

Revising the EPA Website

Seeking CAAAC Input



Updated Web Management System and Web Structure

- Agency-wide rebuilding EPA.gov
 - Using a modern content management system
 - Better organization of information
 - Topic and audience prioritization
 - Culling of “ROT” (Redundant, Outdated, Trivial) information
 - Archive feature
 - Deletion of some ROT

Why Is the Agency Making These Changes

- Help people find what they need
- Better coordination across EPA program offices
- Prioritize web content
- Content review structure

Specific Web Goals

- Organize content by priority topics, not by org chart
- Link only to content to serve key audiences' top tasks
- Enhance the ability to search EPA's website and manage web content



Seeking CAAAC input on OAR's Web Transformation

- As OAR revises its website, what should we prioritize?
 - OAR topics are consistently at the top of webpage hit statistics
 - Consumer focused topics often get the most traffic
 - Radon
 - Mold
 - Energy Star
 - Climate Change and Clean Power Plan have been getting more traffic
- What is missing from our current site?
- What features should remain from our current site?
- How can OAR better serve:
 - States
 - Regulated Industry
 - Interested public