



SCS: Digital First, Future Ready



The Role of Government Website Management in Digital Government Transformation

UNIT DIGITALISASI PERKHIDMATAN AWAM
(SCSDU), JABATAN PREMIER SARAWAK

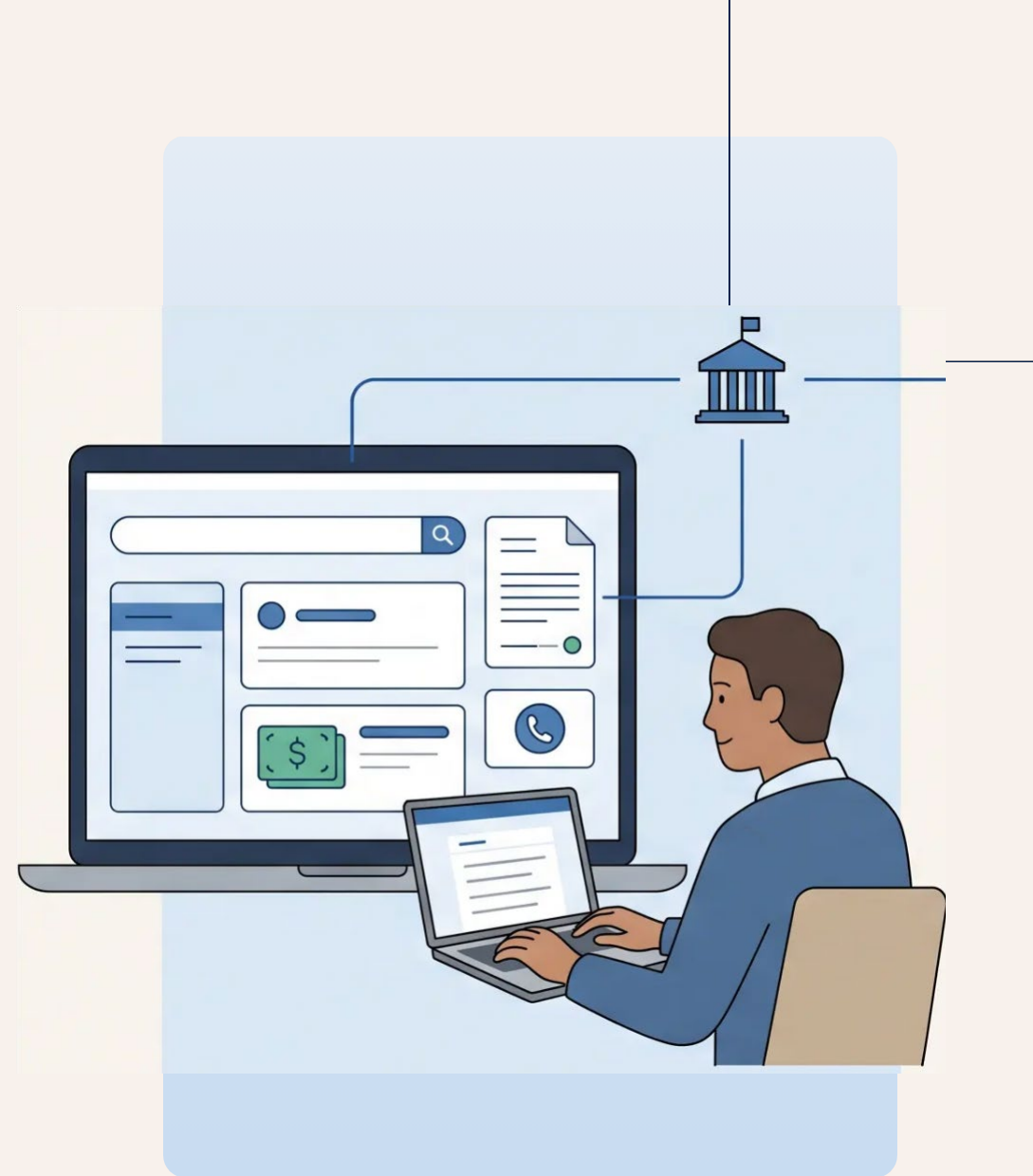
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Website

Making Government Information Easy to Find

“A government website is not just a website. It is the first place where citizens experience government digitally.”



EVOLUTION FROM E-GOVERNMENT TO DIGITAL GOVERNMENT



Traditional

The physical office model focused on manual processes.

Paper-based workflows

Physical counter services

Siloed agency operations



Electronic

Digitizing existing manual processes and information.

Websites for information

Static PDF forms

Email communications



Digital

Full integration of technology into the service core.

Online transactions

Paperless systems

Inter-agency data sharing

FUNDAMENTAL TRANSFORMATION

Digital Government is **not merely putting forms online**. It is about transforming **service delivery, communication, decision making**, and the **citizen experience**.

WHAT IS DIGITAL GOVERNMENT?



People

Empowering the civil service workforce and citizens with digital literacy and engagement.



Services

Redesigning public service delivery to be seamless, user-centric, and citizen-first.



Technology

Leveraging modern digital infrastructure integrated platforms to deliver reliable, secure and efficient digital services.



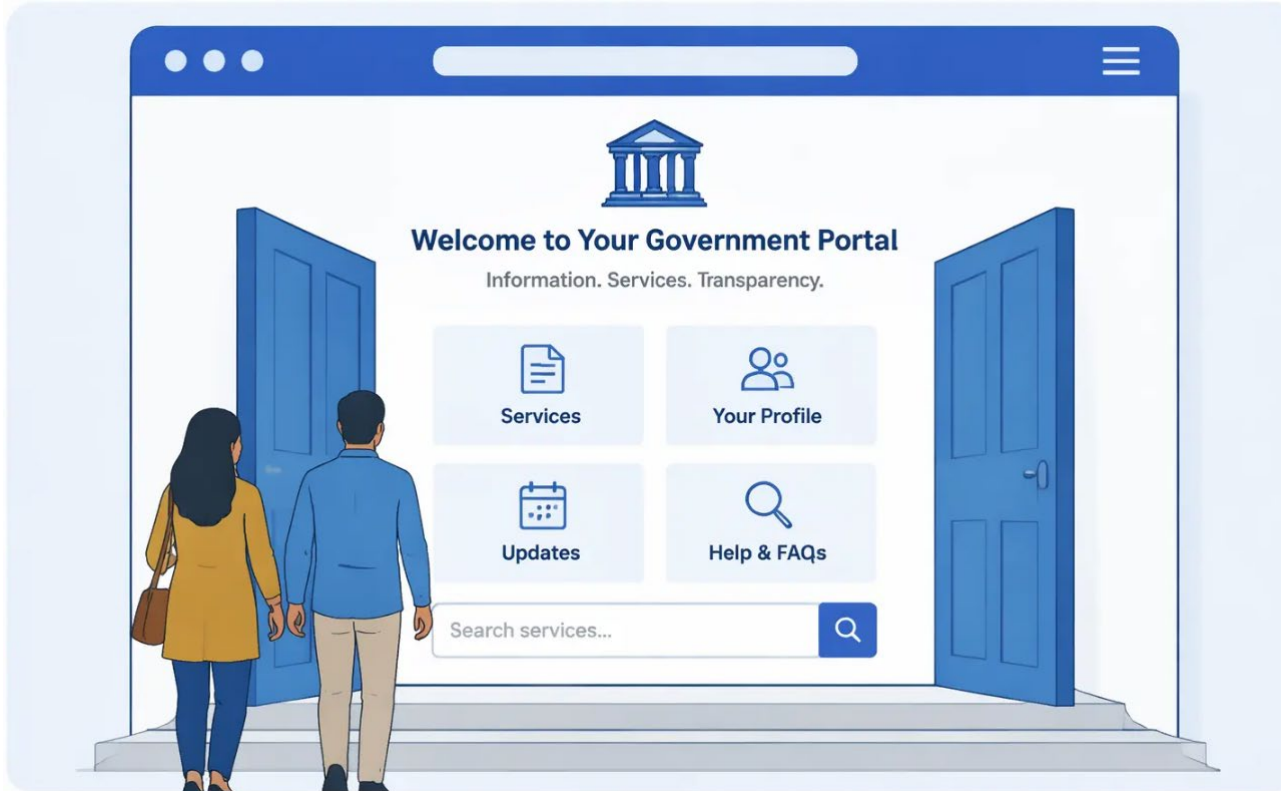
Data

Leveraging analytics and shared data sets for proactive and evidence-based decision making.

MODERN PUBLIC SERVICE

- Convenient
- Connected
- Inclusive
- Data-Driven

Government websites = Digital Front Door



SERVICES



Download
forms



CONTACTS



Announcements



Payments



News/
government
programmes



A website operates 24 hours a day. Even when offices are closed, the website continues serving the public.

Without an effective website, Digital Government cannot deliver its full potential to the citizens of Sarawak

Why Government Websites Matter

 **98%**

INTERNET PENETRATION (2025/2026)

 **99.3%**

BROADBAND CONNECTIVITY

 **42%**

USERS ONLINE >9 HOURS DAILY

24/7 Access Expectation

 Citizens expect services to be always -on and mobile - ready.

MALAYSIA CONNECTIVITY LANDSCAPE (2025)

Millions

50

40

30

20

10

0

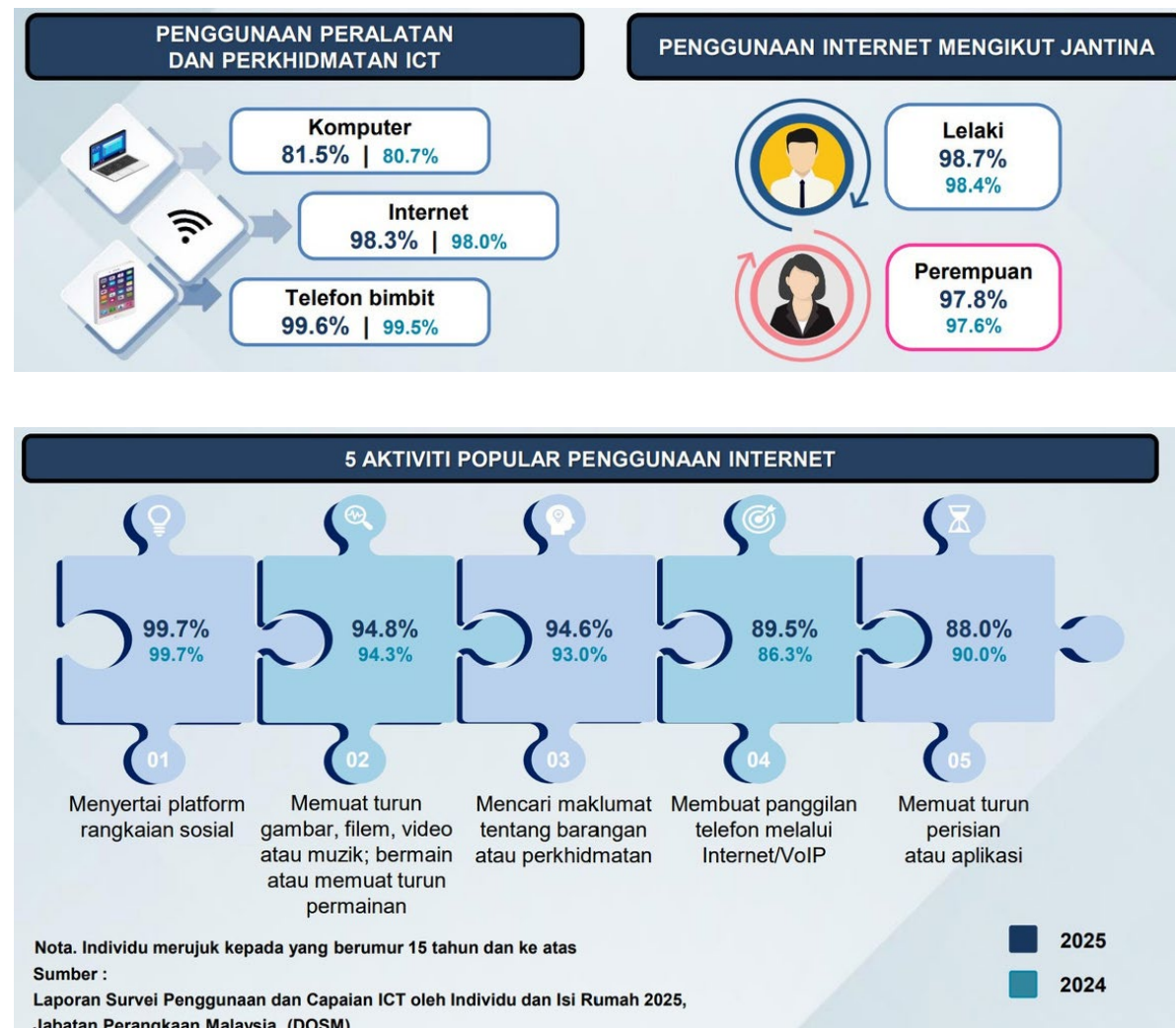
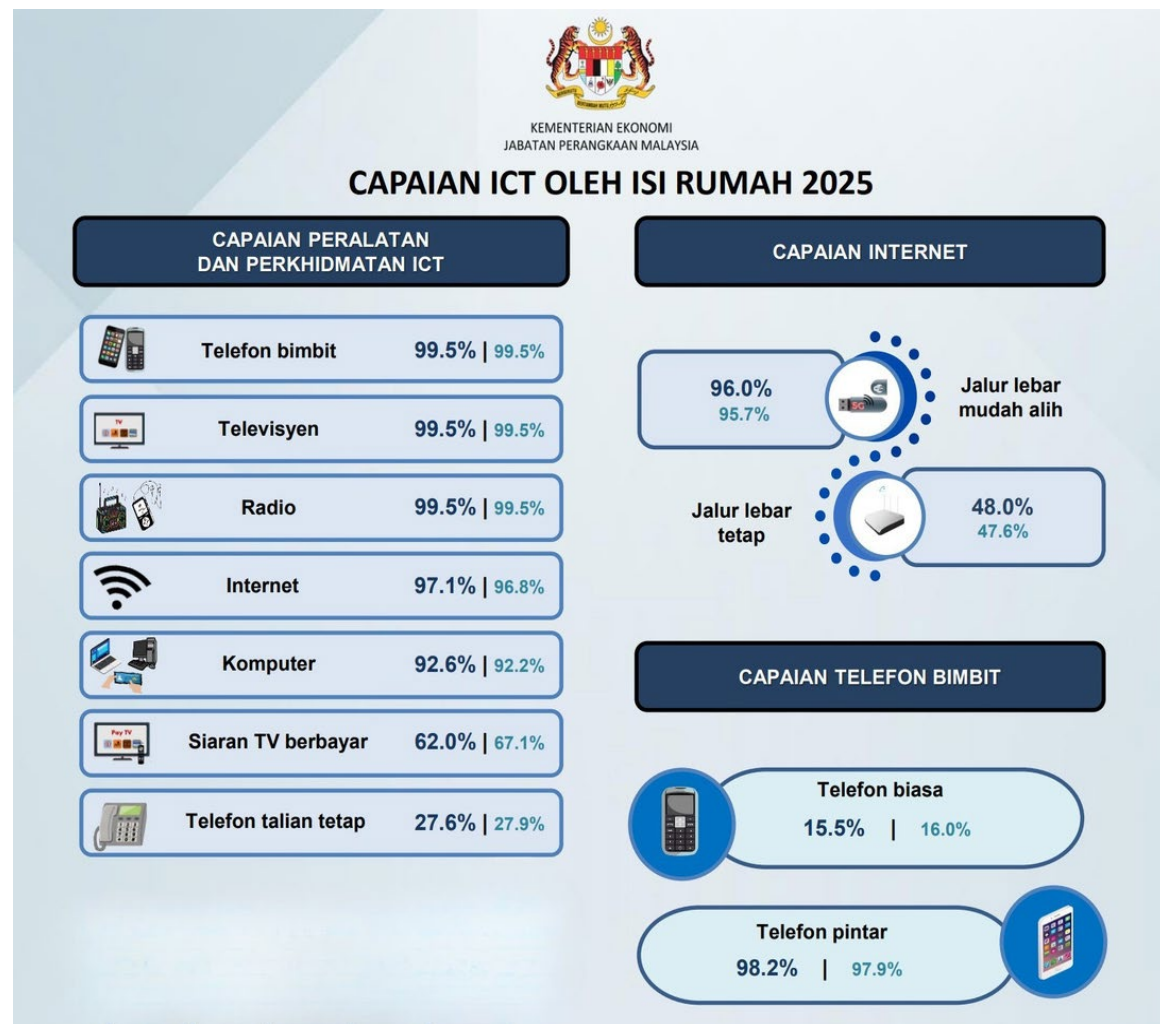
35.4M

44M

Internet Users

Mobile Connections

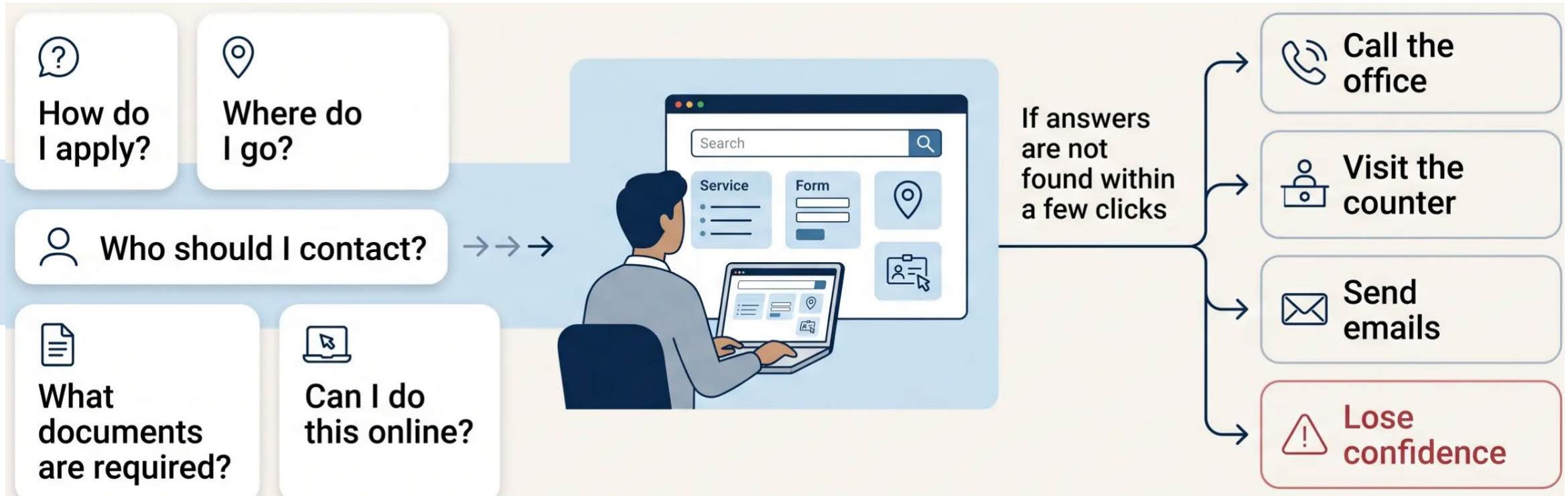
Source: MCMC survey 2020 dan Malaysia Digital Research Brief 2025-2026



Sumber: **Laporan Penyiasatan Penggunaan dan Capaian ICT oleh Individu dan Isi Rumah, 2025**
Siaran: 23 April 2026; dosm.gov.my

Why Citizens Visit Government Websites

Most visitors are looking for answers.



Without a well-managed website:



People become frustrated.



Calls and walk-in enquiries increase.



Trust in government decreases.

Digital Government Starts with Information

Its providing:



**Accurate
information**



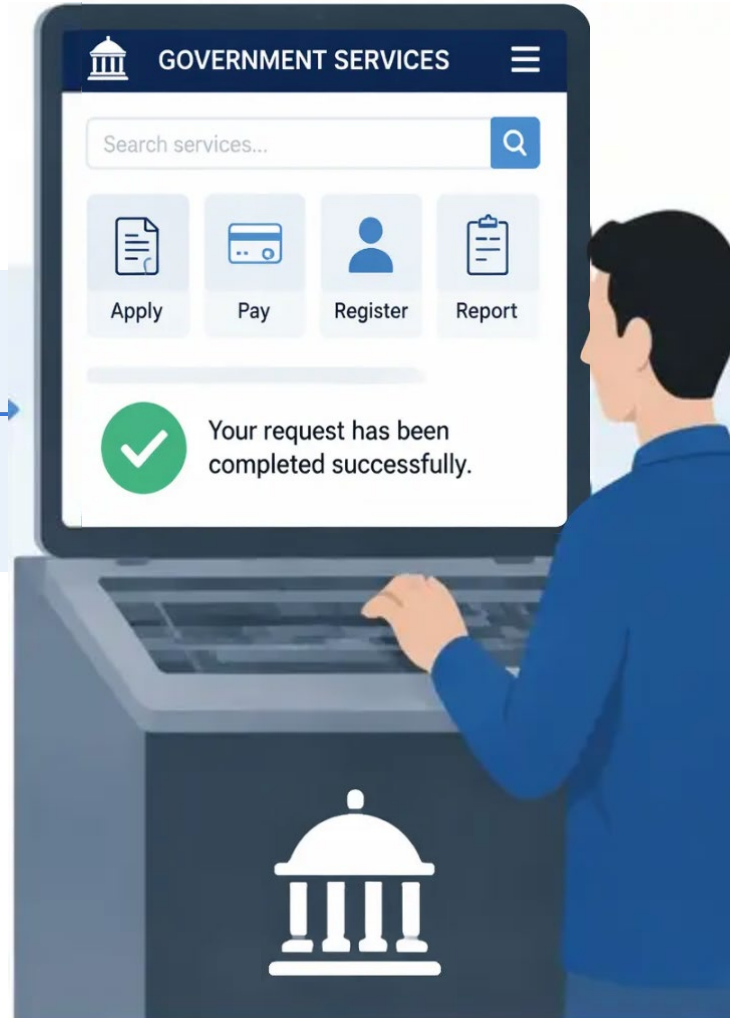
**Easy
access**



**Fast
services**



**Better citizen
experience**

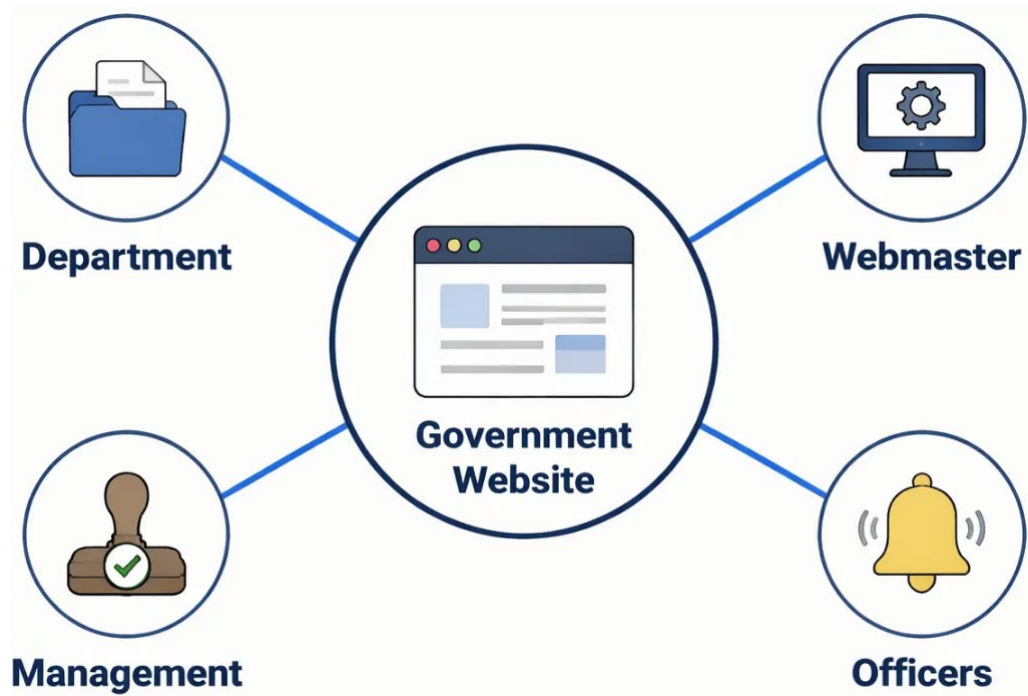


Government websites connect people to digital services.

Website Management is Everyone's Responsibility

Many people think: “The webmaster manages the website.”

Every department owns the information.
Everyone contributes.



Role		Responsibility
	Department	Prepare accurate information
	Webmaster	Publish correctly
	Management	Approve information
	Officers	Notify updates

ICT ALONE CANNOT ENSURE USEFUL PUBLIC INFORMATION

Collaboration across the entire stakeholder chain is essential for credibility.

Every Officer Contributes

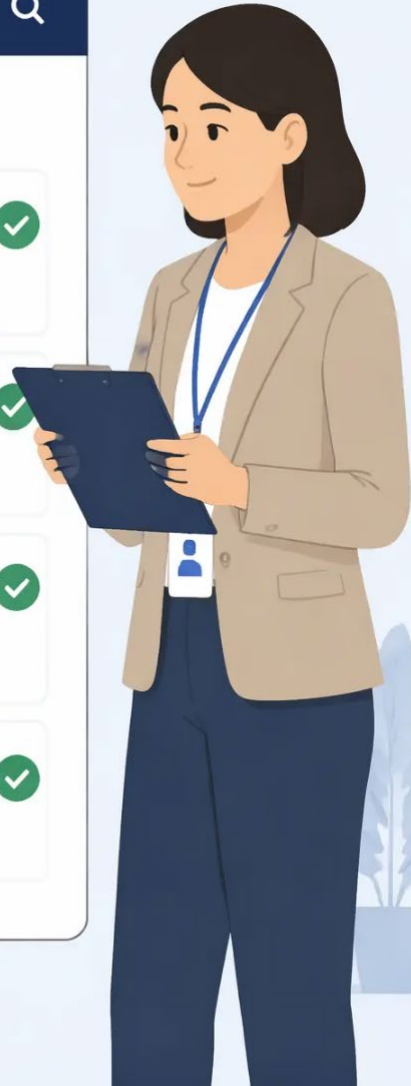
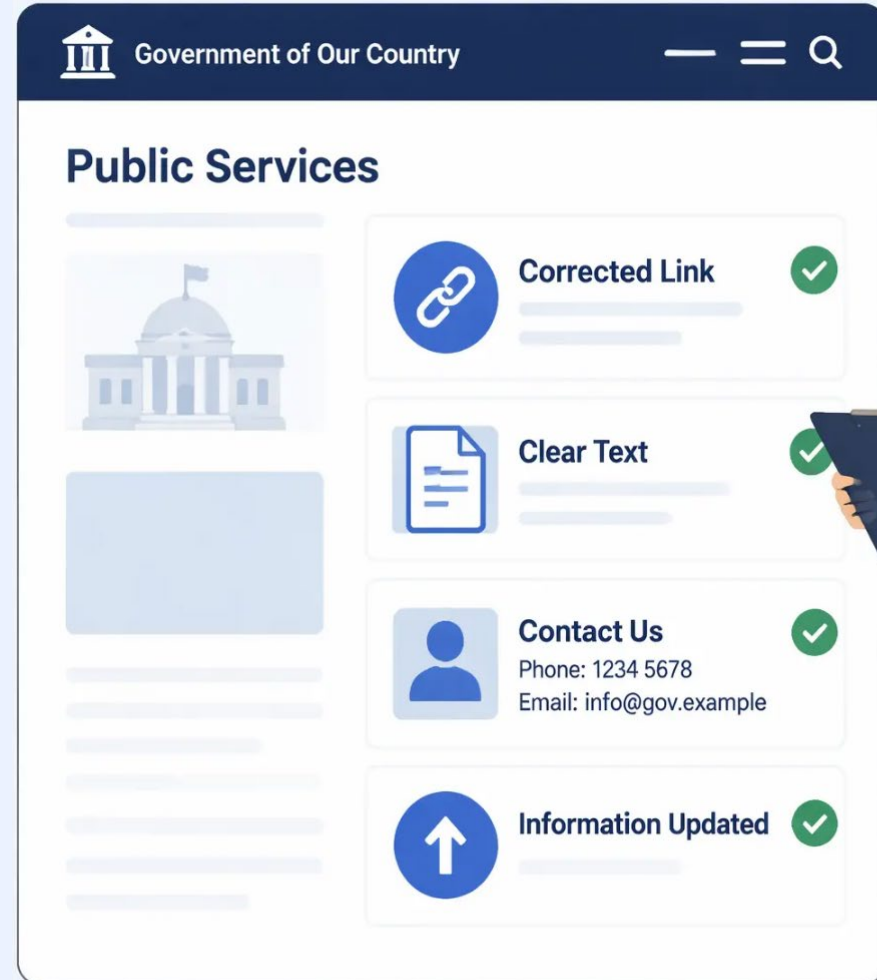
You don't need to be an ICT officer.

You can help by:

- ✓ Updating information promptly
- ✓ Checking accuracy
- ✓ Reporting broken links
- ✓ Writing clearly
- ✓ Thinking from the user's perspective

Digital Government is everyone's responsibility.

**Accurate information
starts with every department.**



FIVE PILLARS OF MANAGEMENT



GOVERNANCE

Establishes clear ownership, approval workflows, and accountability frameworks.

Structure & Compliance



CONTENT

Maintains high-quality, accurate, and citizen-focused information.

Accuracy & Relevance



TECHNOLOGY

Ensures fast, responsive, and integrated digital service delivery.

Performance & Hosting



SECURITY

Protects sensitive data and builds public trust.

Trust & Awareness



IMPROVEMENT

Uses data analytics and citizen feedback for ongoing service iteration.

Evidence & Evolution



A government website is never "finished." It is a living service that must evolve with citizen needs.

PILLAR 1: GOVERNANCE

Governance establishes clear ownership and accountability, ensuring your website remains a trusted and compliant public service channel.



Strategic Ownership

Defines heads responsible for the website.



Approval Workflow

Formal processes for vetting information before it reaches the public. **Who approves content?**



Update Cadence

Reviewing and refreshing agency information. **Who updates info?**



Standards Compliance

Ensuring adherence to Website policy guidelines.



Without an **accountable governance cadence**, agency websites quickly become outdated

PILLAR 2: CONTENT

Citizens visit government websites seeking **answers and solutions**. High-quality content is the bridge between agency services and citizen satisfaction.



CURRENT

Information is updated in real -time. No expired notices, outdated procedure, or obsolete contact details.



ACCURATE

Fact-checked and verified data. Ensures citizens receive correct guidance on laws and procedures.



RELEVANT

Focused on what citizens actually need .



CLEAR

Uses plain language and simple formatting.



TASK-ORIENTED

Designed for action. Clearly outlines "How do I..." steps to complete government transactions .

PILLAR 3: TECHNOLOGY

✓ Core Performance Benchmarks



Fast & Responsive

Optimized loading speeds to ensure citizens access information without delay.



Reliable & High-Availability

No broken link.



Mobile-Friendly Design

Ensuring a seamless experience across smartphones, tablets, and desktops.



System Integration

Connecting websites to backend government systems for end-to-end services.

PILLAR 4: SECURITY



SSL & Data Encryption

Ensuring all data between citizens and the agency remains private, encrypted, and secure from interception.



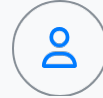
Secure Hosting

Utilizing hardened infrastructure and secure cloud environments to prevent unauthorized access and downtime.



Regular Updates

Frequent patching and software updates to close security vulnerabilities before they can be exploited.



Strong Authentication

Implementing Multi-Factor Authentication (MFA) for administrative access to protect backend systems.



Cybersecurity Awareness

Training staff to recognize digital threats and maintain high standards of organizational digital hygiene.

Security protects both information and public trust.

A secure website is not just a technical requirement; it is the foundation of digital confidence for every Sarawakian.

PILLAR 5: CONTINUOUS IMPROVEMENT

Web Analytics

Track user behavior and traffic patterns to identify service bottlenecks and optimize navigation paths.

SEO Optimization

Enhance findability so citizens can reach government information quickly through external search engines.

Citizen Feedback

Integrate ratings and feedback loops to capture the direct voice of the user for rapid service iteration.

Performance

Monitor uptime and loading speeds 24/7 to ensure a reliable "Digital Front Door" for all Sarawakians.

Accessibility

Regular testing against WCAG standards ensures that services are inclusive for citizens with diverse needs.

Innovation

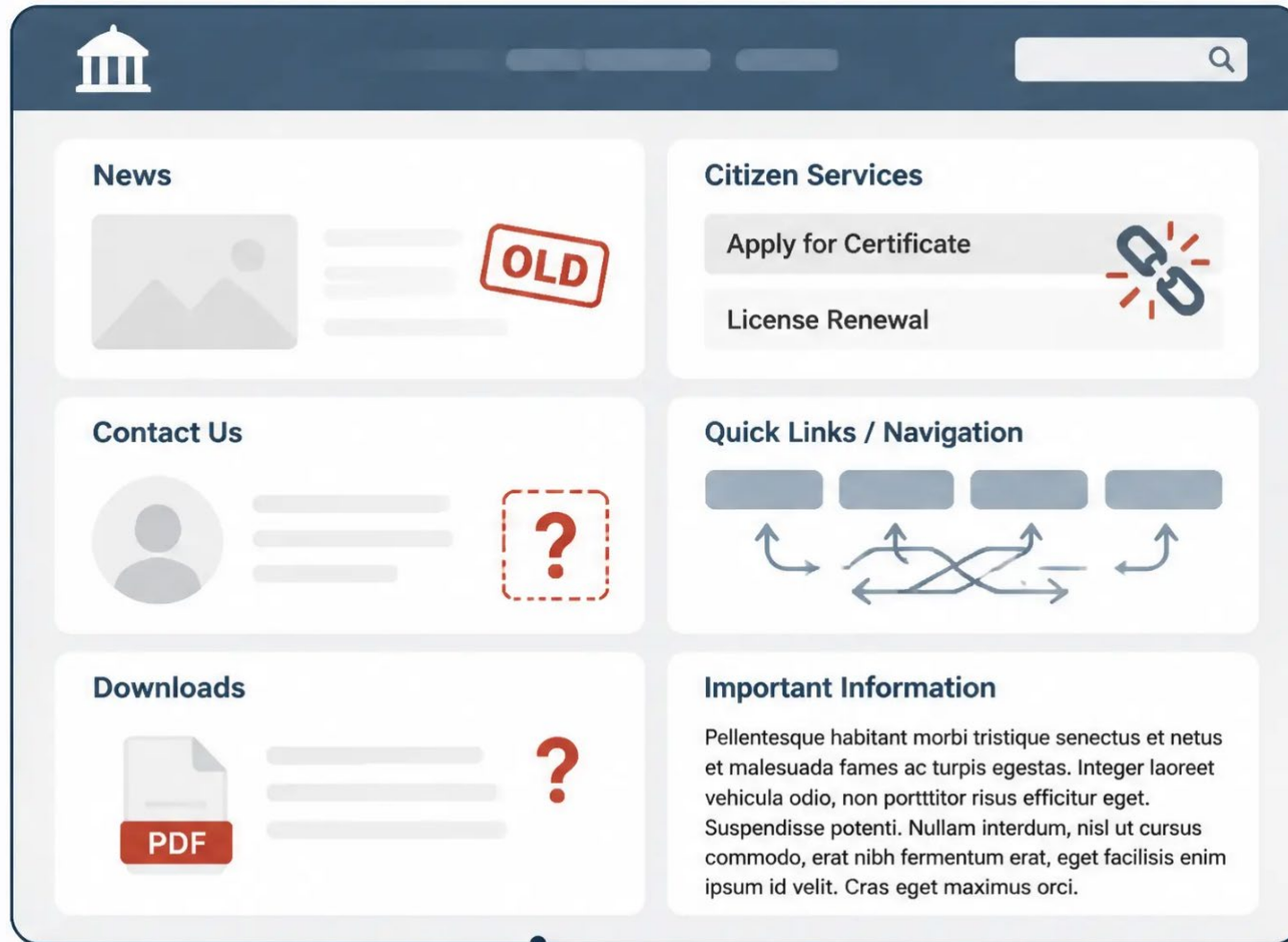
Pilot new features and modern technologies based on data evidence rather than assumptions.



A government website is never "finished." It is a living service that must evolve with citizen needs.

Common Challenges

Many government websites suffer from:



Broken links

Outdated information

Old announcements

Conflicting Info

Missing contact numbers

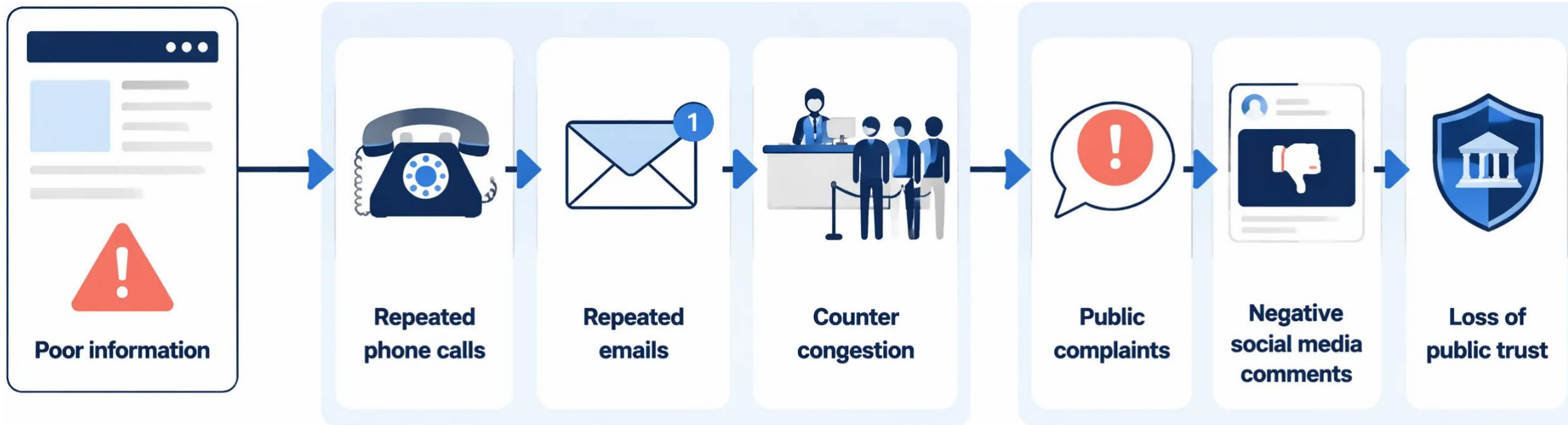
Difficult navigation

files without explanation

Too much technical language

The Cost of Poor Information

Poor information causes:



Why Website Management Matters.

A website is similar to a public office.



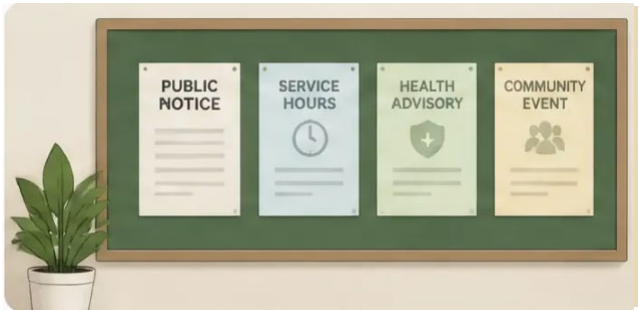
Dirty office

Poor impression



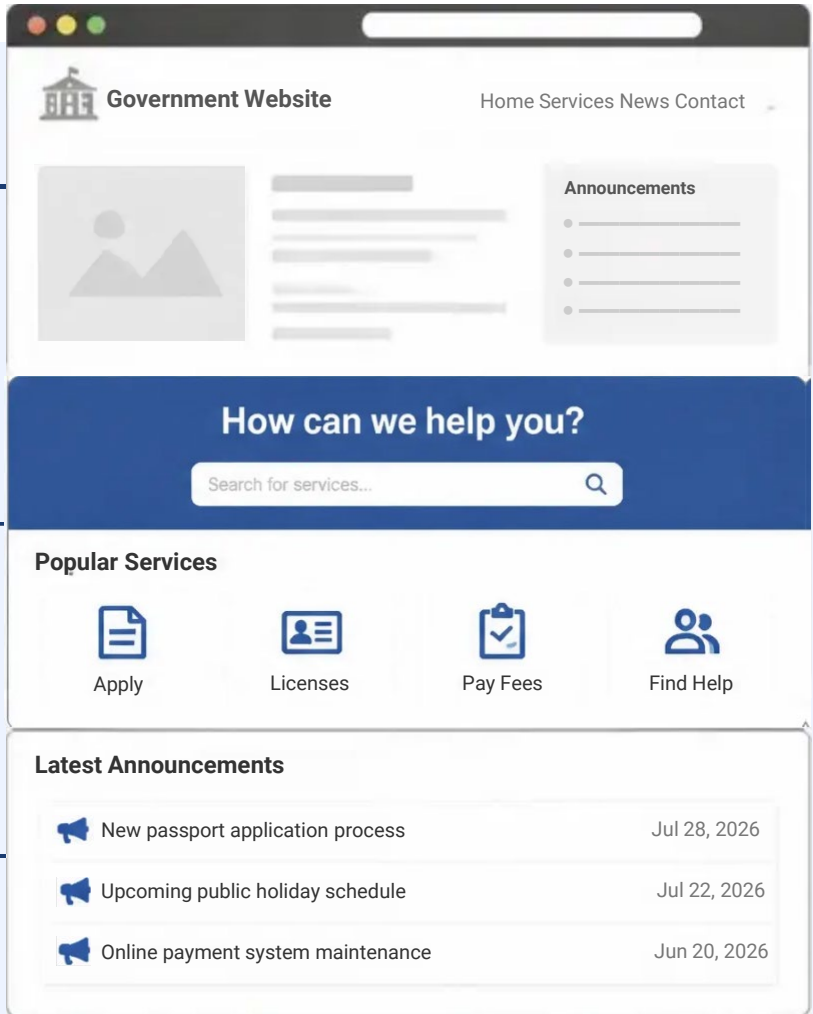
Helpful staff

Good experience



Updated notice board

Reliable information



Outdated webpage

Poor impression

Up-to-date announcements page

Reliable information

The same applies to websites. Good website management builds confidence.

Think Like a Citizen

A better question leads to better public service.

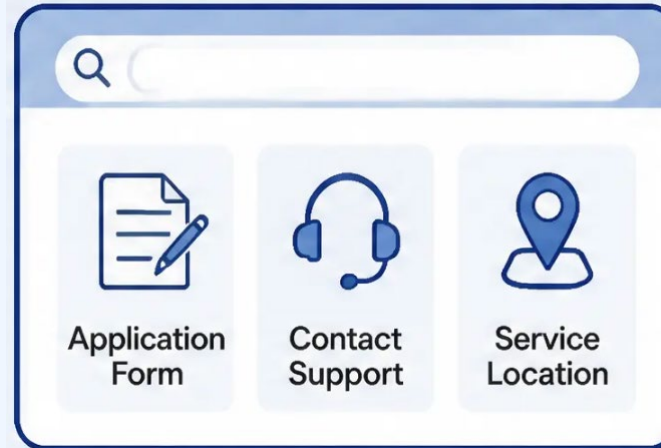
Instead of asking:

**“What information
do we want to publish?”**



Ask:

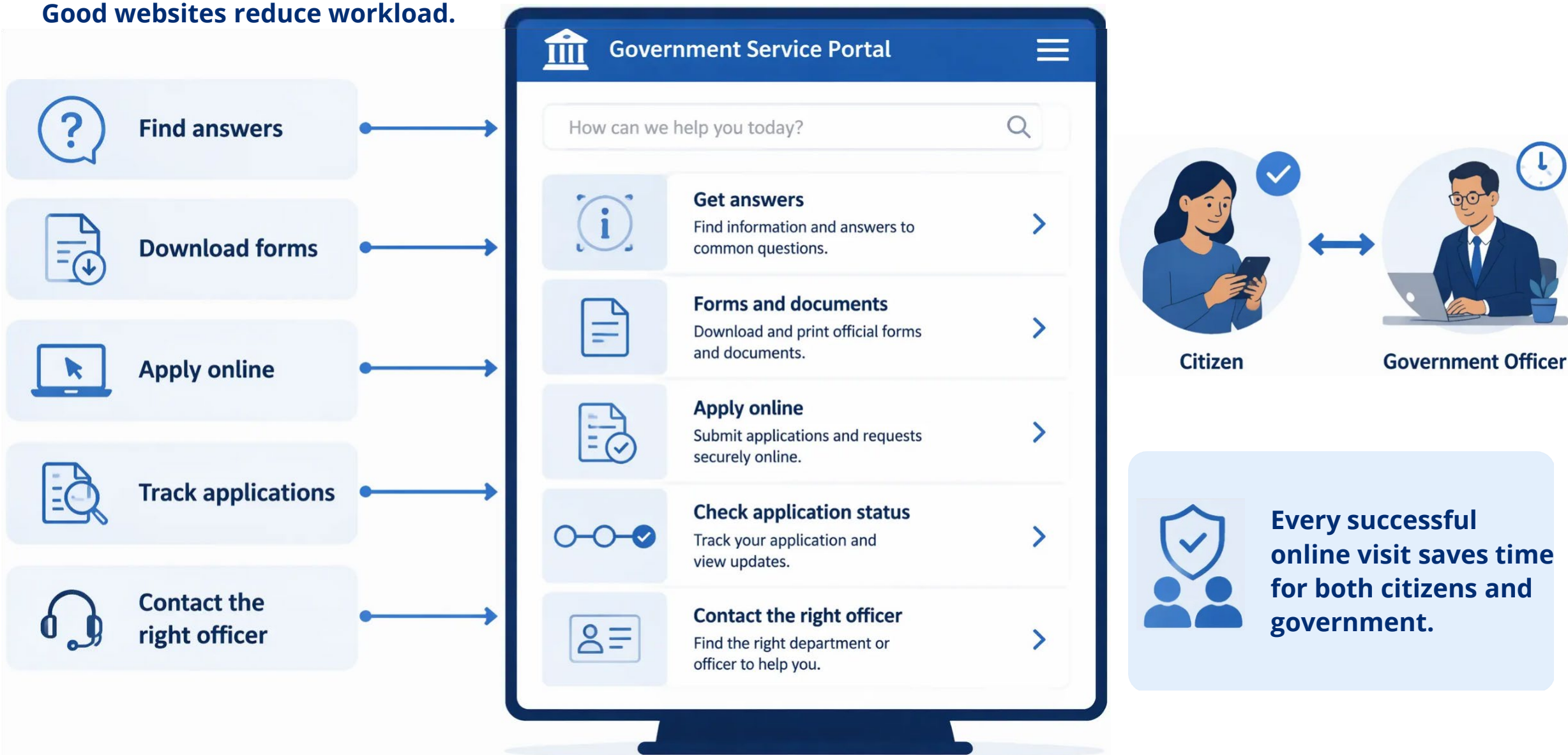
**“What information
does the public need?”**



Citizen-first thinking improves services.

Website as a Self-Service Counter

Good websites reduce workload.



Simple Website Quality Checklist

Before publishing, ask:

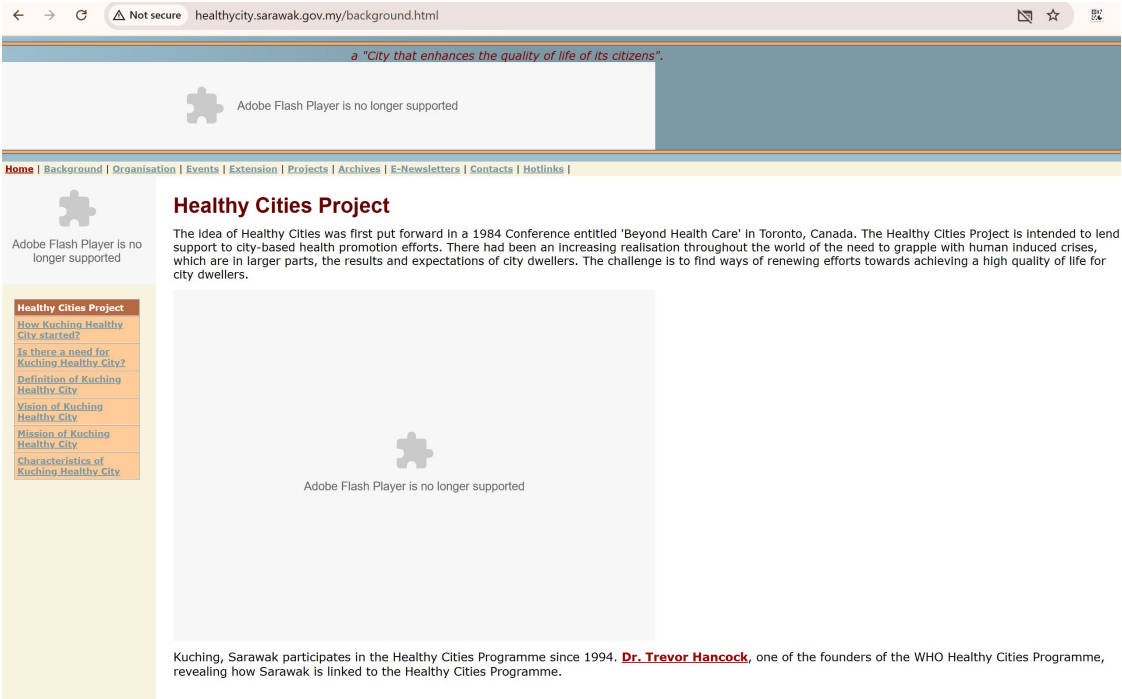
Final review before publication

- ✓ Is it correct?
- ✓ Is it updated?
- ✓ Is it easy to understand?
- ✓ Is the contact person correct?
- ✓ Does the link work?
- ✓ Can users find it easily?



Case Study Activity

Review both sample pages. Which one would you trust?



Compare

THE ROLE OF SCSDU

SARAWAK CIVIL SERVICE DIGITAL UNIT (SCSDU)

SCSDU acts as the strategic enabler for the Sarawak Civil Service, providing the foundational pillars required to transform agency websites into effective digital front doors.



Governance

Establishing ownership frameworks and approval processes to ensure site accountability.



Training

Upskilling civil service staff in digital management and citizen -centric content creation.



Standards

Defining and maintaining quality, accessibility, and compliance benchmarks across agencies.



Web Template

Providing unified digital templates that ensure consistent citizen experience and branding.



Monitoring

Continuous performance tracking and compliance auditing to maintain service levels.



Hosting

Coordination of secure, reliable cloud infrastructure and CMS enablement platforms.



Improvement

Driving evidence -based iterations using analytics, SEO, and citizen feedback loops.



Strategic Support

Partnering with agencies to navigate digital transformation and complex service journeys.

KEY TAKEAWAYS

SARAWAK CIVIL SERVICE DIGITAL UNIT (SCSDU)



Websites are Public Services

An agency website is not a static brochure; it is a functional, 24/7 delivery channel that citizens depend on for essential services.



Shared Responsibility

Website management is a whole-of-organization effort involving top management, business owners, and content creators—not just ICT.



Building Public Trust

A professional, accurate, and secure digital presence directly fosters citizen confidence in the credibility of the Sarawak Civil Service.



Digital Experience First

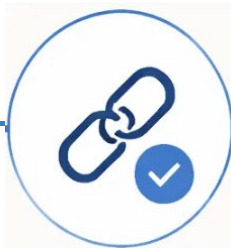
True Digital Government starts with the digital experience. If the website fails the user, the transformation journey is interrupted.

Closing Message

“ Every page we update, every link we fix, and every piece of accurate information we publish helps citizens access government services more easily. Good website management is not only about technology—it is about delivering better public service.”



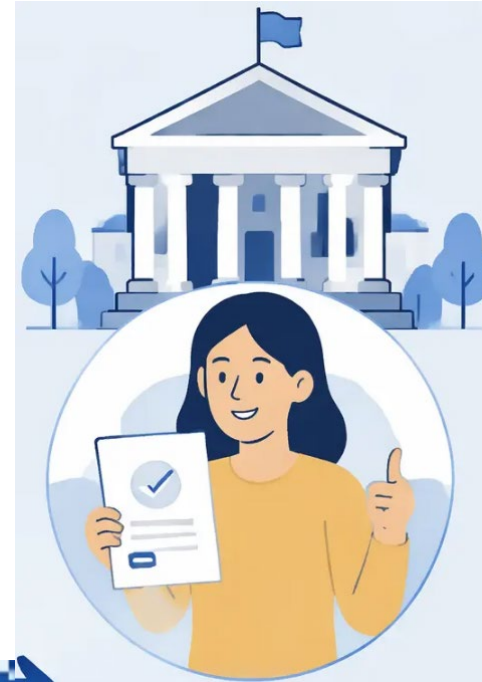
Update pages



Fix links



Publish accurate
information



Accessible service
for every citizen