

A New Look for ARM.gov

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Strategy & Audiences

AMPLIFYING ARM’S MISSION THROUGH ARM.GOV

By combining consistent content generation and strategic message dissemination, ARM is effectively engaging its target audiences using **ARM.gov**.

As part of the overall strategy, we implement a content strategy to make ARM users and website visitors aware of the value of ARM data and connect them to the ARM Data Center by:

- Aligning outreach activities to key focus areas and audiences
- Maximizing message impact with actionable information
- Supporting ARM campaigns, user science, and DOE initiatives
- Demonstrating success through measurable outcomes



Users



Sponsors



Staff

What are our biggest opportunities & risks to growing the ARM user base while maintaining users?

How do we move our most strategic priorities forward in a time/budget-efficient manner?

What do ARM staff need most from their colleagues & leadership, per staff engagement surveys?

New for You!

STREAMLINING ACCESS TO USER RESOURCES


A goal of the new **ARM.gov** website design was to create a clear path for new users and existing users to access resources for using ARM. This led to the development of a top-level navigational path. The User Program area provides a “one-stop shop” experience for users to find the information and forms needed to engage with ARM.

In addition, the home page was refocused on audience types to guide existing users to the Data Discovery interface and new users to the User Program area.

Power Your Research with ARM

Access ARM Data

New to ARM?



ARM

USER PROGRAM

World's premier ground-based observations facility advancing atmospheric research

User Program

Feedback Welcome

SHARING YOUR EXPERIENCE

ARM Communications wants to hear from you about your experience using the new **ARM.gov** design. There are 3 easy ways to provide feedback on the top, bottom, and side of every page!

We are also looking for volunteers to participate in a usability study to help us plan for further improvements to the design. Sign up here or email info@arm.gov.

ARM Website Refresh

MEETING USER NEEDS WITH IMPROVED DESIGN & USABILITY

- ARM Communications refreshed the **ARM.gov** website to better meet user needs with an audience-focused design. Project goals included:
- Implementing current best UX practices and web standards
 - Aligning with U.S. web design standards
 - Creating straightforward navigation for new and potential ARM users
 - Improving SEO with unique page titles, including news posts
 - Integrating consistent searching capabilities
 - Filling content gaps by adding User Program to navigation
 - Evaluating real-time help/chatbot using AI

ARM

ENERGY

DATA

CAPABILITIES

RESEARCH

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NEWS & EVENTS

ABOUT

World's premier ground-based observations facility advancing atmospheric research

Power Your Research with ARM

Access ARM Data

New to ARM?

Use ARM Facilities for Your Research

FEATURED FIELD CAMPAIGN

OPEN CALLS

Best Practices for Image Use

AVOIDING COPYRIGHT INFRINGEMENTS

Images submitted and published on **ARM.gov** (and the ASR website) must be legally obtained. Web crawlers are now being used to detect unauthorized images, and such violations can result in significant financial consequences.

Can I use this image?

- ✓ Your own image!
- ✓ Journal images from DOE-funded research
- ✓ Images from government websites
- ✓ System stock images
- ? Images used with permission
- ? Public domain
- ? Creative Commons
- ✗ “Fair use” images
- ✗ Free image websites
- ✗ AI-generated images
- ✗ “Right click-save” images

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Image Guidelines and Resources

Image Guidelines and Resources

Understanding Copyright and Fair Use

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