

## **City Website**

Over the last couple years, we have made a number of changes – some big, some small – to revamp the city’s website ([www.ci.evansville.wi.gov](http://www.ci.evansville.wi.gov)). We want it to provide relevant, useful, and up-to-date information. And we will continue to make changes.

Recently, a friend commented that keeping a website complete and up-to-date is a full-time job. I’m sure that’s the case elsewhere, but the city’s website is not a full-time operation. It is important, so we try to keep up on the maintenance of the site so it is current. But the more drastic updates tend to occur when we can fit them in. Next on my list is the Business Listing; the “For Residents” portion also needs an overhaul.

A couple weeks ago, I added Google Analytics to the website. Google Analytics is a free product which tracks and reports on website traffic. It can tell us how many people visit the city’s website each day, how they came to the site, and what pages or information they used.

Over the couple weeks that we’ve had Google Analytics in place, we have see around 200 visitors on weekdays and 100 on weekend days. This past weekend had the highest counts with close to 250 visits each day, July 1-4.

I don’t know what specific information visitors use, but I can see that people check the city’s website for information such as the days that we have fireworks, the bands that are playing each night, and the start time of the parade. It was valuable to have this information on the city’s website and to make sure it was easy to find.

Google Analytics will give us a chance to enhance the value of the city’s website because of such insight on the information people seek and how they find it. Information more commonly sought should be kept current, easy to find, and clear to understand.

For example, other than the homepage, the most commonly viewed pages are the swimming pool and the city meetings calendar. Obviously, with hot summertime weather, the pool is of interest. But having a measurement verifies the importance of information about pool hours and swimming lessons.

In the past, I have received a couple calls when the monthly meeting calendar is not up by the first. So we try to make sure we post it by the first every month. But I was still surprised when Google Analytics reported over five percent of website visitors look at the calendar.

We will continue to make improvements to the city website, but I expect that with insight gained by Google Analytics the improvements will be better tailored to what visitors want and need.

## **Volunteers**

This weekend I had a brief conversation with Jim Brooks, Coordinator for the Evansville Community Partnership. Jim commented that events such as the Fourth of July really make his job fulfilling. I asked how, and he answered that he meant the chance to bring happiness and

enjoyment to people. Almost as if on cue, we happened to encounter a dad and his daughter. The little girl squealed, “Look, Daddy, they set up the Bouncy House.” Jim had made his point with the thrill of a toddler’s giggle.

I would like to thank the hundreds of people that helped make Evansville’s Fourth of July such a success. Whether traffic control, a food booth, behind the scenes organizing and scheduling, an entry in the parade, or any of the other multitude of activities – the event wouldn’t have been the same without you. Thank you; you helped bring happiness and enjoyment for our residents and visitors.