Adobe

Digital Government Index for United States.

Delivering efficient, modernized, and seamless digital experiences to citizens across 50 states.

Third edition

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Adobe foreword

Government organizations at all levels in the United States face a dual challenge. Citizens' expectations of their public services are rising just as the resources needed to deliver them are diminishing. Amid this changing economic and political climate, there's now a sharpened focus on efficient ways to serve citizens and achieve economies of scale.

From an operational standpoint, there are multiple proven pathways to achieving better service quality and efficiency. Leading governments are focused on integrating services and offering citizens a single point of access. This can help create operational synergies across government, generate richer data to better understand citizen needs, and ultimately, deliver a more seamless experience across state government agencies.

Another is improving the accessibility of public information and services while empowering more citizens to independently self-serve. State governments are already focused on improving access among constituents of all abilities and meeting incoming compliance obligations. The other benefit of expanding accessibility is reducing the cost to serve. In fact, digital self-service can cut support costs by 75% while freeing up staff to help citizens with issues that can't be resolved online.

While governments continue to make strides towards these goals, the reality is that most US citizens still encounter problems when trying to access and interact with government services. Most people say digital is also their channel of choice for engaging with government, but few do so on a regular basis.

This latest Digital Government Index report for the United States offers insights into why these frustrations exist, identifying the strengths and weaknesses of service delivery across the 50 states. Analysis of the data unlocked opportunities to enhance citizen interactions and outcomes. In many cases, improvements are well within reach due to previous investments in IT modernization.

For example, a significant surge in website performance was recorded as governments focused on services that are responsive, and both easy to find and navigate. However, customer experience scores moderated, as users were unimpressed with some aspects of their journey across public sites.

A newly introduced assessment of personalization revealed a lack of customized services and support as citizens transitioned from searching for services to seeking outcomes, which helped explain the decline in their experience. With a stronger technical foundation, governments are better equipped to enhance these service features.

Many of the metrics we assess in this report revolve around a simple concept: If governments design services for everyone and tailor them to individuals, they are likely to drive better outcomes. In a world where scrutiny is increasing, services that are easier to access will drive positive outcomes for citizens and enable governments to fulfill their missions with operational efficiency at the core.

Brian Chidester
Head of Industry Strategy
Public Sector
Adobe

[1] Tidio. Essential self-service statistics and trends. 2024.

The rising demands for efficiency, experience, and frictionless access.

Governments are under mounting pressure from both decision-makers and the public to deliver services with greater efficiency and impact.

The drive to do more with less.
State and local governments are facing a more complex operating environment and political climate. They're taking on expanded mandates amid shifting policy in areas from education and healthcare to emergency preparedness and immigration. They're also navigating increased federal reporting demands and funding uncertainty. These pressures could lead to delays, cuts or reallocation of resources, making productivity and digital-first strategies more urgent priorities.

Raising the digital bar.
Beyond streamlining operations and enabling core missions, there is growing public demand for interactions to be quick, easy, secure, and accessible. Nearly eight in ten (77%) citizens believe government services should be as good or better than their private-sector digital experiences[2]. Meeting these expectations isn't just about convenience — every interaction is a chance to build trust and deliver better outcomes.

Removing barriers to self-service.
In the next two years, all state governments must comply with the directive to meet WCAG 2.1 AA accessibility standards. This is an important first step toward serving the 54% of customers[3] who access online services from 3 or more devices, with the most common device being smartphones, or the millions of users who face digital barriers due to ability, limited English proficiency, or lower literacy levels.

While there are both internal and external drivers, there are also mutual benefits of enhanced digital service delivery. Not only can it help governments align with citizen preferences, but it also stands to unlock efficiencies through self-service and faster resolutions, which can underpin significant productivity gains.

56%

of US citizens prefer to interact with government services via websites[4]

74%

of US users say they faced problems accessing government services in the past two years[5]

$400-$450 billion

in estimated productivity gains through more efficient service delivery[6]

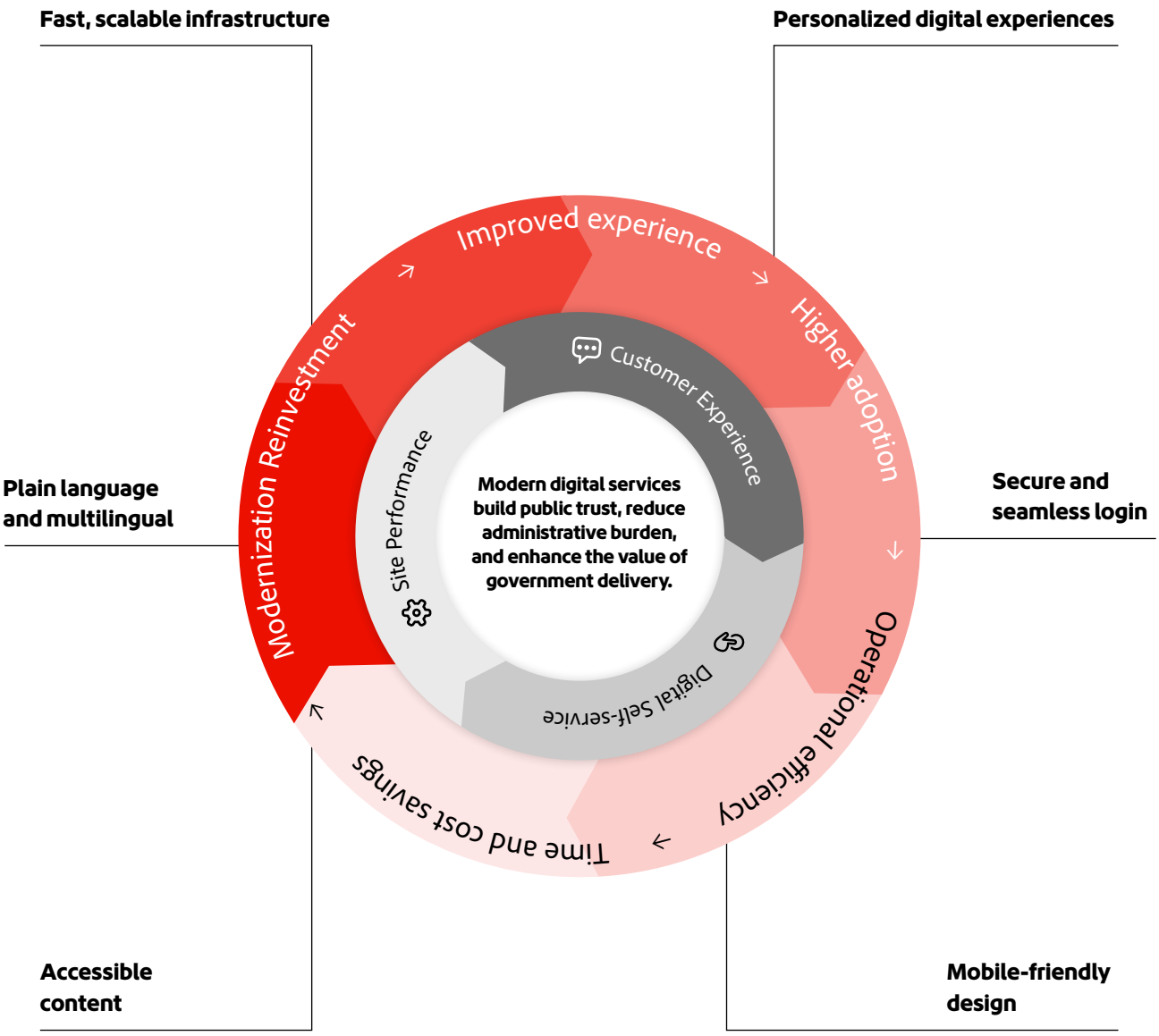
[2] BCG. Rebuilding Trust: A Citizen-First Approach to Government Service Delivery. 2024
[3] BCG. The Global trust imperative salesforce BCG Whitepaper. 2024
[4] Deloitte. Digital Citizen Survey. 2023
[5] BCG. Rebuilding Trust: A Citizen-First Approach to Government Service Delivery. 2024
[6] McKinsey & Company. Boosting productivity in the US Federal Government. 2025

Enhancing outcomes for citizens and government.

Adobe's Digital Government Index (DGI) evaluates how effectively government websites deliver impactful, efficient digital services. It provides a benchmark for digital maturity across states, identifying opportunities to improve core capabilities and modernize service delivery.

A stronger performance on the DGI metrics equates to better experiences for citizens and governments. As more people access and easily engage with online services, governments gain efficiency, reduce the cost to serve, and then reinvest in ongoing improvements. This creates a self-reinforcing cycle of better service, higher participation, and stronger outcomes.

The modern digital services flywheel: driving participation, efficiency, and public outcomes.



The Digital Government Index (DGI) framework.

The DGI assigns a score from 0 to 100 across 50 state government websites, assessing effectiveness in three core areas: Customer Experience, Site Performance, and Digital Self-Service. The 2025 report also includes an evaluation of personalization capabilities to understand how well agencies deliver relevant, user-centered experiences. The Personalization analysis, which was conducted as a separate evaluation for the 2025 DGI, was formerly included in the digital foundation score in prior years. Together, these measures demonstrate the intuitiveness, efficiency, and accessibility of government services for all constituents.

Digital Government Index (DGI) score (0-100)

Nascent <60	Basic 60-70	Emerging 70-80	Advanced 80-90	Cutting-edge 90-100
Static sites with limited service options, no personalization or data strategy	Navigation challenges for services, inconsistent design across sites	Connected experience with basic personalization via segmentation	Digital self-service across channels with single sign-on across channels	Unified portal with smart, proactive recommendations

Three key pillars averaged to produce DGI score

Digital Foundation

Customer Experience score (0-100)

Create simple, seamless experiences that make it easy for users to complete tasks.

Measures:

10 customer experience indicators

1. Desktop experience
2. Mobile experience

Sample:

User testing of 960 residents across 50 state portals

Site Performance score (0-100)

Deliver a fast, stable, and reliable website experience across all devices.

Measures:

1. Site speed
2. Site health
3. Site authority
4. Engagement

Sample:

50,000 web pages crawled

Digital Self-Service score (0-100)

Enable all users to independently access and navigate services with ease.

Measures:

1. Accessibility conformance
2. Language
3. Readability

Sample:

Analyzed 50 state websites

Updated in 2025

Personalization analysis

Offer relevant experiences at various touchpoints throughout the user journey.

Measures:

8 personalization indicators

1. Tailored content and communication
2. Customized user experience
3. Streamlined onboarding and support

Sample:

Analyzed 50 state websites + State Health and Human Services (HHS) sites

THE DGI RESULTS

Digital services lift across the US, but key metrics are moving at different rates.

Following a modest improvement between 2023 and 2024, this year's national DGI score of 68.0 shows a clear step forward in digital government performance across the 50 states. The uplift, led by a substantial 16.9% improvement in Site Performance and a 5% rise in Digital Self-Service, reflects sustained investment in citizen-centric service delivery. Many states have continued to upgrade technology infrastructure and build more performant web and mobile platforms. Some are also shifting toward unified 'single front door' portals that support access and convenience.

While the 2025 national DGI result brings the nation closer to the emerging maturity level, it also reveals a moderate drop in Customer Experience of 1.6%. Given this measure is based on user testing, the decline shows the persistent gap between the experience people have and what they expect from digital services. However, as we'll explore shortly, many states have made meaningful technical progress in the past year. This presents an opportunity to better harness and extend existing capabilities to elevate the citizen experience.

Digital Government Index for the United States

68.0/100

2025
DGI score
▲ **+6.3%** from 2024 (64.0)
▲ **+0.9%** from 2023 (63.4)

Customer Experience
2025
66.6
▼ **-1.6%** from 2024 (67.7)
▲ **+1.7%** from 2023 (66.6)

Site Performance
2025
65.1
▲ **+16.9%** from 2024 (55.7)
▼ **-3.2%** from 2023 (57.6)

Digital Self-Service
2025
71.7
▲ **+5.0%** from 2024 (68.3)
▲ **+3.5%** from 2023 (66.0)

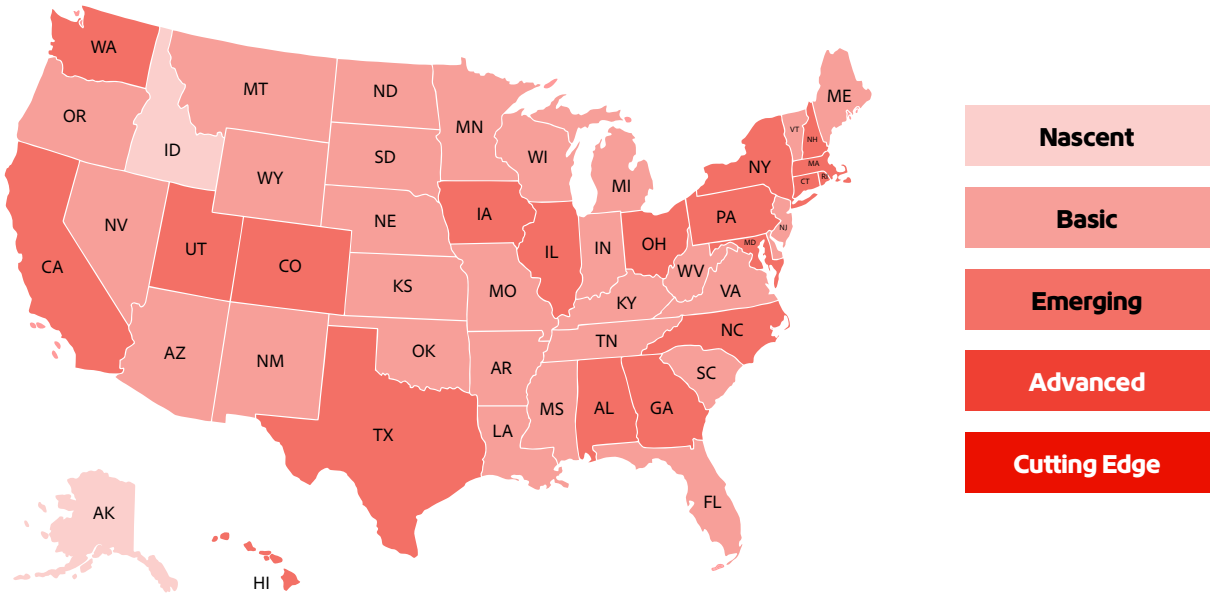
Nascent	Basic	Emerging	Advanced	Cutting-edge
<60	60-70	70-80	80-90	90-100

STATE TRENDS

The states pulling ahead in digital performance.

Behind the national increase is a more varied story at the state level. A closer look shows where performance is accelerating and which states are leading the way in digital government maturity and service delivery. Exploring the common attributes among DGI leaders is instructive for any state seeking to improve its rankings and, in turn, outcomes for its citizens.

Digital Government Index for the 50 states



The DGI scores across the states show that two are classified as nascent, 30 are in the basic maturity category, and the remaining 18 are considered emerging.

Setting the pace and accelerating performance

Beyond the national distribution of scores, some states stand out for their DGI leadership, while others are building strong momentum. In most cases, top-ranking states are outperforming peers on all three core metrics.

DGI rankings

#1 New York	#2 Pennsylvania	#3 Washington	#4 Ohio	#5 North Carolina
2025 DGI score 77.7 (+6.4 yoy)	**2025 DGI score** 74.8 (+10.2 yoy)	**2025 DGI score** 74.5 (+11.4 yoy)	**2025 DGI score** 74.4 (+7.2 yoy)	**2025 DGI score** 73.7 (+4.3 yoy)

Fastest DGI movers

#1 New Jersey	#2 Washington	#3 Pennsylvania	#4 New Mexico	#5 South Dakota
2025 DGI score 66.35 (+11.7 yoy)	**2025 DGI score** 74.5 (+11.4 yoy)	**2025 DGI score** 74.8 (+10.2 yoy)	**2025 DGI score** 63.6 (+10.0 yoy)	**2025 DGI score** 67.4 (+9.7 yoy)

Customer Experience edges lower.

In 2025, 29 states experienced a decline in Customer Experience scores, up from 21 a year earlier. However, some states defied this trend, including New Jersey, which improved its Customer Experience scores by offering constituent profiles via the authenticated experience, providing more opportunities for personalization and seamless access. Other leaders in this dimension include South Carolina, Mississippi, Alabama, Utah, and Hawaii.

South Carolina

South Carolina has the highest Customer Experience score of 72, one of four states to be in the emerging level of maturity. This is supported by its next-generation SC.gov, which launched in 2024, offering users a unified access point to diverse services, payments, documents, and personalized experiences.

A clear win for Site Performance.

Site Performance has improved significantly, reflecting a focus on omnichannel service delivery. Desktop speeds improved by 10.63 points, while mobile jumped by 14.6 points. This helped narrow the performance gap between desktop and mobile from 64% last year to 39% today. The top-performing states in the Site Performance dimension are Ohio, New York, Alabama, Missouri, and Pennsylvania.

Ohio

Ohio led the Site Performance rankings with a score in the advanced level of maturity of 85.6. This can be attributed to the state's focus on technical excellence, including centralizing digital tools for monitoring and optimization, using SEO best practices, leveraging generative AI tools for social media content, and maintaining equally high desktop and mobile loading speeds.

Digital Self-Service shows gains with gaps.

Digital Self-Service continues to improve, with average scores rising by 5%, largely due to enhanced language translation tools. New York, Texas, Massachusetts, Washington, and North Carolina led the nation. However, accessibility remains a challenge, with over half of all states reporting 10 or more accessibility issues, up from 34% last year. Readability continues to lag, with only four states scoring 60 or above, indicating that most content remains difficult to understand.

Illinois

While not in the top five, Illinois sat high in Digital Self-Service with strong accessibility conformance and the second-highest readability score. The state uses digital tools to optimize websites and mobile apps, partnered with disability advocacy groups and has dedicated accessibility leadership to improve access and usability for residents.

PERFORMANCE DRIVERS

Digital strengths and opportunities to enhance service delivery.

Examining the key DGI performance metrics reveals how different aspects of service delivery are interconnected, highlighting key strengths, gaps, and emerging opportunities. Taking a cross-capability view helps identify the trends driving progress and where greater focus can accelerate improvement.

Recognizing journeys are omnichannel.

Citizens judge their satisfaction with government services not by one-off interactions but on consistent outcomes and speed to resolution. Service journeys often span multiple departments and platforms and accessed through different devices. Encouragingly, mobile page speeds have increased significantly, which is particularly important since most people access services on mobile devices. While they still trail desktop speeds, the gap is closing. This matters for many people without access to home internet, who rely solely on mobile for government interactions.

	2025	2024	Annual change
Average desktop site speed across 50 states	74.2	63.5	**+16.9%** ▲
Average mobile site speed across 50 states	53.3	38.8	**+37.4%** ▲

Capabilities lag expectations, for now.

Governments have invested in faster and more reliable platforms and content, as evidenced by increasing Site Performance scores. Yet Customer Experience has declined, suggesting that better search, navigation, and content are only part of the story. Other experience levers may not be fully deployed. While mobile responsiveness is increasing, other tools like text messages or additional service channels remain underused.

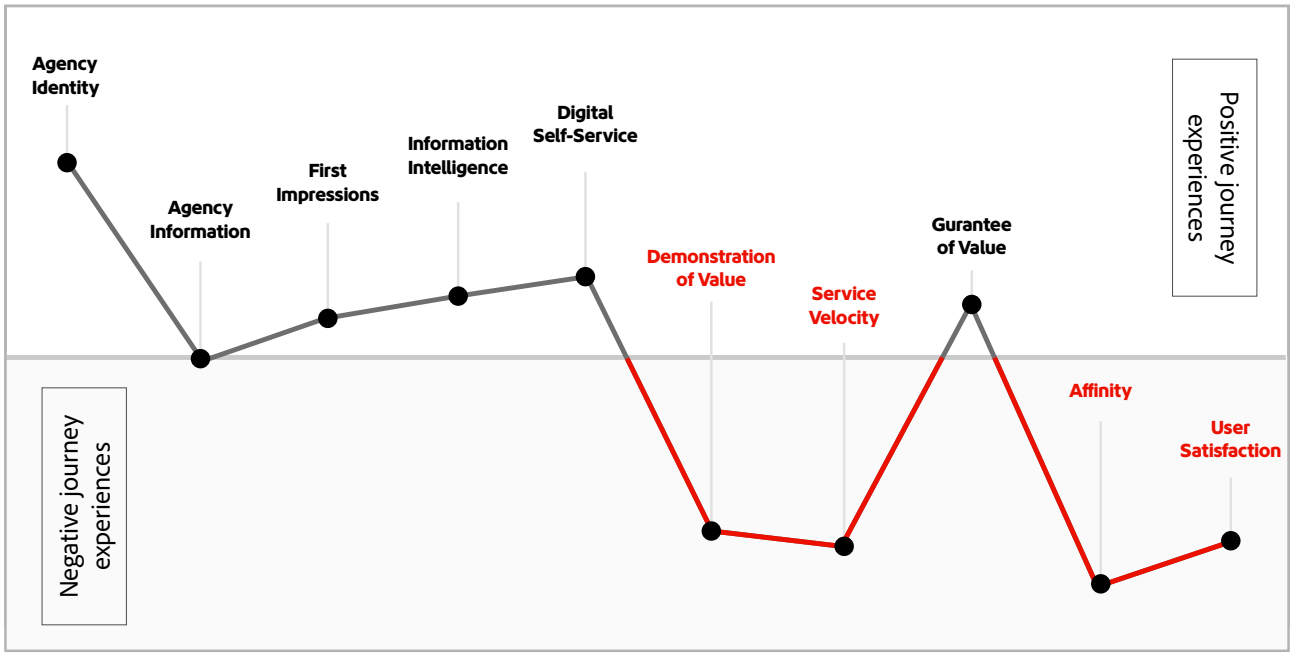
	2025	2024	Annual change
Average Site Performance across 50 states	65.1	55.7	**+16.9%** ▲
Average Customer Experience across 50 states	66.6	67.7	**-1.6%** ▼

Personalization plays an outsized role.

When evaluating the 10 Customer Experience submeasures, users rated the earlier journey stages higher, particularly the ability to find relevant landing page content. However, friction increases as they move closer to the point of enrollment, with lower ratings for application speed and satisfaction.

Notably, the presence of personalized experiences or touchpoints along the journey tends to lift Customer Experience scores. It suggests that by improving unauthenticated experiences and using data to enable more personalized enrollment processes, governments can increase experience scores overall.

Customer Experience scores across user journeys



A mixed shift in self-service for all.

Web accessibility is more than a compliance obligation; it is key to reaching underserved groups. Features like alt text for images, color contrast, or language translation can remove barriers to participation in essential services. Accessibility also lifts operational efficiencies. When more citizens can self-serve online, the burden on assisted channels and staff decreases. In 2025, accessibility scores were high but dipped from the previous year, with more work to be done. Meanwhile, language translation increased, providing more digital options for citizens.

In 2025, Digital Self-Service scores were highest among the three core DGI categories. This was supported by strong accessibility conformance and an increase in language translations, providing more digital options for citizens.

	2025	2024	Annual change
Language translation offered across 50 states	23 states	19 states	+21% ▲

ACCESSIBILITY

Designing for independence and the accessibility imperative.

1 in 4
US adults have some form of disability[7]

15%
Of US adults rely solely on a smartphone for internet access[8]

26.9m
US residents have Limited English Proficiency (LEP)[9]

54%
Of U.S. adults aged 16-74, lack literacy proficiency.[10]

Government agencies worldwide are honing their focus on accessibility, ensuring that digital services meet the needs of a wider range of citizens and offer equitable access to everyone.

In the United States, web inclusion standards are primarily driven by the Americans with Disabilities Act (ADA) and the Web Content Accessibility Guidelines (WCAG). The ADA requires that public entities be accessible to people with disabilities, while WCAG provides the technical standards to achieve it. Many governments also view accessibility as essential to enhancing the digital citizen experience and, in some instances, a lever for increased service usage.

Addressing access barriers makes sense, and the evidence supports it. According to the World Economic Forum[11], inclusive design benefits up to 80% of the broader population, not just those with disabilities. Without it, millions of Americans could be at risk of exclusion.

WCAG and the future of compliance.

The World Wide Web Consortium's (W3C) WCAG 2.1 standard, with over 70 accessibility criteria, serves as the global benchmark. In April 2024, the U.S. Department of Justice ruled that state and local government websites and apps must comply with WCAG 2.1 Level AA standards by 2026 or 2027, depending on size.

Although WCAG 2.2 has been released, the ruling reflects the version in place when the regulatory process began. Even so, the WC3 recommends moving to WCAG 2.2 to stay ahead of accessibility expectations.

To be truly effective, accessibility must also extend beyond web pages and apps. Inclusive digital service delivery also relies on making documents, forms and other content accessible, ensuring every touchpoint supports clarity, usability, and compliance. Improving accessibility at this level additionally reduces reliance on call centers or in person staff, which often serve as a fallback when digital experiences fall short. The goal for government is clear: to empower every citizen, in every state, to independently access the information and services they need, whenever they need them.

[7] CDC. Disability Impacts All of Us Infographic. 2024
[8] Consumer Affairs. Cell phone statistics. 2025
[9] U.S. Census. American Community Survey. 2023 [accessed via Slator]
[10] Gallup. BBFoundation Gains from Eradicating Illiteracy
[11] World Economic Forum. Why should businesses design good for better accessibility to people with disabilities. 2024

PERSONALIZATION

Tailoring services to an audience of one.

Offering personalized access to relevant online services can build trust and confidence in government. A significant proportion of US citizens are willing to share data if it results in services tailored to their needs, interests, and circumstances[12]. When governments deliver information through preferred channels and in ways that feel relevant, the citizen experience is much more likely to meet expectations.

Adobe assessed personalization by measuring how effectively agencies delivered relevant experiences across key touchpoints in the user journey. This evaluation covered all 50 states, examining both state portals and Health & Human Services portals, given their broad reach and impact on residents. Personalization capabilities were assessed against eight feature metrics mapped to the user journey.

Journey Stage	Feature	% of state portals with feature	% of HHS sites with feature
Engage	Services and updates	76	72
	Site search	69	60
Discover	Login experience	40	43
	Registration	20	14
Enroll	Forms	39	40
	Frictionless enrollment experience	29	38
Nurture	Chat assistance	22	17
	Personalized dashboard	23	24

The results reveal a clear pattern. While features like personalized language services or dynamic site search are commonly found at the early stages of the journey, capabilities drop off as users move downstream. Yet, these later stages are where tailored support is most critical to meeting individual needs and driving successful outcomes and where citizens rate their experience as least effective.

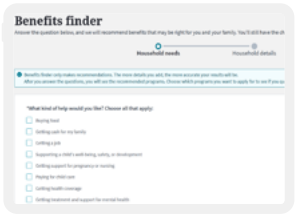
This shortfall suggests that while foundational elements are in place, deeper personalization capabilities remain underdeveloped. This is where tailored dashboards, proactive assistance, and frictionless enrollment could make a difference.

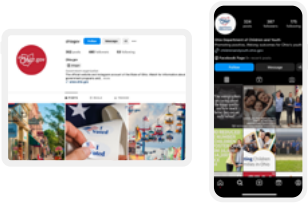
Notably, some HHS portals buck this trend, offering stronger enrollment experiences that suggest an increased focus on customer-centric health outcomes at the state level.

[12] The digital citizen: US survey of how people perceive government digital services, Deloitte

Best-in-class personalization in action.

Best practice features provide visitors with a tailored experience that aligns with their needs and behaviors. Examples include personalized home and profile pages based on individual interests, search history, and browsing patterns, making it easier for them to find and engage with the content they are looking for.

Feature	Services and updates	Site search	Frictionless enrollment experience
Best practice	Ensure services are accessible to residents with disabilities or limited English proficiency by offering language translation and other support.	Dynamic search capability offers real-time suggestions, delivering relevant results and reducing user effort.	Activate custom eligibility recommendations through customer journey orchestration and segment-based personalization capabilities.
Example			

Feature	Chat assistance	Personalized dashboard	Generative AI
Best practice	Interactive chatbots provide 24/7 assistance and guide citizens to discover relevant services and resources, reducing wait times and offering personalized support.	Dynamically tailor content and experiences based on audience segmentation and constituent consent.	Use Generative AI to generate on-brand variations at scale to deliver audience-specific messaging across multiple platforms.
Example			

Maintaining trust in the age of AI.

The White House has urged agencies to utilize emerging technologies that enhance services, reduce costs, and increase efficiency. This directive puts AI at the core of future government transformation.

> The United States is at the forefront of AI development, and agencies must adopt a forward-leaning and pro-innovation approach that takes advantage of this technology to help shape the future of government operations. Agencies are encouraged to harness solutions that bring the best value to taxpayers, increase quality of public services, and enhance government efficiency."
>
> - **Russell T. Vought,**
> Director, Executive Office of the President, Office of Management and Budget. April 3, 2025

Advancements in generative AI are already unlocking more personalized and streamlined citizen experiences. Tools like automated content creation, real-time translation, and intelligent content structuring help agencies deliver faster, more customized experiences. These technologies can help enable scalable, citizen-centric services while reducing cost and time burdens for governments and citizens.

However, they also bring new risks. The rise of AI-generated content raises concerns about ethics, transparency, and trust. Deepfakes are spreading quickly, undermining public confidence in public content. Adobe's Future of Trust Report[13] shows 84% of US citizens are concerned that content they consume online is at risk of being altered to promote misinformation. Seventy percent report growing difficulty spotting untrustworthy sources, and 76% believe transparency around AI-generated content is essential.

In the context of the DGI findings, this era of AI presents various emerging challenges and opportunities for governments:

Authority in the world of AI-driven search

- **Opportunity:** Increase representation of official government sources in AI-generated search results and summaries that now feature in many widely used general-purpose AI tools.
- **Response:** Improve site health, site authority and content quality.

Creating personalised experiences at scale

- **Opportunity:** Speed and scale up content production and create variations and support pathways that meet the needs of all citizens.
- **Response:** Embed generative AI to tackle known bottlenecks in the content creation process, ensure consistency and delivery at the right time.

Stemming the tide of harmful deepfakes

- **Opportunity:** Restore trust in AI and combat misinformation when sharing public information across government sites and channels.
- **Response:** Use tools to ensure the provenance and integrity of content, including content credentials for creators and citizen viewers.

Developing resilient and secure platforms

- **Opportunity:** Develop secure, performant and resilient platforms for citizen engagement that address data privacy and content integrity risks.
- **Response:** Use AI to automate content verification, ensure compliance with security standards, and monitor for unauthorised changes to maintain content integrity.

[13] Adobe. Future of Trust Study 2024.

For most agencies, implementing AI should follow a crawl-walk-run approach. Starting with small, targeted pilots allows teams to test use cases, build confidence, develop skillsets, and refine governance.

As AI evolves, success will depend not only on new tools but understanding where the technology is available and embedded within existing ones.

Pathways to experience-driven government.

US government departments and agencies can improve their DGI scores by taking practical steps. These can accelerate citizen adoption of digital services and help capture the significant economic and social benefits.

Objective	Challenges	Response	Impact
Improve access to government services	▪ Slow site speed creating barrier to access	▪ Ensure site reliability and stability to support increased site traffic	**Reduced:** ▪ Call center volumes ▪ Pages per visit ▪ Returning visitors **Visit duration** ▪ Abandoned forms ▪ Customer complaints **Increased:** ▪ Transactions initiated ▪ Transactions completed ▪ NPS ▪ Trust
Improve findability and consistency of government information	▪ Low search authority impacting findability of content and representation in AI-driven search	▪ Single source of truth for content across all areas and level of government ▪ Create content once and deploy across all interactions for a consistent experience ▪ Distributed authoring and approval capabilities ▪ Use AI to ensure adherence to brand and tone guidelines ▪ Use tools to verify the source of AI-generated content	
Improving citizen experience on mobile	▪ Content not optimized for mobile ▪ UX is not optimized for mobile ▪ Mobile features are not utilized fully in design	▪ Delivery of varied content to support device type ▪ Design for all device types with a growing focus on mobile	
Improve citizen experience to provide timely government services	▪ Citizen is required to provide information multiple times ▪ Citizen is unclear of eligibility for assistance ▪ Citizen is unable to complete application process online ▪ Citizen is unable to re-engage with life journey from where they left off	▪ Enable users to fill, sign, and submit applications online ▪ Use context to ensure each citizen experience is relevant and personal ▪ Increase enrollments using digital automation and streamlining the experience across devices ▪ Use generative AI to produce content variations and information tailored to diverse needs and channels ▪ Connect and share citizen data across government based on privacy and consent	
Provide information that can be understood by all citizens	▪ Content not available in all languages ▪ Content is not suitable for lower literacy levels ▪ Content is not tailored for individual groups	▪ Provide content in all languages utilizing AI or translation services integrated in content management solutions ▪ Use AI-driven voice functionality or natural language chatbots with multi-lingual support ▪ Provide the ability to have content served in easier to read formats or in video ▪ personalize content based on preferences and behaviors of citizens to ensure timely support	

What's next.

Every year, Adobe's DGI deepens our understanding of digital government service delivery in the United States. While the 2025 result continues an upward trajectory, a decline in the Customer Experience dimension reveals a growing gap between government digital service delivery and rising citizen expectations. This highlights the need to move beyond foundational capabilities to create genuinely modern, personalized citizen experiences.

We work directly with government departments and agencies to embed the Index framework, help them establish ownership across citizen journey stages, and better understand the use cases for generative AI. In doing so, we can share our benchmarking results. To discover how your performance compares and discuss specific opportunities, please contact Amita Prabhu (amprabhu@adobe.com).

Methodology

Adobe's Digital Strategy Group conducted the US analysis for the annual DGI from February to March 2025, covering the official portals of 50 state governments.

Each of the three dimensions below receives a score from 0 to 100, with the average yielding the overall Digital Government Index score.

Customer Experience: Users testing with 960 users via script with citizens aged between 18 and 65, testing mobile and desktop user experience across 10 categories.

Site Performance: Using third-party tools such as Google PageSpeed and Semrush to measure the speed and functionality of 50,000 government web pages across devices.

Digital Self-Service : Using third-party tools such as axeDevTools, Web FX and manual analysis to assess the accessibility and inclusion of tate government websites.

Further analysis was undertaken to evaluate the following capabilities, with associated methods including:

- **Personalization:** Testing across 50 state portals and Health and Human Services websites, covering a range of elements from account dashboards, display content, communications, and visual elements.