



Executive Office of Energy & Environmental Affairs

# LSP Board Webpage Re-design

August 2023

# Design Process includes

- LSP Website cleanup
- Analyze the data
- Take an inventory
- Plan/Draft
- Publish

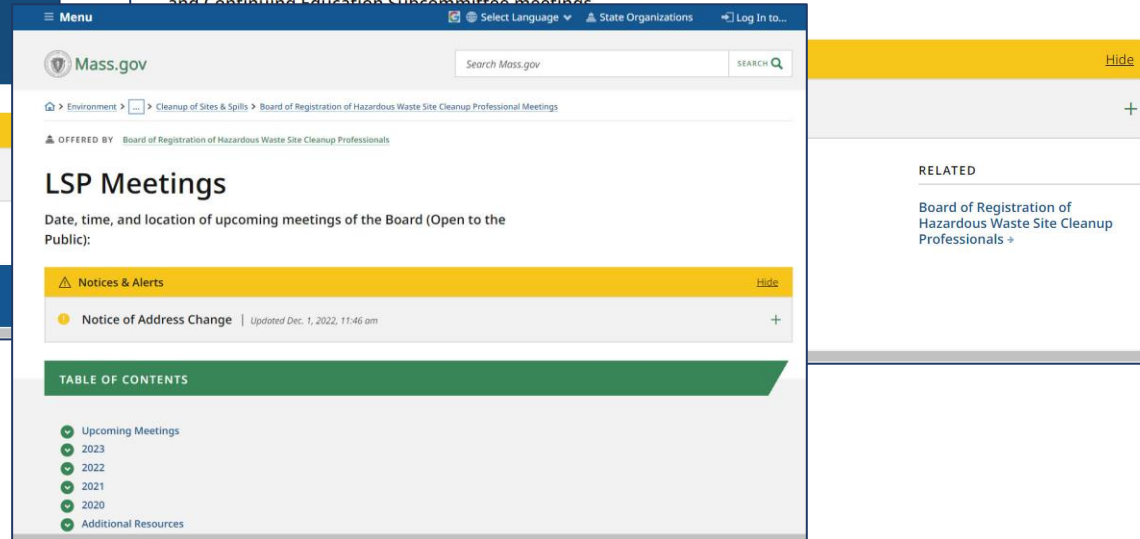
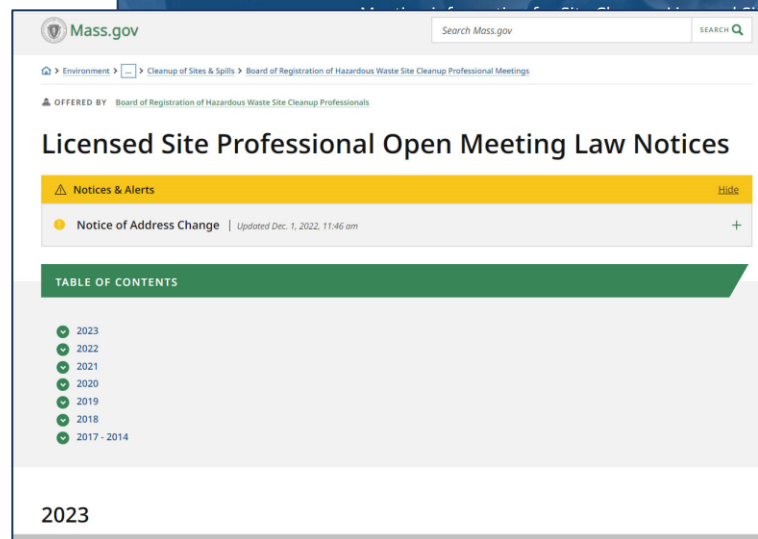
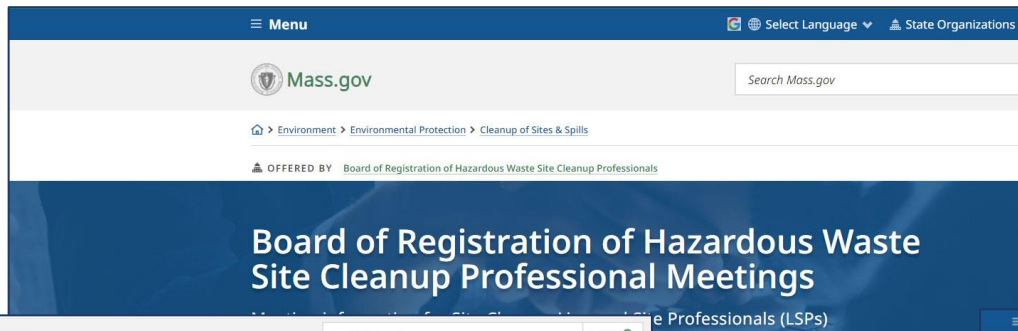




# LSP Website cleanup

# Eliminate redundancy

**Example:** We have four separate pages for meetings, but we only need one



# Ensure the information is accurate and current

## Accurate information

together with the fee. Please send all the application forms to :

LSP Board  
100 Cambridge Street,  
9th Floor,  
Boston, MA 02114

The Application Fee must be mailed to a special lockbox. You can pay by check or money order payable to the Commonwealth of Massachusetts/LSP Board. Please use a separate envelope for the payment and mail it to:

COMMONWEALTH OF MASSACHUSETTS  
LSP BOARD  
P.O. BOX 4062

Update all references of 1 Winter Street to 100 Cambridge Street

## Current information

### Upcoming Meetings

Regulations Committee Meeting 12:00 p.m.\*  
Continuing Education Committee Meeting 12:00 p.m.\*  
Professional Conduct Committee Meeting 12:00 p.m.\*  
Board Meeting 12:00 p.m.\*

**\*Note:** Meetings will proceed in the order listed and times are approximate.

- August 17, 2023
  - [Notice and meeting details](#)
  - [Agenda](#) (Posted on 08/9/2023 at 2:15 p.m.)

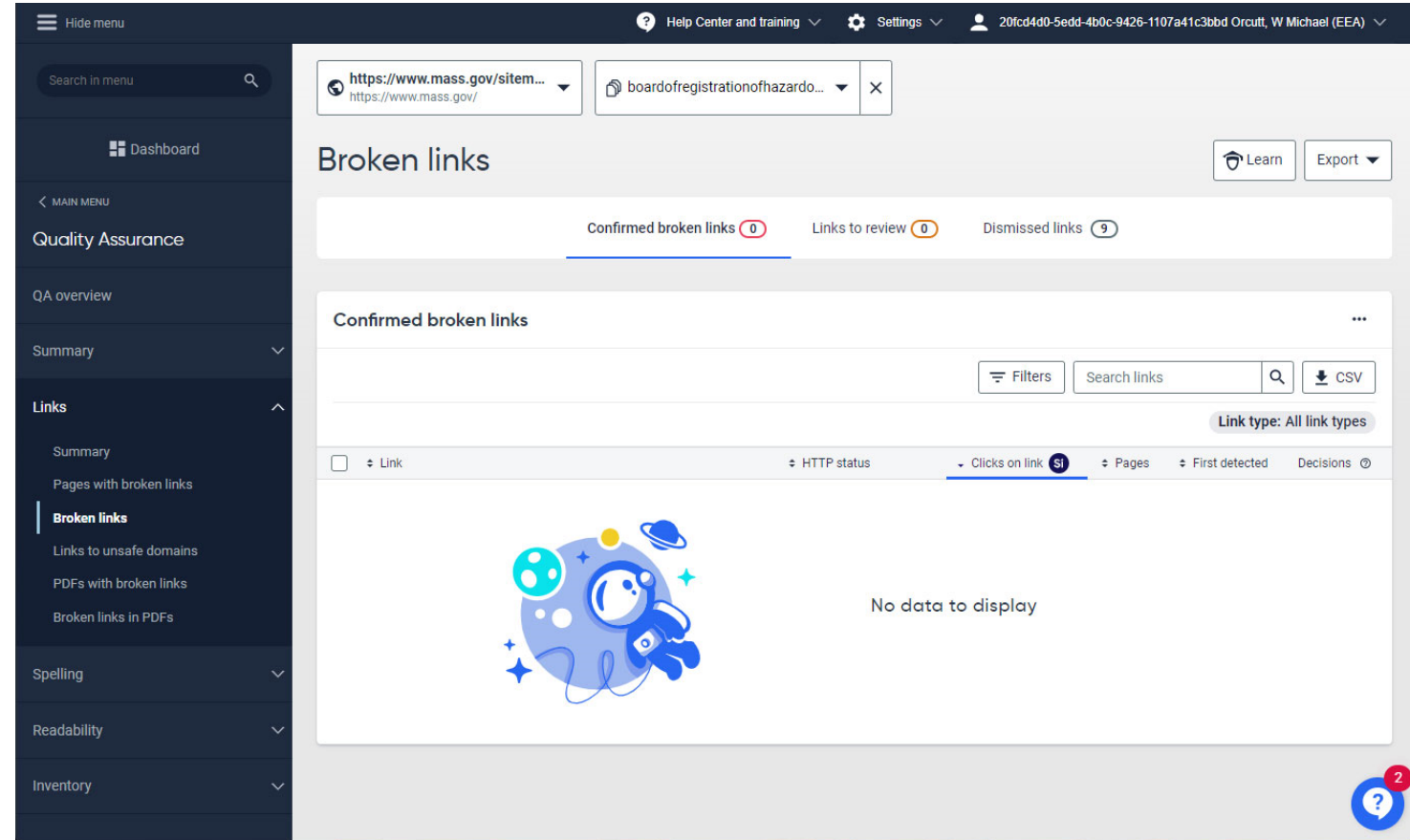
We are adding dates to when our agendas were published, to ensure they are posted in a timely manner



# Monitor the website for broken links and misspellings

## Siteimprove

- Siteimprove is suite of solutions that can help us better manage our online content
- They regularly crawl the website in search of broken links, misspellings and accessibility issues
- As of August 11<sup>th</sup>, we have 0 broken links and 0 misspellings



The screenshot displays the Siteimprove interface for monitoring broken links. The top navigation bar includes a 'Hide menu' button, a search bar, and user information for 'W Michael (EEA)'. The main content area is titled 'Broken links' and shows a summary of link status: 'Confirmed broken links 0', 'Links to review 0', and 'Dismissed links 9'. Below this, a section for 'Confirmed broken links' is currently empty, displaying a 'No data to display' message with a decorative illustration of a space-themed character. The interface also features a sidebar with navigation options like 'Dashboard', 'Quality Assurance', and 'Links', and a bottom right corner with a help icon.



**Analyze the data**

# Collect and analyze data about users and how they interact with our site.

## What are users clicking on?

### Top clicked page components

Component name	Link text	Link URL	# of clicks
1. callout	Find a Licensed Site Professional	null	196
2. collapsable_content_click	Meetings	<a href="https://www.mass.gov/board-of-registration-of-hazardous-waste-site-cleanup-professional-meetings">https://www.mass.gov/board-of-registration-of-hazardous-waste-site-cleanup-professional-meetings</a>	71
3. collapsable_content_click	LSP Licensing	<a href="https://www.mass.gov/lsp-licensing">https://www.mass.gov/lsp-licensing</a>	59
4. collapsable_content_click	About the Board of Registration of Hazardous Waste Site Cleanup Professionals	<a href="https://www.mass.gov/about-the-board-of-registration-of-hazardous-waste-site-cleanup-professionals">https://www.mass.gov/about-the-board-of-registration-of-hazardous-waste-site-cleanup-professionals</a>	56
5. page_or_org_alert	+	null	31
6. page_or_org_alert	Notice of upcoming Online Registration System Updated Jun. 27, 2023, 12:35 pm +	null	31
7. callout	News & Updates	null	20
8. callout	Announcements	null	20
9. collapsable_content_click	Complaints against an LSP	<a href="https://www.mass.gov/complaints-against-an-lsp">https://www.mass.gov/complaints-against-an-lsp</a>	17
10. page_or_org_alert	notice Notice of upcoming Online Registration System Updated Jul. 24, 2023, 11:15 am +	null	15

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## What are users searching for?

### Google searches leading to this page

Search term	# of searches
1. lsp address form	1
2. water quality certification	1
3. retire	1
4. lsp forms	1
5. hazardous	1
6. who is the executive director of the lsp board	1
7. elizabeth callahan	1
8. beverly cole roby	1
9. real estate license	1

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### Searches from this page

Search term	# of searches
1. state board of licensed site professionals	1
2. lsp license expiration	1
3. lsp	1
4. lsp board	1
5. hazardous	1
6. roby	1
7. lsp change	1

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# Collect and review user feedback.

## Feedback for at the bottom of every page

Help Us Improve Mass.gov

Did you find what you were looking for on this webpage?

Yes  No

How can we improve the page? \*

Please do not include personal or contact information. [You will not get a response](#) ⓘ

500/500

[SEND FEEDBACK](#)

## Feedback is stored in a searchable database

Date	Did You Find?	Source Page	Feedback Text	Tags
8/7/2023	No	LSP Licensing	social worker registration?	Not tagged <a href="#">Add tag</a>
5/22/2023	No	Historical Minutes of LSP Board and Subcommittee Meetings	It's 2023 and this page has not been updated since 2020. There are many professionals that rely on the information that should be included on this page. If you are never going to update it or provide links to board meeting videos so we can see the decisions even if we could not attend, then just take this page down and don't bother.	<a href="#">Page Content</a> <a href="#">Add tag</a>
4/8/2023	No	LSP Licensing	Verifica mi licencia	Not tagged <a href="#">Add tag</a>
1/30/2023	No	Biographies of Licensed Site Professional Board members	email addresses	<a href="#">Contact Information</a> <a href="#">Add tag</a>

### Most common issues include:

- I can't find it.
- This content is outdated.



[All Topics](#) [Site Policies](#) [Public Records Requests](#)

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**Take an inventory**

# Take an inventory of the current website

This will act as a blueprint for the revised content.

Page Title	Link to page	Notes	Status	Tasks
Historical Minutes of LSP Board and Subcommittee Meetings	<a href="#">Webpage</a>	Redundant: One of four pages, consolidate	Pending	Move content, delete, redirect to the new page.
Board of Registration of Hazardous Waste Site Cleanup Professional Meetings	<a href="#">Webpage</a>	Redundant: One of four pages, consolidate	Pending	Move content, delete, redirect to the new page.
Licensed Site Professional Open Meeting Law Notices	<a href="#">Webpage</a>	Redundant: One of four pages, consolidate	Pending	Move content, delete, redirect to the new page.
LSP Meetings	<a href="#">Webpage</a>	This will be the new consolidated meeting page	Pending	Add content from old pages.





**Plan/Draft**

# Use the resources we collected to create a better website





**Publish**

# Finalize the new content

- Review
- Approve
- Publish
- Take down the old content
- Set up redirects





Executive Office of Energy & Environmental Affairs

**Thank You**

Contact Information:

[LSP.Board@mass.gov](mailto:LSP.Board@mass.gov)