

DIGITAL MARKETING GRANTS

Colorado Child Support Website Going Mobile Friendly

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When OCSE awarded one of its Digital Marketing grants to Colorado, we were eager to tackle one of our biggest priorities: increasing online engagement and educating customers about our child support services. With the help of two contractors, we felt our first step should be updating our outdated website. The site had been static for six years and was created on a platform that only software programmers could change. The team used a two-pronged redesign approach: update the content by focusing on the reading level, and reenergize the visual layout.

We are in the process of streamlining the site from over 50 pages to 10 available buttons. Subject matter experts reduced the reading level of the content from college level to a range between grades 6-8. The team also changed the flow of information so it would be more intuitive to parents.

We upgraded the website to match the larger Department of Human Services visual branding guidelines. Now it features diverse images highlighting parent-children relationships and Colorado's stunning scenery. Beyond what is visible, the state is excited to have the new website platform built on Drupal so program staff will be able to make nimble changes in the future.

Prior to our relaunch, Google Analytics showed that the majority of website visitors were coming from mobile devices even though the site was not mobile friendly, which made for a cumbersome and tedious visit! The new platform provides functionality that internet users demand these days: it is mobile friendly and translatable to other languages.

We're confident that our redesigned website will help engage Colorado parents. With the Digital Marketing grant's focus on improving knowledge to increase applications for services, Colorado is poised to provide the right information at the right time for parents. The first intervention the state will test is enhancing our search engine keywords that lead parents to the site. Stay tuned for results!

Increasing Awareness of Services through Digital Marketing

OCSE awarded \$2.2 million to 14 grantees through a two-year demonstration called **Using Digital Marketing to Increase Participation in the Child Support Program**. This is one of a series of articles featuring grantees using digital marketing innovations to reach and serve families more effectively.

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