

**MEETING DATE:** February 26, 2024

**SUBMITTED BY:** K. McNeill, Director, Communications and Marketing Services

**PREPARED BY:** K. McNeill, Director, Communications and Marketing Services

**REPORT TITLE:** 2024 Website Strategy

---

## EXECUTIVE SUMMARY

The City's current website was built in 2015 and over the past eight years website design trends, technology, and leading practices have changed significantly. In 2023 the City of Leduc contracted MNP Digital for the first phase of a website transformation – the development of a website strategy that would guide the redevelopment and ongoing maintenance of Leduc.ca. The strategy identifies the functionality required to meet the needs of users and a content strategy to create a modern, digital hub that fosters community spirit, engages a variety of people, allows access to information and convenient services, and interaction with local government. The strategy is now complete and will be the foundation for the second phase of the project – redesign and development of Leduc.ca and the procurement of the appropriate platform and support. The new Leduc.ca is expected to launch by the end of 2024.

## BACKGROUND

Goal 2 within the City's Strategic Plan is focused on being a **City with a Plan for the Future** and being recognized for its capacity to meet the current and future needs of its residents and businesses through innovative approaches. This includes ensuring the City has clear plans and strategies, supported by emerging technologies, to improve the efficiency and effectiveness of services and programs. The City's website redesign strategy supports this goal in that it will enable the City to deliver the right content, to the right user, at the right time in alignment with business goals, audience understanding, and research.

A significant focus was placed on ensuring stakeholders across the City had the opportunity to share their perspectives, ideas, challenges, and opportunities to inform the overall website strategy. A variety of team members from each department were engaged through a series of interviews and workshops as well as in an ongoing advisory capacity.

A review and analysis of the current website was conducted to understand usage, usability, and accessibility to inform the future direction and maintain alignment to user needs. Interviews were conducted with the members of the Advisory Committee (10) and with City Council; workshops were held with six different department groupings, an in-person community engagement session was held; the content audit involved 13 workshops and subsequent strategy design was completed through four design workshops.

Key project milestones included:

1. Current state analysis
2. Persona and journey map development
3. Establishing a Vision and Mission
4. Content Audit
5. Information Architecture

A human-centred approach guided the development of the website strategy and involved keeping the needs and expectations of Leduc.ca users and potential users at the forefront.

The finalized website strategy includes seven elements:

1. Content Strategy
2. Search Engine Optimization Strategy
3. Information Architecture
4. Design Principles
5. Governance and Support
6. Platform Requirements and Functionality
7. Data and Analytics

Each of these elements is fully described in the Web Strategy attached.

## **NEXT STEPS**

Phase Two will begin with the procurement process to identify a content management system (CMS) and third-party website design and development firm. It is anticipated that the firm will be in place by May 2024. Design, planning, and development will take place between May and October, with content migration, testing and launch intended to be completed by the end of December 2024.

## **ATTACHMENTS**

1. Presentation to Council – MNP Digital
2. Website Strategy