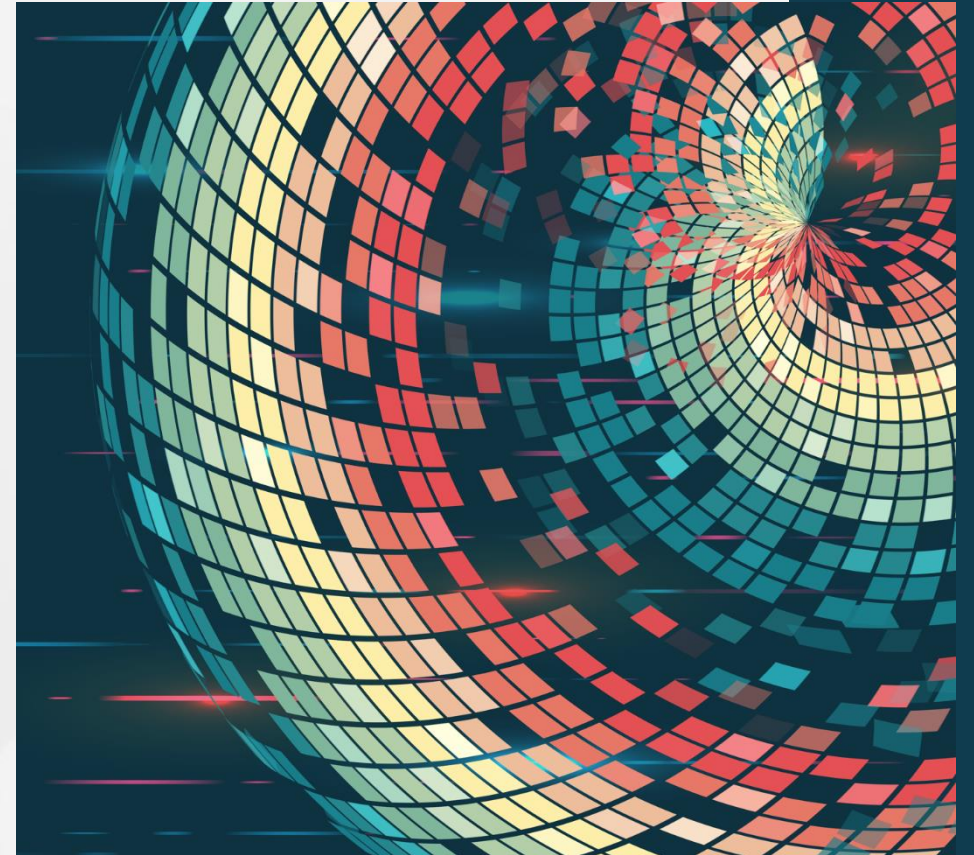




# Website Strategy

Final Report

February 2024



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# Acknowledgements

**Thank you to all those who were involved in the creation of the City of Leduc's Website Strategy.**

From our Advisory Committee, City leadership and Council to the many employees, citizens, stakeholders, and other business and community leaders who shared their unique stories and perspectives, we are very grateful for your time and contributions.

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# 1. Project Overview

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# Website Strategy Development

## Project Overview

The City of Leduc has embarked on an exciting **transformation journey** to improve and **modernize the user experience** of our public-facing website and infrastructure through the development of a **Website Strategy**.

The **Website Strategy** will identify the **functionality** required to **meet the needs of users** and the **content** required to **create a sense of community connection**, contributing to the overall growth of the City. The implementation of this strategy will lead to the enhancement of **citizen-centric, accessible, and streamlined online offerings**.

## Key Project Milestones

### 01 | Current State Analysis

Understanding the current experience, strategic alignment, website analytics, usability and accessibility

### 02 | Personas and Journey Maps

Understanding user groups, conducting external stakeholder engagement, developing target personas and journeys

### 03 | Vision and Goals

Building a collective vision for the future through a design sprint and the development of high-level functional requirements

### 04 | Content & SEO Strategy

Reviewing and analyzing existing content to identify gaps and determine actions: keep, update, or retire

### 05 | Information Architecture

Determining and documenting the structure for the new website to build an interactive prototype of the navigation system

### 06 | Website Strategy

Finalizing strategic website goals and developing overall strategic approach to content, SEO, information architecture, user flows, messaging and other requirements



### OUR VISION

A vision statement is a statement about what kind of organization we want to become in the future. Its purpose is to provide a clear guide for current and future direction and decision-making.

Our vision is

- A GREAT LIFE.
- A CARING COMMUNITY.
- A THRIVING REGION.

CITY OF LEDUC - 2023-2026 STRATEGIC PLAN

### OUR MISSION

A mission statement is a statement of purpose, a statement about what we currently do. Its purpose is to provide focus and direction.

Our mission is

- PEOPLE.
- BUILDING.
- COMMUNITY.

CITY OF LEDUC - 2023-2026 STRATEGIC PLAN

## PROJECT OVERVIEW

# Strategic Alignment

Expectations of municipalities around the world have changed. They are faced with operating in a period of **rapid change**, and citizens today to engage with a more **open, integrated, digital and interactive experience** with their municipality. Many municipalities have recognized the challenges that exist with **traditional disparate service structures** and as a result, they are shifting towards a **citizen-centric service delivery model** that applies an integrated and interactive approach that holistically incorporates in-person, virtual and digital experiences.

Leduc is the tenth largest city in Alberta and is a **vibrant community** of more than 36,000 residents. Since achieving city status in 1983, Leduc has steadily made its way to become a **safe community where families can work, live, and play.**

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.**

# Summary of Project Activities

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.



Website Analytics,  
Usability and  
Accessibility Review



10 Advisory Committee  
Interviews



7 City Council  
Interviews



6 Department  
Workshops



In-Person Community  
Engagement Session



Persona & Journey  
Mapping Creation



13 Content Audit  
Workshops



4 Design Sprint  
Workshops



## 2. Leading Practices and Industry Trends

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## Leading Practices and Industry Trends | Overview

As the world continues to evolve and technology advances, organizations across all sectors have **altered their operational approach** to conducting business and providing services. These organizations have **transformed their methods and channels of interaction** to ensure the customer is at the forefront and can **access the right information** at the **right time** in a way that is **convenient**. Additionally, COVID-19 pandemic forced many organizations to embrace technology and shift services and operations to a **digital environment**. As a result, customer expectations are even higher for **accessing programs and services** through **user-friendly, mobile and convenient digital tools**.

Municipalities are no longer solely a utility provider, but **enablers of a vibrant, healthy and thriving community** of residents, businesses, and other stakeholders. As such, they must respond to the evolving needs and wants of the people they serve, including prioritizing **community access to relevant and timely City information** through **transparent, convenient programs and services**.

The following slides outline **key leading practices** that should be considered as the City continues this **website redesign journey**, including:

1. The **benefits of digital channels** and how they align to user expectations;
2. Prioritizing a **human-centered design approach**; and
3. Understanding how **emerging technologies** can be leveraged to enhance the **user experience**.

# Benefits of Digital Communication Channels

An **important component for service delivery at the local government level** is the ability for residents and stakeholders to access services through **digital communication channels**. As expectations for digitalization grow, municipalities must work towards **enhancing their online channels** to improve interactions with the public that reflect the following four leading practices.

## Flexibility

Residents and stakeholders are interested in accessing services when and how it is convenient for them. This often includes outside of “regular business hours” and from mobile devices such as smartphones and tablets.



## Availability

Residents and stakeholders expect information to be readily available in an easy-to-navigate online platform, including information that is properly categorized and searchable.



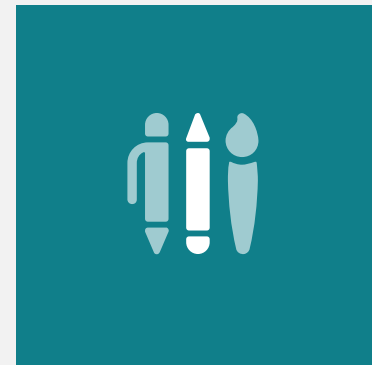
## Responsive

Residents and stakeholders expect transparent and responsive services from all levels of government. This includes developing feedback mechanisms and ongoing continuous improvement initiatives to adapt, shift and improve service delivery. It can also include the ability to personalize interactions and experiences.



## Visibility

Residents and stakeholders expect to be informed with proactive notifications and status updates. This can include anything from online visibility into the status of a service request to the renewal of memberships.





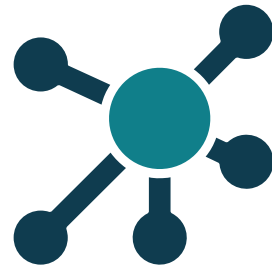
### Empathize

Learning about the audience and their needs to understand the problem



### Ideate

Collaborative brainstorming and reflection on diverse experiences



### Prototype and Test

Creating interactive designs, testing, learning, and iterating

#### LEADING PRACTICES AND INDUSTRY TRENDS

## Human-Centered Design Approach

Traditionally, government services were often **designed from the perspective and need of the government administration**, not necessarily with the needs or desires of residents or other community stakeholders in mind.

Today, many municipalities recognize the importance of streamlining the service experience for residents and stakeholders – **reducing or removing organizational siloes** from public view and **creating an experience that is holistic and consistent** across all municipal programs and services. This involves understanding the needs and expectations of residents and **designing or redesigning** with their interests at the forefront.

# Engaging and Effective User Experience Design

As **technology** continues to **evolve**, new features, functionality and capabilities emerge to ensure that the **stakeholder experience** is high-quality and satisfying.

The goal of an **effective and engaging user experience design** is to provide the **optimal user experience** while ensuring **accessibility and transparency** with a **modern look and feel**.

## Prioritizes Accessibility

Recognizing the diverse needs of all users to ensure content is **proactively designed to be accessible** in a variety of formats, rather than reacting to challenges.



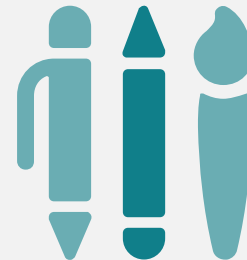
## Encourages User Loyalty

As users are more engaged, they become more **loyal and personally invested** in their experience, which may result in increased positive interactions and retention.



## Fulfills User Needs

User-friendly design with easy, standardized navigation **decreases the user's search time** and meets user needs in a **fast and efficient way**.



## Minimizes Errors

An intuitive, consistent design helps to **minimize the risk of user errors, unwanted actions or frustrations** throughout the navigation process.





# 3. Current State Findings

---



“

“We are not getting the City's story out in an engaging way.”



“

“We have an engaged community of people that are not afraid to step up and make this community better...We are people centric.”



“

“There are many services the City offers but they do a poor job of letting [users] know what is going on.”



“

“We like to stick with technical words that make sense to people within the organization but not Community.”

## CURRENT STATE FINDINGS

# What We Heard

A summary of the experiences, thoughts, and ideas shared by stakeholders regarding the City's website are shown to the right.

CURRENT STATE FINDINGS

# Key Focus Areas

In order to better understand **Leduc.ca**, an audit of the website was completed in addition to the facilitation of a series of engagement sessions with **key stakeholders** across the organization. It is important to note that 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**. Many stakeholder comments as well as the website analysis findings are reflective of that.

Findings as they pertain to **Stakeholder Insight, Analytics, Usability, and Accessibility** are explored on the following pages.

## Stakeholder Insights

The challenges, experiences, and observations key stakeholders have in interacting with the website, guiding users through it, and managing content.



## Analytics

Data collection and insights used to understand user behaviour, common journeys, and popularity of pages on the website.



## Usability

The user experience of the current website in terms of design, navigation, technology, and features present on the desktop and mobile versions of the website.



## Accessibility

The experience delivered and accommodations designed for all users of the website, including auditory, cognitive, neurological, physical, speech, and visual disabilities. Organizations in Canada are required to make their website and content compliant to WCAG 2.0 Level AA.



# Summary Themes

The following themes provide a summary of what was learned through all four focus areas that make up the current state: **Stakeholder Insight, Analytics, Usability, and Accessibility.**

01

## Navigation

Navigation is challenging for users of Leduc.ca. Users are overwhelmed by the services and navigation options they are presented with. It is easy to get lost on the website or directed to another area. As a result, users do not spend much time exploring the site, only visiting on average 1.75 pages per session.

02

## Mobile Importance

Mobile makes up the greatest portion of technology used to access Leduc.ca. Businesses and citizens are looking for information on the go but are not getting the same experience they receive on desktop.

03

## Language

Stakeholder insights and readability scores indicate that content is difficult for users to digest. Language is geared towards the vocabulary employees at Leduc are commonly using versus the general public.

04

## Search

The search functionality does not help users in their navigation journey across Leduc.ca. Top search results are often not relevant to queries, causing users to exit the site in favor of Google. There is a burden on Leduc staff to field common questions and guide users around the site.

05

## Disjointed Experience

With the large role Leduc plays in the lives of its residents, it is difficult to maintain consistency of content and looks across microsites, third party tools, portals, and devices.

06

## Engaged Organization

The staff at Leduc are passionate about the City and delivering excellent services to citizens and businesses. There is alignment about the importance of a cohesive digital platform and strong engagement amongst departments to discuss the way forward.



# 4. Future State Vision

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FUTURE STATE VISION

## Future Vision & Mission

Statements to inspire and guide the next iteration of the website.

### VISION

**A Hub for Connection:** 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.

### MISSION

To develop and sustain a contemporary platform that prioritizes user experience, employing intuitive navigation, clear design, and responsive features to enhance accessibility and engagement while allowing all users to seamlessly meet the goals of their interaction with the City.

# Looking Ahead

Leduc has the opportunity to develop a new website that **informs**, **engages**, and **inspires** residents, businesses and other community stakeholders, and that is **sustained** within the organization.



## Inform

There is an opportunity for Leduc.ca to become a source of truth for City-related news, make it easy for information to be digested, help citizens to find information, and expand self-service offerings for users to complete journeys.



## Engage

Providing a digital avenue to connect citizens and businesses with the City in interesting ways is critical. Leduc can leverage imagery, responsive design, plug-ins, accessible data, and information architecture to engage.



## Inspire

Leduc has many great stories that should be told to showcase the good in the community, promote events, and encourage residents to get involved. The website can be used as a platform to attract businesses, investment, and new residents.



## Sustain

Strategy and governance will play a large role in managing the lifecycle of content, consistency and accuracy of information and branding, and identifying the proper resources, processes, and approvals to sustain the website as Leduc grows.

# 5. Leduc.ca's Audience and their Journeys

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LEDUC.CA'S AUDIENCE AND THEIR JOURNEYS








Bylaws	Volunteering	Infrastructure Maintenance	Land Development	Environmental Services	Community Support	Business Permits & Licenses	Construction
Social Programming	Elections					Grants	Economic Development
City Council	Employment					Parks & Greenspace	News
Enforcement	Taxes					Events	Sports & Recreation
Utilities	Facilities					Transit	Government
Tourism	Resident Permits & Licenses	Urban Planning	Arts & Culture	Waste Services	Issue Reporting	Commercial Development	Emergency Services



The City of Leduc has to be many things to many people.

# Overview of Personas

The following personas were developed to reflect key users within Leduc's audience to inform content creation and design. Insights from internal stakeholder sessions, external user interviews, and an in-person engagement session at the LRC were used as inputs.

<p><b>John</b> Information Seeker</p>  <p><i>"The City needs to improve its site to help me find what I need!"</i></p>	<p><b>Evelyn</b> Recreation Researcher</p>  <p><i>"Can I get all my kids in programs at the same time?"</i></p>	<p><b>Charles</b> Highly Engaged Citizen</p>  <p><i>"Our community is better when we help each other out."</i></p>	<p><b>Hamish</b> Just Visiting</p>  <p><i>"Meaningful moments with my loved ones are what matters most."</i></p>	<p><b>Sandy</b> Busy Business Owner</p>  <p><i>"Making the world a better place, one sweet treat at a time!"</i></p>	<p><b>Clara</b> Supporting Staff</p>  <p><i>"Let me connect you with someone at the City."</i></p>	<p><b>Reyna</b> Potential Resident</p>  <p><i>"It's time to start something new and trust the magic of beginnings."</i></p>
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# Overview of Journey Maps

The following key tasks were expanded within Journey Maps, exploring the steps, interactions, goals & motivations, positive & negative moments, and areas of opportunities the previous personas experience during the awareness, consideration, engage, exit, and extend phases. These Journey Maps are important references for developing the information architecture and tailoring web content better for user interactions. Journey Maps have been shared as a separate report.

01

**Opening a business including permitting and business licensing.**

Related Personas:



02

**Travelling to Leduc for a sports event.**

Related Personas:



03

**Attending a local event.**

Related Personas:



04

**Getting through the City with city transit.**

Related Personas:



05

**Watching Council Meetings and reviewing minutes.**

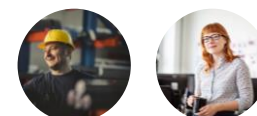
Related Personas:



06

**Signing up for swimming lessons.**

Related Personas:



# 6. Website Strategy

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STRATEGY OVERVIEW

# Elements of Leduc's Website Strategy

There are seven key strategic elements to support and sustain Leduc's website strategy.





# Overview of Content Strategy

A thoughtful, comprehensive Content Strategy is a key element of a sustainable and engaging website. MNP has developed a Content Strategy for Leduc to guide the maintenance, organization, planning, creation, and governance of web content. The following principles and tools summarize the Content Strategy detailed in Appendix A.

**Content Creation Principles are crucial in developing thoughtful, relevant, and consistent content.**



### Channels

Building an experience where information is standardized and consistent across all channels and mediums – the main website, microsites, social media, and print media.



### Format

Publishing web content that is consistent with a style guide, accessibility guidelines, technical best practices (headers, metadata), and responsive design. Content should be optimized for both mobile, tablet, and desktop devices.



### Style

Showcasing content through a variety of imagery, layouts, and infographics to make information digestible and interesting for the audience to read.



### Tone / Verbiage

Using language that takes the audience into account, considering a range of language proficiency, educational background, and cognitive abilities. Tone should be indicative of the goals of the website and motivate users to act.



### Topics

Taking learnings from Personas and Journey Maps to develop content and navigation paths that reflect information the audience is expecting to see on the website.

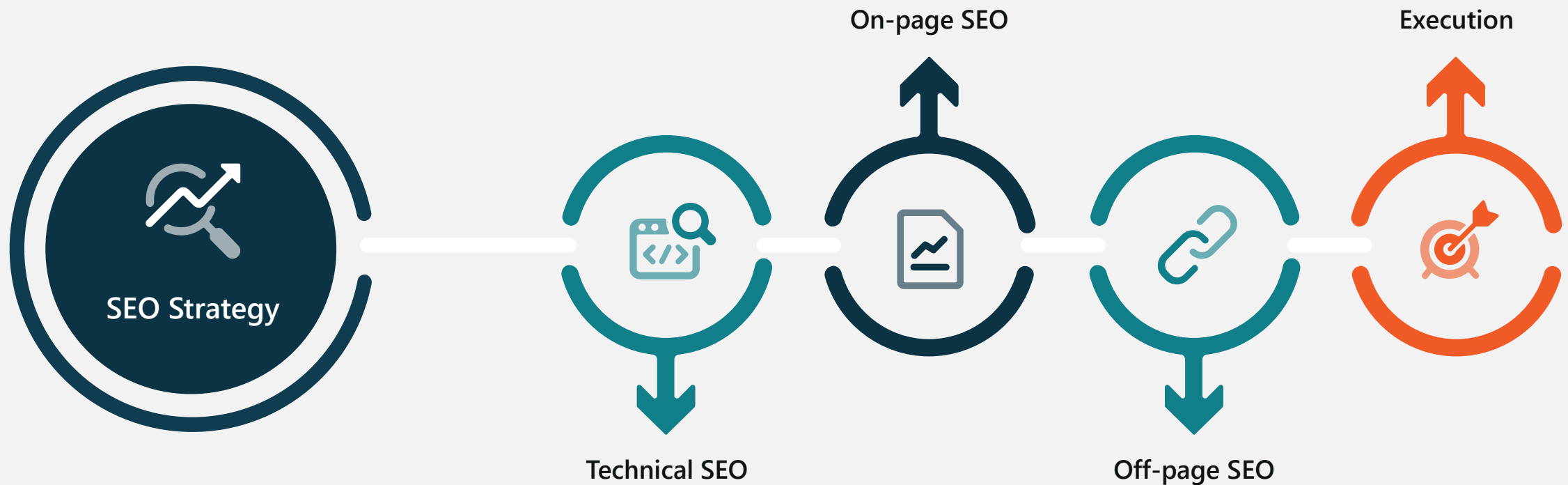
## Key tools and practices for Content Strategy:

- Continuously using the **Content Audit Spreadsheet** to manage content ownership and conduct ongoing review practices.
- Leveraging **Personas** to develop audience specific, tailored content.
- Using **Journey Maps** as a basis for understanding top tasks and topics.
- Maintaining a **content creation workflow**, aided by functionality within the Content Management System or third-party tools (SiteImprove or GatherContent).
- Developing an internal **Content Creation Template** for web content requests to promote best practice authoring (content purpose, SEO metadata) and collaboration within Leduc.

# Overview of SEO Strategy

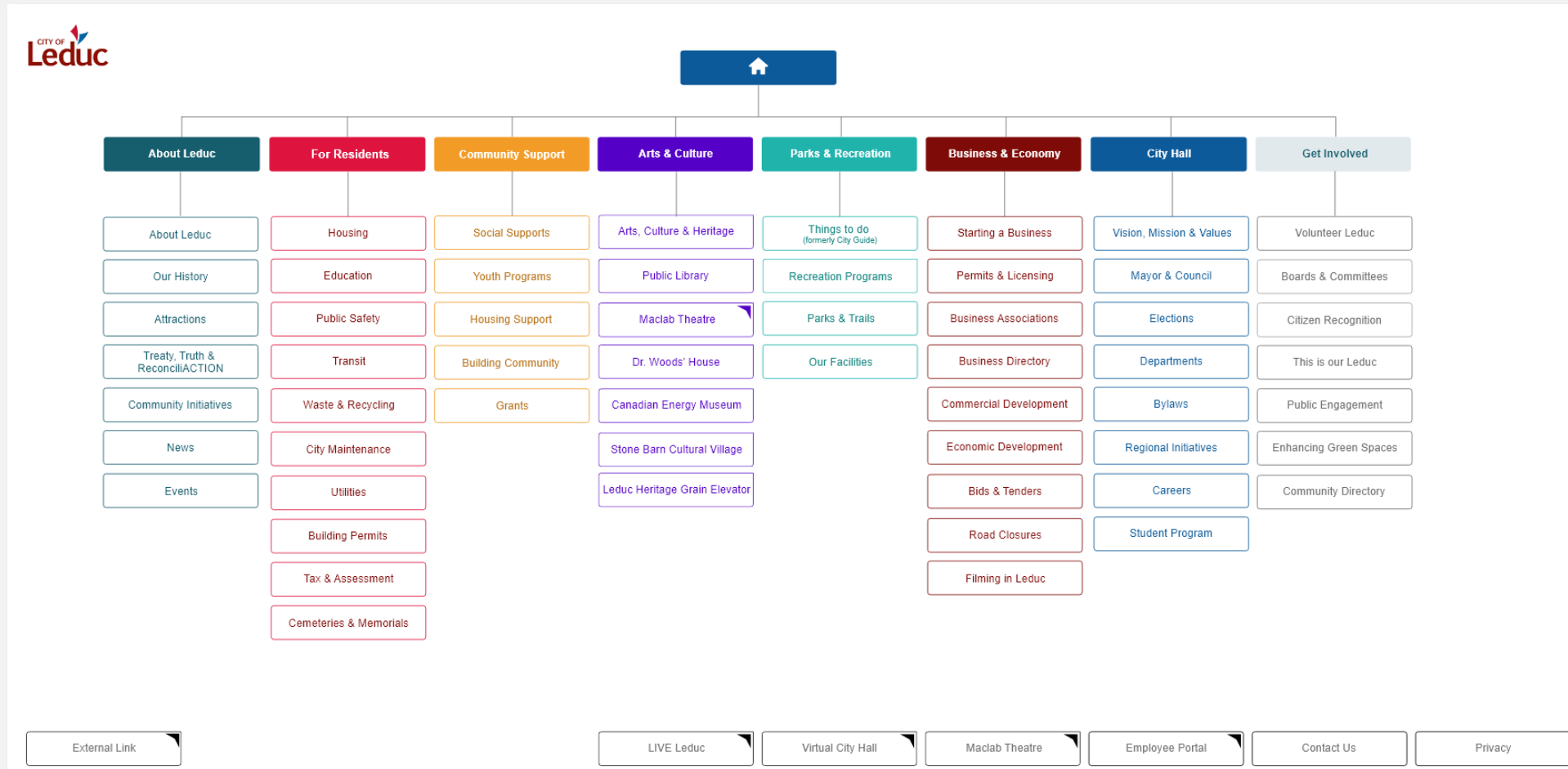
Proper management of Search Engine Optimization (SEO) ensures Leduc.ca is ranked highly in search engine results, driving more traffic to the website. Many factors contribute to your SEO ranking: technical performance (page speed, content structure, information architecture, domain security), quality of content, usage / relevancy of keywords, consistent metadata tagging, user engagement, and inbound links directing traffic from external sites. Optimizing these factors will keep Leduc.ca visible and accessible for users.

Your SEO Strategy is comprised of three strategic pillars : **Technical**, **On-page**, and **Off-page** SEO. Continuous management, training, and reporting are critical in successfully executing an SEO Strategy. Refer to Appendix B for Leduc.ca’s comprehensive SEO Strategy.



# Proposed Information Architecture

A new Information Architecture was developed to define the structure of the new website, based on results of Content Audit exercises with Leduc stakeholders. The Information Architecture is foundational; informing how content should be structured and organized based on relevancy to personas and key journeys.



**Note:** the Information Architecture is how content should be organized and is not to be confused with the navigation of the website. The navigation will hold many similarities in structure; however, it may include duplicate or additional links to better direct users.

# Design Considerations (1/2)



## Accessibility

Compliance with accessibility standards ensures that people of all abilities can gain access to the information they need. Achieving compliance involves considering the visual design, the way the site is coded, as well as the content written for the site. The key is to establish best practices in each of these areas and train content authors on how to maintain them.



## Menu Navigation

To help highlight the differences between the Information Architecture and a menu navigation, a mock-up of a sample menu navigation is included in Appendix C. The menu structure of the website will be developed during the redesign of the website.



## Effective Use of Landing Pages

With the large number of services that the City of Leduc provides to a variety of users, landing pages must be used to their full potential. Complementary to the Content Development Principles and Journey Maps, landing pages should be used to reduce the number of clicks for users to find information by prominently highlighting and directing users to top tasks through calls to actions, intuitively displaying related topics, simple language, and descriptive imagery.



## Creating Moments that Matter

Journey maps are important tools in understanding the steps and emotions undergone by users. Six user flows have been created from the journey maps to highlight interactions specific to the website that can create a strong user experience. Please refer to Appendix D for the user flows.

# Design Considerations (2/2)



## Microsites and Digital Services

Microsites and Digital Services should follow the practices laid out in the Content Strategy to align style, tone/verbiage, and topics. Additional design and front-end development may be required for Digital Services like Live Leduc to maintain continuity with the main website. On the back end, the Content Management System will make it easier to manage multiple sites (such as Leduc Transit), the content, and the linkages between them. Refer to Appendix E for the recommended ecosystem.



## Design System

Composable page templates and components provide flexibility to content authors and the ability to scale the website engagingly. They can be used like Lego blocks, allowing users to customize pages easily by dragging and dropping components. Please refer to Appendix F for a list of key, foundational components.



## Style Guide

A style guide will be created during the redesign of the website. It should incorporate City of Leduc branding and web-specific guidelines, such as a pattern library, typography, layouts, templates, style options, and accessibility considerations, to maintain a consistent look and feel across both digital and physical City channels.

*See Appendix G for a sample of a style guide.*



## Use of Imagery

Making use of the City’s rich library of images and videos is a necessary design decision to tell the story of Leduc while engaging with the audience compellingly. Usage of descriptive images and infographics are important methods to convey information without overloading readers with large amounts of text.



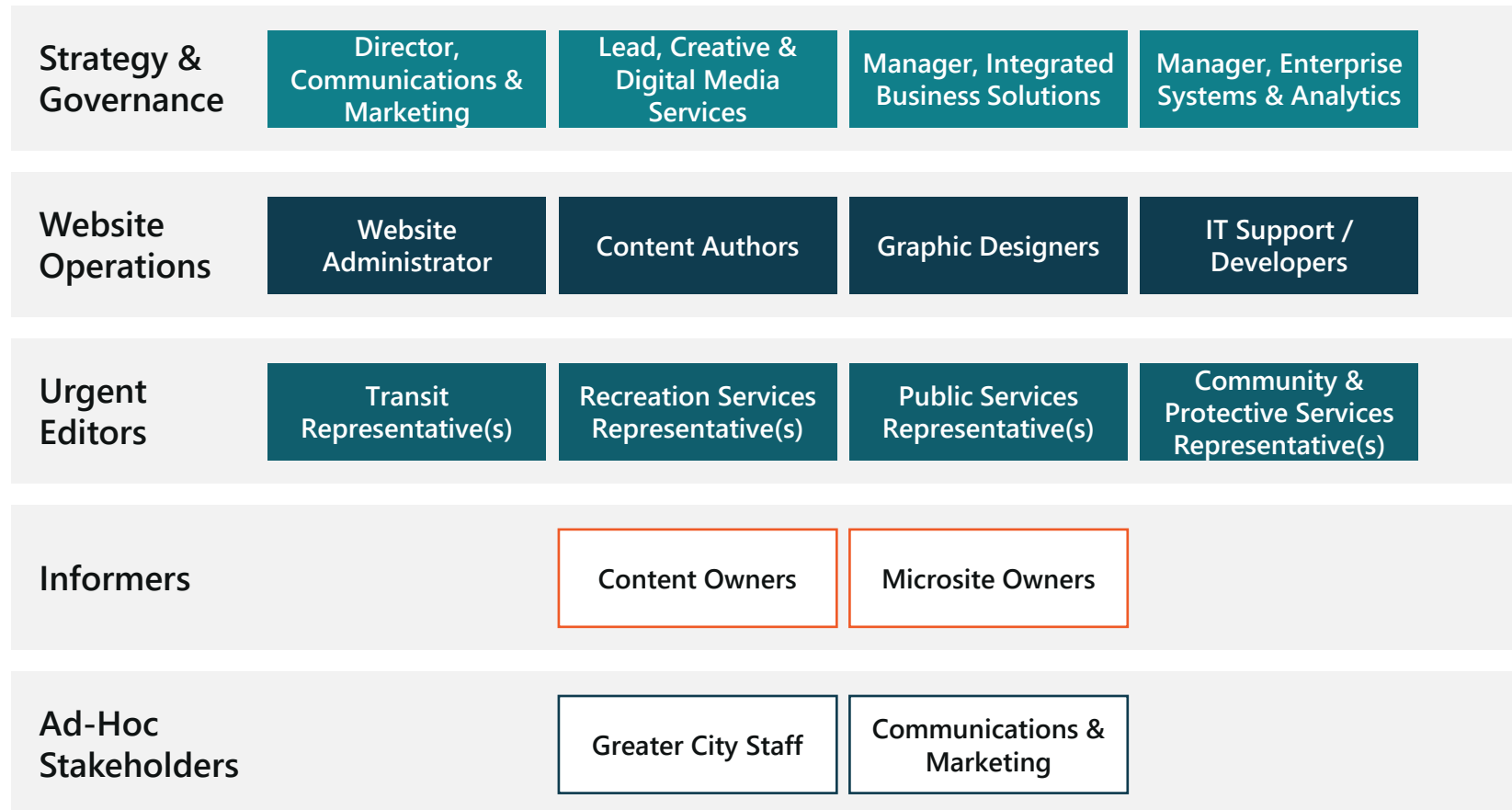
# Website Governance Roles and Responsibilities

The following roles and responsibilities detailed engagement and activities for the stakeholder levels within the governance model. Defined accountability, communication, and governance process are crucial in supporting the implementation and maintenance of a sustainable web platform for the City.

Roles	Description
<b>Strategy &amp; Governance</b>	Provides sponsorship and oversight for the overall sustainment of the website and its technology. Representation from technical leadership is important for linkages to other City technologies, data dependencies, and overall communication.
<b>Website Operations</b>	Ongoing managers, authors, and editors within the Content Management System. In particular, the Website Administrator, will play a large role in maintaining the structure and integrity of the website to align it to vision, design principles, and brand and engaging content owners for regular page review and retirement.
<b>Urgent Editors</b>	Emergencies requiring web notices can arise during the off hours of the Website Operations resources. Select representatives across City departments need editor access to the Content Management System. Specific pre-built emergency notice templates, training, resources, and a standardized workflow will promote best practice usage with non-technical staff.
<b>Informers</b>	Accountable parties for decisions and changes surrounding content on the main website or microsite. It is recommended that these users are engaged yearly to review content items in their name and initiate updates. Content/Microsite owners have a responsibility to engage Website Operations when information has been changed.
<b>Ad-Hoc Stakeholders</b>	Greater staff at the City of Leduc engaged to provide input into website content, approve pages, or initiate a web content request.
<b>External Support</b>	3 <sup>rd</sup> party support resources to fill capability gaps within the City, including website technical support. Can be engaged ad-hoc or ongoing dependent support required.

# Website Governance Structure

With the various programs and services Leduc provides, audience needs, and the websites and underpinning technologies used to support operations, a strong website governance model is needed. The below governance model is intended to support all critical aspects of the website: platform sustainment, content creation and management, accurate upkeep of information, analytics and insights, and technical support.



# Support Activities

## Content Management & Content Management System updates

Selecting a user-friendly Content Management System will give the Leduc CMS team more ability to manage solution updates and content creation without technical support.

## Leduc IT

Some technical management activities will be completed by internal IT resources at Leduc: maintaining URLs, DNS, and the security certificate for the website and microsites.

## Technical Support

The website vendor or a third-party partner will manage infrastructure of the solution, hosting, and the code base.

## Enhancement Support

Support for campaigns, enhancements, integrations, web design, and creating/extending components can be provided through technical support partners with service-level agreements in place (SLAs).

Support resources will be required to integrate City applications, such as Intelli, and develop any necessary front-end web interfaces to connect to the ecosystem.

As needs change over time, additional resources such as graphic designers, SEO specialists, digital marketing/analytics resources, content writers, or developers may need to be hired full-time to support web activities.

## Third-Party Specialists

External support partners for providing specialist expertise, such as Google Analytics support or Accessibility audits.

# High-Level Platform Requirements

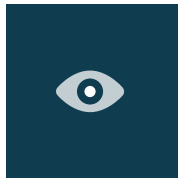
Based on feedback from stakeholders at the City and leading practices in website design and development, the following high-level platform requirements were identified.



**Content Management System Capabilities**



**Infrastructure & Implementation of Solution**



**Accessibility**



**Additional Features**



**Data & Analytics**



**Plug-ins & Integrations**



**Responsive Design**



**City Application Integrations**



# Key Platform Functionality

As the City adopts new applications and technologies across divisions, integrations between the website and digital services will be required. A flexible Content Management System will be foundational in reducing custom development efforts while maintaining a consistent user experience. Upon selecting a Content Management System, it is recommended that the City and technical partners develop a guide for APIs and integrations. Standards will ensure future applications needing to be incorporated on the website are selected to maximize website performance, user experience, and limit complex integrations.

Some integrations may require additional web design and front-end development to ensure the experience matches the look and feel of Leduc.ca, device responsiveness, SEO, and accessibility compliance.

**Some content management tools offer a search feature out of the box (OOTB); however, with the degree of content on Leduc.ca and various file types, a headless, third-party search would provide the most robust capabilities. Key considerations:**

- **Tagging.** All web content should be authored with comprehensive content tags and metadata. Documents and other digital assets on the website should contain proper labelling and descriptors. Search tools will use this data to group similar content and rank relevancy to queries.
- **Keywords.** Content strategy practices to identify keywords in the drafting stage of content creation and using consistent, simple language, familiar to the core audience will drive a more intuitive search experience.
- **Faceted search.** Faceted search could be used on areas of the website requiring more advanced filters to navigate information efficiently. The City news or bylaws section would greatly benefit users looking to narrow down information based on dates, topics, or other criteria, without solely relying on keywords.

**Some features on the current version of Leduc.ca such as web forms, calculators, interactive maps, etc. support various teams and their processes. Replacement components, modules, or plug-ins need to be accounted for in the redesign of the website and ongoing maintenance.**

- **Web forms.** Most Content Management Systems have a web form module that can be modified to support the collection of various data types, field controls, and internal access to submitted forms. A well-designed web form user experience will be crucial in supporting self-service options for users and reducing reliance on paper-based or PDF forms.
- It is recommended that pre-built modules within the Content Management System are considered over third-party plug-ins or applications to avoid custom integrations and management burdens.

# Web Analytics Sources

## 1. Google Analytics 4 (GA4)

The most popular and free web analytics tool to track usage across the website. In July 2023, Google phased out GA4's predecessor, Universal Analytics (UA). GA4 functions differently than UA, so historical data between the two systems is difficult to compare 1:1 and additional expertise is required to configure new tracking and reporting. It is recommended Leduc export historic UA and GA4 data and retain it for future analysis activities. Considerations for future GA4:

GA4 configurations must be made based on the architecture of the Content Management System selected to ensure accurate tracking. Various solutions load page content differently (e.g. Single Page Applications (SPAs), traditional Multi-Page Applications (MPAs), etc.), and these architectural differences impact when GA4 is triggered to collect user actions. Continuous analysis of collected data and comparison to historic metrics are important throughout implementation.

GA4 can be a powerful tool for understanding the user web experience, marketing ROI, usage patterns, and pain points. These insights are crucial inputs in optimizing the web experience, keeping content fresh, and continuously improving. As Leduc's website evolves, further activities should be conducted to mature capabilities by understanding the desired outcomes of data collection, establishing KPIs and goals, and creating custom triggers and events.

## 2. Search

Search data is collected by GA4 and often the search product itself. Some search analytics capabilities may be included with OOTB Content Management System search modules and will be more robust with third-party products. This data is insightful for identifying user needs, habits, trends, and preferences.

## 3. Content Management System Analytics

Additional analytics capabilities of the Content Management System should be leveraged to provide further data points on user interactions and usage. Many Content Management Systems have capabilities to track authoring activity, performance, user engagement (ex. user downloads of documents/assets on the web). Additional plug-ins and integrations can be made to incorporate reporting and tracking directly into the Content Management System.

# Optimizing User Experience Through Data & Analytics

## Key Analytics Tactics

1. Implement foundational tracking on GA4 to maintain continuity from the previous version of the site.
2. Establish KPIs and goals for the City in understanding user behaviour and preferences, website performance, and marketing activities. These metrics should be revisited routinely to match the strategic objectives of the CMS team and greater organization.
3. Develop an implementation action plan. KPIs and goals will inform the complexity of tracking needed, the analytics tools needed, and if external support is required.
4. Utilize external expertise for complex configurations, testing, and developing reports.
5. Undertake internal GA4 initiatives routinely to meet KPIs.
6. Regularly check data is being accurately tracked in GA4 for all web properties.
7. Establish dashboards and regular reporting cadences to stakeholders.
8. Conduct targeted activities to optimize the user experience, identify and address issues, test page layouts, and understand how users interact with certain campaigns or sections of the website.

## Further Optimization



**A/B Testing.** Third-party tools can be used to run A/B testing on the website to optimize web design and layouts to create higher conversion rates and engagement with the audience.



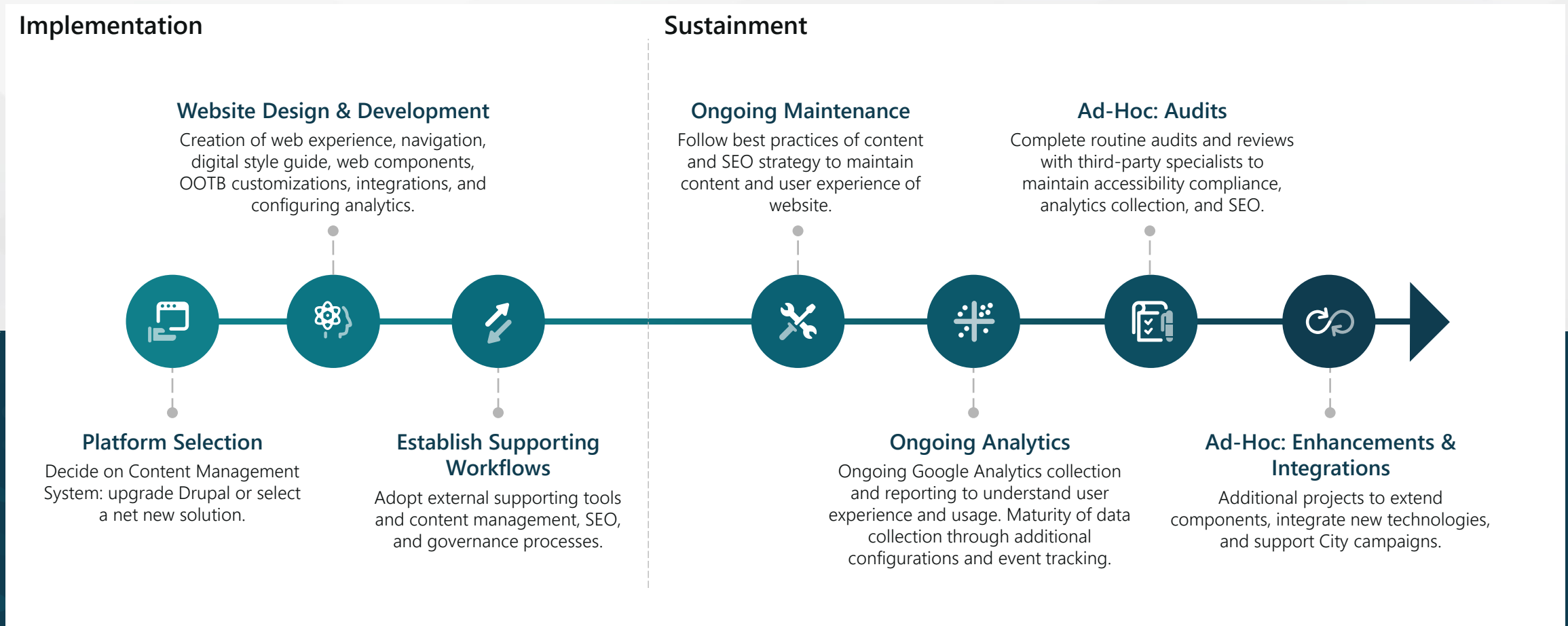
**Heatmapping.** Tools such as Hotjar can be used to create heatmaps of the website, reflecting areas users are and aren't engaging with (scrolling past content, sending time on sections, or clicking around). This data is a good reference point in making decisions on organization content and layout. Heatmapping tools work best for informing defined initiatives rather than broad data capture.

# 7. Implementation and Sustainment

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# Website Strategy Implementation & Sustainment

The follow diagram depicts the key milestones associated with the implementation and sustainment of a new website.





# 8. Appendices

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# Appendix A: Content Strategy

## INTRODUCTION & OVERVIEW

# Content Strategy Development Activities

Workshops, Brainstorming Sessions,  
& Content Audits

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13

### Workshops

Workshops were conducted across the City of Leduc's departments to identify ownership and analyze content.

432

### Webpages Audited

Webpages were audited to revise content and identify update opportunities.

1

### Content Audit Deliverable

Developed to track comments, recommended updates, and ownership.

1

### Information Architecture Hierarchy

Developed to reflect new changes to website structure to better align content updates to personas and journeys.

# 1. Content Audit

---

- What content do we have? What is its purpose?  
What is missing?

# Content Audit Exercise

A thorough content audit exercise was conducted to identify outdated and non-relevant content, identify content owners, and discuss the Purpose, Tone & Format of remaining webpages. Future content updates/changes were identified to better serve personas and key journeys.



**A content inventory** is a list of every piece of digital content you currently have, captured at either the page or asset level. It includes specific characteristics about each piece.

**A content audit** examines, assesses, and evaluates the quality of the content listed in the inventory. Audits uncover content that needs updating, where gaps exist that new content could fill, and if certain pieces of content are ready for removal.”

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**Nielson Norman Group**



# Content Audit Findings



The website relies heavily on section landing pages that provide little information and essentially act as redundant navigation.



Content pages generally lack structure, consistent use of sub-headings, and clear information hierarchy.



Current website content lacks a robust governance structure and process. Content ownership is unclear at times.



Outdated content appears in a number of sections.



The site takes a “one-size-fits-all” approach to content.



Content generally lacks clear calls-to-action (CTA). Most are presented as standard text hyperlinks in long-form content.



Prevalent uses of institutional language and jargon doesn't resonate well with a diverse audience.



Pages are heavily text based and lack supporting imagery and/or graphics.



Heavy reliance on PDF forms.



In general, the website does not provide non-residents with a sense of the City's personality or vibrancy.

# How to Read the Content Audit Spreadsheet

The Content Audit Workbook was created as an artifact from the Content Inventory worksheet and Content Audit workshops. This document is intended to be used as a tool moving forward - both as a blueprint for the next iteration of web content and as a content creation tool to manage webpages and their purpose, audiences, topics, and owners.

ID	Page Title	Page URL	Page Views	Target Persona	User Journey	Content Goal	Department Owner	Team Owner	Direct Owner	Author Comments	Action (Keep, Retire, or Update)	Recommended Updates
1	City of Leduc	<a href="https://www.leduc.ca/">https://www.leduc.ca/</a>	156437				Corporate Services	Communications	CMS		Update	
2	About Leduc   City of Leduc	<a href="https://www.leduc.ca/about-leduc">https://www.leduc.ca/about-leduc</a>	3048				Corporate Services	Communications	CMS		Update	Acting as landing page, should contain content and some storytelling
3	Population & Demographics   City of Leduc	<a href="https://www.leduc.ca/about-leduc/demographics">https://www.leduc.ca/about-leduc/demographics</a>	3220				City Solicitor	City Clerk	City Clerk		Remove	
4	Housing in Leduc	<a href="https://www.leduc.ca/about-leduc/housing">https://www.leduc.ca/about-leduc/housing</a>	1689				Community & Protective Services	FCSS	FCSS		Update	
5	Education   City of Leduc	<a href="https://www.leduc.ca/about-leduc/education">https://www.leduc.ca/about-leduc/education</a>	2160				Community & Protective Services					

**Note:** Red columns were added after Content Audit workshops. They are tools for Leduc to leverage in future content reviews and creation.

# Content Audit Spreadsheet Best Practices

Maintaining the Content Audit spreadsheet and conducting regular Content Audit review sessions is an activity the City of Leduc can carry forward. The tools and approach will aid in keeping content up to date, relevant, and targeted for Personas and Journey Maps.



## Ownership

Content needs an owner. Clearly assigning content to individuals avoids confusion and ensures accountability for content reviews and maintenance.



## Set Goals

Work to identify the content goals for each page, the target audiences, and relevant journey stage to ensure messaging is clear, concise, and consistent for the target audience.



## Metadata

Currently 29 pages are missing meta descriptions on Leduc.ca. Metadata tells search engines what your web page has to offer. Using metadata correctly, will boost the relevancy of your search results.



## Collaboration

Recognize hand-offs between departments to make user journeys and task completion seamless on the user side of the website.



## Unique & Relevant

Search engines rely on titles and metadata to identify relevant pages. Duplicate page titles can confuse search engines and your audience.

## 2. Content Creation

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- What topics must we cover? Why is it necessary?
- How and where the content will best meet users' needs (formats, channels, style, tone, word usage, etc.)?

# Content Development Principles



**Channels**

Building an experience where information is standard and consistent across channels and mediums – the main website, microsites, social media, and print media.

**Format**

Publishing web content that is consistent with a style guide, accessibility guidelines, technical best practices (headers, metadata), and responsive design. Content should be optimized for both mobile, tablet, and desktop devices.

**Style**

Showcasing content through a variety of imagery, layouts and infographics to make information digestible and interesting for the audience to read.

**Tone / Verbiage**

Using language that takes the audience into account, considering a range of language proficiency, education background, and cognitive abilities. Tone should be indicative of the goals of the website and motivate users to take action.

**Topics**

Taking learnings from Personas and Journey Maps to develop content and navigation paths that reflect information the audience is expecting to see on the website.



# Content Development Recommendations: Channels



## Channels

### City Channels (Microsites)

There are several microsites associated with Leduc.ca (Transit, Maclab, Live Leduc). Due to the technical functionality of these platforms, it is anticipated that some of them will continue to exist alongside Leduc.ca into the future. It is crucial to look at content and messaging across these sites holistically.

- **Determine the source of truth of content to avoid duplication.** It is time-consuming to manage the same information existing in multiple places, leading to the risk of disjointed, out-dated information. Key information should reside on the most relevant platform, for example, recreation programs and classes information should sit on live.Leduc.ca, close to the registration tools.
- **Linking of relevant content and microsites to aid in efficient navigation.** Rather than duplicating content, it is recommended that relevant links are included to direct the audience to key calls to action (ex. registration) or related supplemental content across the site.
- **Make microsites easy to find.** The menu structure should highlight all portals and sites along the top of the navigation, making it easy for users to find the information and services they need.
- **Make platforms and tools self-explanatory.** Some City platforms such as See, Click, Fix or the CityView portal use the name of their host software, making it confusing for users of the website to understand the purpose of the platform based on the name. At a minimum, it is recommended that descriptor text is added to inform the purpose and capabilities of the platform. The City should consider taking a further step to leverage “white label” platforms, where possible, to create more user-friendly names such as “City Maintenance Requests” or “Leduc Business Centre”.
- **Unify branding across microsites.** Incorporating the City of Leduc branding (logo, fonts, colours) is an important step to help users feel like they are within the same ecosystem for City services and programs.

### Social Media

The audience of Leduc is diverse in their preferred digital and physical information channels. Many users enlist Google to find business closure information. Others prefer using social media, or simply calling, and some are still going to physical locations. It is important to use social media to amplify messaging and coordinate posts across platforms. Messaging should be consistent in tone and verbiage with the website and images should be optimized for the intended platform (X, Instagram, LinkedIn, Facebook).

# Content Development Recommendations: Format



## Format

### Style Guide

The creation of a website style guide (or Design System) will be an essential document for the website redesign project. It will function as a reference point for content owners and authors to ensure consistency across the website and enforce adherence to best practices such as proper use of headers, image labeling, image dimensions, and links/calls-to-action. Following the style guide will in turn, benefit SEO by informing proper use of headers, metadata, and accessible design. *See Appendix G for a sample of a style guide.*

### Accessibility

Although the province of Alberta does not yet have website accessibility compliance legislation, as a public sector organization, Leduc websites should comply with the Web Content Accessibility Guidelines (WCAG) 2.0 Level A (developed by the World Wide Web Consortium (W3C) Web Accessibility Initiative (WAI)) as a minimum, striving to meet Level AA.

As part of the website redesign, accessibility must be an important consideration at the beginning of the design process and continue into subsequent development phases. A website designed using accessibility best practices from the start will create a more sustainable platform for content creation. Aside from the technical considerations, accessibility training for website support resources will ensure content is developed and authored in a compliant manner.

Routine annual or bi-annual accessibility audits can be conducted by external parties to support going compliance. Accessibility audits will need to be accounted for in the budget.

### Responsive Design

Leduc.ca has a large user base using mobile devices to browse content. Future iterations of the website should be optimized for mobile usage and take advantage of the features unique to mobile such as touch-based interfaces and location awareness. Mobile versions of all key website pages must be included in the redesign and the Content Management System selected must include functionality that optimizes content and images for mobile versions of pages.

# Content Development Recommendations: Style, Tone, & Topics



## Style

With the degree of information and services Leduc offers as a municipality, style is an important consideration to make the site look clean, easy to navigate, and interesting to read.

- **The typical rule of thumb for the number of top-level menu options is 7;** however, MNP recommends an exception to the rule for Leduc.ca with 8 top menu items due to the breadth of Leduc's audience base.
- **Content authors should prioritize limiting word heavy webpages,** instead opting to supplement content with icons, descriptive images, or infographics. This practice is especially important for audience members just scanning the website or not comfortable with the primary language presented on the site. Additional graphic design support may be required.
- **Develop a variety of modular page templates and components** to give authors more flexibility to customize layouts, deliver content more effectively, and support various content formats.



## Tone / Verbiage

The tone of content and verbiage used should be reflective of the Personas, and their backgrounds and motivations.

- **Replace institutional jargon with simple, plain language.** It is important for content authors to use copy that can be understood by a range audiences, regardless of language fluency or literacy skills.
- **Define and describe where needed.** Institutional or process jargon that needs to be used on the website should have a definition or support resources linked. Functionality can be used on the website to show pop up definitions, resource hyperlinks, or footnotes.
- **Use an action orientated and informative tone.** The tone of content should complement the use of calls-to-action, using words that motivate and inspire the audience to act and connect with the City.



## Topics

Understanding top tasks of the audience is an exercise that should be undertaken when authoring new content, reviewing existing pages, or structuring navigation to ensure information that users are looking for is front and centre.

- **Calls-to-action should be used to direct reader's attentions to act** ("Learn more", "Register", etc.).
- **Related topics should be linked nearby.** All pages should have keywords added within metadata to efficiently group similar content and make it more searchable. *See Appendix B for a sample of keywords.*
- **Key topics presented on the website should take Personas and Journey Maps findings into consideration.** Leduc's audience is an action orientated group so topics highlighted should reflect getting involved, registering for programs, navigating the City, and finding City related information on the fly.

# 3. Content Planning Framework

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- How the content should be structured, tagged, and organized for findability and contextual visibility?

# Content Creation Roles and Responsibilities

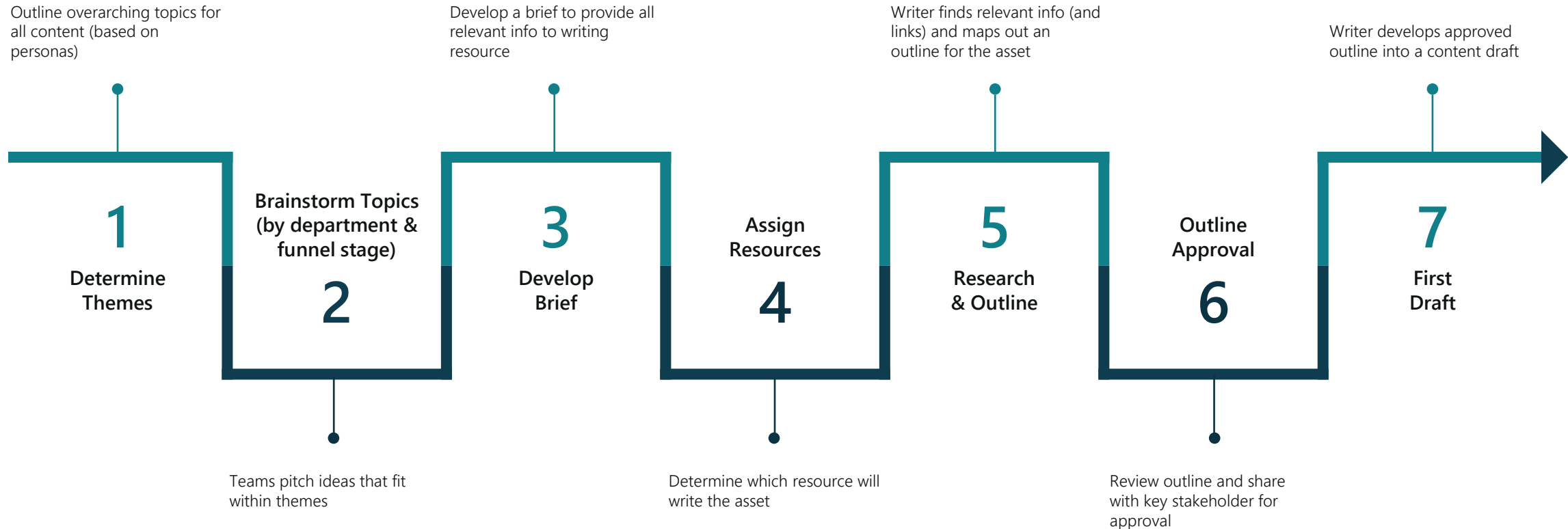
Defined below are important roles required to support a content creation workflow within an organization Leduc’s size. These roles ensure that proper expertise is engaged throughout the entire process. Multiple roles can be played by a singular individual, depending on their experience and resourcing.

Roles	Description
<b>Content Initiator</b>	Initiator of new content or updates to existing content. Provide support in the outline, review, and approval process. May also play the role of content writer and/or be designated as the content owner.
<b>Content Owner</b>	Accountable party for decisions and changes surrounding the content. Point of contact for maintaining continued accuracy of the content and governance processes.
<b>Graphic Designer</b>	Aids in content creation process, developing graphics or imagery for content. May develop page/module layout for content items.
<b>Content Writer</b>	Researcher and outliner of the content. Completes content template to ensure content is developed to Leduc.ca web content best practices – identifying the applicable personas, metadata, and consistency to brand tone/styles/formats.
<b>Web/Communications SME</b>	Consulted for best practices regarding digital content, accessibility, tone, style, and Leduc branding. May be a final approver for all web content.
<b>Website Administrator</b>	The product owner of the website. Supports the content development and publishing process from a technical angle – providing guidance on module capabilities, information architecture structure, accessibility, and authoring. Approves content for release.
<b>Communications &amp; Marketing Team</b>	Depending on the nature of the content, engaged to amplify messaging to other social media channels to create a cohesive voice for the City.
<b>Microsite Owners</b>	Depending on the nature of the content, engaged to amplify messaging to other City websites to ensure accuracy of information (such a closure notices or outages).

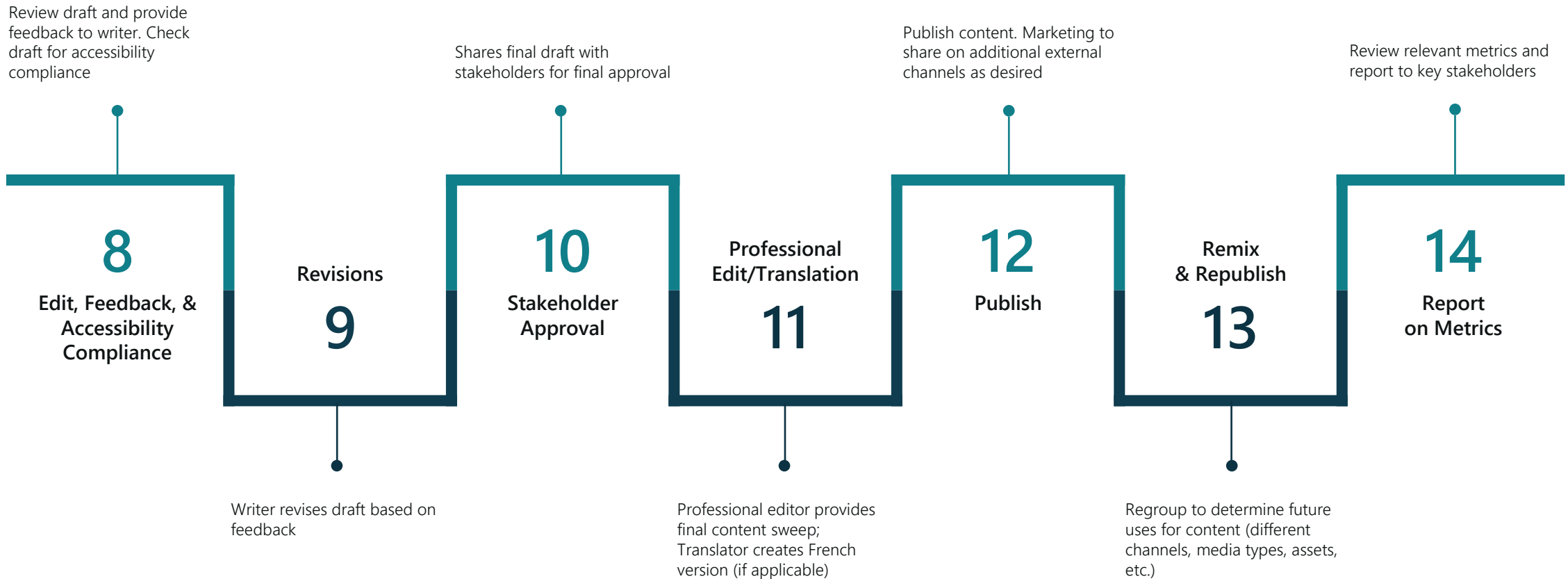


# Sample Content Creation Workflow (1/2)

The following content creation workflow (continued on the following page) has been developed as a foundation for Leduc’s website. It highlights key milestones, activities, and approvals needed to create strong and consistent content.

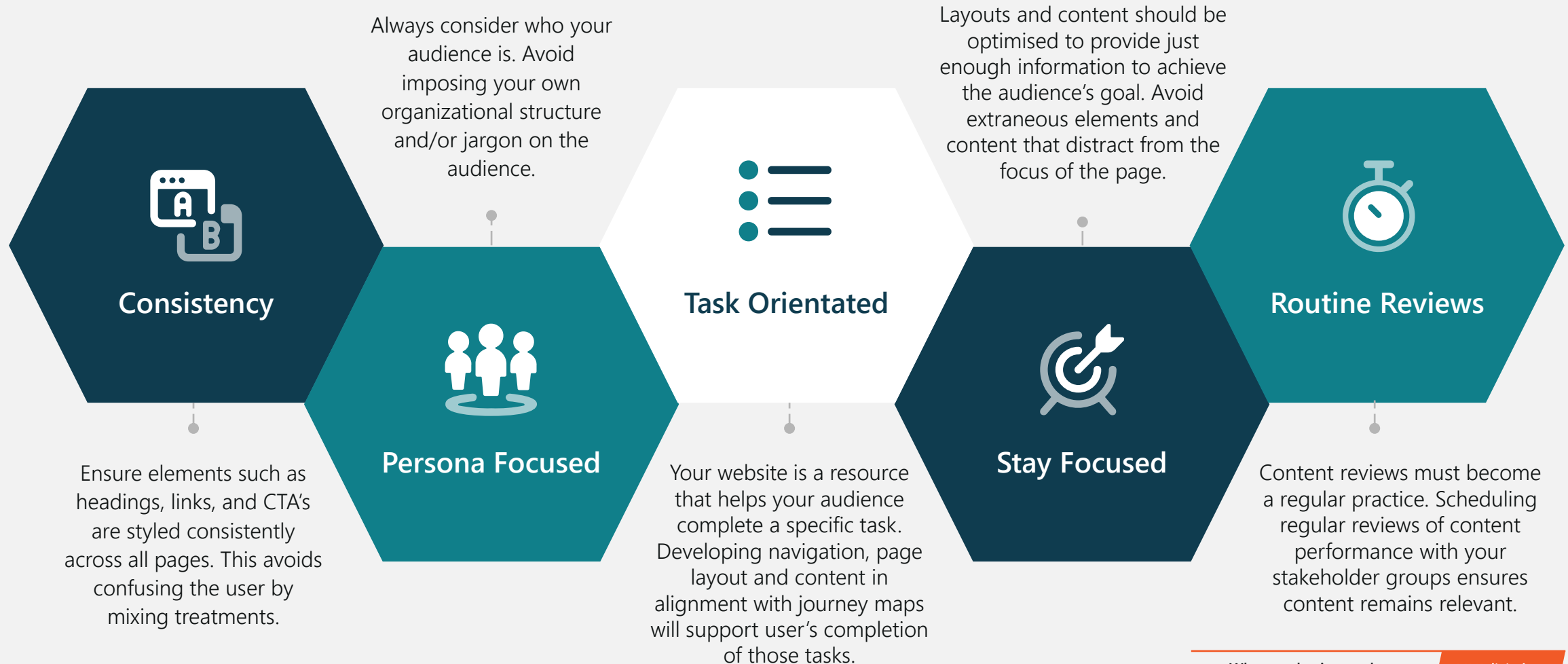


# Sample Content Creation Workflow (2/2)



# Recommendations

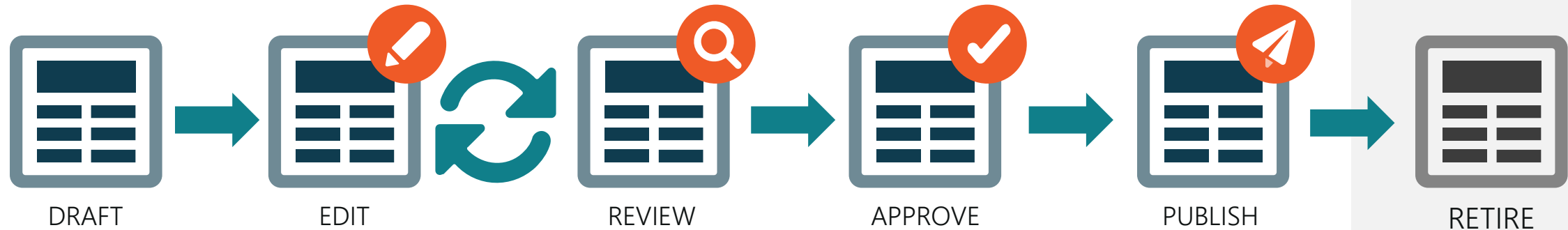
Content planning, development, review, and approval activities can be supported through the Content Audit spreadsheet, automations, and other tools. Automations and notifications can be configured within the Content Management System or other programs to notify users of content requests, reviews, and approvals or share information. *See Appendix A.i for additional templates and tools.*



# Content Development Lifecycle

The following workflow diagram is designed to create a shared understanding of the content development lifecycle for all stakeholders.

## High-level Content Creation Workflow




Following reviews or content audits, content will be retired on Leduc.ca. To aid in maintenance and management activities, it is recommended that content is reviewed bi-annually. Notifications or automations can be configured within modern Content Management System platforms to notify accountable individuals when review is due. Regular reviews of content keeps web information up-to-date and stakeholders engaged.

# Appendix A.i: Content Creation Tools



# Content Template

- Use to collect and organize website copy and meta data from current website.
- Ensures content structure is consistent
- Customize to suit your needs



PAGE NAME	Example: Contact Us
<b>Content Type</b>	Basic Page
<b>Proposed URL</b>	/contact-us
<b>Keywords Targeted</b> <i>List the primary keyword(s) first</i>	
<b>Target Audience</b> <i>Use Personas</i>	
<b>User Journey</b> <i>(Optional)</i>	
<b>Meta Title</b> <i>Start title with main keyword</i>	
<b>Meta Description</b> <i>Contains about 20-25 words</i>	
<b>Page Contents</b> <i>Insert new or existing content</i>	
<b>PDFs/Image Files</b> <i>Include current file names for PDFs, white papers, &amp; graphics that will be used on this page</i>	

# Tool: GatherContent



by Bynder

- GatherContent allows structured content to be produced by everyone across your organization, in a fraction of the time, and at scale - with the power to deliver your content anywhere it needs to go.
- Connectors allow you to import content straight from your GatherContent projects to your Content Management System in a bulk action.
- Many integrations available for Content Management System: Drupal, Kentico, Sitecore, WordPress, Umbraco, Sitefinity, Craft CMS, and Adobe Experience Manager.
- Integrations also available for other productivity tools: Word, Excel, Adobe PDF

The screenshot displays the GatherContent interface for a 'Marketing Email Nurture Sequence'. It includes a sidebar with filters like 'My assignments' (2) and 'All items' (28), and a main content area showing a list of email items. Below the main area, three content cards are visible: 'Blog Articles' (18 items, last updated a day ago), 'Case Studies' (1 item, last updated a day ago), and 'Launch Content' (13 items, last updated a day ago). Each card features a progress bar and an 'Ongoing website content' button.

# Appendix B: SEO Strategy

# Technical SEO

## Overview

Technical SEO describes the back-end processes and website code required to optimize content for search engine optimization. It is typically the easiest to measure and report on using SEO tools.

SEO monitoring tools like [SiteImprove](#) and [aHrefs](#) support the management of Technical SEO by creating itemized lists of Technical SEO opportunities such as crawl errors (404s), performance issues, technical debt, missing sitemaps, or indexing issues.

Monitoring Considerations	Clickable	Rankable	Accessible	Indexable	Crawlable
<ul style="list-style-type: none"> <li>• Page speed</li> <li>• Crawl accessibility/sitemap</li> <li>• Site speed</li> <li>• Remove unused scripts</li> <li>• XML Sitemap</li> <li>• Robots.txt</li> <li>• URL Structure</li> </ul>	<ul style="list-style-type: none"> <li>• Structured data</li> <li>• Search Engine Results Pages ("SERP"s)</li> </ul>	<ul style="list-style-type: none"> <li>• Backlinks</li> <li>• Content Clusters</li> </ul>	<ul style="list-style-type: none"> <li>• Server performance</li> <li>• HTTP Status</li> <li>• Pre-rendered content</li> <li>• Orphan Pages</li> <li>• Shallow Architecture</li> <li>• Minimize redirect chains</li> </ul>	<ul style="list-style-type: none"> <li>• Remove duplicate content</li> <li>• Redirects</li> <li>• Mobile Responsive</li> <li>• HTTP Errors</li> </ul>	<ul style="list-style-type: none"> <li>• XML Sitemap</li> <li>• URL Structure</li> <li>• Robots.txt</li> <li>• Breadcrumbs</li> <li>• Pagination</li> </ul>

# On-page SEO

## Overview

On-Page SEO describes the practice of optimizing individual webpages to increase their search relevancy. There are two dimensions of On-page SEO: **Metadata** and **Page Content**. Regular check-ins should be conducted to monitor progress as large images and broken links tend to grow when left unchecked.

### Metadata

On-Page SEO is largely the responsibility of the resource creating and updating the webpage.

#### Monitoring Considerations

- Keyword check
- URLs
- Meta Title (avoid duplicates and limit length to 70 characters)
- Meta descriptions (avoid duplicates and limit length to 160 characters)
- Usage of headings
- Proper internal linking
- Images
- Usage of alt text
- Broken links (regularly crawl site and ensure all links are in working condition)

### Page Content

Content SEO describes the research, tactics, and processes for optimizing content search relevancy for specific topics. The greatest opportunity for long-term SEO impact but requires the most upfront and ongoing work.

#### Monitoring Considerations

- Keyword research
- Topic clustering
- Scanability/chunking
- Reading level
- Descriptive links



# Off-page SEO

## Overview

Off-page SEO is the activities undertaken outside of the main website to boost visibility such as marketing efforts, Leduc.ca links on other websites, brand management, and local relevancy. Backlinks and Local SEO are the most relevant Off-page tactics for Leduc.ca.

### Backlinks

Backlinks are simply links from external websites to Leduc.ca and are a strong signal for domain authority. Strategies include identifying external brand mentions without links and backlink monitoring.

#### Monitoring Considerations

- Backlink request process (request backlinks for microsites and partners)
- Backlink monitoring (search for mentions of the City of Leduc without links and request links to be added)

### Local SEO

Local SEO is the process of making the website appear in local search results. Leduc.ca does a good job of this already with the business directory, programs, and content on facilities within Leduc.

#### Monitoring Considerations

- Review management process
- Review request process
- Update location descriptions
- Update location photos
- Utilize services/program descriptions

# Execution



## Training and Communication



Training and Communication are the efforts related to increasing SEO knowledge within Leduc's CMS team and other website stakeholders. SEO processes and tactics are implemented throughout the content creation workflow and website implementation, but additional training may be required to maintain initiatives going forward. Content authors must be given training on properly completing the Content Creation Template for webpages to support SEO authoring best practices. The website administrator will play a large role in completing a final review of content for SEO Strategy compliance.



## Measurement and Reporting

Measurement and reporting involves identifying, tracking, and communicating the KPIs and metrics used to measure Leduc.ca's SEO progress. Overall website KPIs should be tracked, but additional tracking can be done for topic specific KPIs. A regular cadence of reporting will be necessary.

### Sample Metrics

- Keyword rankings
- Total keyword rankings
- aHrefs Rank
- Baseline reporting and monitoring

# SEO Check-list

## On-page SEO

### Keywords

### Technical SEO Checklist

- Confirm SSL (Secure Sockets Layer) is in place (website URL should start with "https://" and not "http://". If the SSL certificate is out of date, a request will need to be sent to Leduc IT.

### Optimize Crawlability

- Is the XML sitemap set up?
  - Set up Google Search Console and Bing Webmaster accounts
  - Create a sitemap XML file of Leduc.ca. Some Content Management Systems have functionalities to automatically generate a sitemap or developer support will be needed. Example: <https://www.sitemaps.org/sitemap.xml>
  - Indicate the priority of the homepage, landing pages, and other important pages in the sitemap (priority values 0.00 to 1.00)
  - Ensure the sitemap only include canonical versions of the URLs?
  - Upload the sitemap to Google Search Console and Bing Webmaster. Search engines will periodically recrawl sitemaps for updates
  - Refresh the sitemap and re-upload it to Google Search Console and Bing Webmaster after additional new URLs or changes to existing website content.
  - Is robots.txt configured for indexing? Does <https://www.leduc.ca/robots.txt> load? (If yes, the file exists.)

### Off-page SEO

- Search for mentions of the City of Leduc or facilities without links to the City website and request links be added
- Create a process for requesting backlinks for all partners
- Write up a communications draft to share with partners on the importance of backlinking and request to add links
- Set-up regular check-in to monitor backlinks

### Monitoring

- Use GA4 to track the share of website visitors coming to Leduc.ca via Organic Search
- Set up an event in GA4 to track conversions of new users
- Track overall website keywords (via aHrefs, Sitelmprove)

...xt tester to check for blocked pages.

...b crawls?

...ues.

...or canonicalized?

...ired?

...internal links).

...er redirects, and circular redirect loops

...oogle Search Console mobile issues resolved?

### Structure maintained?

- Bi-yearly revisit Content Audit Spreadsheet for ownership, content, and page changes

ubersuggest)

eywords (ubersuggest)

words

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ases

ersuggest

ce/program. Satisfy informational search intent. Look for

ere, how, why, guide, tips.

r

e site

content?

ers?

characters?

other pages?

a keywords?

e image?

t URL practices with the rest of the website?

trumbing for the section of the website it belongs to?

he navigation a user would follow to find it?

characters or words

page is published, the XML sitemap should be refreshed

Webmasters

tags (H1, H2, H3, etc.)?

A SEO check-list was developed to lay out critical SEO activities for Leduc. A separate PDF document contains the full list.

# Sample of Keywords

A list of common City topics, or keywords, should be maintained as a tool for content authors. Keywords should be used in the both the title and/or body of a webpage and within the metadata to promote SEO, technical functionality of the website, and users navigating and finding information. The words chosen should reflect common audience focused language and variations or synonyms to promote visibility. Data from website searches and user FAQs are good inputs to support the identification of keywords. This list is not extensive of all the keywords for Leduc.ca and may modified with inputs from SEO discussions. Note: list is not case sensitive.

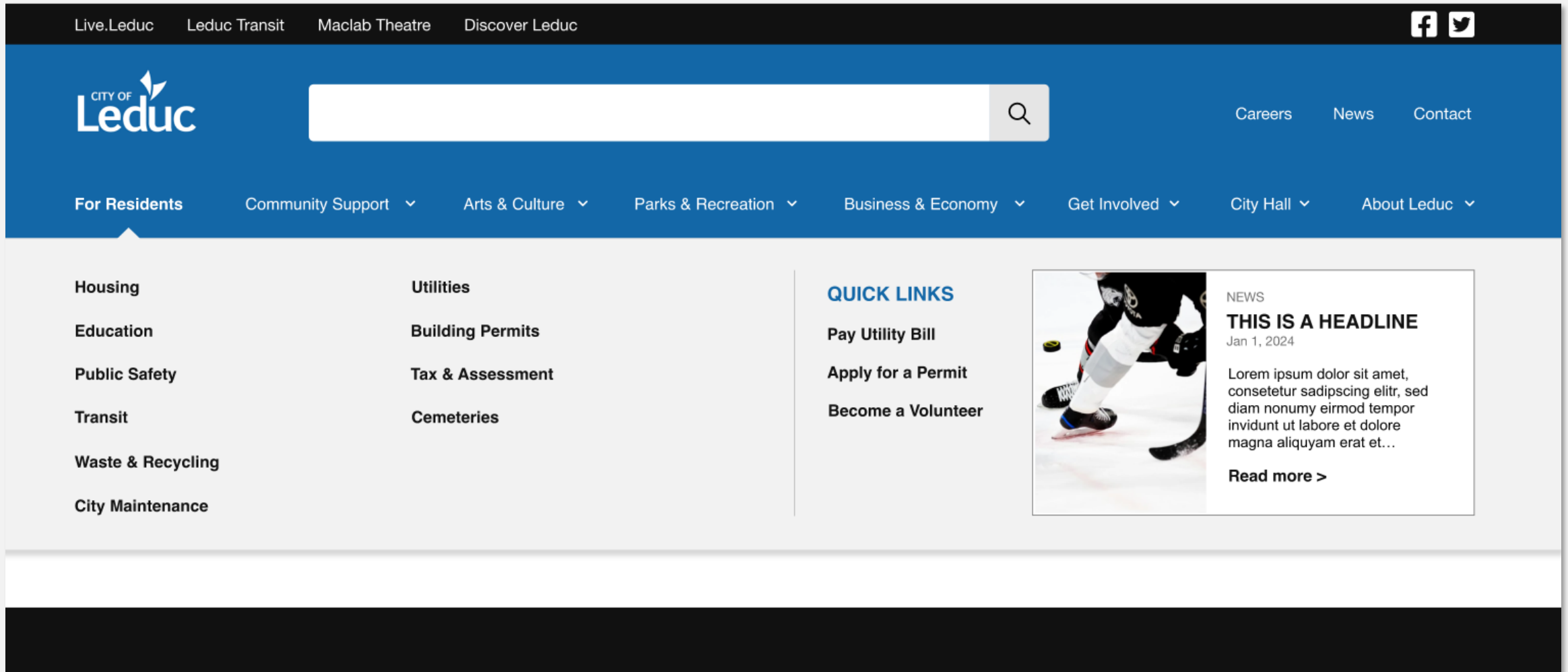
Admission	Census	Event(s)	Gym	Noise	Planning	Public skating	Sports field status	Teen takeover
Aquatic	City manager	Fee(s)	History	Noise bylaw(s)	Policy(ies)	Public swim	Staff directory	Temporary Road Closure
Arena	Compost	Fees and charges	Hockey	Org chart	Pool	Recycling	Stick and puck	Tip
Assessment	Construction	Fire	Hours	Parade	Pool hours	Road closure	Strategic plan	Utilities
Basketball	Councillor(s)	Fire ban	Job(s)	Parking	Pool schedule	Road(s)	Summer camp(s)	Volunteer
Budget	Council meeting(s)	Firework(s)	Land use bylaw(s)	Permit(s)	Population	Rodeo	Swim	Volunteer Leduc
Building permit(s)	Deck	Garage sale	Legal Description	Permit application(s)	Portal	Schedule	Swimming	Waste
Business	Development permit(s)	Garbage	Login	Permit fee(s)	Property search	Senior(s)	Swimming lesson(s)	Water
Business license(s)	Drop in	Garbage schedule(s)	LRC	Personal trainer	Property tax(es)	Shinny	Tax assessment(s)	Weather
Bylaw(s)	Eco station	Gas permit(s)	Map(s)	Pet	Public hearing	Skating	Tax certificate(s)	Yoga
Canada day	Electrical permit(s)	Grant(s) to organization(s)	MDP	Pickleball	Public skate	Snow removal	Tax(es)	Zoning map
Career(s)	Election	GTO	Membership					

# Appendix C: Illustrative Menu Navigation

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# Illustrative Menu Navigation



**Note:** Sample menu navigation is for illustrative purposes only, to show a menu complementary to the information architecture. This image is not considered a design or layout recommendation.

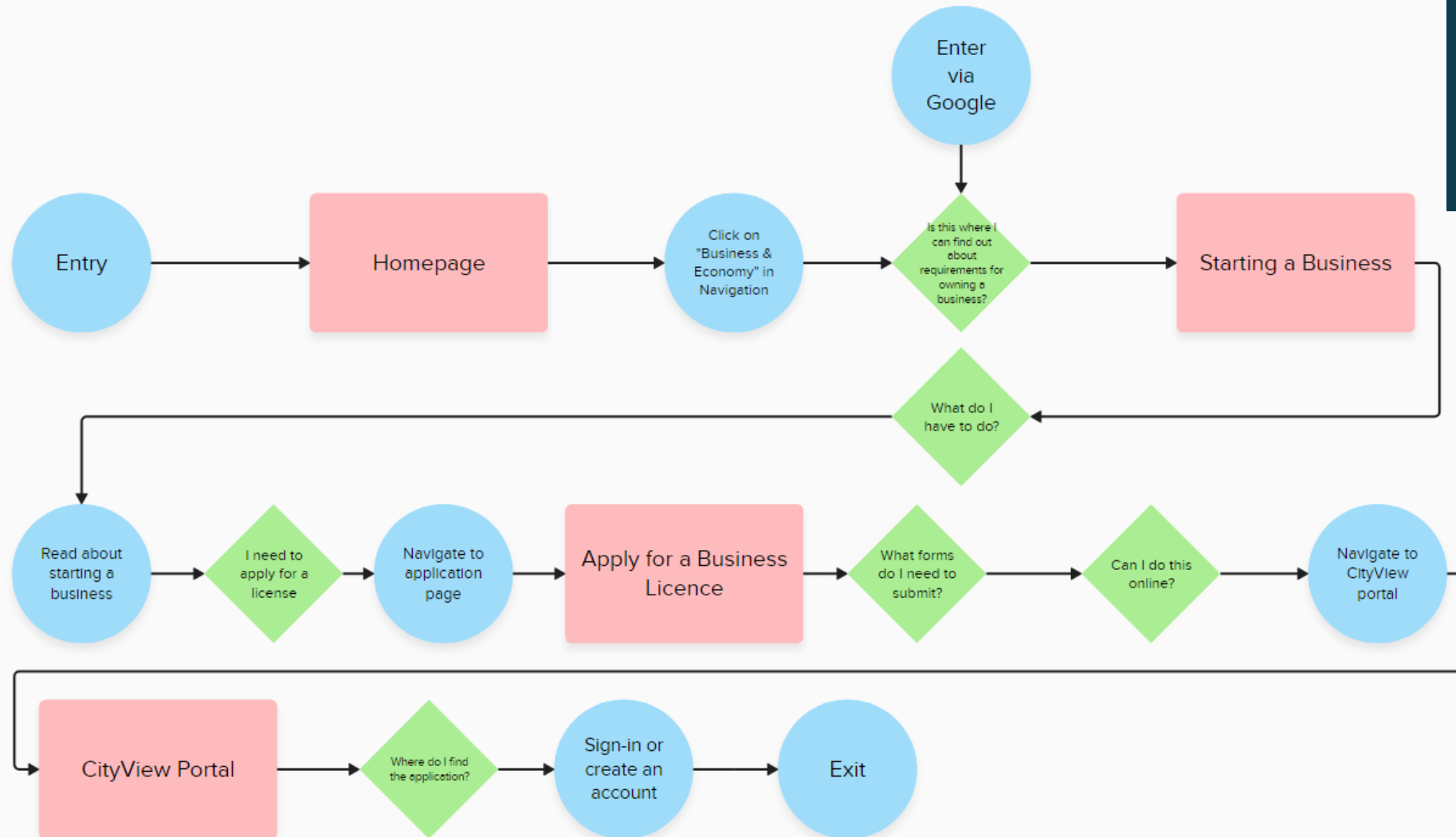
# Appendix D: User Flows

# User Flows (1/6)

Opening a business including permitting and business licensing.

**Top Tasks**

- Learning about starting a business
- Reading about Business Licenses / Permits
- Applying for a License / Permit

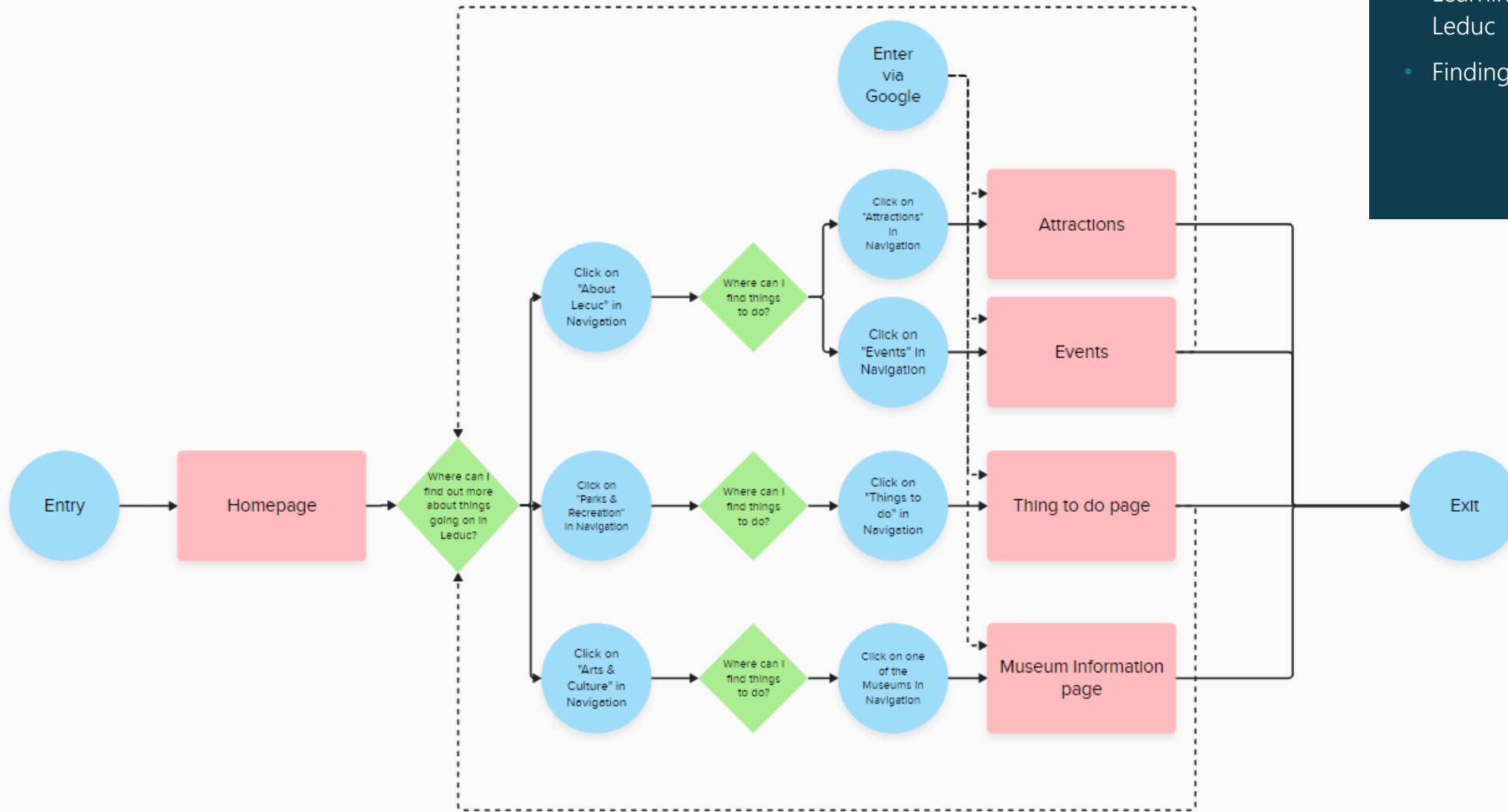


# User Flows (2/6)

Travelling to Leduc for a sports event (ex: soccer tournament).

**Top Tasks**

- Learning more about Leduc
- Finding things to do

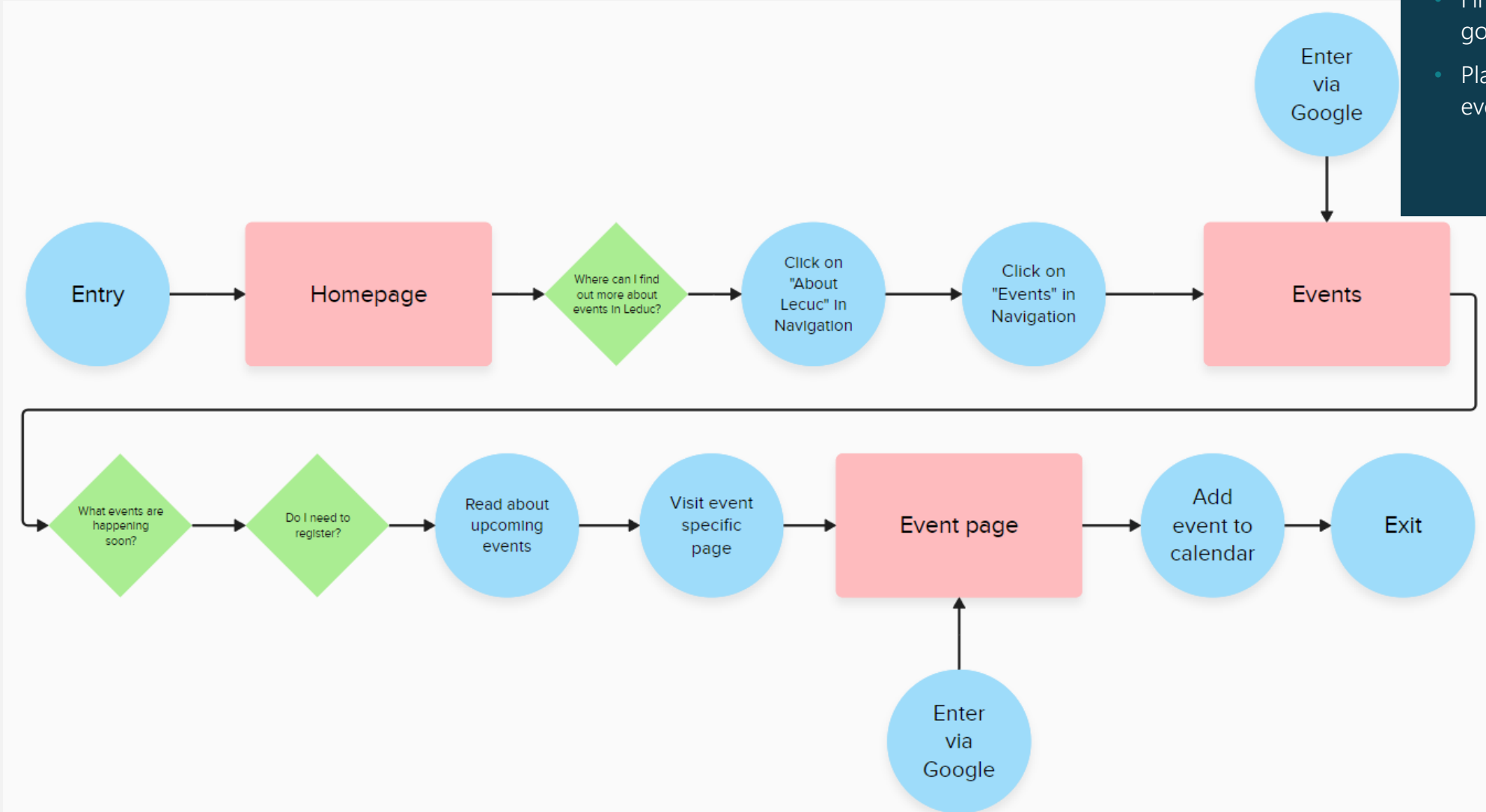


# User Flows (3/6)

Attending a local event (ex. Canada Day event).

**Top Tasks**

- Finding out about what is going on in Leduc
- Planning to attend an event

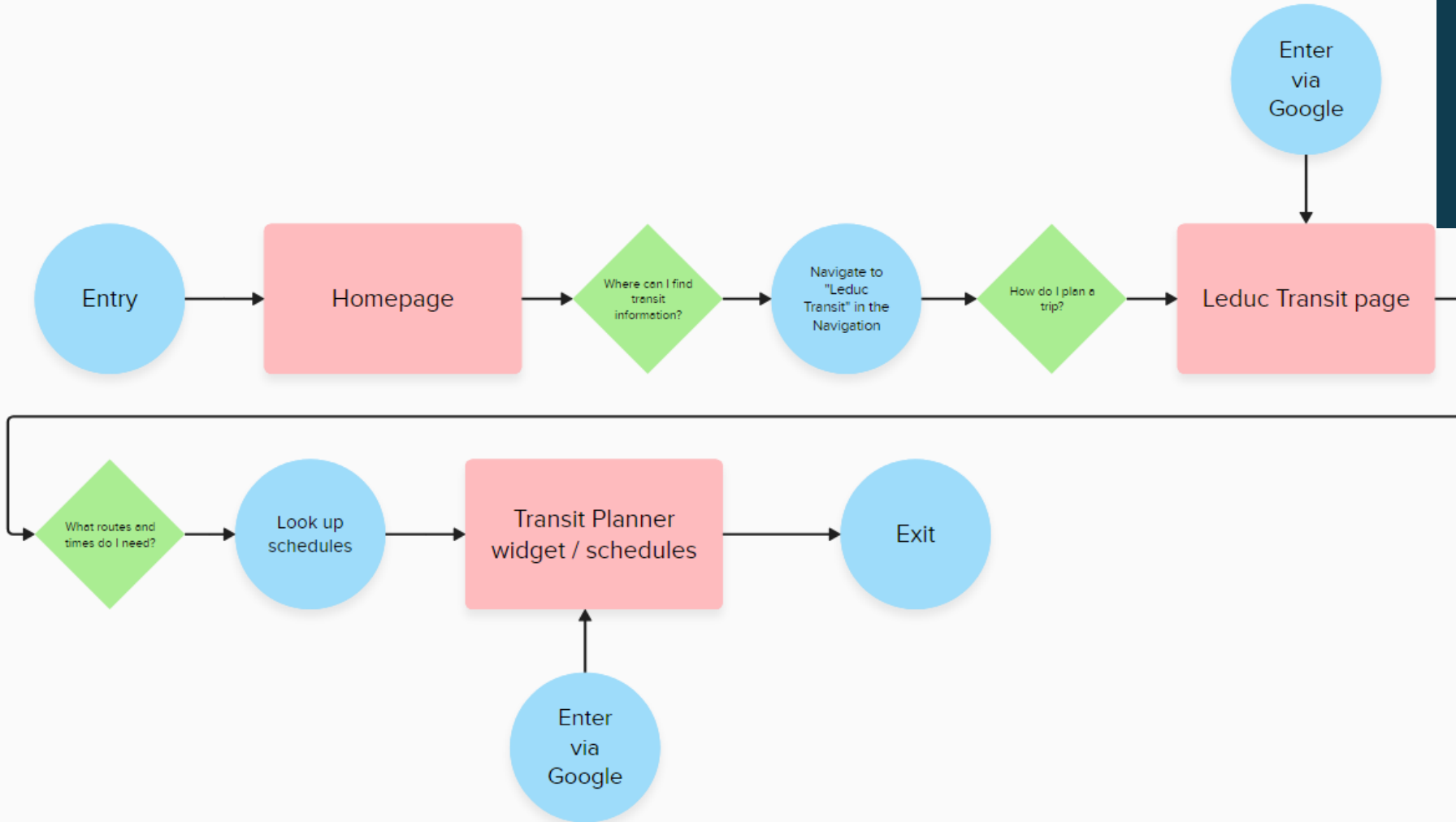


# User Flows (4/6)

Getting through the City with City transit.

**Top Tasks**

- Planning a trip
- Learning about routes and times



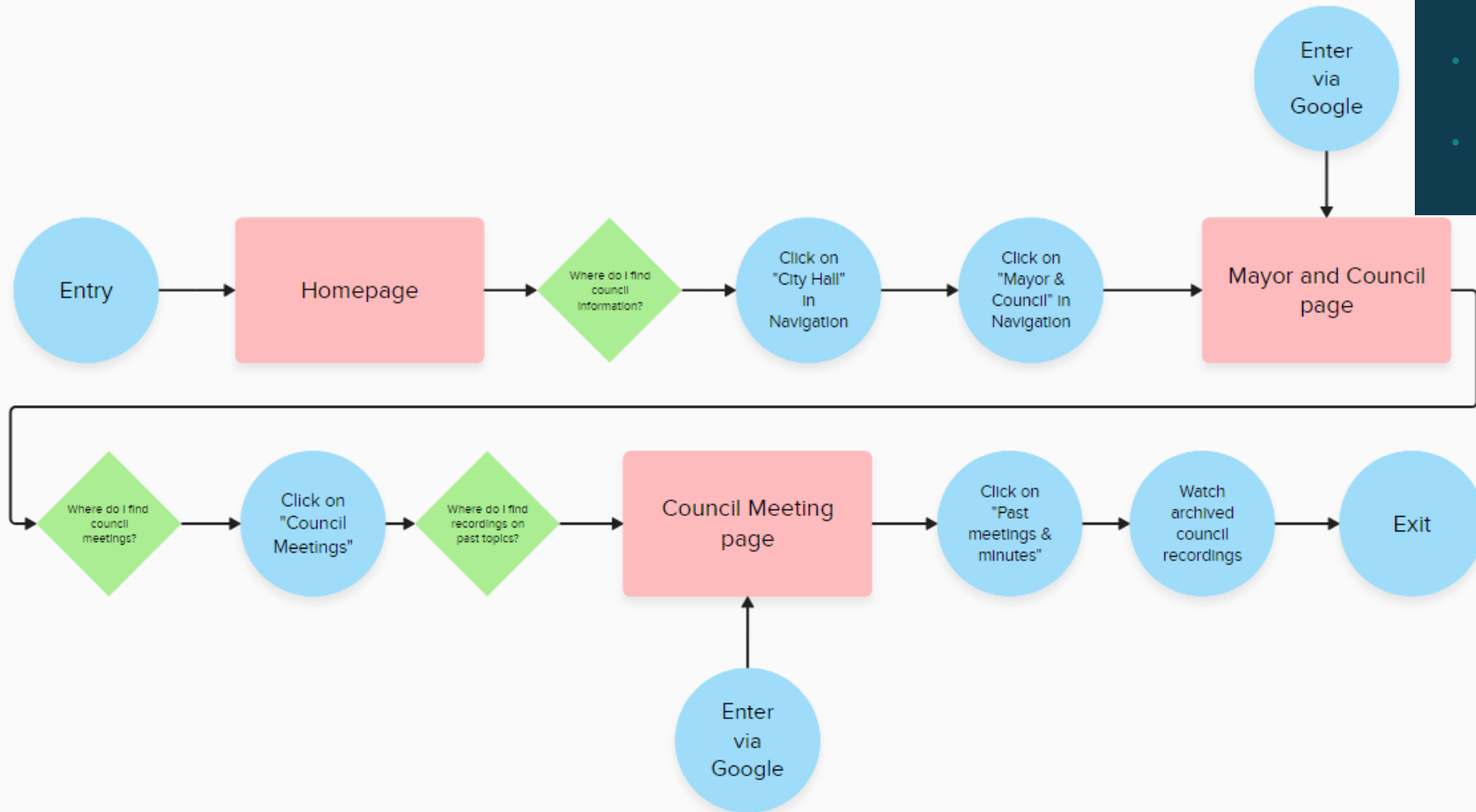


# User Flows (5/6)

Watching Council Meetings and reviewing minutes.

**Top Tasks**

- Finding more information about the council
- Finding and reviewing meeting minutes
- Looking at upcoming meetings

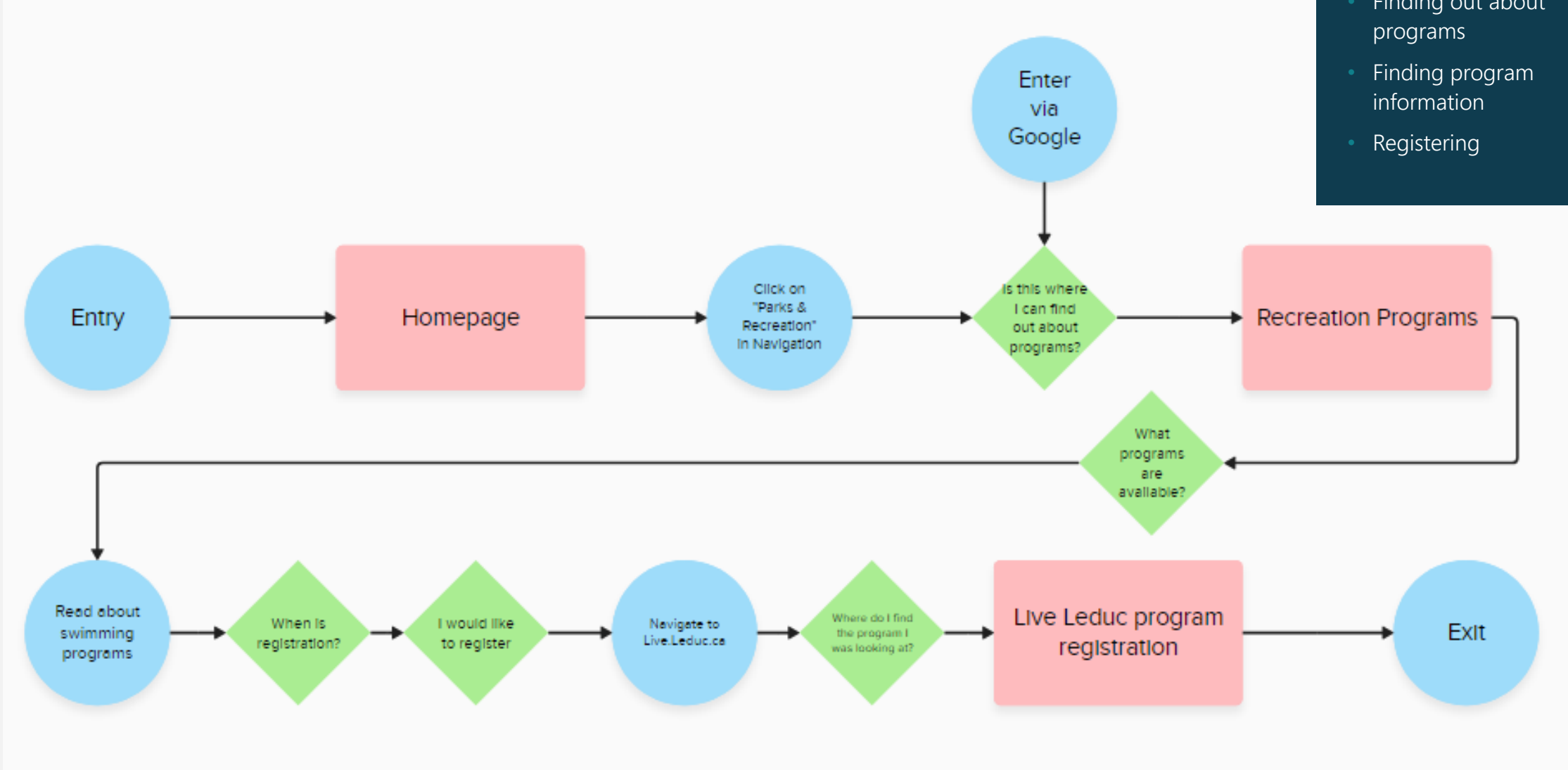


# User Flows (6/6)

Signing up for swimming lessons.

### Top Tasks

- Finding out about programs
- Finding program information
- Registering

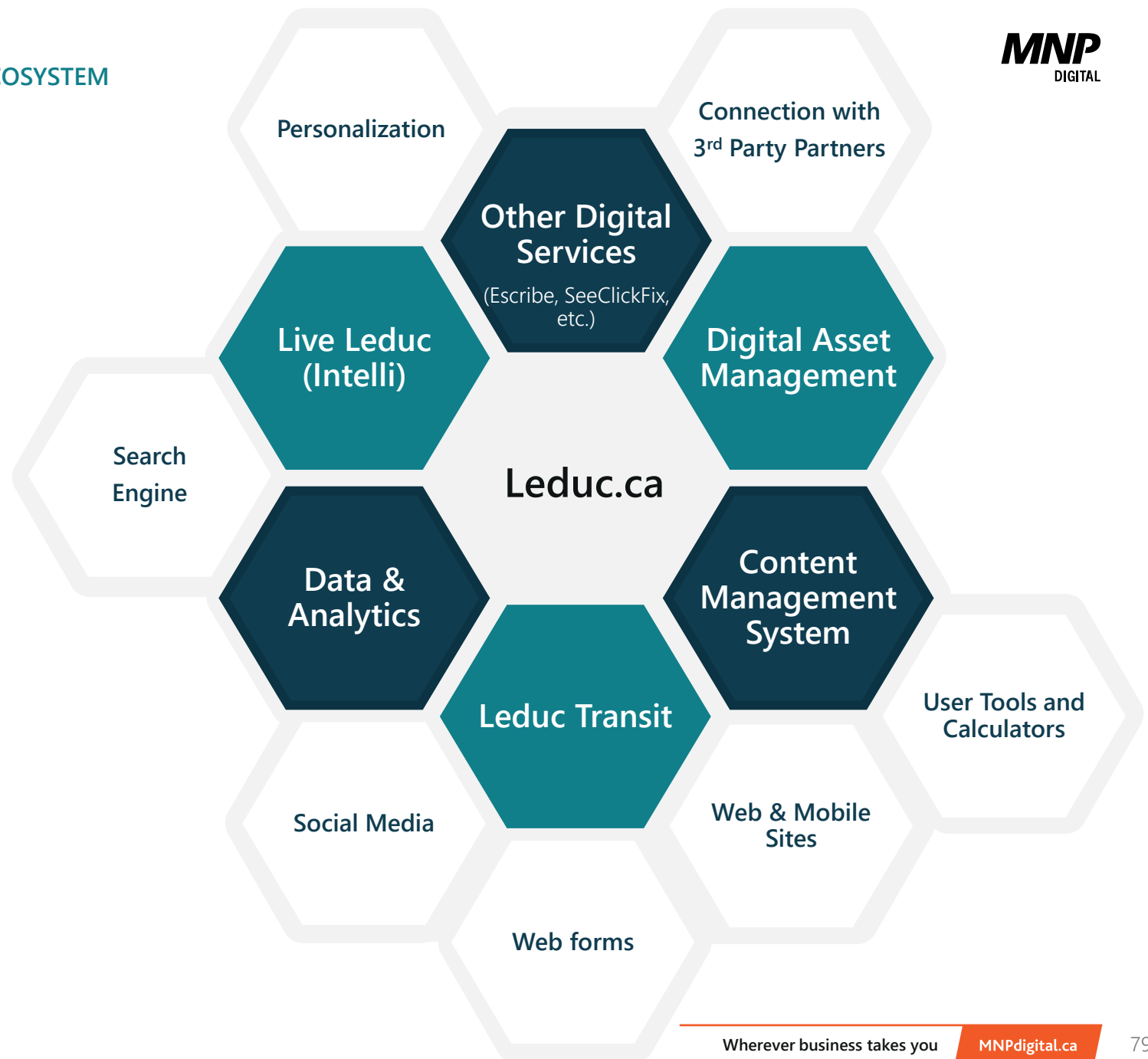


# Appendix E: Website, Microsites, and Application Ecosystem

---

# Recommended Leduc.ca Ecosystem

1. Bring Leduc.ca and Leductransit.ca into the same domain.
2. Continue to maintain Live.Leduc.ca as a separate website due to recreation functionality and should host the majority of recreation content. The look and feel consistent should be with Leduc.ca so users feel like they are within the same domain.
3. Due to the nature of Maclab's audience and unique content needs, keep as a separate entity.
4. To develop a seamless experience, it is crucial to align content and messaging across these sites holistically



# Appendix G: Sample Core Content Management System Components

---

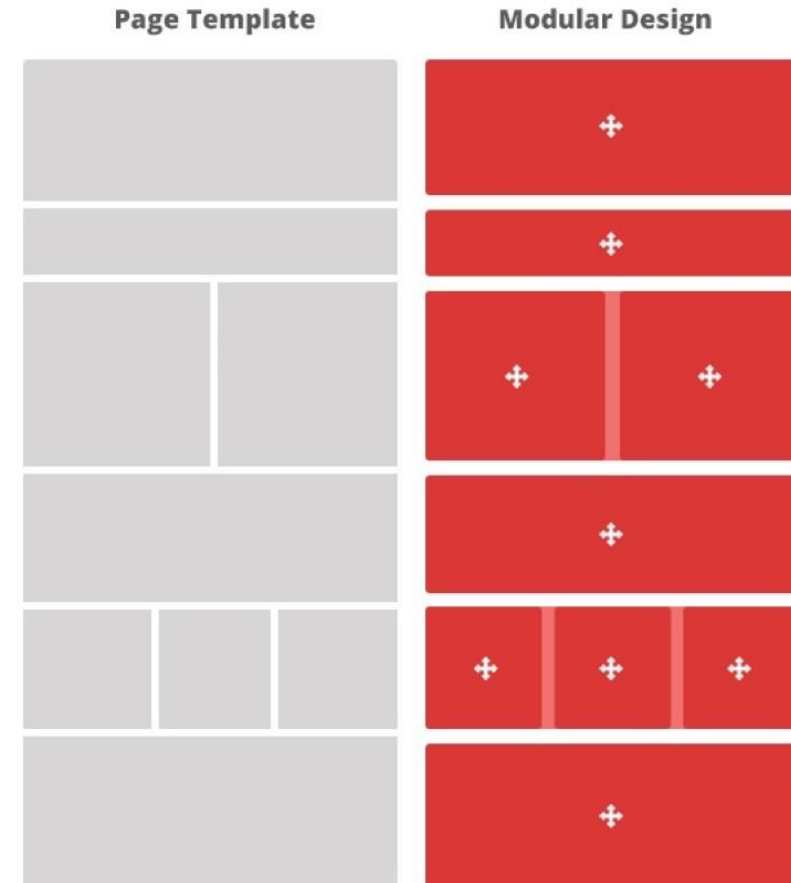
# Sample Core Content Management System Components

Several, foundational components for pages should be created as part of the redesign of the website. These components provide flexibility for authors within the Content Management System to create unique and compelling pages. Used like Lego blocks, page components can be stacked on top of one another (such as the image in red on the right) to adjust the layout of the webpage.

The list below contains core page components that should be developed as a minimum for the website. In the following slides, illustrative sample wireframes have been added as visual references. **Please note**, these samples are not design recommendations for the City of Leduc.

## Foundational Content Management System Page Components

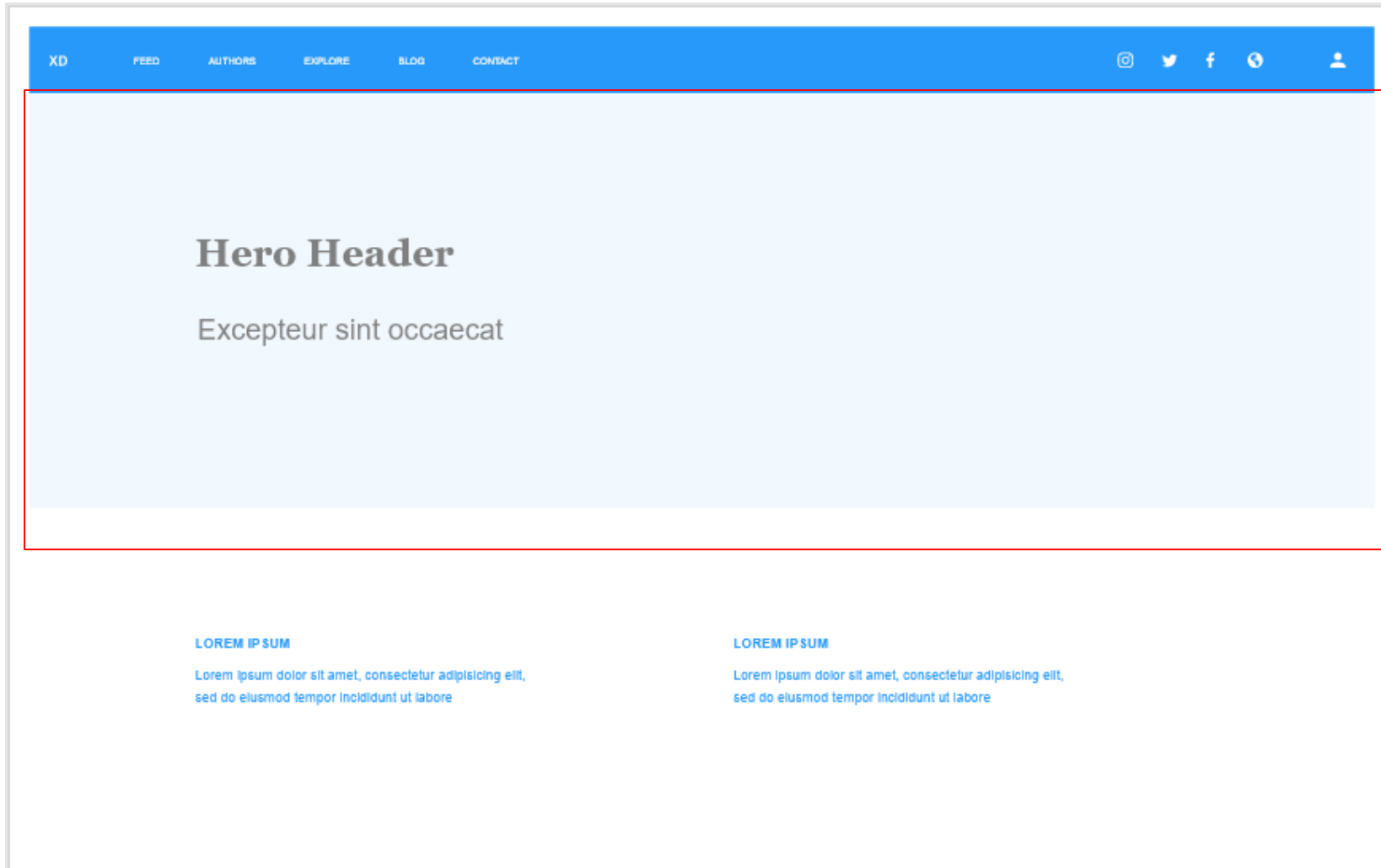
- Hero
- Landing Page
- Image and text blocks
- Banners (Navigation, Alert, Footer)
- News/blog style post template
- Calls-to-action buttons
- Content cards
- Carousel
- Drop-downs
- Gallery
- Table
- Multi-column content
- Forms and contact boxes



Source: DesignRush



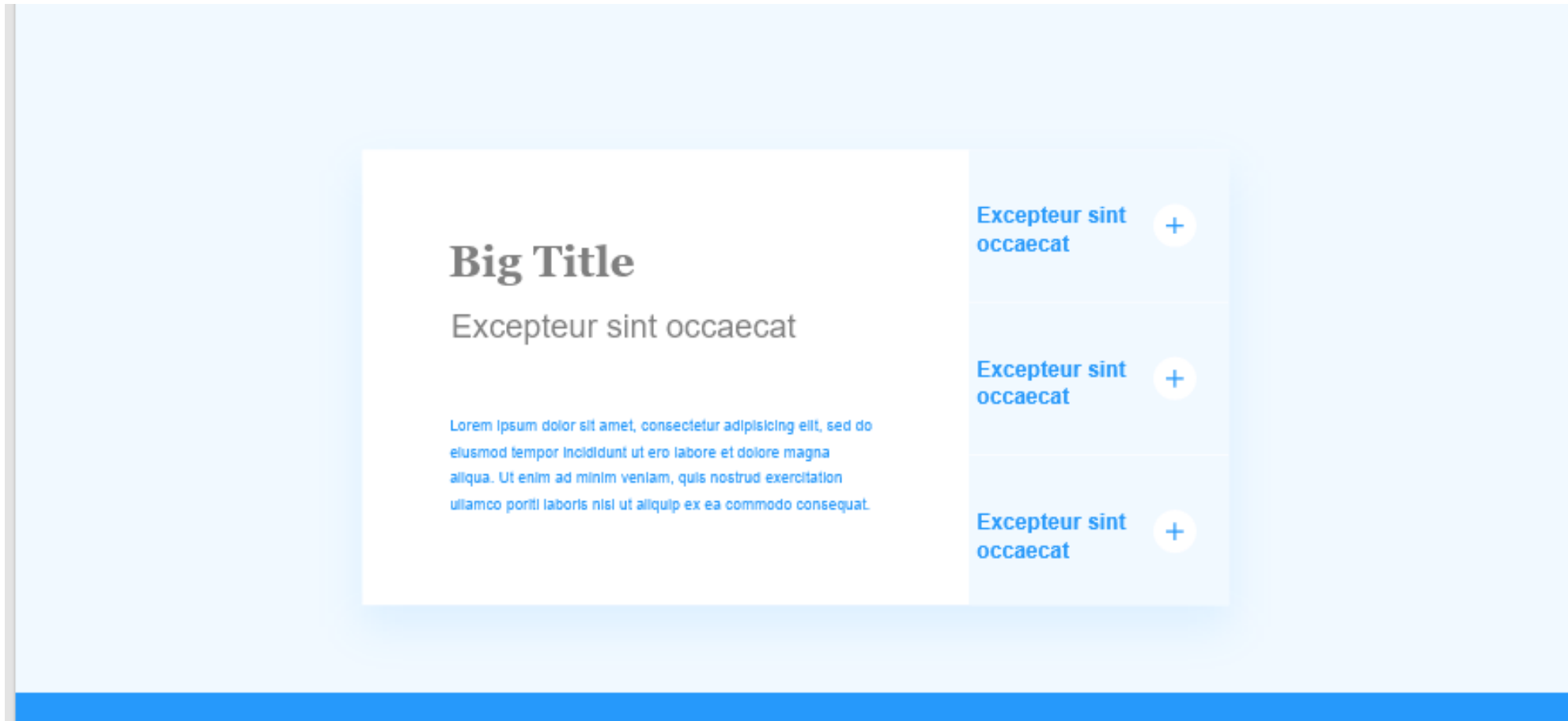
# Hero Page Component Sample



Source: Wires Wireframe Kit (Kyle Galle and UI8)

**Note:** Sample component is for illustrative purposes only, to show a core page component visually. This image is not considered a design or layout recommendation.

# Landing Page Component Sample



Source: Wires Wireframe Kit (Kyle Galle and UI8)

**Note:** Sample component is for illustrative purposes only, to show a core page component visually. This image is not considered a design or layout recommendation.

# Image and Text Block Page Component Sample

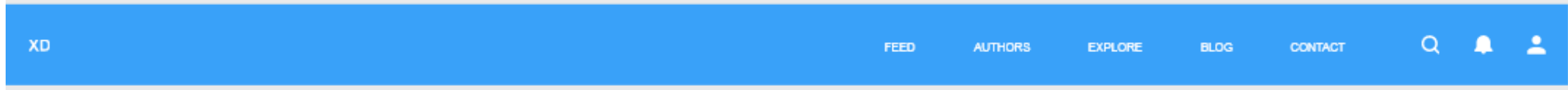


Source: Wires Wireframe Kit (Kyle Galle and UI8)

**Note:** Sample component is for illustrative purposes only, to show a core page component visually. This image is not considered a design or layout recommendation.

# Banners Page Component Sample

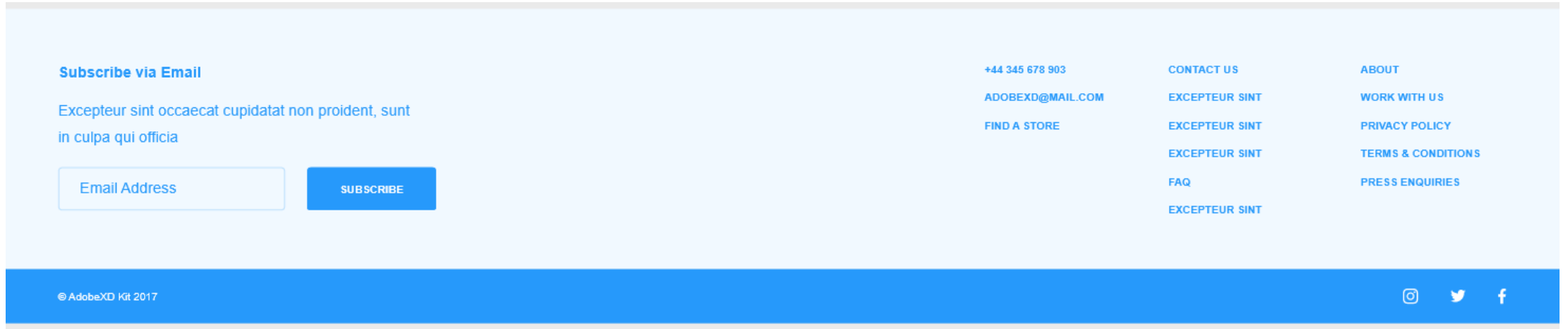
## Navigation Bar



## Alert Banner



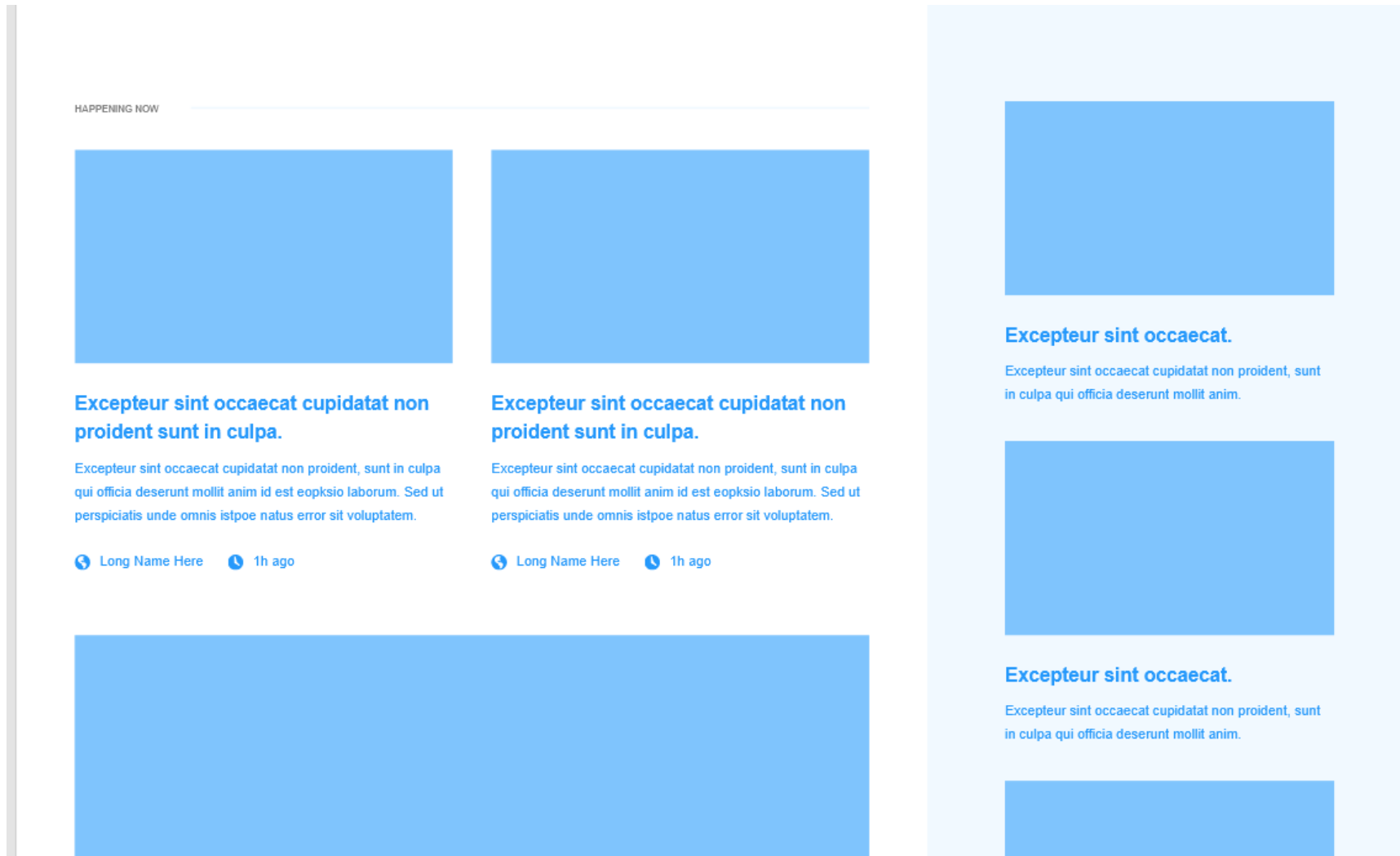
## Footer



Source: Wires Wireframe Kit (Kyle Galle and UI8)

**Note:** Sample component is for illustrative purposes only, to show a core page component visually. This image is not considered a design or layout recommendation.

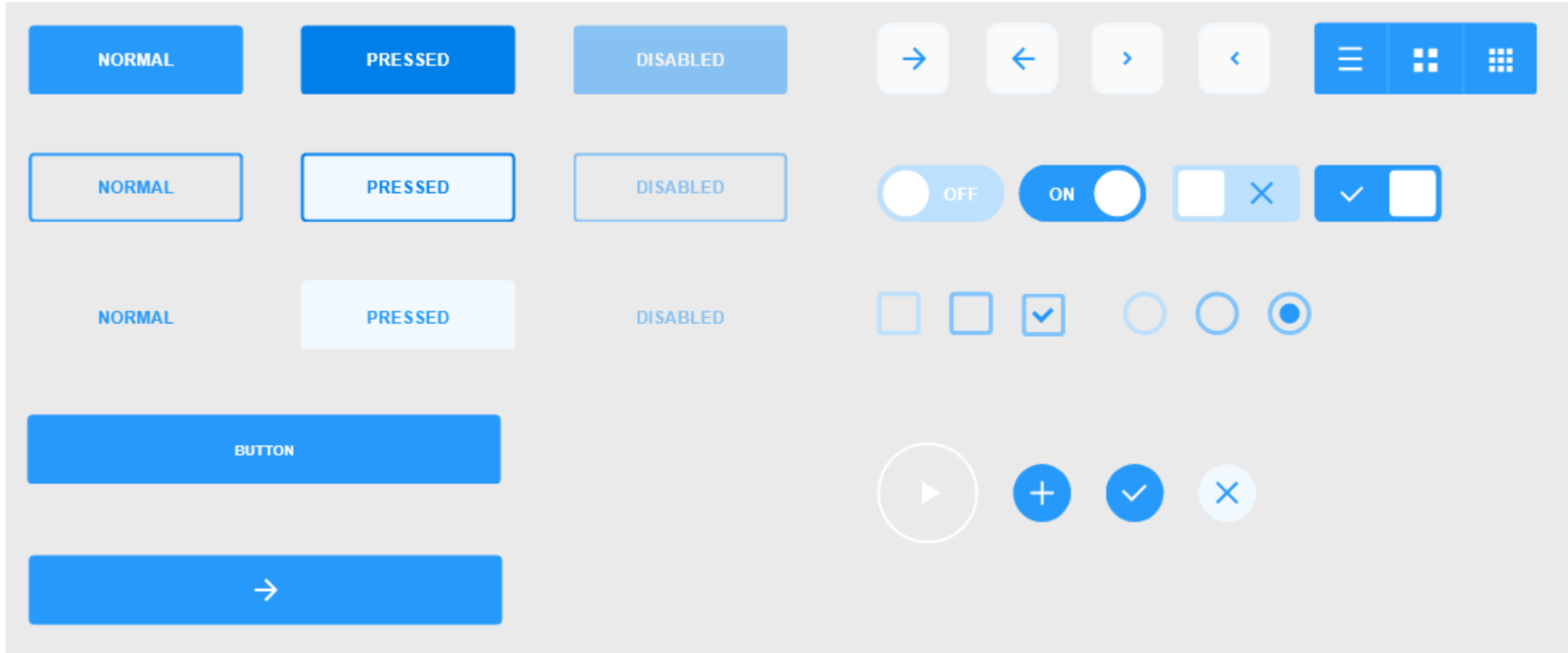
# News/Blog Page Component Sample



Source: Wires Wireframe Kit (Kyle Galle and UI8)

**Note:** Sample component is for illustrative purposes only, to show a core page component visually. This image is not considered a design or layout recommendation.

# Calls-to-action Button Page Component Sample




Source: Wires Wireframe Kit (Kyle Galle and UI8)

**Note:** Sample component is for illustrative purposes only, to show a core page component visually. This image is not considered a design or layout recommendation.




# Drop-downs Page Component Sample

## Dropdown

## Dropdown

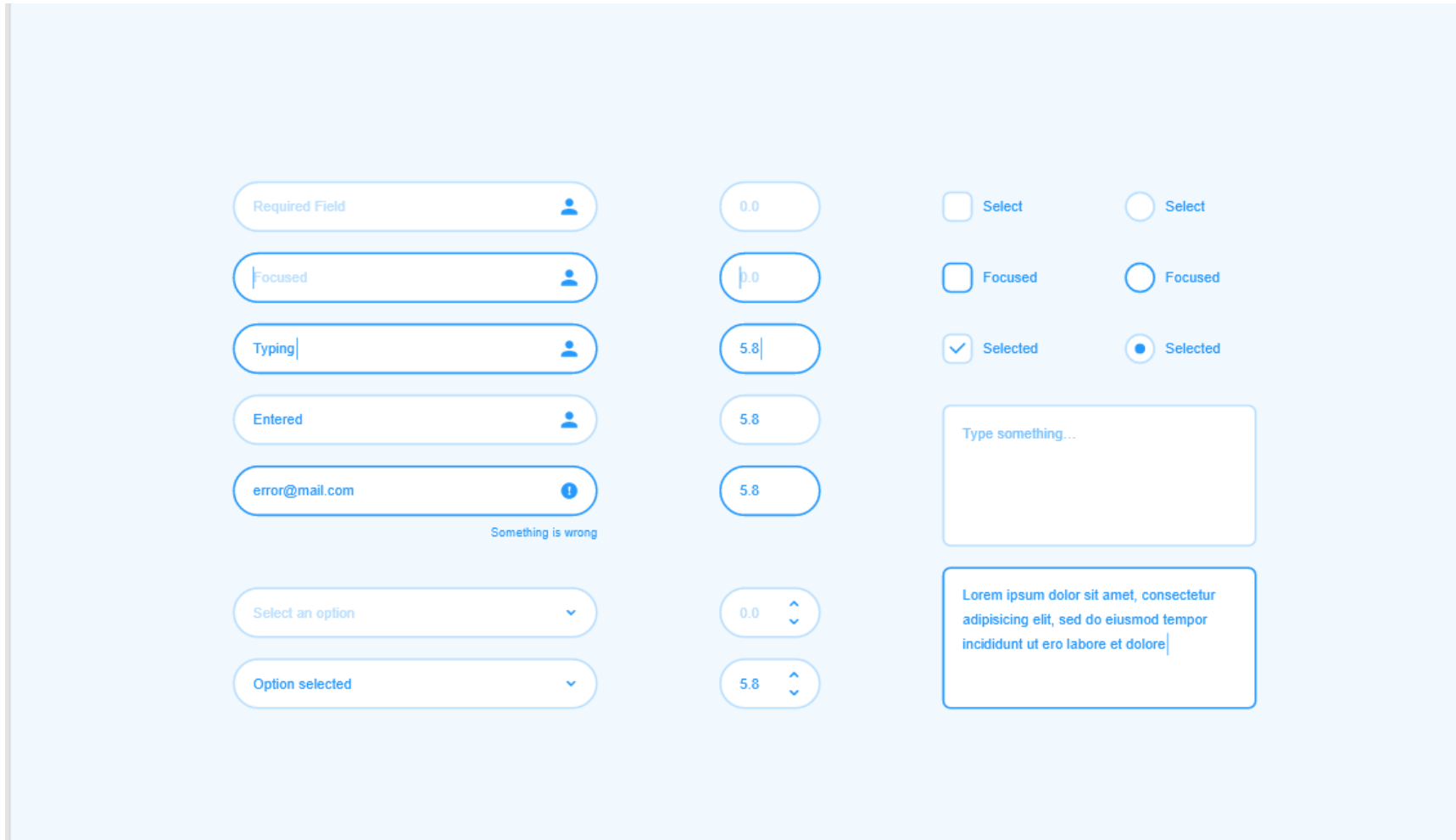
 

Select 2
Select 3
Select 4

Source: Wires Wireframe Kit (Kyle Galle and UI8)

**Note:** Sample component is for illustrative purposes only, to show a core page component visually. This image is not considered a design or layout recommendation.

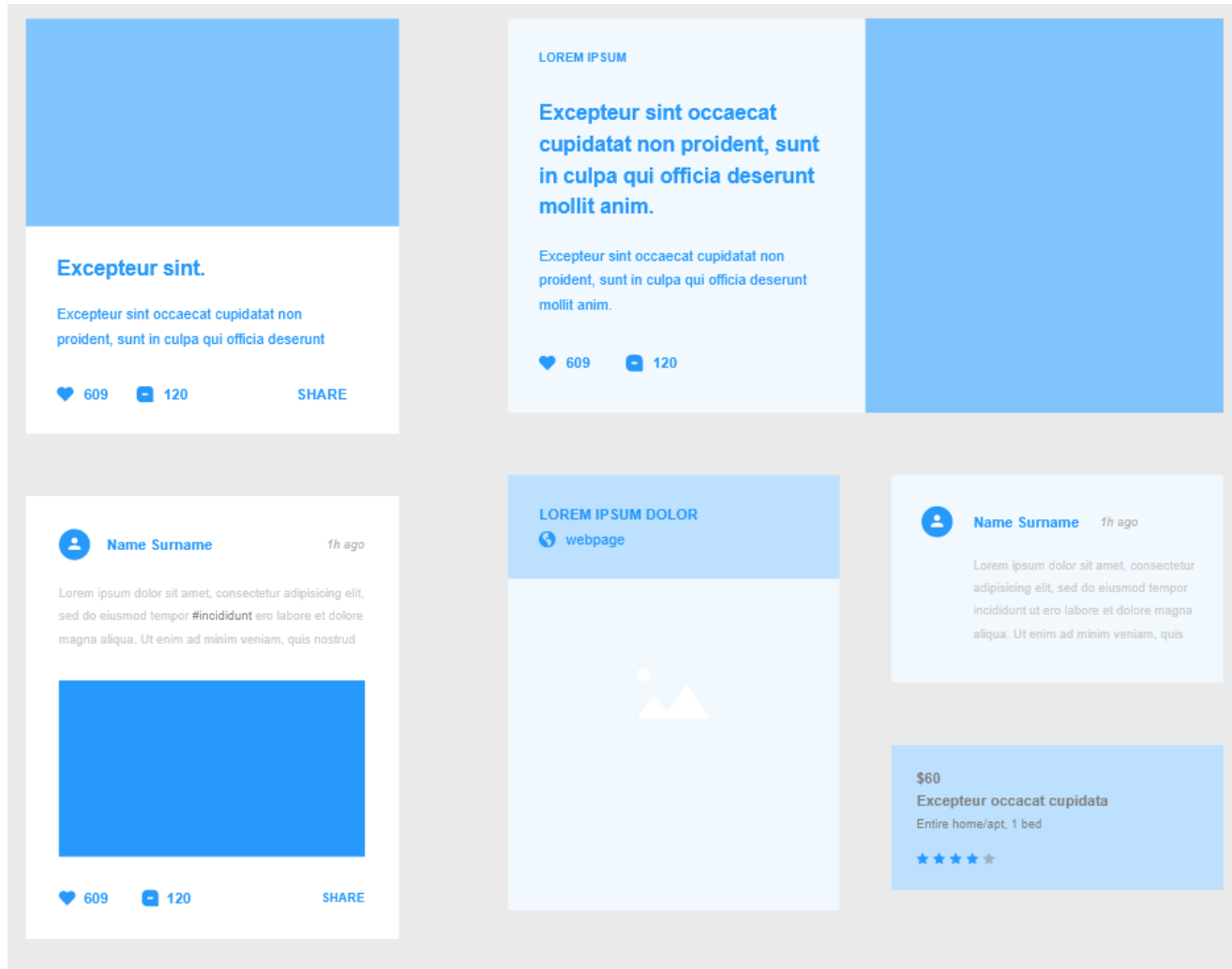
# Forms Page Component Sample



Source: Wires Wireframe Kit (Kyle Galle and UI8)

**Note:** Sample component is for illustrative purposes only, to show a core page component visually. This image is not considered a design or layout recommendation.

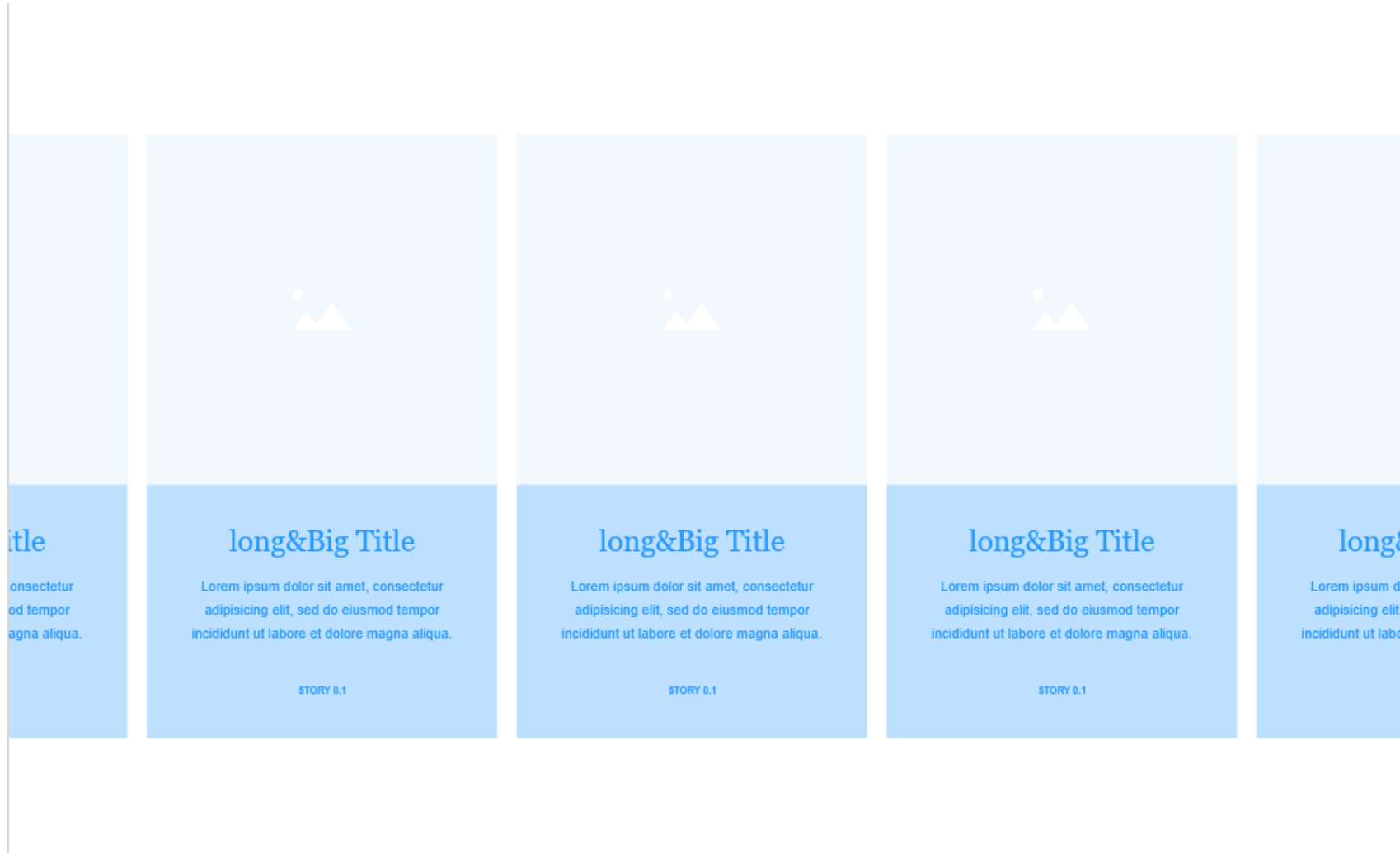
# Content Cards Page Component Sample



Source: Wires Wireframe Kit (Kyle Galle and UI8)

**Note:** Sample component is for illustrative purposes only, to show a core page component visually. This image is not considered a design or layout recommendation.

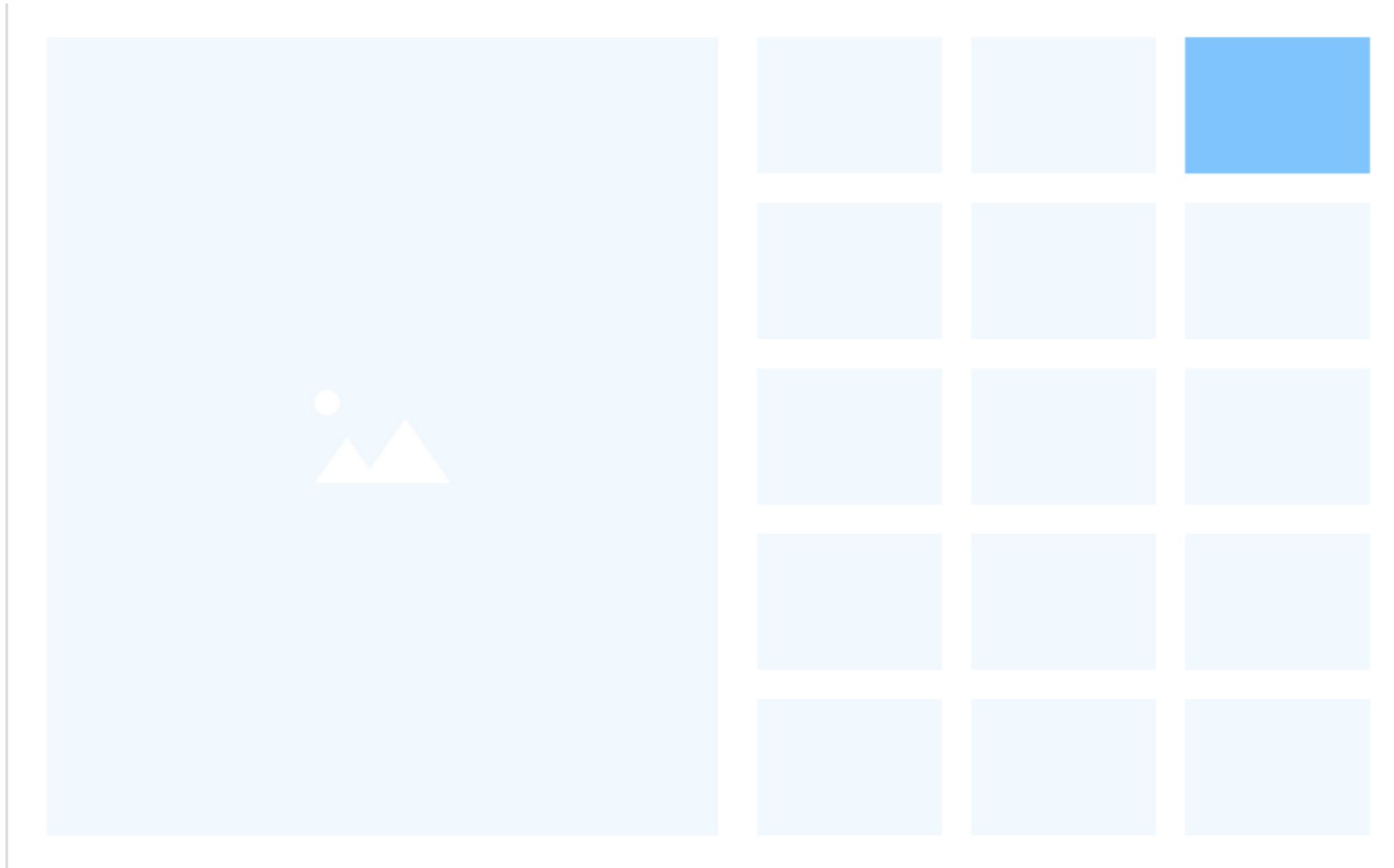
# Carousel Page Component Sample



Source: Wires Wireframe Kit (Kyle Galle and UI8)

**Note:** Sample component is for illustrative purposes only, to show a core page component visually. This image is not considered a design or layout recommendation.

# Gallery Page Component Sample



Source: Wires Wireframe Kit (Kyle Galle and UI8)

**Note:** Sample component is for illustrative purposes only, to show a core page component visually. This image is not considered a design or layout recommendation.

# Tables Page Component Sample

Excepteur sint occaecat cupidatat

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt			
Excepteur sint	Excepteur sint	400	400
Excepteur sint	Excepteur sint	1	1
Excepteur sint	Excepteur sint	1	1
Excepteur sint	Excepteur sint	-	-
Excepteur sint	Excepteur sint	-	-

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut ero labore et dolore\*

Source: Wires Wireframe Kit (Kyle Galle and UI8)

**Note:** Sample component is for illustrative purposes only, to show a core page component visually. This image is not considered a design or layout recommendation.



# Multi-Column Page Component Sample

## Excepteur sint occaecat

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore roipi magna aliqua. Ut enim ad minim veniam, quis nostruklad exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in tufpoy voluptate velit esse cillum dolore eu fugiat nulla parieratur. Excepteur sint occaecat cupidatat.



Culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi ropeior architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eoset quiklop ratione voluptatem sequi nesciunt. Neque porro quisquam est, quepi dolorem ipsum quia dolor srit amet, consectetur adipisci velit, seid quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat iope voluptatem.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore roipi magna aliqua. Ut enim ad minim veeniam, quis nostruklad exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in tufpoy voluptate velit esse cillum dolore eu fugiat nulla parieratur. Excepteur sint occaecat cupidatat.

LOREM IPSUM DOLOR AMET  
CONSECTETUER

 webpage



Source: Wires Wireframe Kit (Kyle Galle and UI8)

**Note:** Sample component is for illustrative purposes only, to show a core page component visually. This image is not considered a design or layout recommendation.

# Appendix H: Sample Style Guide

# Sample of Website Style Guide

A Style Guide must be developed as part of the website redesign. Style Guides are crucial tools in informing design considerations of the website and ongoing creation and maintenance of content. Style Guides ensure content is authored in line with Website branding and best practices, ensuring the style of the website remains consistent over time. The next few slides contain samples of a website style for illustrative purposes. **Please note**, these samples are not design recommendations for the City of Leduc.

## Typography

### Font Family

The brand makes use of two fonts. Ciudadella, which is the primary font that is used in titles, headings and button text. The secondary font is Unit OT. This is used for body copy on the website.

#### Ciudadella

##### Desktop

H1: Lorem ipsum

H2: Lorem ipsum

H3: Lorem ipsum

H4: Lorem ipsum

H5: Lorem ipsum

H6: Lorem ipsum

Font Size: H1-H6 (48/32/24/20/16/12)px

Font Weight: Regular

Font Colour: #000000

##### Mobile

H1: Lorem ipsum

H2: Lorem ipsum

H3: Lorem ipsum

H4: Lorem ipsum

H5: Lorem ipsum

H6: Lorem ipsum

Font Size: H1-H6 (24/20/16/12/12/12)px

Font Weight: Regular

Font Colour: #000000

## Iconography

The icons for the brand emulate the vertical and diagonal lines of the logo. They should be simple, sharp, easy to understand and must be visible on all devices sizes. The icons have a stroke weight of 1.5px with a stroke colour of black (#000000), fill colour in white (#FFFFFF)



Details were added to some icons by incorporating a shading in light blue (#BDEEF9).

## Colours

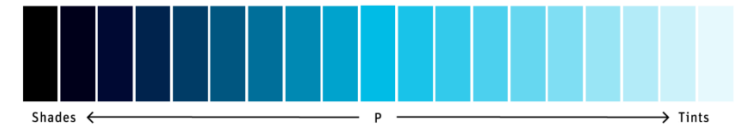
### Primary Colour

The primary colour of the brand is a high-contrast bright blue (#00BCE6).

### Secondary Colour

The secondary colour of the brand is black (#000000).

### Primary Shades and Tints



### Secondary Tints



**Note:** Style Guide is for illustrative purposes only. These images are not considered a design or layout recommendation.

# Sample of Website Style Guide

## Table Styling

Table Title	Table Title
Table Content: Lorem ipsum dolor sit amet	Table Content: Lorem ipsum dolor sit amet
Table Content: Lorem ipsum dolor sit amet	Table Content: Lorem ipsum dolor sit amet
Table Content: Lorem ipsum dolor sit amet	Table Content: Lorem ipsum dolor sit amet

Table Title: Ciudadella/Semibold/Title Case/16px on desktop/#000000  
 Table Content: Unit OT/Regular/Title Case/16px on desktop/#000000  
 Cell padding: Internal and external padding of 16px on the top and bottom

## Form Styling

**Normal**

Field Title

**Focus**

Field Title

**Error**

Field Title

**Disabled**

Field Title

**Date Picker**

Field Title

**Counter**

Field Title

**Filled**

Field Title

**Dropdown**

Field Title

**Dropdown Focus**

Field Title

- Option 1
- Option 2
- Option 3

**Note:** Style Guide is for illustrative purposes only. These images are not considered a design or layout recommendation.

# Sample of Website Style Guide

### Buttons

Primary Button		Secondary Button	
Default/Active		Default/Active	
Hover		Hover	
Disabled		Disabled	

Button Text: Ciudadella/Medium/All Caps/16px on desktop and mobile/#000000 (#585858 on disabled buttons)  
 Primary Button Colour: Default (#00BCE6)/ Hover (#80DDF3)/ Disabled (#F1F1F1)

---

### Non-CTA Buttons

Some buttons might have long descriptive text and are functional buttons that are used in tables, quick links and forms. They carry over the same colour properties on the default, hover and disabled states but the text is styled differently from the buttons above. Firstly, they are in Sentence Case and not All Caps. Secondly, they can take the width of the content inside them versus a fixed width when applicable. Lastly, some of these buttons also have accompanying icons which are placed on the left-hand side of the button.


### Accordion Styling

Accordion Heading: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu turpis molestie, dictum est. Sed dignissim, metus nec fringilla accumsan, risus sem sollicitudin lacus. +

Accordion Collapsed Title: Ciudadella/Regular/Title Case/16px on desktop/#000000/ BG: #F1F1F1

Accordion Heading 3: Lorem ipsum dolor sit amet, consectetur adipiscing elit etiam eu turpis. +

Accordion Hover Background Colour: #BCBCBC

Accordion Heading 1: Lorem ipsum dolor sit amet, consectetur adipiscing elit. -

Accordion Content: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu turpis molestie, dictum est.  
 Accordion Link: [Lorem ipsum dolor sit amet.](#)

Accordion Expanded Title: Ciudadella/Semibold/Title Case/16px on desktop/#FFFFFF/ BG: #2B333C  
 Accordion Content: Unit OT/Regular/Title Case/16px on desktop/#000000

### Events Card

#### Desktop

Section Heading (Events)

30 March	<a href="#">Central Interior Branch Annual General Meeting</a> Sub-heading: Prince George
-------------	--

---

#### Mobile

Section Heading (Events)

30 March	<a href="#">Central Interior Branch Annual General Meeting</a> Sub-heading: Prince George
-------------	--

---

Section Heading: Ciudadella/Regular/Sentence Case/24px on desktop/20px on mobile/#000000  
 Heading: Ciudadella/Regular/Sentence Case/16px on desktop and mobile/#1779BA  
 Sub-heading: Ciudadella/Regular/Title Case/16px on desktop and mobile/#4D4D4D  
 Title Hover State: Ciudadella/Regular/Underline/Sentence Case/16px on desktop/#1779BA  
 Date: Ciudadella/Regular/Sentence Case/24px on desktop/20px on mobile/#000000  
 Month: Ciudadella/Regular/Sentence Case/20px on desktop/20px on mobile/#000000

**Note:** Style Guide is for illustrative purposes only. These images are not considered a design or layout recommendation.

# Sample of Website Style Guide

## Callout Boxes Styling

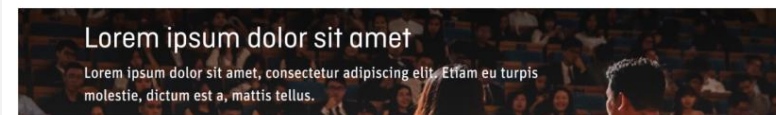
<b>Primary Callout Title</b> Callout Content: Lorem ipsum dolor sit amet, consectetur adipiscing elit.	#F1F1F1
 <b>Primary Callout Title</b> Callout Content: Lorem ipsum dolor sit amet, consectetur adipiscing elit.	
 <b>Link Callout Title</b> Callout Content: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Callout Link: <a href="#">Lorem ipsum dolor sit amet.</a>	#E5F8FD
 <b>Success Callout Title</b> Callout Content: Lorem ipsum dolor sit amet, consectetur adipiscing elit.	#E1FAEA
 <b>Warning Callout Title</b> Callout Content: Lorem ipsum dolor sit amet, consectetur adipiscing elit.	#F7E4E1
 <b>Alert Callout Title</b> Callout Content: Lorem ipsum dolor sit amet, consectetur adipiscing elit.	#F7E4E1

Callout Title: Ciudadella/Semibold/Title Case/16px on desktop/#000000  
 Callout Content: Unit OT/Regular/Title Case/16px on desktop/#000000  
 Callout Link: Unit OT/Regular/Title Case/Underline/16px on desktop/#000000

## Breadcrumbs Styling

Home ▶ Level 1 ▶ Level 2 ▶ Level 3 — Ciudadella/Regular/Title Case/16px on desktop and mobile/#4B4B4B

## Hero Image Text



Heading: Ciudadella/Regular/Sentence or Title Case/48px or 32px on desktop/24px on mobile/#FFFFFF  
 Body Copy: Ciudadella/Regular/Sentence Case/16px on desktop and mobile/#FFFFFF

## Bulleted List Styling

- Item 1
- Item 2
- Item 3
- Item 4

Bulleted Item: Unit OT/Regular/Title Case/16px on desktop/#000000

## Unit OT

Paragraph: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu turpis molestie, dictum est a, mattis tellus. Sed dignissim, metus nec fringilla accumsan, risus sem sollicitudin lacus.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu turpis molestie, dictum est a, mattis tellus. Sed dignissim, metus nec fringilla accumsan, risus sem sollicitudin lacus.

Font Size: 16px for desktop and mobile  
 Font Weight: Regular  
 Font Colour: #000000

## Line height convention for all fonts:

Line height convention for all fonts:

Line height= (font size)\*1.5  
 Ex: Line height for 16px font size = 16\*1.5 = 24px

**Note:** Style Guide is for illustrative purposes only. These images are not considered a design or layout recommendation.

# Sample of Website Style Guide

### Typography Usage

#### Top Navbar

Ciudadella/Regular/All Caps/16px on desktop and mobile/#FFFFFF

---

#### Side Navbar

Section Title	—	Ciudadella/Semibold/Title Case/16px on desktop and mobile/#000000
Page Title (selected)	—	Ciudadella/Semibold/Title Case/16px on desktop and mobile/#1779BA
Page Title (hover)	—	Ciudadella/Semibold/Title Case/16px on desktop and mobile/#1779BA
Page Title (de-selected)	—	Ciudadella/Regular/Title Case/16px on desktop and mobile/#000000

---

#### Main Navbar (Desktop)

Default State: Ciudadella/Regular/Title Case/20px on desktop/#FFFFFF  
 Hover State: Ciudadella/Bold/Title Case/20px on desktop/#00BCE6  
 Selected State: Ciudadella/Bold/Title Case/20px on desktop/#00BCE6

### Main Navbar Items

#### Section Title

Sub-section Title (Hover State)

Sub-section Title (Default State)

Subsection Item

Subsection Item

#### Quick Links

- Apply for a Permit
- Renew Your Permit
- Cancel a Permit
- Post a Job

Section Title + Quick Links: Ciudadella/Bold/Title Case/16px on desktop/#000000  
 Sub-section Title (Default State): Ciudadella/Regular/Title Case/16px on desktop/#000000  
 Sub-section Title (Hover State): Ciudadella/Regular/Title Case/16px on desktop/#1779BA

Quick Links Item + Icons (Default State): Ciudadella/Regular/Title Case/16px on desktop/#000000  
 Quick Links Item + Icons (Hover State): Ciudadella/Regular/Title Case/16px on desktop/#1779BA

### Typography Usage

#### Top Navbar

Ciudadella/Regular/All Caps/16px on desktop and mobile/#FFFFFF

---

#### Side Navbar

Section Title	—	Ciudadella/Semibold/Title Case/16px on desktop and mobile/#000000
Page Title (selected)	—	Ciudadella/Semibold/Title Case/16px on desktop and mobile/#1779BA
Page Title (hover)	—	Ciudadella/Semibold/Title Case/16px on desktop and mobile/#1779BA
Page Title (de-selected)	—	Ciudadella/Regular/Title Case/16px on desktop and mobile/#000000

---

#### Main Navbar (Desktop)

Default State: Ciudadella/Regular/Title Case/20px on desktop/#FFFFFF  
 Hover State: Ciudadella/Bold/Title Case/20px on desktop/#00BCE6  
 Selected State: Ciudadella/Bold/Title Case/20px on desktop/#00BCE6

**Note:** Style Guide is for illustrative purposes only. These images are not considered a design or layout recommendation.



# Disclaimer

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## Website Strategy

The Website Strategy is intended solely for the information and use of the City of Leduc. This document should not be distributed to third parties without MNP Digital Inc. (MNP) written consent. Any use that a third party makes of this document, and any reliance or decisions made based on it, are the responsibility of such third party. MNP accepts no liability or responsibility for any loss or damages suffered by any third party as a result of decisions made, or actions taken, based on this report.

This engagement was planned and conducted to prepare and provide a Website Strategy. Our work and findings do not in any way constitute advice or recommendations (and we accept no liability in relation to any advice or recommendations) regarding any commercial decisions.

MNP's work was not designed to identify and cannot necessarily be expected to disclose defalcations, fraud and other irregularities. As a result, this documents does not necessarily include all those matters which a more extensive or special examination might develop.

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