

Informal Website Redesign Committee Meeting Wednesday, May 1, 4-5 pm

Meeting Notes:

Welcome and Intros

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.

Analytics

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 (webcam excluded)—are Library, Assessing 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 webcam
- d. The current site has over 3,400 pages. We are looking to address content to improve searchability.

Next steps: Share Civic Plus sites for pluses and minuses

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