

WEB STRATEGY

Overall objective of web-communication

Online communication from and with the Danish FSA is to make a positive contribution to achievement of the Authority's overall goals. The Authority's website is a central element in communication with a number of our stakeholders, including companies, the press, consumers, potential employees, as well as authorities in Denmark and abroad. The content is to be correct, easy-to-read and of high technical standard. The website will be developed continually in line with technological opportunities and changes in user needs.

The web strategy takes its point of departure in our stakeholders and their needs:

- Companies
- The Press
- Consumers
- Job candidates
- Danish and foreign authorities

The English-language part of the website is to enable foreign authorities to find important information about Danish regulation of the financial sector.

Key Performance Indicators (KPIs) and measurement methods for the individual target groups

A survey of users is to be completed in autumn 2009, and this may act as the baseline for users' assessments of the website in relation to the goals included in the Web Strategy. The survey will be repeated regularly and the results will be used to make adjustments. KPIs will be set on the basis of the baseline measurements.

General KPIs

- At least 75% of those taking part in the user survey are very satisfied, satisfied or non-committal with the search function on the website.
- Overall satisfaction with the item 'press releases' is to be improved in relation to the measurement of web-communication carried out in 2008.
- Overall satisfaction with the item 'decisions' is to be improved in relation to the measurement of web-communication carried out in 2008.

¹ Dictionary of financial terms

