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## **New Portal Makes Wisconsin Government More Accessible**

*Redesigned Wisconsin.Gov Improves User Experience*

Today, the Department of Administration announced the launch of a redesigned [www.Wisconsin.Gov](http://www.Wisconsin.Gov) portal, which has been updated with a new mobile-friendly modern design and streamlined content. This overhaul will improve one of Wisconsin's premier government websites—in 2013 Wisconsin.gov received more than 2.9 million unique visits and 6.1 million page views.

"Today is huge step forward as we work to make it easier to access information about the operation of our state government," said DOA Secretary Mike Huebsch. "Coming off the heels of the successful launch of *OpenBook Wisconsin*, we are now moving forward with a long overdue complete redesign of Wisconsin.Gov."

For the first time in more than ten years, the official Wisconsin state portal has been renovated to leverage up-to-date web technology, which provides an accessible and compelling experience to users on a variety of devices. The new [Wisconsin.Gov](http://Wisconsin.Gov) showcases the beauty of Wisconsin with landscape photography that changes with the seasons and pays homage to the State's history with Frank Lloyd Wright-inspired typography and motifs.

Site navigation has been reorganized and content has been streamlined with the goal to make the redesigned website visually appealing and productive. The new site is organized around user groups for better service to citizens, businesses and government users. The revised website features targeted paths to help workers locate employment resources and businesses connect with jobseekers. And since most visitors to government sites seek to accomplish specific tasks, Wisconsin.Gov now sports a directory of state agencies conveniently linked to the top online services they offer.

The redesigned portal website was created by Wisconsin Interactive Network and can be accessed at [www.Wisconsin.Gov](http://www.Wisconsin.Gov).

*Wisconsin Interactive Network is part of the eGovernment firm NIC's family of companies. NIC is the nation's leading provider of official government portals, online services, and secure payment processing solutions. The company's innovative eGovernment services help reduce costs and increase efficiencies for government agencies, citizens, and businesses across the country. The NIC family of companies provides eGovernment solutions for more than 3,500 federal, state, and local agencies across the United States.*

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