

GovDelivery Subscription Tag Cloud

The GovDelivery Email and Digital Subscription Management system is designed to help government entities keep the public up-to-date by allowing them to offer subscription options on their websites. Offering subscription options has resulted in a 20% increase in website usage for many government entities.

The Web 2.0 Subscription Tag Cloud provides another way to present subscription options to your website visitors. GovDelivery's Subscription Tag Cloud widget is embedded on the website, enabling a visual representation of subscription topics offered. The cloud contains hyperlinked tags (or keywords) that are associated with the subscription options offered to the public. The tag cloud gives visitors an instant illustration of available subscription topics with the most popular items, based on the number of subscriptions, represented by larger and bolder font and colors. By clicking a keyword, a site visitor sees a list of options that are tagged with that word.

Tags are assigned automatically to subscription items for ease of administration, but can be manually assigned or modified as well.

Increased Subscription Sign-up. Enhanced Navigation.

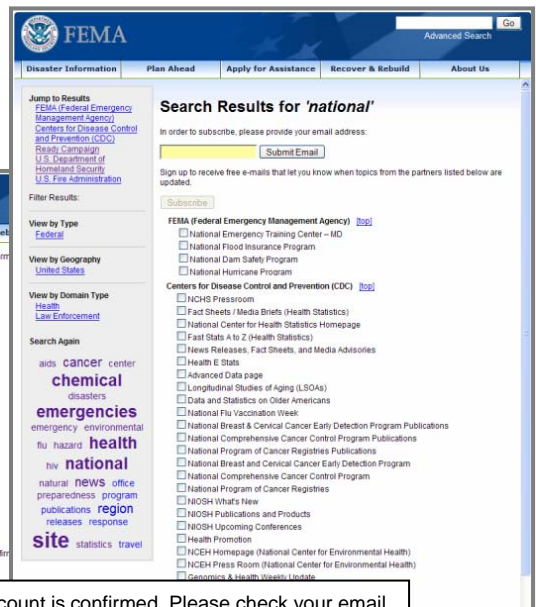
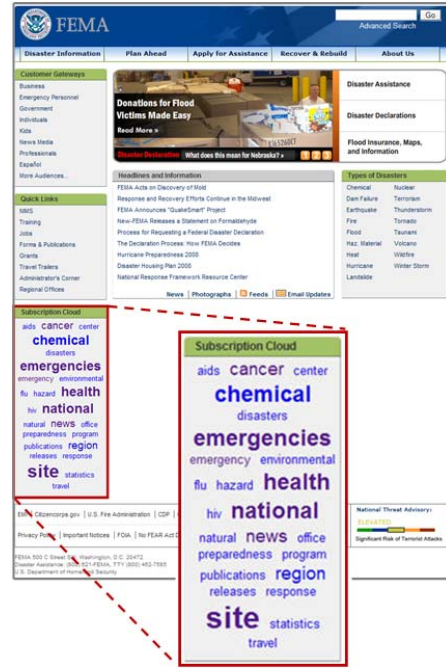
The GovDelivery Subscription Tag Cloud helps improve website navigation and increases subscriptions to site content. Visitors to the site are able to quickly find relevant content on topics of interest. For example, clicking a tag like 'national' returns all topics tagged with that term.

Increased Synergy with Partner Agencies. Cross Promotion.

GovDelivery's Subscription Tag Cloud is based on subscription items. If your organization is utilizing the GovDelivery Collaboration Network, the subscription items offered by your network partners will also appear. Utilizing the Subscription Tag Cloud offers subscribers even more options among subscription items of networked clients, and increases cross-promotion potential among networked government organizations.

How GovDelivery Subscription Tag Cloud (Embedded Network Widget) works:

1. Citizen visits <http://www.fema.gov>
2. On the home page, he/she clicks 'National' in the Subscription Tag Cloud in the left navigation bar.
3. System returns results from FEMA as well as its relevant network partners.
4. All results are current subscription items. From the results page, citizens can create a user profile and subscribe to any of the items listed.
5. Subscriber will receive a confirmation email listing out subscription items selected, and asking receiver to follow the link to opt-in.



Your account is still in Pending status. You will not receive any e-mail updates until this account is confirmed. Please check your email for a message containing confirmation links.

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