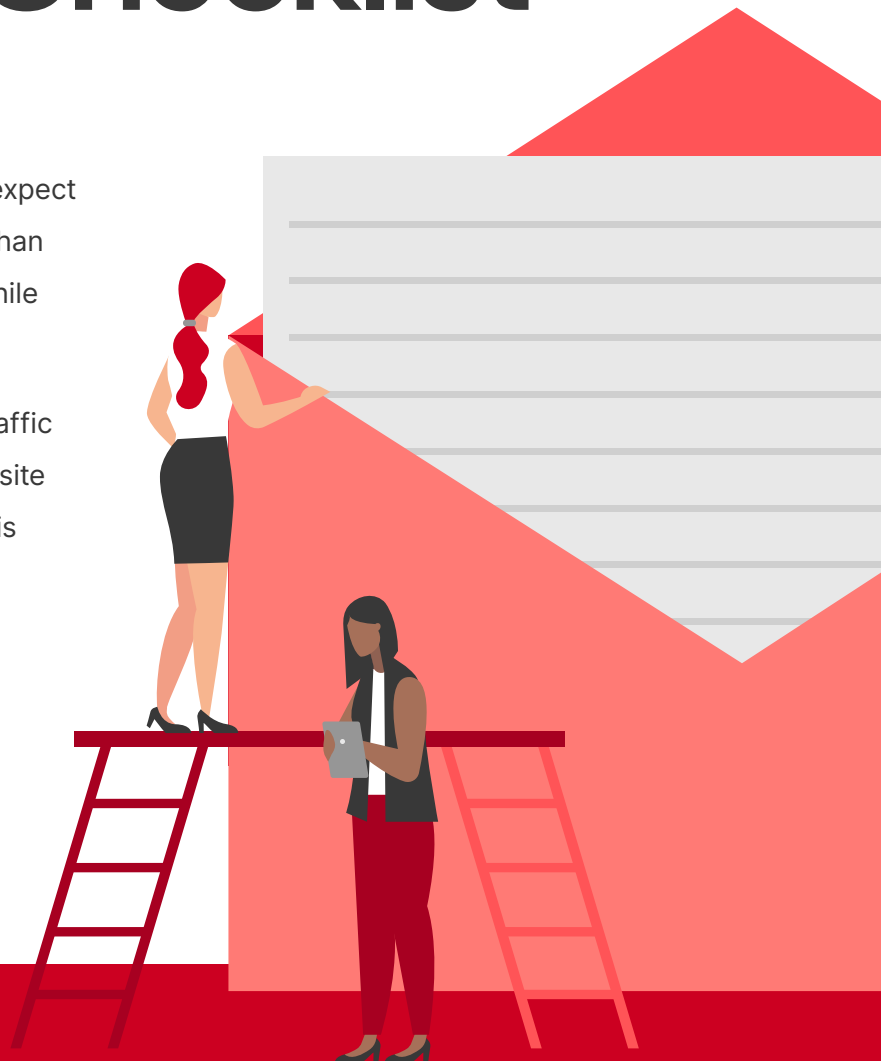


# Election Day Website Best Practices Checklist

This year, because of mail-in-voting options, expect huge spikes in website volume to last longer than previous election years, possibly for weeks while citizens await results.

If not properly managed, big data and large traffic volumes could wreak havoc on your civic website this Election Day, so following the advice in this checklist will help.





Click on the circles to complete the tasks:

**Communicate expectations**

**Add a homepage graphic**

**Use a sitewide splash modal**

**Add an alert bar pointing to your elections page**

**Do not utilize documents, graphics, or infographics**

**Create and use a designated elections page**

**Link all citizen communications to an elections page**

**Direct external news sources to the elections page**

**Mobile friendly**

**Optimize keywords and metadata so that search engines pull your election page up and citizens find it**