

City of Waco Website/CMS *Update*

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Waco City Council - October 4, 2022

City of Waco Website: *Update*

- Project Overview
- Background & Statistics
- Highlights
- Future Development
- Questions



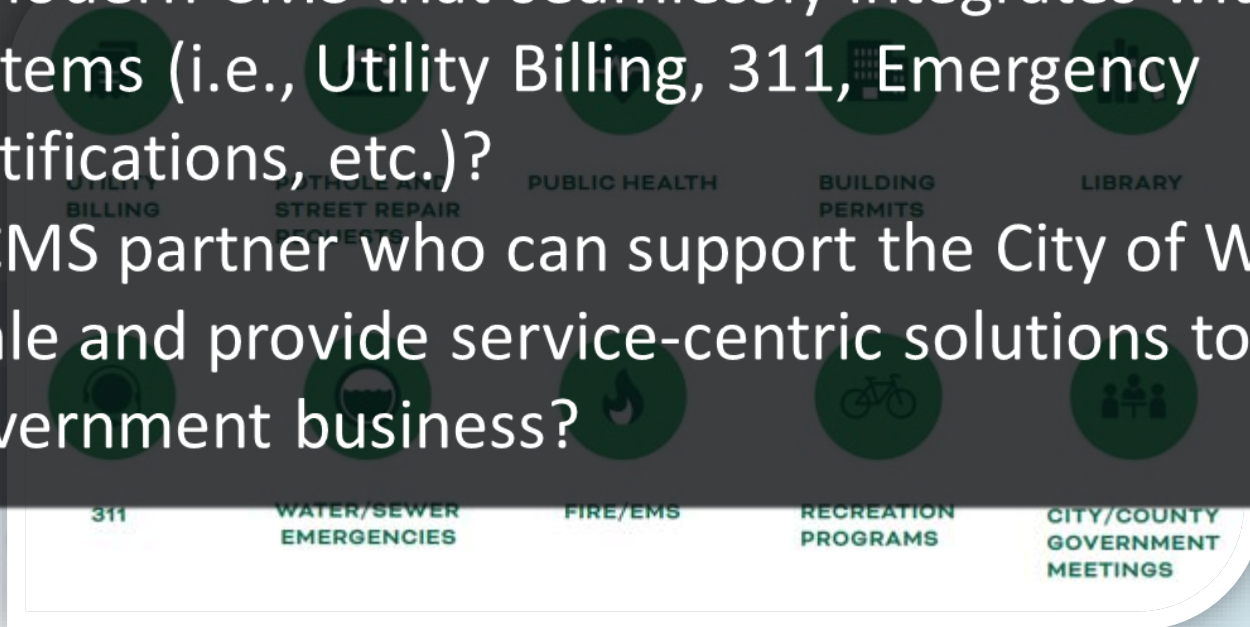
CITY OF WACO

City of Waco Website: *Project Goals*

- **Modernize** and Translate **business processes** to the Web
- **Mobile** first design strategy
- New **Information Architecture**
- **Equity, Accessibility & Transparency**
- **Empower** Internal Stakeholders

City of Waco Website: Project Overview

- a CMS with tools to help departments reach residents and businesses with omnichannel solutions?
- a modern CMS that seamlessly integrates with existing systems (i.e., Utility Billing, 311, Emergency Notifications, etc.)?
- a CMS partner who can support the City of Waco at scale and provide service-centric solutions to support government business?



City of Waco Website: *Project Overview*

- Data Review & User Personas
- Digital Outreach
- Content Rationalization
- Content Migration
- Design
- Training



Google Analytics Audience Overview

Continent

Region

Channel

Device

Sep 1, 2021 - Sep 20, 2022

Your audience at a glance

Statistics

- Majority of users: Google search for 'City of Waco'
- Average over 2.8 million views per year
- New site: layout and design based on user statistics

Users

Pages / Session

Avg. Session Duration

Bounce Rate

2,978,554

1.95

00:01:27

62.59%

New Visitor Returning Visitor



New Users



Let's learn a bit more about your users!

Language breakdown

Users New Users

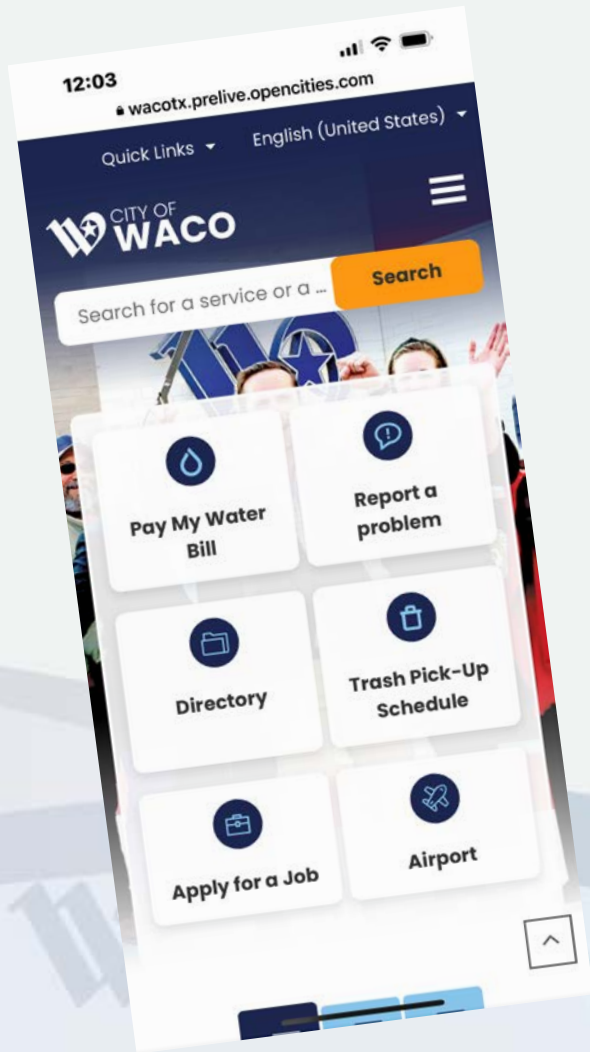


Country breakdown



What device are people using?





Website Users:

An average of **65% of our total** views are on mobile devices (*iPhone number one*)

Mandatory Water Restrictions

The City of Waco is in Stage 2 of our Drought Contingency Plan as of July 13, 2022 limiting water use.

[More Information](#)



Search for a service or a page

Search



Pay My Water Bill



Report a problem



Directory



Trash Pick-Up Schedule



Apply for a Job



Airport

<https://wacotx.prelive.opencities.com/Home>

News

Events

Notices

City of Waco Website: *Future Development*

- GO LIVE – October 9th
- Continued improvements
- Form building & ADA compliance
- Subscriptions & calendars
- Training of future administrators
- Additional solutions with I.T. support



CITY OF WACO

Find almost anything on our website

Search

Welcome to the Bridge



Benefits &
Wellness



Learning &
Development



Job Openings



Forms &
Resources



Staff Directory



Policies &
Procedures



Birds flying off the shelves

Published on January 08, 2018

Offering a 20% discount at the Pet Festival last year caused a huge jump in sales for one lucky pet shop owner.

City of Waco Website: *Update*

Thank You!



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