

Informal Website Redesign Committee Meeting

Wednesday, May 1, 4-5 pm

Meeting Notes:

Welcome and Intro

Goals for new Website:

The goals for the new website appear to fall into the following categories:

1. Ease of Use for Visitor and for Staff
2. Increased service capabilities
3. More inter-activity between City and the community it serves

Timeline

The current timeline has a launch date of January 2024.

Analysis

A review of current website analytics shows that:

- a. The current website is being used by a large percentage of our city population
- b. The most visited pages (welcome excluded)—are Library, Accessing Pages (Property & zoning database, Tax Maps, Tax Bills). These are the most visited pages in most municipalities
- c. There is an opportunity to engage with the many who visit the Lighthouse welcome
- d. The current site has over 3,800 pages. We are looking to address content to improve searchability.

Next steps: Share Data Plus sites for photos and videos

Share current site content/site map for ideas on what is missing compared to other good Data Plus sites.