology.

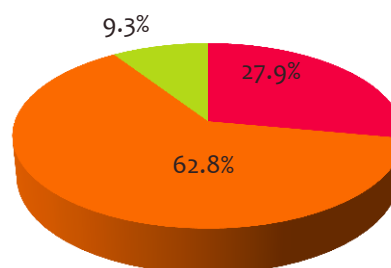
The accessibility benchmark shows that federal sites perform relatively well in this area, with two-thirds of sites achieving a moderate level of compliance, and almost 10% of sites achieving the top quality band. However, almost 28% of sites in the study only achieved the lowest compliance band.

Top 10 websites for accessibility

#	Website	Benchmark score (Max. 10)
1	Energy.gov	9.3
2	Federal Aviation Administration	9.1
= 3	Homeland Security	9.0
= 3	NIH	9.0
5	US Department of Treasury	8.5
6	CIA	8.4
7	Census Bureau	8.3
8	Office of the Comptroller of the Currency	8.2
9	OMB	7.8
10	EPA	7.6

[See Appendix 2 for full Index]

Benchmark Score Distribution

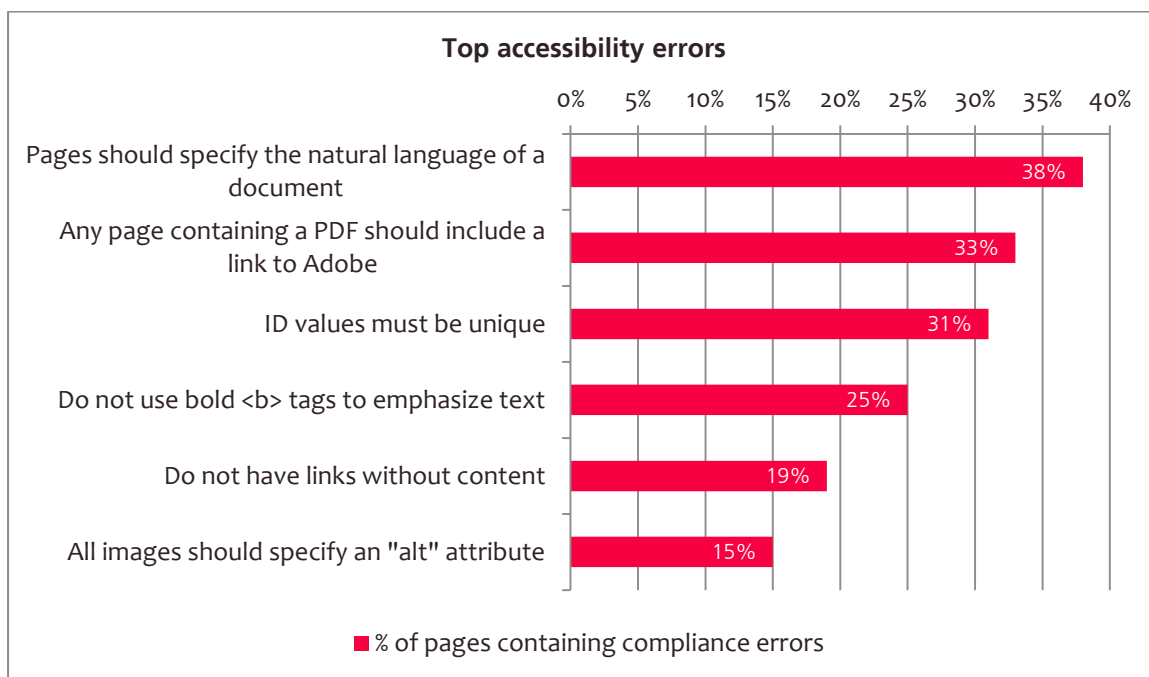


Compliance Bands

■ 0 - 4.9 ■ 5.0 - 8.9 ■ 9.0 - 10

Error analysis

Although accessibility was the highest performing area overall for federal sites, the study identified some interesting gaps in compliance, and several serious breaches were detected across the surveyed sites.



15% of the pages scanned contain images without “alt” attributes. This is not only one of the most basic accessibility errors, mandated in both Section 508 and W3C WCAG (Web Content Accessibility Guidelines) 2.0, Level A, but also the one which has given rise to the most litigation by disability rights groups.

In addition, many sites are currently ignoring areas of WCAG 2.0 which, while not currently enshrined within the Section 508 specification, are set to become regulatory obligations in future.

The most prevalent error (impacting 38% of pages) was a failure to specify the natural language of a document. Language specification is important to ensure information can be interpreted correctly by a variety of user agents including assistive technologies, automated translation tools and to aid people conducting language-specific searches.

Another common coding error (impacting 31% of pages) was the use of duplicate HTML ID values. This has implications for compatibility with current and future user agents, including assistive technologies.

WCAG 2.0 requires that HTML formatting tags should be used to reinforce the “semantics” or meaning of information on the page. However, the use of “non-semantic” (for example the tag to indicate bold³) and deprecated HTML formatting tags is widespread on federal sites, meaning that information, structure and nuance can be lost when content is re-rendered by assistive technology.

³ Note that although the tag is included in the HTML5 specification for use under certain limited conditions, it still potentially creates a conflict with WCAG Success Criterion 1.3.1 – Info and Relationships

Other accessibility issues found include incorrectly specified "alt" attributes and the use of un-descriptive (e.g. "click here") link text. In addition, 19% of pages surveyed have empty hyperlink tags in the code (<a href="" ") which, although invisible on the page, can be problematic for users of assistive technologies, such as screen readers, as the empty tags will still be announced to users.

With new, more stringent, accessibility regulation on the horizon, web managers within federal organizations will need to start widening their focus to include a new range of requirements.

Preparing for changes to Section 508

Section 508 is currently undergoing a refresh as these standards were issued over 10 years ago. The 2011 Draft⁴ specifies conformance to "Level A and Level AA Success Criteria and Conformance Requirements specified for web pages in WCAG 2.0". This will be a significant change for federal sites, especially since many are not compliant with WCAG 2.0 at present. The Access Board anticipates publishing a notice of proposed rulemaking in early 2013, so web managers need to ready themselves for compliance with an expanded set of accessibility compliance criteria in the near future.

In addition, the latest report issued by the Department of Justice in September 2012 (*Section 508 Report to the President and Congress: Accessibility of Federal Electronic and Information Technology*⁵) identified that while some agencies have achieved substantial success in implementing and complying with current Section 508 legislation, many continue to face significant challenges in this area.

The report issued a set of recommendations for website compliance which provides a solid framework for achieving compliance with current and future legislation.

Recommendations include:

- **Establish Web Accessibility Policies and Procedures.** Agencies that have not already done so should establish web accessibility policies and procedures to ensure that web developers follow the requirements of the Section 508 EIT Accessibility Standards so as to ensure that their web pages (both public and private) are accessible to people with disabilities.
- **Ensure that Web Accessibility Policies and Procedures Include Special Topics.** Agencies should ensure that their web accessibility policies and procedures include guidance to ensure that frequently used elements on their websites are accessible.
- **Test Accessibility of Agency Web Pages.** Agencies should include in their web accessibility policies and procedures a process to routinely and consistently test their web pages for accessibility.

⁴ <http://www.access-board.gov/sec508/refresh/draft-rule.htm>

⁵ http://www.ada.gov/508/508_Report.htm

Search Engine Optimization

Optimizing content for findability in search engines is a vital part of ensuring users are able to access the full value of the Government’s online services. The *Digital Government* directive states that “search engine optimization is critical if the Government is to adapt to an ever-changing digital landscape⁶.” However, the study identified SEO as the poorest performing quality area for federal sites with limited or inconsistent application of core SEO best practice techniques. This may be due to managers having an over-reliance on the .gov domain to provide an automatic boost to search engine rankings.

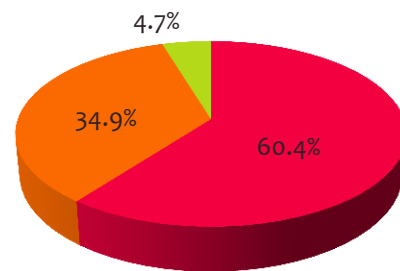
Two-thirds of federal sites were in the lowest compliance band and fewer than 5% of sites achieved the top rating.

Top 10 websites for SEO

#	Website	Benchmark score (Max. 10)
1	Office of the Comptroller of the Currency	9.6
2	NRC	9.4
3	National Security Agency	8.8
4	CIA	8.5
5	USDA	8.1
6	Federal Aviation Administration	7.9
7	National Cancer Institute	7.8
=8	NIST	7.3
=8	OPM.gov	7.3
10	NASA	7.0

[See Appendix 2 for full Index]

Benchmark Score Distribution



Compliance Bands

■ 0 - 4.9 ■ 5.0 - 8.9 ■ 9.0 - 10

Error analysis

The consistent application of metadata is an Office of Management and Budget (OMB) requirement⁷ and can help to improve search results and structure content so that it can be more widely disseminated. However, the study revealed that only 58% of pages on the

⁶ <http://www.whitehouse.gov/sites/default/files/omb/egov/digital-government/digital-government.html>

⁷ <http://www.howto.gov/web-content/manage/categorize/meta-data>

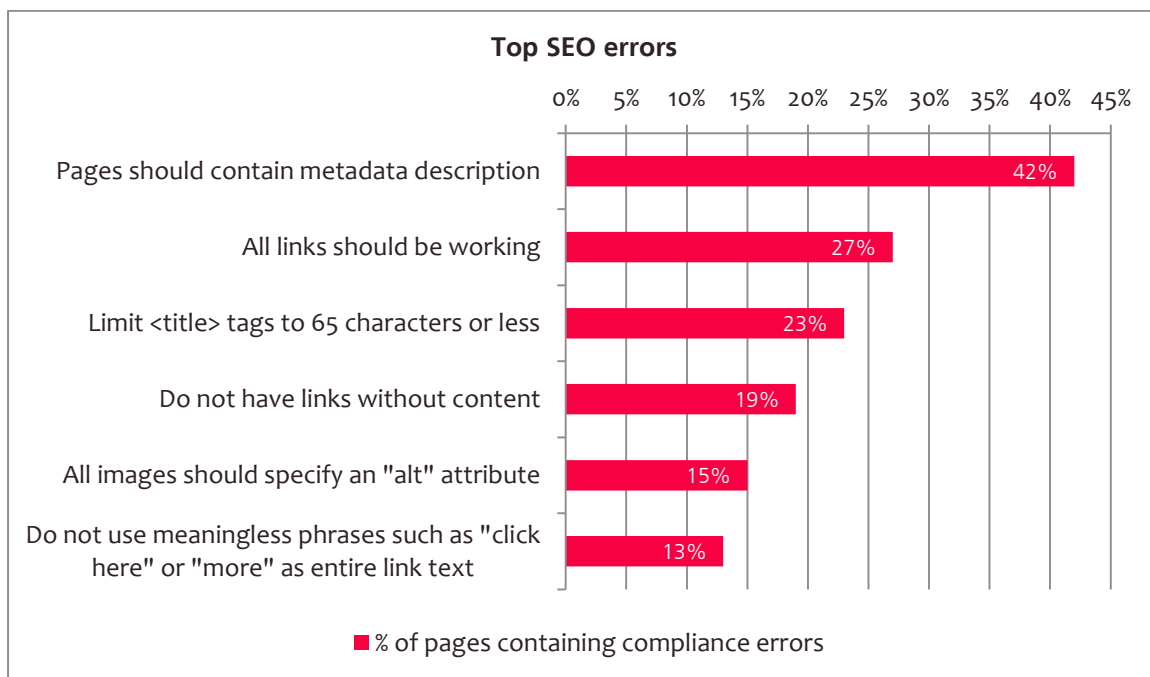
surveyed sites included a metadata description (one of the OMB’s six minimum requirements for use of standard metadata).

While metadata is a less important factor for determining search results rankings in commercial search engines (e.g. Yahoo and Google) than it was in the past, keywords in metadata descriptions are given extra weighting. In addition, the contents of the HTML meta description tag are sometimes used as a page description for search engine results, and click-through rates can improve dramatically when this field is utilized correctly.

Similarly, 23% of pages had over-long titles (in excess of 65 characters), meaning that they are likely to be cut off in search engine results, reducing findability.

13% of pages contained hyperlinks without descriptive link text. This is a wasted opportunity as keywords within link text are rated highly by search engines, and can also have a significant effect on the ranking of the linked pages.

On the plus side, the vast majority of federal web pages contain correctly structured semantic HTML headings (h1, h2 etc.) which contribute significantly to improved page rankings in search engines. Headings can be used to give extra emphasis to keywords and promote content in search results.



Usability

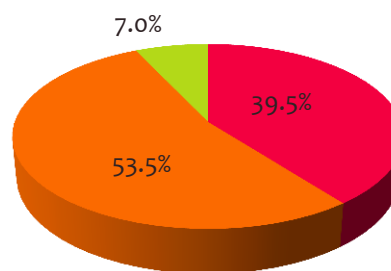
Federal sites scored reasonably well in this quality area with over 50% of sites achieving moderate levels of compliance and 7% of sites achieving the highest compliance band. However, several high impact errors were detected.

Top 10 websites for usability

#	Website	Benchmark score (Max. 10)
1	Office of the Comptroller of the Currency	9.7
=2	NRC	9.1
=2	NSF	9.1
4	CIA	8.7
5	NIST	8.6
6	National Security Agency	8.5
=7	Library of Congress	8.4
=7	Energy.gov	8.4
9	NASA	7.8
10	NIH	7.7

[See Appendix 2 for full Index]

Benchmark Score Distribution



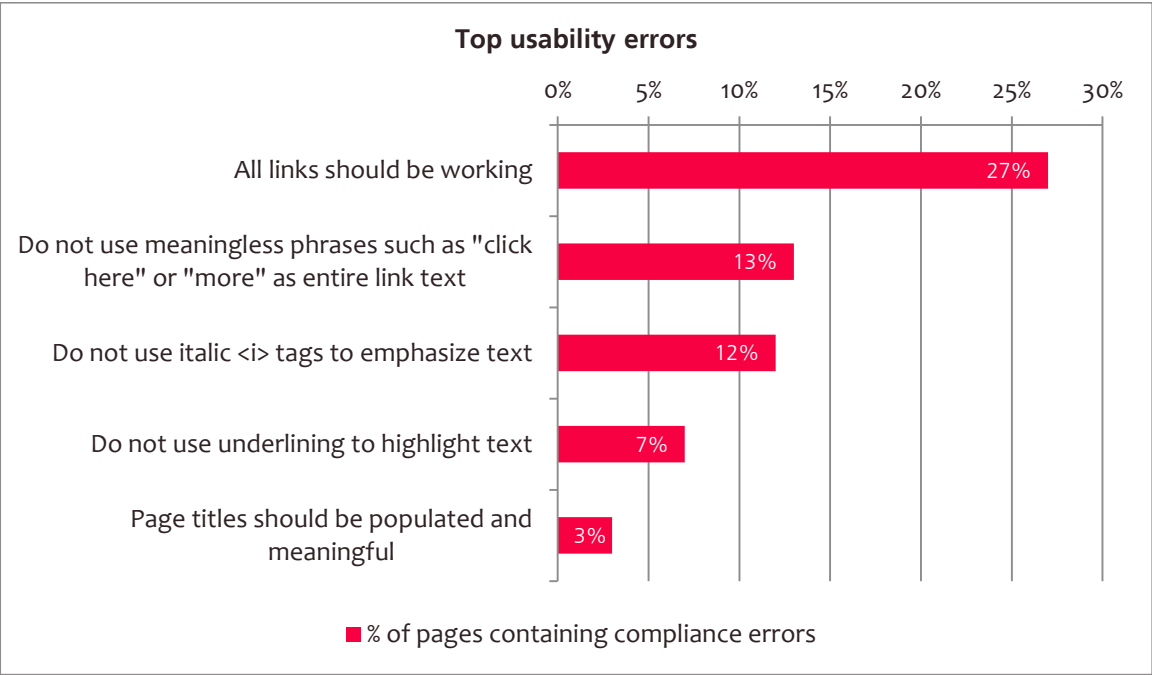
Compliance Bands

■ 0 - 4.9 ■ 5.0 - 8.9 ■ 9.0 - 10

Error analysis

The most significant finding was that 27% of the pages tested contained one or more broken links. Broken links have a serious impact on the user experience and erode trust and confidence. Link integrity is also a key factor for search engine friendly content, which means that broken links have the potential to reduce search engine rankings.

In addition, 13% of pages use generic phrases such as "click here" or "more" as hyperlink text rather than more helpful descriptive phrases providing information about the link destination. This is a practice damaging to all three quality areas, impacting the usability, accessibility and findability of a website. Again, the use of non-semantic and deprecated formatting tags is common across sites, which can damage content readability. Issues such as the use of underlining to highlight text can confuse users, as underlining is now conventionally understood to indicate a hyperlink. The use of italics on screen should also be avoided, as it reduces readability.



Total Quality Ranking

Total Quality Ranking covers the full range of checkpoints across all three quality areas (accessibility, SEO and usability) and is based on the average number of checkpoint errors per page.

The average score across all federal sites was 3.8 errors / page. In terms of the impact on user experience, it's important to note that quality issues are magnified by multiple exposures during a typical web visit. As a guide, the average number of pages viewed by visitors to federal sites is 3.4⁸. That means that the average visitor to a federal website is experiencing up to 13 content compliance or usability issues in a single session.

The table below shows the top 10 federal websites in the ranking. At the top end of the ranking, 16% of sites achieved an excellent quality rating, averaging fewer than 2 errors per page, with the Federal Aviation Administration (1.04 errors / page) and CIA (1.10 errors / page) topping the ranking. However, Total Quality levels varied significantly across the sample, with 21% of sites averaging in excess of 5 errors / page (over 17 quality issues experienced per typical user visit).

Top 10 performing websites by Total Quality Ranking

#	Website	Average errors/page
1	Federal Aviation Administration	1.04
2	CIA	1.10
3	Homeland Security	1.16
4	NIST	1.44
5	NIH	1.71
6	NRC	1.78
7	Office of the Comptroller of the Currency	1.80
8	Energy.gov	2.02
9	Census Bureau	2.08
10	USDA	2.15

[See Appendix 2 for full Index]

⁸ Estimated daily unique page views per user averaged across the 43 federal sites in the ranking. Data from Alexa (www.alexa.com), based on 3 month visitor statistics.

Improving US federal website quality

We've highlighted three key takeaways which would enable federal sites to make substantial and immediate improvements to the effectiveness of their websites.

Accessibility

Federal sites should prepare for the upcoming changes to Section 508 which, according to the current draft⁹, will recommend conformance with WCAG 2.0 level A and AA - a much more detailed and wide-ranging set of compliance criteria than web managers currently need to consider.

This will be a significant change for federal sites, especially since many are not compliant with WCAG 2.0 at present.

Usability

Fix broken links. Broken links have a serious impact on customer experience and erode trust and confidence in online services. They also have a negative impact on search engine rankings.

However, the identification and removal of broken links can pose a surprisingly complex technical challenge, and require sophisticated link-checking methodologies to eliminate issues like false-positives, issues with secure content and temporary errors caused by host server outages.

Those responsible for the quality of department and agency websites need to arm their extended web teams with accurate and actionable information about broken links so that these errors can be fixed in a timely fashion. This may be tactically hard for some teams that work across multiple platforms or in a web environment where web governance (and therefore accountability and authority) is unclear.

Search engine optimization

Promote the systematic implementation of rich metadata. For metadata and search optimization techniques to be effective, they must be applied with rigor and consistency as a required step in the web content publication process. The importance of metadata is often poorly understood by web editors and without systematic process and regular maintenance and review, its use quickly deteriorates over time.

⁹ <http://www.access-board.gov/sec508/refresh/draft-rule.htm>

Looking forward

This report covers a subset of the quality and regulatory standards that are mandated for federal websites. As agencies and departments work to optimize their digital governance processes and raise quality levels, there will be new frontiers to explore, in particular with regard to the growing numbers of digital channels, changing regulatory requirements and the rising expectations of end-users.

One area of growing importance is privacy, particularly with relation to “cookies.” In 2010 the US Government relaxed its policy¹⁰ on the use of persistent cookies on websites but at the same time laid down specific guidance on privacy and data retention. 31% of the pages we analyzed used tracker cookies and while there is no current US legislation on this matter, events in Europe and the increasing popularity of user privacy measures such as ‘do not track’ suggest that measures to restrict their use in the US may not be far off. In this eventuality, federal sites may be required to lead the way.

A second key area is the provision of mobile sites. The government is now requiring customer-facing services to be “mobile-enabled”. These new channels will also have to be considered as part of a joined-up approach to digital governance and quality management.

The Government has tasked agencies and departments with adjusting to this new online world by delivering “better services to customers at a lower cost.”¹¹ It is becoming more critical than ever to establish efficient, technology-driven approaches to the governance of digital channels to ensure that service promises to citizens are being met, and to provide the accurate, consistent performance metrics required to drive continuous improvements with maximum efficiency.

Citizens are relying on government to continue to lead the way in website quality—providing a safe, secure environment to interact with their government.

¹⁰ http://www.whitehouse.gov/sites/default/files/omb/assets/memoranda_2010/m10-22.pdf

¹¹ <http://www.whitehouse.gov/digitalgov/about>

APPENDIX 1 Digital checkpoints tested

ID	Checkpoint description
1	<p>All links should be working Broken links create a poor user experience. This reflects badly on the content provider, and can reduce return visits and prospect conversion rates. Broken links can also prevent search engine spiders from indexing a website fully. This will mean reduced visibility in search engine results and loss of potential search traffic.</p>
2	<p>Do not use meaningless phrases such as "click here" or "more" as entire link text Hyperlink text should describe the link destination. Descriptive link text will help a page's search engine ranking (and that of the destination page).</p> <p>Link text such as "click here", "more", "here" or "download" do not make sense when taken out of context, as happens within certain browsing devices. For sighted users, link text naturally stands out on the page, so making link text meaningful also helps users to scan a page.</p>
3	<p>All images should specify an "alt" attribute The "alt" attribute is designed to provide a short text description that can be used in place of the image. If the image does not convey any meaning, the "alt" attribute should be left empty. See WCAG 2.0, 1.1.1.</p> <p>Using keywords here can also improve a page's search engine ranking.</p>
4	<p>Page titles should be populated and meaningful All pages should have a descriptive title. See WCAG 2.0, 2.4.2. It should contain more than just the company name or a single word.</p> <p>A missing or poor <title> tag significantly impacts search engine ranking and page findability. A well written title tag is also important for when a user bookmarks or "favorites" a page, as this is the text that will appear as the bookmark.</p>
5	<p>Limit <title> tags to 65 characters or less Anything longer than about 65 characters is liable to be cut off in search engine results or browser bookmark lists. This can potentially reduce the click-through rate (CTR) to a website.</p>
6	<p>Pages should contain metadata description Keywords within meta description are given significant weighting by search engines. This text is also used as page description within search engine rankings in certain circumstances. A good description may help improve click-through rate (CTR).</p>
7	<p>All pages should contain semantic headings Headings and subheadings (using HTML header tags <h1> <h2> etc.) should be used on every web page to structure content.</p> <p>Headings indicate to search engines the important sections and topics of your page. Headings are also useful for disabled users as specialist browsers extract them to provide information about page structure. See WCAG 2.0, 1.3.1.</p>
8	<p>Provide "alt" text for each clickable hotspot within imagemaps An "alt" attribute should be specified for every 'hotspot' in an imagemap. This should contain text describing the link destination. See WCAG 2.0, 1.1.1.</p> <p>Using keywords here can also improve a page's search engine ranking.</p>

-
- 9 **Do not use tags for text formatting**
This tag is deprecated by the W3C and will cause code validation errors. Unlike CSS styles, style information within font tags cannot be overridden by browser settings, preventing users from increasing font sizes.
-
- 10 **Do not use underlining to highlight text**
Underlining words confuses users as this normally indicates a hyperlink. It also makes text harder to read, and can be particularly problematic for people with dyslexia.

The <u> tag is deprecated by the W3C, and should not be used any more. See WCAG 2.0, 4.1.1.
-
- 11 **Do not use bold tags to emphasize text**
The tag only affects the visual presentation of the text, and may not be picked up by screen readers. See WCAG 2.0, 1.3.1.
-
- 12 **Do not use italic <i> tags to emphasize text**
The <i> tag only affects the visual presentation of the text, and may not be picked up by screen readers. See WCAG 2.0, 1.3.1.

Italics are difficult to read and should be used sparingly online.
-
- 13 **Pages should specify the natural language of a document**
Assistive technologies such as screen readers need to be informed what language the website content is in. See WCAG 2.0, 3.1.1. The language should be correctly specified in the header area of the page code.
-
- 14 **Do not create blinking text**
Users should be provided with enough time to read the content. See WCAG 2.0, 2.2.2.
-
- 15 **Do not have links without content**
Although these empty links will not be visible on the page, they will be apparent to some users and cause confusion.

For example, some browsers will allow tabbing to empty links and assistive technology will also announce the presence of a link. See WCAG 2.0 2.4.4. In addition, they will be picked up by search engines, which may interpret them as spam and penalize the website.
-
- 16 **If an image is the only content in a link it must have "alt" text**
If an image is the only content in a link then it must have "alt" text, in order to provide information about the link destination to users who can't see the image. See WCAG 2.0 2.4.4.
-
- 17 **Graphical form buttons should have "alt" text**
The "alt" text should always be included for graphical form buttons in order to describe the action that the button will trigger. See WCAG 2.0, 1.1.1.
-
- 18 **Do not provide text alternatives for decorative images**
Images which are only there for decorative or layout control purposes should not have text alternatives. An "alt" attribute should be specified but it should be left empty or 'null'. See WCAG 2.0, 1.1.1.
-
- 19 **Do not use server-side image maps**
It is best to avoid the use of server-side image maps. Section 508 states that "Client-side image maps shall be provided instead of server-side image maps except where the regions cannot be defined with an available geometric shape" and that "Redundant text links shall be provided for each active region of a server-side image map".
-
- 20 **Any page containing a PDF should include a link to Adobe**
This makes it easy for users to download the software needed to access a PDF. Section 508 states that "when a web page requires that an applet, plug-in or other application be present on the client system to interpret page content, the page must provide a link to a plug-in or applet".
-

-
- 21 **Do not use meta refresh tags**
This meta tag sends the user to a new URL after a certain amount of time, and is sometimes used as a simple form of redirection. However, it is not supported by all browsers and can be confusing to the user. The W3C also recommends that this tag not be used. Section 508 states that "When a timed response is required, the user shall be alerted and given sufficient time to indicate more time is required."
-
- 22 **Do not use white space characters to control spacing within a word**
Do not use white spacing characters to create a visual effect e.g. W H I T E. The word will not be read correctly by assistive technology or search engines. See WCAG 2.0, 1.3.2. Use CSS to control text display.
-
- 23 **Use linked style sheets to control layout and presentation**
Content should be completely separated from presentation or 'look and feel'. This allows assistive technology browsers to present page content in the way most suited to their users, but still retain the essential meaning and value of the web page. See WCAG 2.0, 1.3.1.
-
- 24 **ID values must be unique**
Duplicate ID errors are known to cause problems for assistive technologies. See WCAG 2.0, 1.3.1, 4.1.1.
-
- 25 **All pages should contain a privacy link**
Every page on a website should have a link to a privacy statement. This is particularly important if cookies are used on your website.
-
- 26 **Pages using tracker cookies**
It is important to be aware of any third party tracker cookies used on your sites to support compliance with privacy legislation such as the EU e-Privacy Directive.
-

APPENDIX 2 Website Quality Index

#	Website	URL Scanned	TOTAL	BENCHMARK SCORES		
			Av. errors / page	Accessibility	SEO	Usability
1	Federal Aviation Administration	http://www.faa.gov/	1.04	9.1	7.9	7.4
2	CIA	https://www.cia.gov/	1.10	8.4	8.5	8.7
3	Homeland Security	http://www.dhs.gov/	1.16	9.0	6.5	6.1
4	NIST	http://www.nist.gov/	1.44	7.5	7.3	8.6
5	NIH	http://www.nih.gov/	1.71	9.0	6.0	7.7
6	NRC	http://www.nrc.gov/	1.78	6.7	9.4	9.1
7	Office of the Comptroller of the Currency	http://www.occ.gov/	1.80	8.2	9.6	9.7
8	Energy.gov	http://www.energy.gov/	2.02	9.3	4.1	8.4
9	Census Bureau	http://www.census.gov/	2.08	8.3	4.1	2.5
10	USDA	http://www.usda.gov/	2.15	6.7	8.1	4.9
11	US Department of Treasury	http://www.treasury.gov/	2.29	8.5	3.3	4.7
12	SBA.gov	http://www.sba.gov/	2.48	7.0	4.2	6.5
13	EPA	http://www.epa.gov/	2.51	7.6	6.8	6.9
14	Department of Veterans Affairs	http://www.va.gov/	2.82	7.1	5.2	7.4
15	Commerce.gov	http://www.commerce.gov/	3.18	6.3	5.7	4.5
16	OMB	http://www.whitehouse.gov/omb/	3.25	7.8	3.4	4.7
17	The White House	http://www.whitehouse.gov/	3.30	5.4	2.9	6.1
18	National Cancer Institute	http://www.cancer.gov/	3.33	6.1	7.8	7.7
19	Department of Justice	http://www.justice.gov/	3.46	5.3	3.1	6.5
20	National Security Agency	http://www.nsa.gov/	3.53	4.5	8.8	8.5
21	Library of Congress	http://www.loc.gov/	3.61	6.8	4.9	8.4

22	OPM.gov	http://www.opm.gov/	3.74	5.9	7.3	6.4
23	National Archives and Records Administration	http://www.archives.gov/	3.84	5.7	1.9	2.1
24	Department of the Interior	http://www.doi.gov/	3.88	4.3	3.8	5.9
25	DOT	http://www.dot.gov/	3.90	7.4	2.4	3.0
26	HHS	http://www.hhs.gov/	3.96	5.3	5.9	3.4
27	Social Security	http://www.ssa.gov/	4.00	6.6	3.4	6.2
28	Ed.gov	http://www.ed.gov/	4.14	5.8	2.2	3.5
29	FDA	http://www.fda.gov/	4.15	5.3	4.9	5.9
30	CMS	http://www.cms.gov/	4.22	6.2	3.1	2.5
31	GSA	http://www.gsa.gov/portal/category/100000	4.24	3.2	2.1	2.2
32	CDC	http://www.cdc.gov/	4.53	5.2	1.2	1.7
33	NOAA	http://www.noaa.gov/	4.65	5.0	1.4	7.1
34	USAID	http://www.usaid.gov/	4.99	2.9	3.8	4.8
35	NASA	http://www.nasa.gov/	5.07	4.6	7.0	7.8
36	IRS	http://www.irs.gov/	5.29	5.2	4.7	4.9
37	U.S. Copyright Office	http://www.copyright.gov/	6.40	3.4	4.3	2.1
38	Department of Labor	http://www.labor.gov/	6.42	2.1	5.6	2.4
39	Defense.gov	http://www.defense.gov/	6.88	4.4	1.8	3.6
40	NSF	http://www.nsf.gov/	7.21	3.1	2.6	9.1
41	FBI	http://www.fbi.gov/	7.53	2.8	2.0	6.4
42	Department of State	http://www.state.gov/	7.56	2.6	2.6	7.3
43	Department of Housing and Urban Development	http://portal.hud.gov/hudportal/ HUD	8.62	2.2	1.1	6.3

About ActiveStandards

ActiveStandards is the leading **Website Quality Management (WQM)** software platform, used by more Global 500 companies than any other solution.

ActiveStandards' powerful yet easy-to-use online dashboard transforms how marketing and technical teams work together to optimize the quality and compliance of their web properties and drive business growth. Our proven technology, supported by a team of web quality and compliance experts, helps enterprise, mid-market companies and government organizations streamline the governance of their digital properties, reduce operational costs, and have trust and confidence in their web content wherever it is being used.

With offices in Europe, USA, India and South Africa, ActiveStandards has a rapidly growing international client base across all industry sectors, and supports the daily web management programs for some of the largest brands in the world. Clients include Unilever, Shell, CSC, HP, Canon and many more.

info@activestandards.com | USA +1 646 459 4230 | Europe +44 (0)20 7019 4700

www.activestandards.com

About WelchmanPierpoint

WelchmanPierpoint specializes in web governance development for the enterprise, higher education, and government sectors. We help organizations establish governing frameworks in order to minimize debate, confusion, and inefficiencies in the web authoring and development environment— speeding production, lowering risk, and raising web quality.

info@welchmanpierpoint.com | 1-410-377-3012

www.welchmanpierpoint.com