



# Website Design Considerations & Content Management

---

**Coco Good**

Director of Communications & Marketing

City of McKinney

June 2023

# McKinney's website launch to redesign process

## 2016

- Launched an award-winning website
- Large splash images
- The site structure was the internal structure of city departments

## 2019

- Layout and content shift begins
- Bullets instead of paragraphs
- Buttons and jump links on pages

## 2018/2019

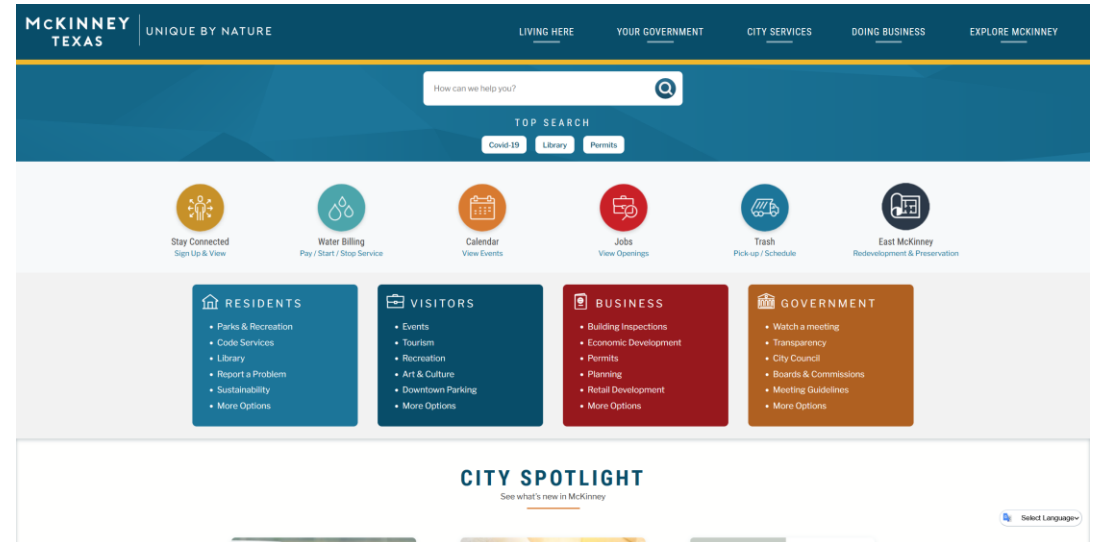
- Users shifted from desktop to mobile
- User experience was different depending on device

## 2021

- Launched redesigned site
- Overhauled pages and site structure; removing more than 300 pages
- Enhanced user experience -same on any device

# 2017 Design

# 2021 Design



# Best Practices

---

## Know the purpose of your website

- What is the organizational desire for your website
- Is the website the main source of information for your residents
- Inform your audience how to use your website
  - Residents
  - Employees/contributors

## Use analytics to make decisions

- How is your website being used
  - Mobile views
  - Desktop views
  - Heat maps
  - User journey
- Survey departments
  - Commonly asked questions by email and phone calls

# Best Practices

---

## Create policy and procedures

- Define who will oversee and manage the overall look, feel, and standards
- Decide who will be content owners
- Determine how frequently content is reviewed and how long information will stay on the site
  - Press releases
  - Project information
- Create a website guidebook

## Page structure and content

- Is information found in two to three clicks
- Can the content on the pages be skimmed
- How long does it take to load a page
- Are colors and graphics following ADA guidelines
- Does the structure of your website make sense to residents and visitors

# Best Practices

---

## Review and refresh

- Redesign every 4-5 years
- Stay current on website design
  - Look at private and public sector websites
- Tweak the design of your pages as needed to reflect your brand and usability
- Review content often

## Test and confirm

- View pages on desktop, phone and tablets
- Gather feedback from users before and after the redesign
  - User testing
  - Focus groups