



Utility Website Design Center

Our Website Design Center will give you the information you need to build and optimize your online customer contact channel. You can access all of our benchmark studies, rankings, feature analyses, and additional resources to help your utility design a highly functional and user-friendly website.

[Access the Website Design Center](#)

The screenshot shows the top of the Utility Website Design Center website. It features a navigation bar with the following items: Design Center Home, Results, Design Guides, and My Assessments. Below the navigation bar is a large heading: Utility Website Design Center. The main content area is divided into three columns. The first column is titled Results and contains the text: Find out what's new in this year's study —view the current rankings and read about our top findings, the state of utility websites today, and our methodology. Below this text is a green button labeled View all. The second column is titled Design Guides and contains the text: Our feature-by-feature analysis includes an explanation of what we looked for, research findings, screenshots of the best examples, dos and don'ts, and direct quotes from our reviewers. Below this text is a green button labeled View all. The third column is titled My Assessments and contains the text: Our confidential website assessments examine the features and functions supported by your website and make recommendations for improvement. The assessments you request can be found here. Below this text is a green button labeled View all. To the right of these three columns is a box titled RELATED CONTENT. It contains a list of links: Rankings and Best Practices from the 2017 Website Review, Trends in Utility Digital Communications and Interactions, Home Page (Mobile) (2015), How You Can Get Started with Chatbots, and Customers' Contact Channel Preferences.

Inside the design center, you'll find:

Latest Survey Results

Get all the latest data from our most recent industry benchmark study—view the current rankings and read

about our top findings, the state of utility websites today, and our methodology.

Design Guides

Our feature-by-feature analysis includes an explanation of what we looked for, research findings, screenshots of the best examples, do's and don'ts, and direct quotes from our reviewers.

Custom Website Assessments

You'll have access to our personalized assessments, examining the features and functions supported by your website with specific recommendations for improvement.