

# Alexa Seretti

# Content Strategist & Writer

---

My Work



# Creating human-centered experiences

- <http://www.alexaseretti.com/>
- <http://maya.com/> (Web Copy)
- <http://smartpgh.com/> (Content Strategy, Web Copy, Video Script)

# Allegheny County Department of Human Services

---

Most Recent



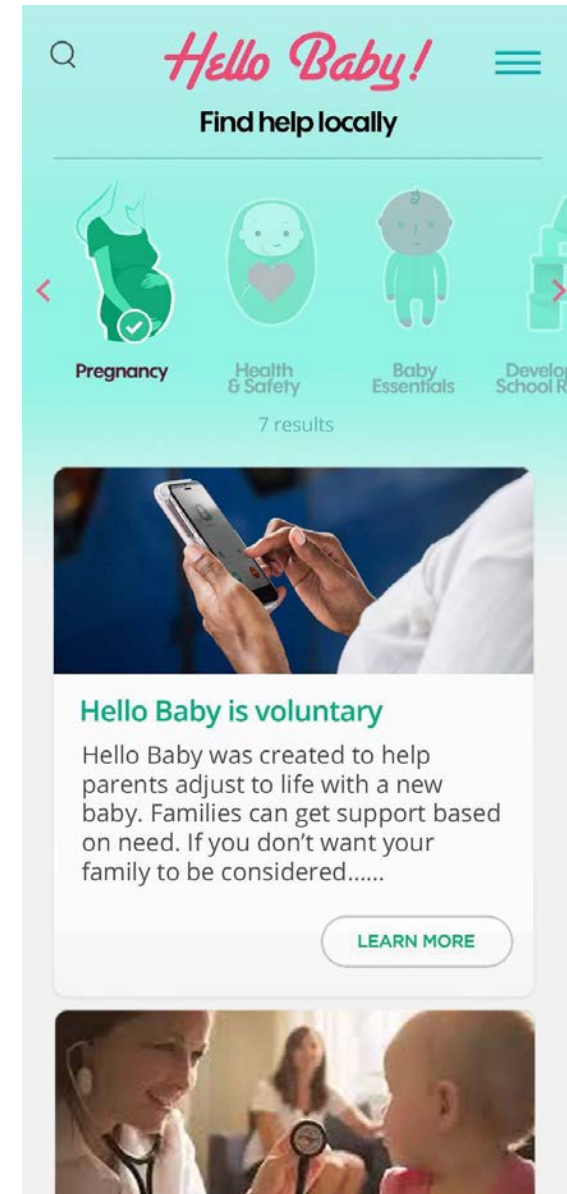
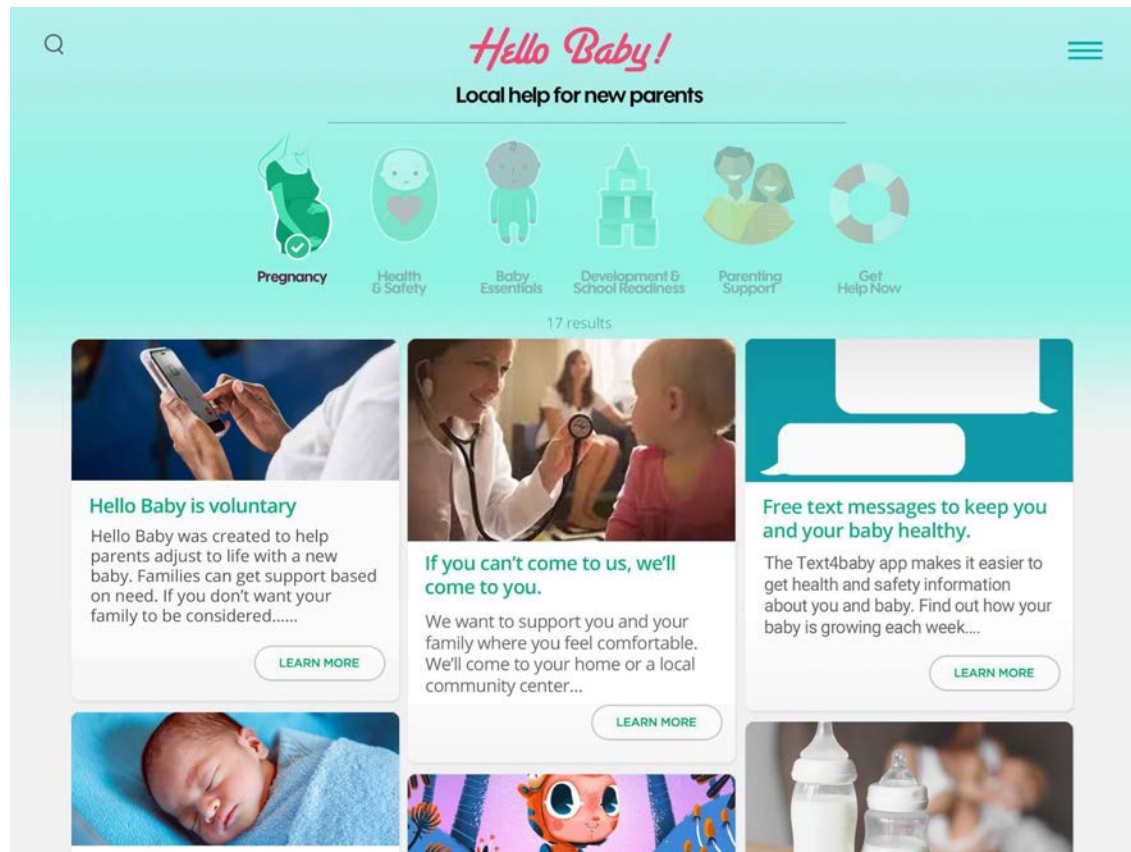
# Hello Baby – Support for parents with new babies

**Overview:** Hello Baby is an initiative created to support new parents in Allegheny County. Multi-tiered outreach includes one-on-one counseling for families with the highest need, group support, a website and a social media campaign.

**My Role:** Research, Content Strategy, Wireframing, User Testing, Web Copy

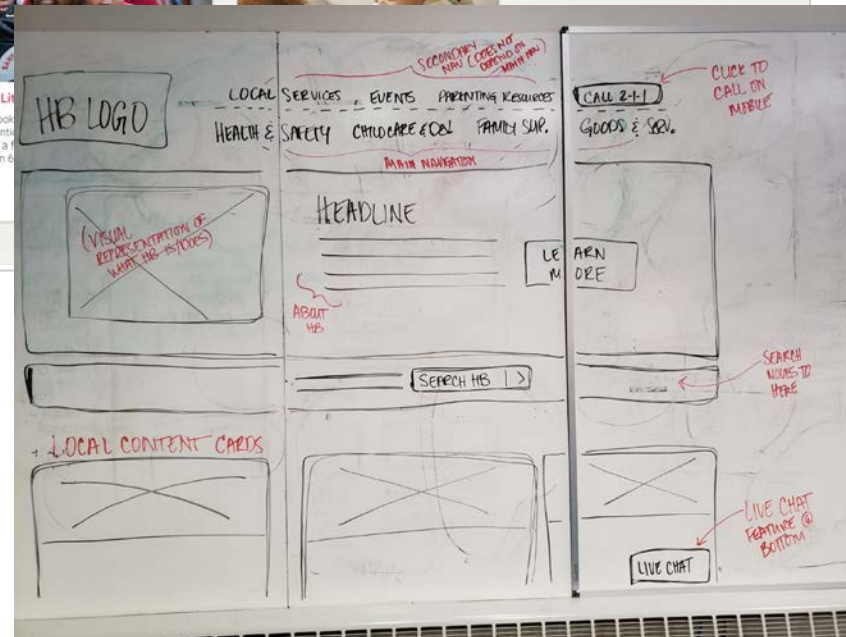
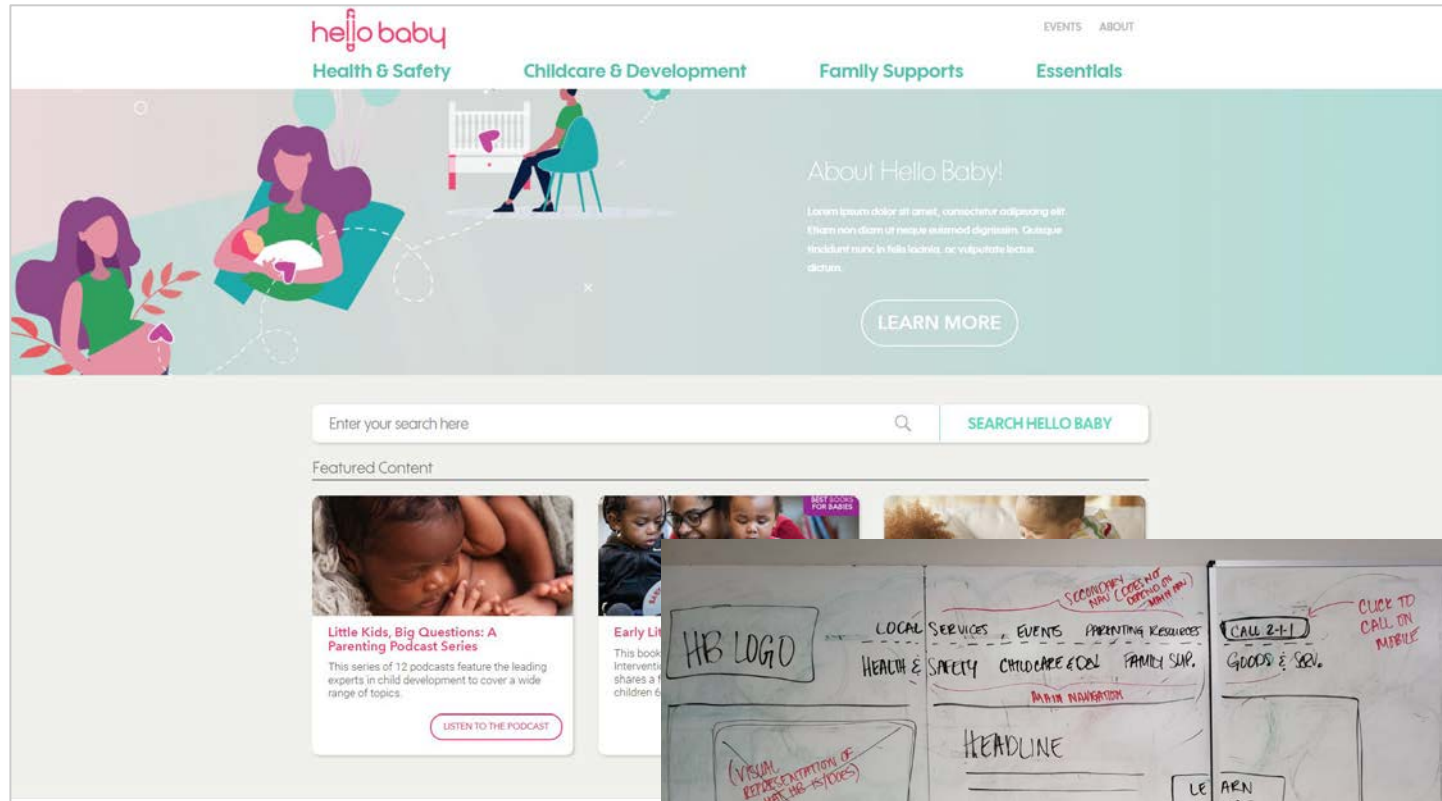
# Hello Baby

- [Content Audit](#)
- **The agency's design** – Our agency partner struggled to get buy-in for this card layout from internal stakeholders.



# New Experience

hellobabygh.com



- **Our wireframe** – My design partner and I felt strongly the card layout was particularly important on mobile. We wireframed something new, introducing aspects of similar sites we new internal stakeholders favored, but keeping the integrity of the design. User testing supported the revised design.
- **Approved design**



# Family Centers of Allegheny County

**Overview:** The 27 Family Centers in Allegheny County were disparately managed and branded. We were tasked with creating a cohesive brand and redesigning an outdated site.

**My Role:** Content Strategy, Wireframing, Web Copy

# Family Centers of Allegheny County (Old Site)

The screenshot shows the homepage of the Allegheny County Family Support website. At the top left is the logo with three yellow stars and the text "Allegheny County Family Support" and "Nurturing Children, Strengthening Families, Building Community". A navigation menu includes "Home", "About Us", "Our Services", "Our Impact", "Contact Us", and "For Families". A search bar is located in the center of the navigation bar. Below the navigation is a large yellow banner with the heading "Welcome to Allegheny County Family Support!" and a paragraph of text. To the right of the text is a photograph of five young children smiling. Below the banner are three content blocks: "Parent Leadership" with a group photo and text about a project; "Staff Spotlight" with a photo of Tanya Hankins-Hollinger and text about her work; and "David's Story" with a video thumbnail and text about watching his story. Each block has a "View Page" button.

**Allegheny County Family Support**  
Nurturing Children, Strengthening Families, Building Community

Home About Us Our Services Our Impact Contact Us Search the site... For Families

## Welcome to Allegheny County Family Support!

For more than 20 years, Family Support Centers have helped Allegheny County's children achieve brighter futures. Annually, close to 6000 children and their families are enrolled in one of 26 neighborhood-based centers located across the county.

[Read More...](#)

### Parent Leadership



Family Support parents have launched a project to raise awareness about the causes of infant mortality and promote maternal and infant wellbeing.

[View Page](#)

### Staff Spotlight



Tanya Hankins-Hollinger supports families involved with CYF. Her love of what she does leads to positive outcomes for families.

[View Page](#)

### David's Story



To watch David's story, click on the link below. Then check out our spotlight on parents and staff at Braddock Family Care Connection.

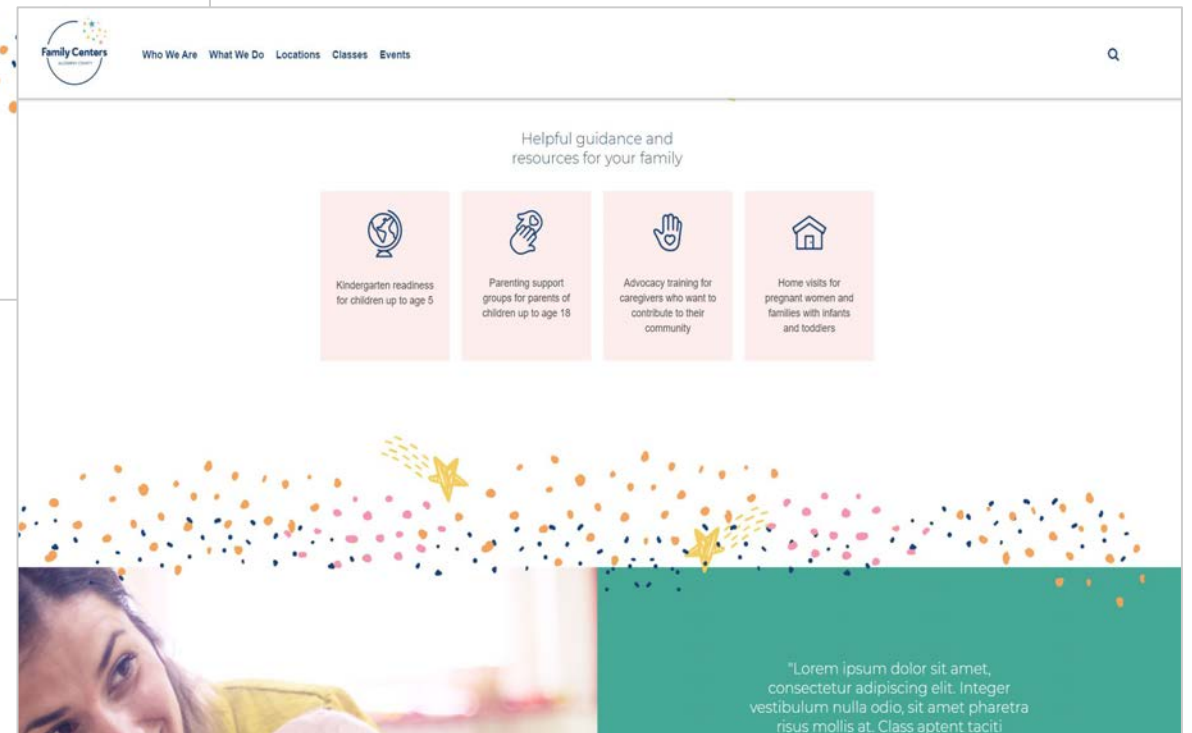
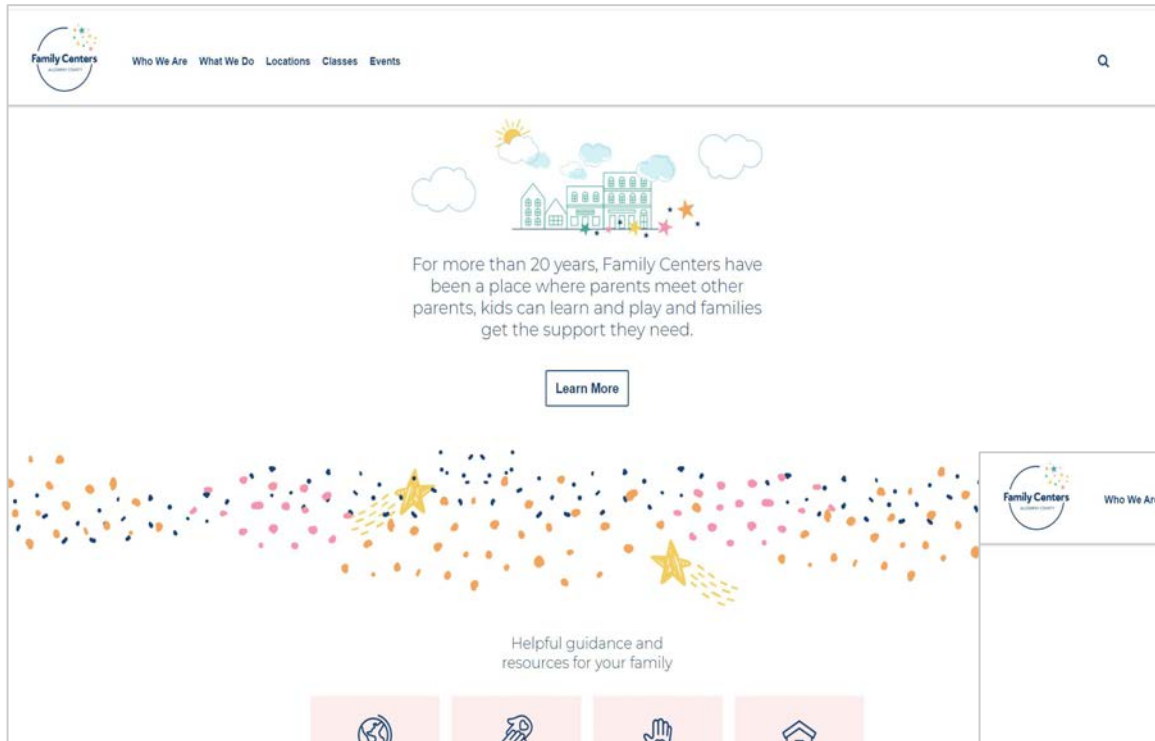
[View Page](#)

- [Content Audit](#)



# New Experience

familycenters.alleghenycounty.us





# COVID-19 Information for DHS Providers

**Overview:** With more than 300 contracted providers responsible for caring for our clients, getting timely and accurate information and guidance to them as it relates to COVID-19 is paramount. A developer and I converted a site we were building for a different purpose into a dedicated platform for providers to come for policies, procedures, guidance and support. We created it in 48 hours and I continue to modify the content strategy as needs change.

**My Role:** Content Strategy, Web Copy

# COVID-19 DHS Providers Site

<https://dhstraumaresourcelibrary.alleghenycounty.us/covid-19-information-for-dhs-providers/>



## COVID-19 Communications and Planning

The Allegheny County Department of Human Services (DHS) is committed to sharing timely and accurate information so that our providers may plan to address the spread of COVID-19. We continue to monitor new developments and will provide guidance as the situation evolves.

## Join Our Provider Briefing Call

We will be hosting a call for DHS providers to discuss rapidly changing information and planning. Providers who would like to participate can do so using the following:

Call-In Line for the Mon-Wed-Fri Briefing

[Join Microsoft Teams Meeting](#)

Monday, Wednesday and Friday, 4:30 pm EST

+1-267-368-7515 (Toll)

Conference ID: 253 994 565#

[Local numbers](#) [Learn more about Teams](#)

For those who cannot make the call, we will post presentation materials and video recordings of the calls.

- [Allegheny County DHS Operations and Guidance](#)
- [Daily Briefing Materials](#)
- [FAQs](#)
- [PA and U.S. Government Agency Resources](#)
- [Specialized Resources](#)

[Back to Top](#)



# Allegheny County CARES Rent Relief

**Overview:** Evictions and homelessness have increased exponentially over the course of the pandemic. Allegheny County was one of 60 counties awarded funding from the Federal and State governments to distribute to renters and landlords who need help. The DHS digital team was chosen to build the online application site on the County's behalf and it is one of only two that enables users to complete the entire application process online. And it is the *only* Pa CARES site that renders consistently on devices of all sizes.


**My Role:** Content Strategy, Web Copy

# Allegheny County CARES Rent Relief

<https://covidrentrelief.alleghenycounty.us/>



Allegheny County CARES Rent Relief Program

 English >

[Apply](#) [About](#)



## Get help paying rent during COVID-19



Allegheny County is partnering with the Pennsylvania Housing Finance Agency (PHFA) to jointly fund the CARES Rent Relief Program. CARES helps people experiencing job loss or loss of income as a result of the COVID-19 health crisis.

**Applications can be submitted through September 30, 2020**

[Get Started](#)

### Who can apply?

- ✓ Renters who have experienced job loss or a reduction in annual income due to COVID-19
- ✓ Landlords who have lost rental income because a renter has experienced job loss or a reduction in income as a result of COVID-19

### How do renters qualify?

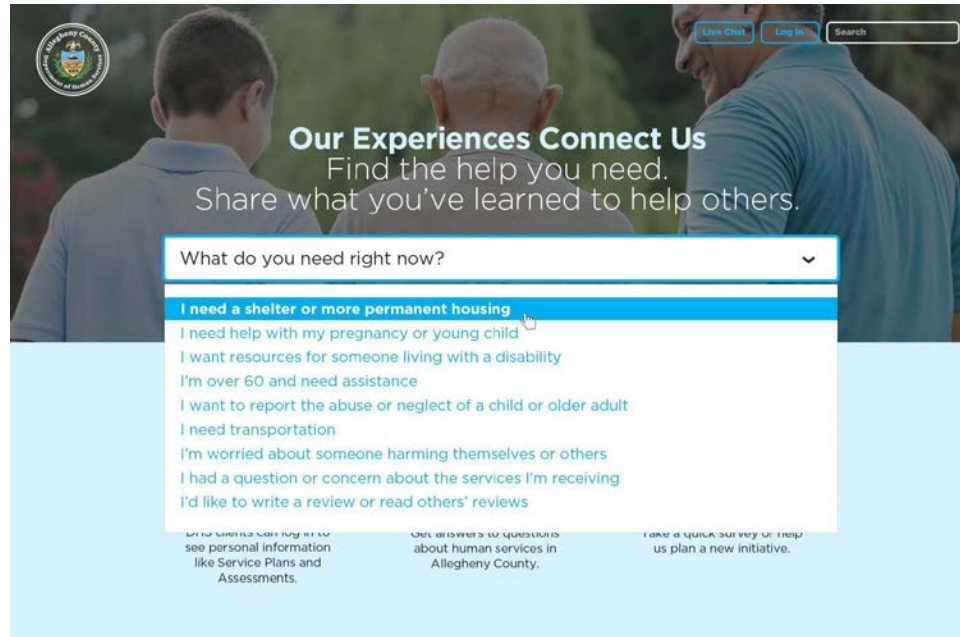


# Client Experience Website

**Overview:** The Allegheny County Department of Human Services (DHS) has never had a dedicated digital property. The DHS content on the [County site](http://alleghenycounty.us) (alleghenycounty.us) is dense and users struggle to quickly find the services they so desperately need. I worked with an internal designer on comps for a separate site built on a CMS so we could create an experience based on research and manage content with a focus on SEO. I then wrote the Request for Proposal to engage a vendor to build it.

**My Role:** Research, Content Strategy, Wireframing, Web Copy

# Client Experience Website



*“ The work they do at [Auberle](#) is so vital to youth in our community.”*

*“ I waited at [Mercy Behavioral Health](#) for hours to be called. The process is slow. I went for a 8:30a evaluation and wasn't called in until 10:30a”*

[Read more stories](#)

[Share your story](#)

Report child or elder abuse 24/7 by calling either ChildLine at 800-932-0313 or Adult Protective Services at 800-344-4319.

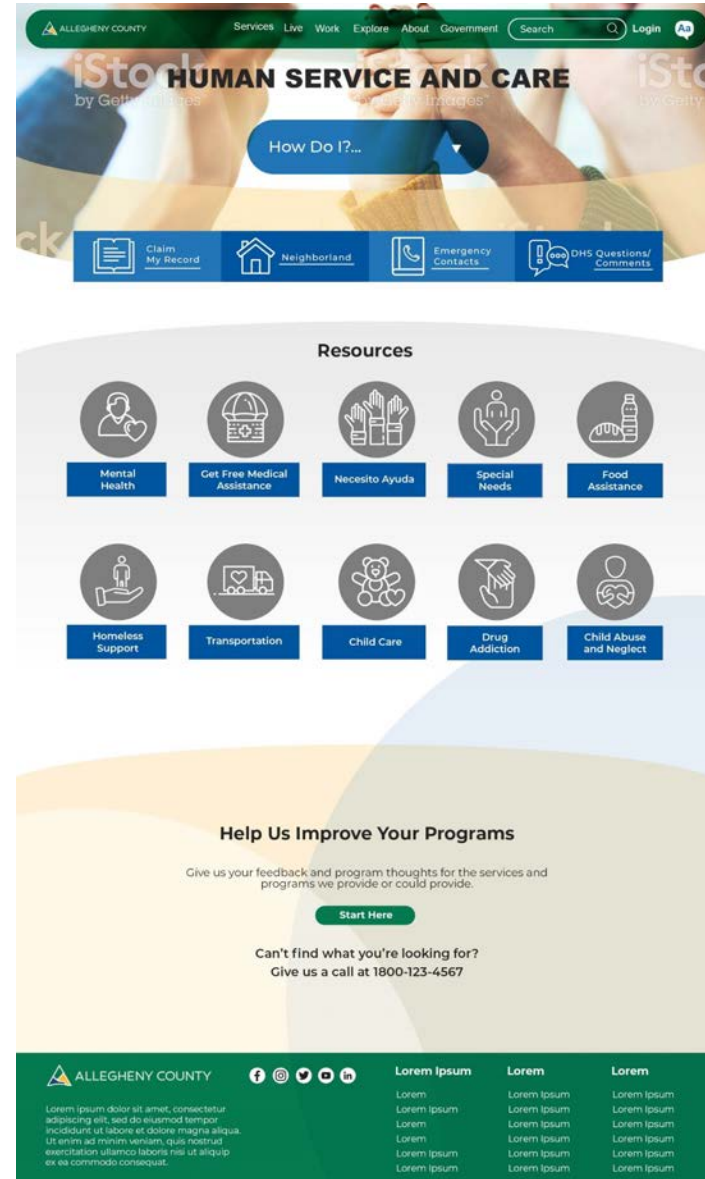
If you or someone you know is in crisis, call resolve Crisis Center immediately at 888-796-8226.

- [Content Audit](#)
- A designer and I created this mock-up for external agencies responding to the RFP. The content strategy was driven by user research, data gathered from Google Analytics about current DHS content on [allegenycounty.us](#) and interviews with crisis line operators at DHS. We used the most common questions/concerns as a basis for allowing users to self-select.



# Client Experience Website

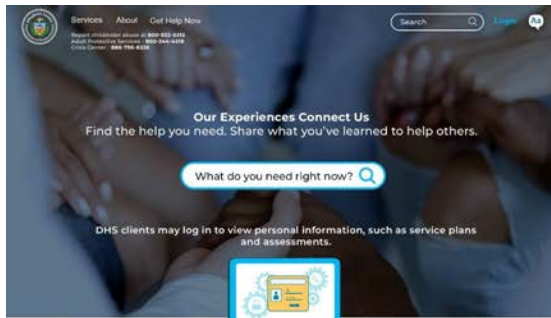
- **The agency's design** – Our agency partner initially gave us an outdated design that felt more corporate than client-friendly. Four subsequent iterations did not meet our goal to give users a quick and easy way to get information.





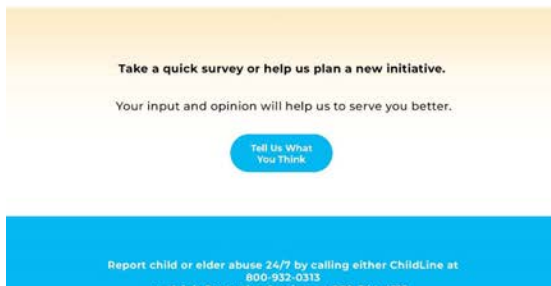
# New Client Experience - Winter 2020

connect.alleghenycounty.us



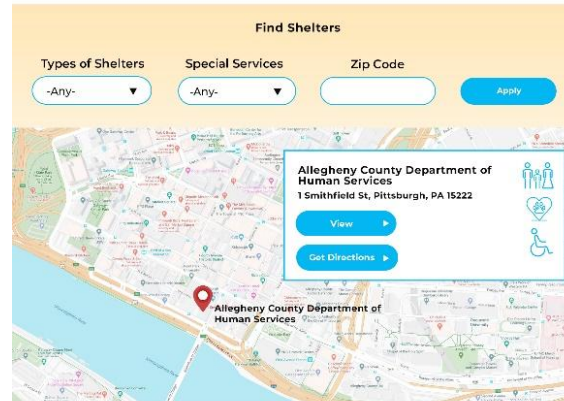
**Find What You Need**  
Browse available programs and services to find what you need.

**Ask Questions**  
Get answers to questions about human services in Allegheny County.



**Homeless Services**

Allegheny County offers a wide array of housing options and services for people who are homeless or at risk of homelessness. Services are accessed through the county's coordinated entry system (the Allegheny Link).



### Specialized Resources

- People Fleeing Domestic Violence** ✓  
There are places to go where you can be safe if you need to leave because of violence in your home. Contact the National Domestic Violence Hotline at 1-800-799-SAFE (7233), to connect to local services. For information about finding safe shelter, visit the Allegheny Link.
- Veterans** ✓
- Youth Ages 18-24 Experiencing a Housing Crisis** ✓



- The design that was ultimately approved, and is being built, used the original comp as its foundation.



# Allegheny Analytics

**Overview:** There are 50+ analysts at DHS looking at human services data and outcomes associated with our programs and services. We like to make as much of that data public as possible. The current live site was built six years ago without an eye toward SEO or UX.

**My Role:** Content Strategy, Wireframing, User Testing

# Allegheny Analytics

## Current Site

The screenshot shows the current website layout. At the top is a navigation bar with the Allegheny County Department of Human Services logo and menu items: Home, Topics, Visualizations, Publications, Datasets, Videos, Resources, and Tools. A search bar is located in the top right. Below the navigation bar is a 'Featured' section with a map visualization titled 'Homicides in Allegheny County and the City of Pittsburgh, 2010-2015'. To the right of the featured article is a 'Browse by Tag' section with a list of tags including: child abuse, client, perspective, court, foster care, homelessness, jail, jail collaborative, mental health, needs, assessment, police, prevention, probation, substance use, and system integration. Below the featured section is a 'Recent Publications' section with three cards: 'Arrest Trends in the City of Pittsburgh' (Apr 2, 2019), 'Naloxone Distribution in the Allegheny County Jail to Prevent Overdose' (February 28, 2019), and 'Allegheny County Point-in-Time Homelessness Data, 2018' (February 27, 2019). Each card includes a thumbnail image, a brief description, and a 'Download' button with associated tags.

The hero section features a background image of blue and green pills. The main heading is 'Opiate-Related Overdose Deaths in Allegheny County: Report, Maps and Dataset'. Below the heading is a paragraph: 'As opiate-related overdose deaths increased in Allegheny County, we wanted to understand all aspects of it to identify effective interventions. These publications and maps attempt to synthesize the data available in Allegheny County from 2008-2014 with the goal of improving our response to the epidemic.' A prominent orange button labeled 'Read Featured Publication' is centered below the text. The navigation bar at the top of this section matches the current site's navigation.

### Browse research by topic

- Children, Youth, & Families
- Crime & Justice
- Education
- Housing & Homelessness
- Innovation & Reform
- Older Adults
- Physical & Behavioral Health
- Self-Sufficiency

### Explore our most recent publications

A grid of six publication cards is displayed. Each card features a thumbnail image, a title, a subtitle, a date, and a 'Read More' button. The first card is 'Youth Perspectives on Out-of-Home Placement' (February 27, 2018). The second is 'Opioid-Related Overdose Deaths in Allegheny County: Interactive Dashboard' (February 15, 2018). The third is 'Free Tax Preparation Services at the Allegheny County Department of Human Services' (January 24, 2018). The bottom row shows three more cards with partial thumbnails.

*New Experience - Coming soon*



# Social media

- <https://www.facebook.com/ACDHS/>
- <https://twitter.com/acdhs>
- <https://www.linkedin.com/company/alleggheny-county-department-of-human-services>
- <https://neighborland.com/allegghenycounty>

Contact:

e: [alexaseretti@gmail.com](mailto:alexaseretti@gmail.com)

p: (412) 302-4322

---