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Benchmark for the DG Devco web site redesign

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Introduction

Purpose of the benchmarks is to get a good understanding of the competitors and other relevant sites: what are the trends, best practices, what can be learned and what to avoid. Focus in the benchmarks is on the overall impression, look & feel, information hierarchy, usability and relevancy for the target audiences.

Sites visited

The list of sites for this benchmark was provided to us by the DG Devco team:

- World Bank: <http://www.worldbank.org/>
- European Investment bank (EIB): <http://www.eib.org/>
- International Monetary Fund (IMF): <http://www.imf.org/external/index.htm>
- World Trade Organization (WTO): <http://www.wto.org/>
- DfID (the UK development agency): <http://www.dfid.gov.uk/>
- SIDA (Swedish development agency): <http://www.sida.se/English/>
- USAID (The USA development agency): <http://www.usaid.gov/>
- Recovery USA: <http://www.recovery.gov/>
- World Wildlife Fund (WWF): <http://www.worldwildlife.org/home-full.html>
- World food Programme (WFP): <http://www.wfp.org/>
- Norway embassies around the world
- United Nations Development Programme: <http://www.beta.undp.org>
- Oxfam: <http://www.oxfam.org>
- Red Cross: <http://www.icrc.org>
- World Neighbors: <http://www.wn.org/>
- OECD: <http://www.oecd.org>

Individual site evaluations

Benchmark: DIFID

<http://www.dfid.gov.uk/>

First impression:

Clear and appealing site. User gets good understanding of the organization, and the content provided in the service in just few glances. It is easy to identify the sections and access points to relevant content for different target audiences. Latest news is easy to spot. Quick links on the left side, under the main banner, could be generated automatically based on most visited content or pre-selected based on actual issues. You get a feeling of a professional and up-to-date service, where you would check back for latest news or in-depth information in a digestible package.

DIFID / Navigation and usability:

Good combination of text and images. Images and videos are supporting the experience, without making the site look too entertaining, and in some sections images are also offering alternative access to information.

Structure: content categorization is clear on section main page level; you can immediately find access to relevant information. Projects and country data can be accessed from a map, continents (text), themes, etc.

Projects/stories: there is a separate stories section. There are different ways to access and study the projects, e.g. through the complete case studies, browsing through a Flickr photo stream or by reading the staff blogs.

Communication is result driven; you get a feeling of efficiency by reading topics like "how we measure progress", "achievements", "research and evidence" and "how UK aid is spent".

Get involved section informs how public audience or civil society groups can influence and help people in need. This is yet another way of delivering the message that progress is being made on all levels.

News material is well categorized to help in finding the relevant content in a relevant format.

Social media is used relatively well. YouTube channel, Flickr and Facebook pages and Twitter account are branded and there are relevant and regular updates.

Content pages: On content pages internal and external links are clearly separated and positioned on the page ("More from DFID" versus "Around the web"). Quote and table of key facts are help in understanding the essential information quickly. Tabs are helping the navigation and keep the content page shorter.

There is separate portal for suppliers with detailed information on projects and funding.

Key learnings:

- + Clarity
- + Sober look & feel that fits DIFID
- + Clear information hierarchy
- + Easy and intuitive navigation
- + Good search functionalities
- + Social media is utilized well
- +/- Separate portal (password protected) for professionals/suppliers
- Even though the information is structured well, the look & feel especially on section main pages is a bit boxy (colored boxes).
- No thematic/topical entry point in the classification

Benchmark: World Bank

<http://www.worldbank.org/>

The homepage features a prominent banner at the top with the text "LATIN AMERICA AND CARIBBEAN" and "Haiti's Debris a Source of Building Material". Below the banner is a video player showing a construction site. The main navigation bar includes links for "ABOUT", "DATA", "RESEARCH", "LEARNING", "NEWS", "PROJECTS & OPERATIONS", "PUBLICATIONS", "COUNTRIES", and "TOPICS". Below the main banner, there are two horizontal navigation bars: "RESOURCES" (Civil Society, Governments, Businesses, Investors, Job Seekers, Journalists, Students) and "WHAT'S NEW" (Public Consultations, Data & Research, Release, Events & Conferences, In Depth). The "WHAT'S NEW" section includes a blog post about a program for results-based financing and a news item about Mongolia's rural livelihoods. The "IN DEPTH" section shows thumbnail images of various development projects.

About Us page screenshot:

The "About Us" page provides an overview of the World Bank's mission, structure, and key partners. It highlights the International Bank for Reconstruction and Development (IBRD) and the International Development Association (IDA). The page also mentions the International Finance Corporation (IFC), Multilateral Investment Guarantee Agency (MIGA), and the International Centre for the Settlement of Investment Disputes (ICSID). It includes a "SEE RESULTS" button and links to the President's office and the Board of Directors.

First impression:

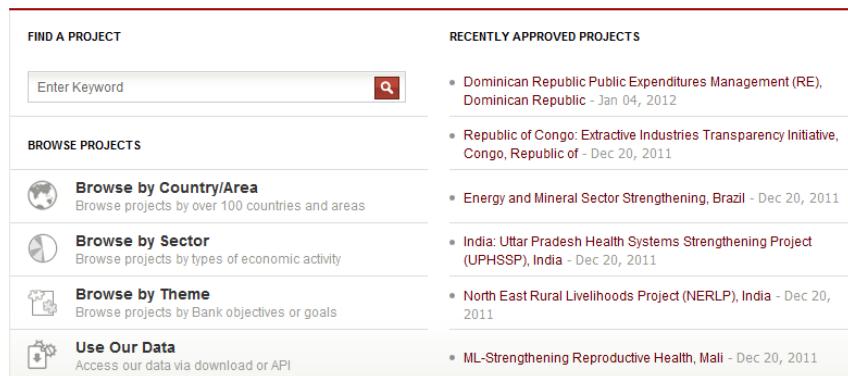
Clear, understandable, information-rich homepage that contains entry points to many different types of content. Sober, newspaper-like visual design. Content raises the interest quickly. Video in the main banner invites to click, and offers latest content via a Carousel. There are two horizontal navigation bars on top and below the main banner. Upper is the main navigation for the site and lower is offering quick access to content for different target audiences, and is visible only on homepage. There are two site generations in parallel, and that is confusing, even though the main structure is mostly the same.

World Bank / Navigation and usability:

The new site structure seems to be bringing big improvements to site navigation, hierarchy and content. There are several ways to navigate to and within the content: through highly interactive maps, text/topics or graphs.

In the section projects and operations, you can look for projects in different ways:

- A project-specific search
- Browse via different facets: Country/area, Sector, Theme...
- Recently approved projects



The screenshot shows the 'Find a Project' section of the World Bank website. On the left, there's a search bar with the placeholder 'Enter Keyword' and a magnifying glass icon. Below it are three browse options: 'Browse by Country/Area' (with a globe icon), 'Browse by Sector' (with a pie chart icon), and 'Browse by Theme' (with a bar chart icon). At the bottom is a link 'Use Our Data' with a download icon. On the right, under 'RECENTLY APPROVED PROJECTS', there's a list of five projects with their names and dates:

- Dominican Republic Public Expenditures Management (RE), Dominican Republic - Jan 04, 2012
- Republic of Congo: Extractive Industries Transparency Initiative, Congo, Republic of - Dec 20, 2011
- Energy and Mineral Sector Strengthening, Brazil - Dec 20, 2011
- India: Uttar Pradesh Health Systems Strengthening Project (UPHSSP), India - Dec 20, 2011
- North East Rural Livelihoods Project (NERLP), India - Dec 20, 2011
- ML-Strengthening Reproductive Health, Mali - Dec 20, 2011

Data is categorized and displayed well. Graphs and figures that are shown can also be downloaded in Excel or XML format.

Tabs, summaries and images are used to help structure content. Unfortunately, in some cases the tabs do not have any content (better not to show them at all such cases).



The screenshot shows the 'Projects & Operations' page for the 'Piloting Effective Early Childhood Development Services in Mali' project. The page has a red header bar with the project name. Below it, there's a language selection bar with 'English' and other languages. To the right are social sharing icons for Facebook, Twitter, and LinkedIn. The main content area has a 'PROJECT' section with the project name. Below it is a navigation bar with tabs: OVERVIEW, DETAILS, FINANCIALS, PROCUREMENT (which is active and highlighted in grey), RESULTS, MAP, and DOCUMENTS. Under the 'PROCUREMENT' tab, there are links for 'Procurement Notices', 'Contract Awards', and 'Contract Data'. The 'Procurement Notices' section contains the message 'No Procurement Notices available for this project'. To the right, there's a 'HOW WE WORK' sidebar with links to 'Products & Services', 'Project Cycle', 'Policies', and 'Procurement'.

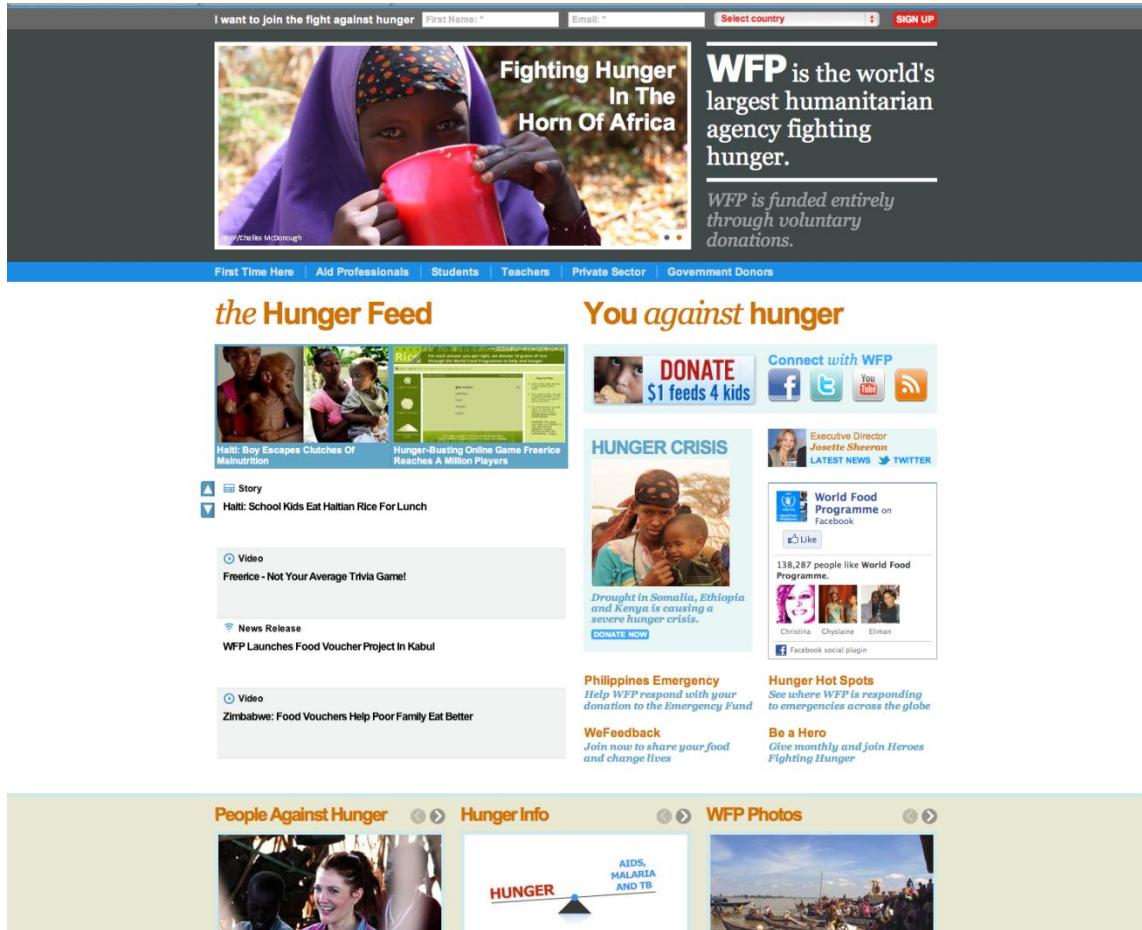
World Bank has a lively Facebook page with frequent updates, e.g. links to articles, videos and activation to live events. Their YouTube channel is like a microsite and alternative channel for those, who like to consume information quickly and in video format. YouTube is clearly targeted to public audience, but there are also content and live events for professionals.

Key learnings:

- + Clarity (new site)
- + Mostly clear and intuitive navigation (new site)
- + Interactive project map is intuitive, informative and pleasant to use
- + Good search functionalities
- + Social media is utilized well
- Two sites with different look & feel is confusing, easier to get lost
- Some links were not working properly
- Bread crumb navigation on the bottom of the page is not always easily accessible (new site)

Benchmark: The World Food Programme

<http://www.wfp.org/>



First impression:

It is immediately clear what the organization does, thanks to the variety of content shown on the home page. Subject and mission are communicated well already in the main banner ("WFP is the world's largest humanitarian agency fighting hunger"). Images are supporting the message and are chosen discreetly. The dynamic news feed "Hunger Feed" catches the eye and it is interesting that there are links to videos, Tweets and related news in other media. There is an activation banner to donate, but on the other hand the site is also informative and educational, not a campaign site. Homepage is quite long, and could have been tightened up without compromising the clarity and readability. Font size is also bigger than on most sites, but the loose space on the page indicates that it is more visual design, than usability issue. The page is not responsive or scalable (although the colored background blocks are liquid and use the full width of your browser screen).

The World Food Programme / Navigation and usability:

The **navigation** structure is very similar with World Bank; there are two horizontal navigation bars: the bar on top offer the main sections, is visible on all pages, and is of a hybrid nature (mixture of thematic (hunger), information type (news) etc.). The lower level bar offers an entry point by target audience, and is visible only on the homepage.

The **main sections** can be immediately explored on to the deeper levels, via the use of mega dropdowns.

The “I want to join the fight against hunger” sign up on the homepage is confusing as there is no information available on what the user is signing up for. The user has to enter personal contact data without knowing what it is for: for a newsletter, address or to some campaign.

Video, image and social media content is integrated to the site and individual content pages well. This gives the user an alternative way to consume and share information. Heavier images and videos are not run automatically.

Publications, e.g. policy papers, are easy to find and there is a **document search** (by type, year and topic) on the pages.

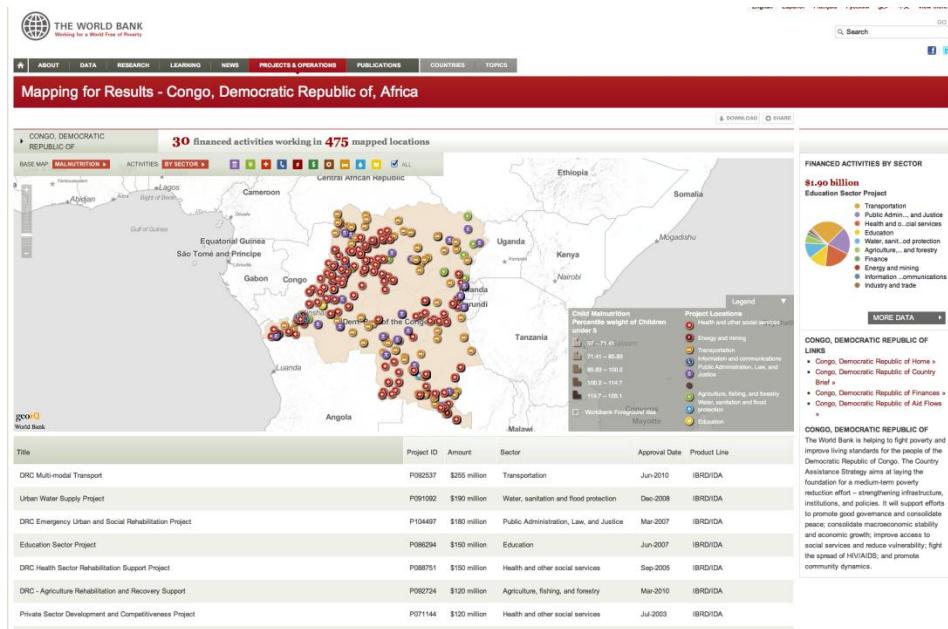
Key themes and content can also be accessed via a **rich footer**.

Key learnings:

- + Clarity
- + Excellent information hierarchy, different target audiences find their content easily
- + Good search functionalities
- + Social media is utilized well
- There were several broken links on the site, even in navigation bar
- Homepage could use the space more economically and reduce the scrolling need

Main findings benchmarking

Interactive maps and tools



Visual, intuitive and very interactive map to access project information: <http://maps.worldbank.org/>



Another example of visual and interactive content. It shows how to view statistics on developments in the world. Separate application lessens the overall user experience (application is not integrated to the main site). Link to the tool can be from: <http://www.sida.se/English/Countries-and-regions/>

Content organization on project pages (tabs)

The World Bank screenshot shows a project page with tabs for Overview, Details, Financials, Procurement, Results, Map, and Documents. It includes a project abstract, a table of key details, and a note about the data being drawn from the PAD, SAR or PGD. The DFID screenshot shows a similar structure with tabs for Overview, Map, and Contact Us, along with sections for the Operational Plan, News, and DFID-Funded Projects.

For project / case study pages, the challenge is organizing sometimes large amount of information, documents and links on a page. The use of tabs is good way of splitting up the content and documentation into logical and digestible groups.

On the left: www.worldbank.org/projects, on the right: <http://www.dfid.gov.uk/Stories/Case-Studies/>

Rich footer, with a sitemap and other navigation elements

The footer includes sections for 'WHERE WE WORK' (Africa, Americas, Asia, Middle East), 'OUR WORK' (Emergency Response, Nutrition, Procurement, Food Security Analysis, Logistics), 'OUR PROGRAMS' (Twitter, Facebook, YouTube, WeFeedback, Freerice, RSS feeds), and 'GET INVOLVED'. It also features a 'How we have helped' section with images and text about the GAVI Alliance and DFID funding. The footer also includes a sitemap, resources for different user groups, and links to the World Food Programme's website.

The rich footer on <http://www.wfp.org>: a sitemap that consists of the key content areas, not the whole site. This can support the main navigation, increase usability and findability in search engines. Icons are informative and help understanding the content areas.

About USAID	Our Work	Public Affairs	Careers	Business/Policy
This Is USAID	Agriculture	Press Releases	Applicant	Acquisition & Assistance
Frequently-Asked Questions	Cross-Cutting Programs	Mission Press Releases	Civil Service	Agency Financial Report
Organization	Democracy & Governance	New Developments	Civil Service FAQ	Budget & Spending
USAID Primer	Economic Growth & Trade	Fact Sheets	Fellows Programs	Business Opportunities
Our History	Education & Universities	Media Advisories	Foreign Service	Small & Disadvantaged Businesses
Inspector General	Environment	Speeches & Testimony	Foreign Service Officer FAQ	USAID FORWARD
OIG Reports	Gender Equality & Women's Empowerment	Reports to Congress	Junior Officer (JO)	Policy Framework
Performance and Accountability	Global Partnerships	Congressional Liaison	Mid-Levels	Recovery Act
Open Government Initiative	Health	IMPACTblog	Limited Appointments (FSLs)	Regulations and Policy
Telling Our Story	Humanitarian Assistance	IMPACT Newsletter	Inspector General	Partner Compliance and Oversight
U.S. Foreign Assistance Reform	Innovation & Development Alliances	Development Calendar	Personal Services Contractor (PSC)	Evaluation Policy
Staff Directory	Millennium Development Goals	FrontLines	Senior Executive Service	Ocean Transportation
Faith-Based & Community Initiatives	Policy, Planning, and Learning	Telling Our Story	Student Internships	Indefinite Quantity Contracts (IQC's)
Advisory Committee	Science and Technology	Photo Gallery	Student Programs FAQ	Private & Voluntary Cooperation
Speeches/Testimony		Development Experience Clearinghouse	Personnel Directory	University Partnerships
PVO Registry		AIDConnect	Frequently-Asked Questions	Transparency
USAID Knowledge Services Center		Branding Guidelines	Employment Forms	Information Quality
Knowledge Management		Contact USAID		Automated Directives System
Disability Policy				Competitive Sourcing
Branding Guidelines				Executive Order 13520, Reducing Improper Payments
	Locations			Ombudsman
	Sub-Saharan Africa			Business Forms
	Asia			
	Afghanistan / Pakistan			
	Europe & Eurasia			
	Latin America & the Caribbean			
	Middle East			
	Mission Directory			
	Mission Web Sites			

[What's New](#) : [FAQs](#) : [RSS](#) : [Help Desk](#) : [Privacy Policy](#) : [eGov](#) : [FOIA Requests](#) : [No FEAR Act](#) : [Privacy Program](#) : [Significant Guidance Documents](#) : [Compliance](#)



The rich footer on <http://www.usaid.gov>.

Sharing in social media



Social media sharing links have become a standard on all organization and commercial websites. Having the sharing links does not yet require having other presence in social media, e.g. in Facebook or Twitter.

Search



All benchmarked sites have search functionality as part of the global navigation (visible on all pages)

News (categorization of news topics)

The screenshot shows a news categorization interface with the following sections:

- LATEST NEWS FOR JOURNALISTS**: Includes links for SPEECHES AND ARTICLES, MULTIMEDIA NEWSROOM, E-BULLETIN SIGN UP, and TWITTER UPDATES.
- LATEST NEWS**: Describes reading the latest news on work, archive, and RSS feed. Includes a thumbnail of a person reading a newspaper.
- FOR JOURNALISTS**: Describes contacting the Press Office, browsing headlines, and downloading press releases. Includes a thumbnail of a person speaking into a microphone.
- SPEECHES AND ARTICLES**: Describes finding full transcripts of speeches and articles from ministers. Includes a thumbnail of a person speaking.
- MULTIMEDIA NEWSROOM**: Describes getting free photos, videos, and real-life stories for blogs. Includes a thumbnail of a person with a video camera.
- E-BULLETIN SIGN UP**: Describes signing up for regular email round-ups. Includes a thumbnail of two people.
- TWITTER UPDATES**: Describes following on Twitter for breaking news. Includes a thumbnail of a smartphone screen.

The screenshot shows the World Food Programme (WFP) homepage with the following navigation and sections:

- Header: About, Publications, Photos, Videos, Contact, Français, Español, English, SEARCH, DONATE
- Logo: WFP World Food Programme Fighting Hunger Worldwide
- Navigation: COUNTRIES, OUR WORK, HUNGER, GET INVOLVED, NEWS
- Section: News
- Sub-sections: Overview, Stories, News releases, Hunger in the news, Worth Reading, Media contacts

The screenshot shows the WFP News Releases page with the following content:

- Section: News Releases
- Text: Official statements announcing key developments in WFP operations and activities. Includes a "Subscribe" button.
- Filter: Country dropdown set to "Any" with an "Apply" button.
- Image: A photo of a child being fed.
- Section: LATEST STORIES
- List of stories:
 - Two Years After The Earthquake Food Security Is Still A High Priority For Haitians (12 January 2012)
 - Port-au-Prince. Two years after the Haiti earthquake, the UN World Food Programme (WFP), with the government and partners, has made significant progress to improve food security. A lot remains to be done and each month, WFP continues to provide food assistance to 1.5 million people.
 - The Challenges Of Feeding South Sudan's Hungry (11 January 2012)
 - Haiti: School Kids Eat Haitian Rice For Lunch (8 January 2012)
 - Haiti: Boy Escapes Clutches Of Malnutrition (8 January 2012)
 - 6 January 2012

News categorization on <http://www.dfid.gov.uk/News/> and <http://www.wfp.org/news/news-releases>
 News are categorized to serve different target audiences and to ensure quick access to relevant releases. News search is useful on large site.

The screenshot shows a news feed with the following sections:

- LATEST NEWS**: The Coco-De-Mer has the longest leaves and largest and heaviest seeds of any plant in the world <http://t.co/rK91Jbho> (about 23 hours ago)
- FACEBOOK FEED**: This #SpeciesOfTheDay may have the highest body temp of any shark, allowing it to hunt effectively in cool waters <http://t.co/GYIIQJMp> (1 day ago)
- TWITTER UPDATES**: Adult males of this #SpeciesOfTheDay are all black with a bright yellow beak <http://t.co/P290BaMW> (2 days ago)

At the bottom: [Follow @world_wildlife](#) (111K followers)

Example on how social media is incorporated to news feed on the homepage at <http://www.worldwildlife.org/>. Facebook and Twitter posts are often different from the "official" news releases and can link to other interesting content within the site or in other media.

Quick links



Quick links on the home page to relevant/popular/crucial content.

Navigation by target audience



Offer a separate navigation per target audience, with a selection of content specific for that target audience.

Personalized newsletters and reminders

Subscription to personalized newsletter at <http://newsletters.worldbank.org/newsletters/list.htm>. Personalized newsletters can inform the recipient of new relevant content. It can generate more quality traffic to the site and make communication with different interest groups more efficient.

Mega dropdown menus

The screenshot shows the World Food Programme (WFP) website. At the top, there is a blue header bar with links for 'About', 'Publications', 'Photos', 'Videos', 'Contact', and language options 'Français | Español | 中文'. There is also a 'SEARCH' bar and a 'DONATE' button. Below the header, the WFP logo and the text 'World Food Programme Fighting Hunger Worldwide' are displayed. The main content area features a 'COUNTRIES' dropdown menu with four categories: 'Africa', 'Americas', 'Asia', and 'Middle East'. Each category lists countries in two columns. A note at the bottom left says 'assistance to 1.5 million people.' and a note at the bottom right says '6 January 2012 Evotian Schoalair Answers 10 Questions'.

Region	Country	Country	Country	Country
Africa	Algeria	Benin	Burkina Faso	Burundi
	Cameroon	Central African Republic	Chad	Congo, Democratic Republic Of
	Congo, Republic Of	Côte D'Ivoire	Djibouti	Egypt
	Ethiopia	Ghana	Guinea	Guinea-Bissau
	Kenya	Lesotho	Liberia	Libya
	Madagascar	Malawi	Mali	Mauritania
	Mozambique	Namibia	Niger	Rwanda
	São Tomé And Príncipe	Senegal	Sierra Leone	Somalia
	South Sudan	Sudan	Swaziland	Tanzania, United Republic Of
	The Gambia	Togo	Tunisia	Uganda
	Zambia	Zimbabwe		
Americas	Bolivia	Colombia	Cuba	Ecuador
	El Salvador	Guatemala	Haiti	Honduras
	Nicaragua	Peru		
Asia	Afghanistan	Armenia	Bangladesh	Bhutan
	Cambodia	Georgia	India	Indonesia
	Korea, Democratic People's Republic (DPRK)	Kyrgyzstan	Lao PDR	Myanmar
		Nepal	Pakistan	Philippines
	Sri Lanka	Tajikistan	Timor-Leste	
Middle East	Iran	Iraq	occupied Palestinian territory	Syria
	Yemen			

The screenshot shows the World Trade Organization (WTO) website. At the top, there is a grey header bar with links for 'Français | Español', 'Contact us | Site map | A-Z', and a search bar. The main content area features a 'Trade topics' dropdown menu with several categories: 'Goods', 'Services', 'Intellectual property', 'Dispute settlement', 'Building trade capacity', 'Doha Development Agenda', 'Trade monitoring', and 'Other topics'. Each category lists sub-topics in two columns. A sidebar on the left contains a 'WTO pan disp' section and a 'Explore' section with a small image.

Category	Sub-topics	Sub-topics
Goods	Agriculture - Agriculture negotiations - Cotton Sub-Committee Anti-dumping - Rules negotiations Balance of payments Customs valuation GATT & the Goods Council Goods schedules Import licensing Information Technology Agreement Market access for goods - Market access negotiations	Rules of origin Preshipment Inspection Safeguard measures Sanitary & phytosanitary measures State trading enterprises Subsidies & countervail measures - Rules negotiations - Fisheries subsidies Tariffs Technical barriers to trade Textiles Trade facilitation
Services	Services negotiations Services schedules	Subjects treated Trade Negotiations Committee Groups in the negotiations
Intellectual property	Specific TRIPS issues	E-Learning Enhanced Integrated Framework Disputes by subject Find disputes cases Dispute Settlement Body Appellate Body
Dispute settlement	Disputes chronologically Disputes by country/territory Disputes by agreement Disputes by subject Find disputes cases Dispute Settlement Body Appellate Body	Aid for Trade Development - Rules negotiations - Fisheries subsidies Tariffs Technical barriers to trade Textiles Trade facilitation
Building trade capacity	Disputes by subject Find disputes cases Dispute Settlement Body Appellate Body	Trade monitoring Trade monitoring reports Trade policy reviews
Doha Development Agenda	Subjects treated Trade Negotiations Committee Groups in the negotiations	Accessions Civil aircraft Competition policy Electronic Commerce Environment - Climate change Government procurement Investment Regional Trade Agreements - Negotiations on RTAs Trade finance
Trade monitoring	Trade monitoring reports Trade policy reviews	
Other topics		

Mega dropdown navigation menus (containing the deeper level content of a main section) can be economical and user friendly in terms of space and readability. This navigation type is not the most search engine friendly, but if the site otherwise optimized well it should not be a major problem.

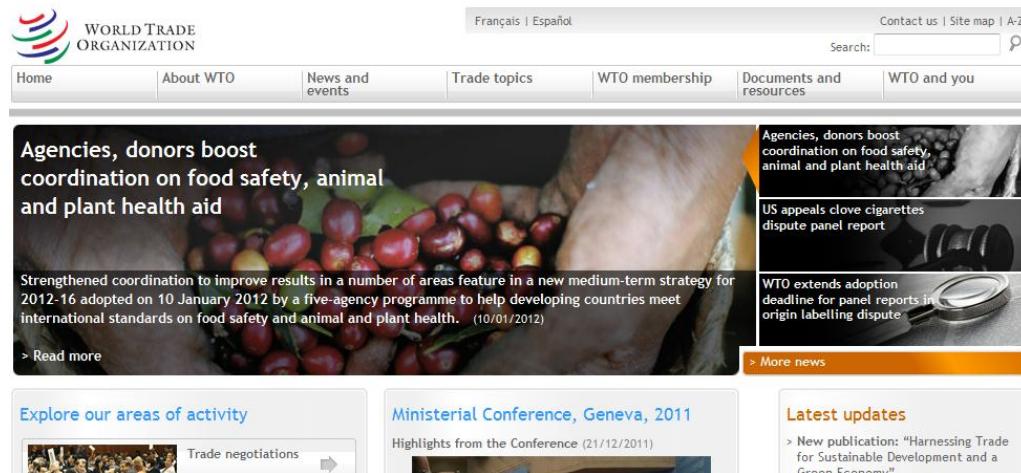
Example from <http://www.wfp.org> and World Trade Organization

Accessibility



European Investment Bank has a link on the homepage to a separate accessibility page. Apart from a list of access keys, this page is more a justification of their accessibility approach, rather than helping a user access the site.

Carousel / multiple image banner



Most of the sites are using a **carousel/multiple image banner** on the homepage. Typically 3-5 different images/videos are shown. Example from <http://www.wto.org/>

Visual and rich media storytelling



Visualization and video format can help understand important or complex information quickly. Visual format can also trigger emotional associations and help in memorizing the key messages.

Examples from left:

<http://www.imf.org/external/about/whatwedo.htm>

<http://www.worldwildlife.org/what/howwedoit/index.html>

http://www.oecd.org/pages/0,3417,en_36734052_36761681_1_1_1_1_1,00.html

No separate, mobile version of the web site

None of the sites in the benchmark have separate, dedicated mobile versions of their web site (Worldbank, DFID, WFP, WTO, EIB.org, USAID, WN.org)

Conclusions

Most sites had clear, clean and light look & feel. They all look professional.

In most cases, the key messages (what the organization does and how they work) are clear and are well communicated on the homepage.

Content is well structured; navigation in most cases straightforward and intuitive. The web sites often use a similar structure classification:

- Who we are, What we do, Where we work...
- Our work/what we do
- About (us)
- News as one of the main sections
- Get involved
- Projects/case studies/Projects & operations

Most sites offer **different ways to access information**: by themes or location, by using textual navigation, search functionalities or interactive maps. The sites sometimes offer search functionalities with possibility to select different search criteria's in relevant places on the sites.

All the visited sites are very informative and large, but **homepages were kept quite simple** with clear information hierarchy. Recent and actual information is shown first. Key themes/content is promoted in a way that gives quick and visual access to most important/visited content.

News and media content is well displayed on the homepages. All sites give an impression of being up to date, active, and offering the latest news. News/press pages have often filtering options by content category, topics, date or other criteria. RSS feeds and newsletters are offered. Some organizations publish news and links to new content also in Facebook, Twitter and other social media sites.

Different target audiences are sometimes identified on the home page, and guided to relevant content from the homepage via a quick link. This can make the first step faster, but none of the sites were personalized deeper in the structure.

Social media services are mostly well branded and regularly updated. Sharing links (see example on page 14) are often placed to footer or side columns and content pages.

Most sites have large amount of **videos and images**, and rich media elements are nicely integrated to the relevant content pages. Heavy images or videos are linked with static thumbnail images.

Funding with detailed instructions and project lifecycle can be found easily on most sites. Sometimes there is a lot of information and downloadable documents, but not step by step guides or wizards to help in information search and application process. On most sites, the application service/database requires passwords. There is always contact information available to ask further assistance or information.