

GOVERNMENT OF ROMANIA A BETTER ONLINE PRESENCE

CASE STUDY

THE CLIENT

The **Romanian Government** represents the Executive power of the country. At the time of the project, the Cabinet was headed by Prime Minister Emil Boc and included a number of 16 Ministers.

THE BRIEF

Acknowledging the importance of Internet and the fact that people use it as a main communication channel, the Romanian Government decided to improve its online presence. They needed a better website and a much more efficient way to communicate with their public.

THE PROJECT

To meet their objectives, we came up with a complex range of online presence tools. The first step in improving the Government's online image was to create a whole new website, built on a new Content Management System (CMS), and to add best performing Search Engine Optimization (SEO) tools.

With our client being a powerful institution of the state, as far as design was concerned, we went for a serious but modern look, matching both the importance Romanian Executive has on the political stage and also the latest international trends for official websites. We designed the website so that it facilitates a faster and better communication between the Government and the general public.

Also, we integrated efficient Search Engine Optimization (SEO) tools, thus guaranteeing that the Government's new website was relevant for search engines.

THE RESULTS

The number of visitors to the new website increased by a staggering 130%. The website www.gov.ro soon gained the 1st position in the top of public administration sector institutions that were present online, maintaining this position at the moment as well.



The new website helped the core departments of Romanian Government publish information of public interest in a more efficient manner.