

Digital Government Index for U.S. States

2023 Key Trends and Takeaways



As customer expectations accelerate, experiences must evolve

A partner to governments in all 50 states, Adobe helps agencies digitally transform their services through **inclusivity** and **personalization**. We developed the Adobe **Digital Government Index for U.S. States** to help states understand and benchmark their digital experiences—so they can adopt strategies to better serve constituents.

How it Works

Identifying Top Performers in Experience Driven Government

The Index ranks all 50 state website portals based on the overall digital experience they deliver, i.e., **how well they connect the right person to the right information at the right time in their journey**. Each state receives a score of 0–100 based on three KPIs:



Customer Experience (CX)



Site Performance



Digital Equity & Accessibility

2023 Findings

Trends for State Websites

Visitor engagement	Mobile Friendliness	Homepage Accessibility	Multi-Lingual Content
<p>5% increase in average CX rating across 50 state websites</p> <p>50% of website visits end without visitors clicking to access additional information/services</p>	<p>Websites performed 75% faster on desktop vs. mobile (on average)</p> <p>3 out of 50 sites failed mobile friendliness tests (vs. 5 of 50 in 2022)</p>	<p>Average homepage has 14 critical or serious accessibility issues</p> <p>26% decrease in major accessibility issues on state homepages year over year</p>	<p>50% of websites offer no language translation options (no change from 2022)</p>

Top 5 States in Experience Driven Government

Connecting the right person with the right service at the right time in their journey



A Deeper Dive

Top 5 States in:		
Customer Experience (CX) Delivering seamless experiences that grow trust and enable self-service	Site Performance Providing a fast and functional website across devices	Digital Equity & Accessibility Ensuring users of all ability levels can use services
1. Wisconsin 2. Arkansas 3. Massachusetts 4. New Jersey 5. Oklahoma	1. Arkansas 2. Missouri 3. Connecticut 4. Colorado 5. Georgia	1. New York 2. Oklahoma 3. Oregon 4. Maine 5. North Carolina

Top 3 Biggest Movers

Setting the bar for innovation and improvement in 1 year

Arkansas

Score improvement:
↑ 9.08 points

Moved from rank **33 to 8**

Montana

Score improvement:
↑ 8.84 points

Moved from rank **48 to 29**

South Carolina

Score improvement:
↑ 6.97 points

Moved from rank **36 to 17**

Digital Maturity

Most states are moving from “Basic” to “Emerging” in **Adobe’s Digital Maturity Framework**—but still fall behind private sector. However, top-scoring states can reach the “Advanced” stage with only minimal improvements.

Digital Maturity	Nascent (0–54)	Basic (55–64)	Emerging (65–74)	Advanced (75–80)	Cutting-Edge (90–100)
Experience	Static Websites Service catalog with few digital service options and no personalization; no data strategy	Inconsistent Digital Tools Challenging navigation for some services, with inconsistent look and feel across websites	Connected Experiences Light personalization across channels with segmentation strategy, including anonymous	Unified Profile Digital self-service across channels with single sign-on across services	Experience-Driven Org Unified portal with proactive, intelligence-driven recommendations
Technological Capabilities Needed to Advance	Web Modernization Content Management System, Web Analytics	Digitalization + Stitch online and offline data, digitize forms, adopt e-Signatures, centralize assets under a single repository	Citizen Engagement + Test & optimize outreach across channels, create a shopping cart-like experience for services	Call Center Optimization + Customer Data Platform, Journey Orchestration	One-Stop Shop + Apply advanced prescriptive analytics to correlate outcomes with interaction, intelligently surface next best action
Benefits for Citizens	<ul style="list-style-type: none"> Improved web experience Greater digital use for state services 	<ul style="list-style-type: none"> Improved accessibility Mobile-friendly web Improved trust from branding consistency 	<ul style="list-style-type: none"> High customer satisfaction Improved awareness and enrollment in services 	<ul style="list-style-type: none"> Fully digital self-service and time savings Data governance for enhanced privacy 	<ul style="list-style-type: none"> Seamless digital government experience Significant time savings Measurable gain in web engagement, outcomes
Timeline to Activate Stage	4-6+ months	6-10+ months	10-15+ months	15-24+ months	2 years from start of digital transformation
Select examples from public and private sector					

Get Your State’s Full Report

For a report of your state’s digital index ratings, contact:
James Hanson, Head of Industry Strategy, Adobe Public Sector
Jameshanson@adobe.com

[Read how Experience Driven Government is putting people at the center of government.](#)