



**NEWS RELEASE**  
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## **OK.gov Unveils Newly Designed Web Portal** *Easily find information about Oklahoma government on any device*

**OKLAHOMA CITY** – May 1, 2012 – Today, the state of Oklahoma unveiled a new design and major functional enhancements to the official state web portal, [OK.gov](http://OK.gov). The new and improved [OK.gov](http://OK.gov) introduces cutting-edge design and technology to enhance how state government interacts with the citizens and businesses of Oklahoma. The new web portal ([www.ok.gov](http://www.ok.gov)) not only showcases the natural beauty of Oklahoma through spectacular background images, but also incorporates first-of-its-kind technology, such as enhanced searching capabilities and responsive design; allowing the state to effectively deliver an exceptional experience to Oklahoma’s citizens and businesses.

“With the launch of the latest OK.gov website, the most innovative technology is being used to provide state government with the opportunity to better interact and serve the citizens and businesses of Oklahoma,” Gov Fallin said.

The new OK.gov layout was designed in response to the trend Governor Mary Fallin initiated with the launch of her redesigned website last year ([ok.gov/governor](http://ok.gov/governor)). OK.gov includes many similarities to the Governor’s website, such as the prominent search bar, stylish swoop in the banner area, rotating current features areas, and the header bar to highlight prominent modules. As the Governor’s look and feel is currently being developed by OK.gov to become the new state agency template, this consistency is intended to instill a sense of familiarity and trust in Oklahoma government by the citizens and businesses that interact with the state of Oklahoma online.

Whether viewing OK.gov from a smart phone, tablet, PC, or Mac, responsive design adapts the layout of the website to the viewing environment of the end user’s device. Users across an extensive range of devices and browsers can now easily access and navigate the information provided on OK.gov, with minimum resizing and scrolling required. To enhance the searching capabilities of users as they navigate through OK.gov, the ‘Companion Search’ utility has been added, which follows users as they scroll up and down the web page. The main search bar contains navigation and most recent/popular content links to help users quickly access relevant information. Social networking platforms, such as Facebook and Twitter, are also prominently displayed in the top banner area to allow one-click access to share pertinent information found on OK.gov.

Some of the other key features of the new portal include:

- Bold new look and responsively designed format
- Enhanced Google powered “Companion Search” bar
- Live OK stats and Twitter Feed

- Easy-to-use Share functionality
- Improved information architecture with added usability & accessibility
- Ever-changing content on the home page
- Photo gallery and Oklahoma information
- Easy access to all Oklahoma Elected Officials' websites

“Transparent government and innovation are critical components to Governor Fallin’s administration,” said OK.gov General Manager, Mark Mitchell. “As OK.gov is the web portal to Oklahoma government, the revamped website has been developed to meet the more technical savvy demands of Oklahoma citizens and businesses. This new website provides innovative technology and design, such as companion search and responsive design, to deliver the best possible experience and better serve the state of Oklahoma.”

The new web portal is designed and maintained by OK.gov, a public-private partnership with the Oklahoma Office of State Finance and Oklahoma Interactive, a wholly-owned subsidiary of eGovernment firm NIC.

#### **About the Oklahoma Office of State Finance**

The Office of State Finance is responsible for producing the Governor's Executive Budget and the Comprehensive Annual Financial Report, partnering in the implementation of the State of Oklahoma's Integrated Central Financial System (CORE), and managing OK.gov, the state's Internet portal. Additional information is available at <http://www.osf.ok.gov>.

#### **About OK.gov**

[OK.gov](http://www.ok.gov) is the Official website of the state of Oklahoma and a collaborative effort between the Oklahoma Office of State Finance (OSF) and Oklahoma Interactive, LLC to help Oklahoma government entities Web-enable their information services. OSF is responsible for OK.gov. Oklahoma Interactive operates, maintains, and markets OK.gov and is part of eGovernment firm NIC’s (NASDAQ: [EGOV](http://www.egov.com)) family of companies.

#### **About NIC**

[NIC](http://www.nic.com) Inc. (NASDAQ: [EGOV](http://www.egov.com)) is the nation's leading provider of [official government portals](http://www.nic.com), online services, and secure payment processing solutions. The company's innovative [eGovernment services](http://www.nic.com) help reduce costs and increase efficiencies for government agencies, citizens, and businesses across the country. NIC provides eGovernment solutions for more than 3,500 federal, state, and local agencies in the United States. Additional information is available at <http://www.egov.com>.