

INFORMATION ARCHITECTURE

Avalon inventories what your agency publishes, tests how real users expect it to be organized, and delivers a validated structure your team can build against with confidence.

THE PROBLEM WE ADDRESS

Citizens, veterans, taxpayers, and grantees can't find the form, benefit, or deadline the agency exists to deliver — task failure on a .gov site is a mission outcome failure.

21st Century IDEA and OMB M-23-22 require public websites to be searchable, consistent, and non-duplicative — GAO found most large agencies had not demonstrated progress against all eight statutory requirements.

WHAT WE DO

- Full property crawl and page-level inventory with ROT scoring
- Search-log and analytics analysis to establish real user vocabulary
- Top-task identification with a defensible, ranked task list
- Card sorting with representative users, PRA-conscious by design
- Sitemap and navigation architecture aligned to USWDS patterns
- Plain-language labeling system tested against user vocabulary
- Taxonomy and metadata schema specified at the field level
- Tree testing against pre-agreed success and directness targets

HOW WE DO IT

1 INVENTORY & ANALYTICS

Full crawl, inventory workbook, and search-log/analytics analysis.

DELIVERABLE

Content inventory + ROT scoring

2 RESEARCH

Stakeholder interviews, the top-task exercise, and card sorts.

DELIVERABLE

Ranked task list

3 STRUCTURE & TAXONOMY

Sitemap, navigation, labels, metadata schema, and content model.

DELIVERABLE

Build-ready IA specification

4 VALIDATION & HANDOFF

Tree tests, one revision cycle, redirect map, and governance recommendations.

HANDOVER

Validated structure + redirect map

VALUE DELIVERED

- Tested before it's built.** Card sorts and tree tests validate the structure against real user tasks before anything is coded.
- Self-service that actually deflects.** A validated sitemap and labeling system is built to shrink volume that shifts to expensive assisted channels.
- Build-ready, not just a diagram.** Content models are specified tightly enough that a CMS team can build without reinterpretation.
- Sprawl treated as a security question.** Orphaned pages and forgotten subdomains are exposure, not just clutter.

THE ONE THING TO REMEMBER

Structural decisions tied to evidence, not internal opinion.

COMMONLY PROCURED AS

Information architecture & content strategy services

AT A GLANCE

Model	Fixed-price, scoped per engagement
Typical	7–11 wks for a standalone assessment
NAICS	541512, 541511, 541519, 541611, 541690
UEI	Y9MXMMHY3HA1
CAGE	242T0
Standards	21st Century IDEA, OMB M-23-22, WCAG navigation criteria, Paperwork Reduction Act

WHO WE WORK WITH

- Digital services lead facing GAO findings on IDEA statutory requirements
- Content / CMS team needing a build-ready sitemap and taxonomy
- Program owner whose call center volume traces back to findability failures

COMMITMENT TO QUALITY

Avalon is led directly by a PMP-certified founder with a decade of enterprise engineering experience where every engagement gets senior-level attention, never a subcontracted bench. Delivery follows NIST SP 800-53, RMF, and FISMA, evidence-backed and control-mapped by design. ISO 9001/27001 is on the roadmap as the pipeline scales.

Status: Small business federal contractor based in Los Angeles, CA

21ST CENTURY IDEA OMB M-23-22

WCAG NAVIGATION CRITERIA

PAPERWORK REDUCTION ACT