



City Council Meeting

City Manager/Executive Director
Report – 19-1047: Beta Website
Launch Update

November 12, 2019



**City of
Santa Clara**
The Center of What's Possible

Beta.SantaClaraCA.gov





Website of What's Possible

- Modern, City-branded site
- Practical mega menu for site navigation
- User-centric design
- Call to Action buttons
- “Smart” search



3



Public Beta Testing Underway

- Oct. 23 – Nov. 13
- Outreach efforts
- Online survey
- Focus groups
- On-location testing

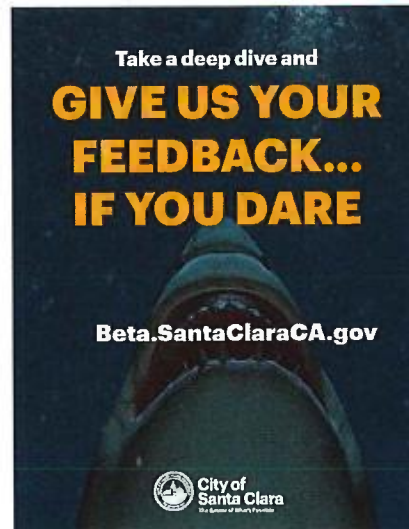


4



Community Input

- User experience
- Responsive website design
- Look and feel
- Search functionality
- ADA accessibility

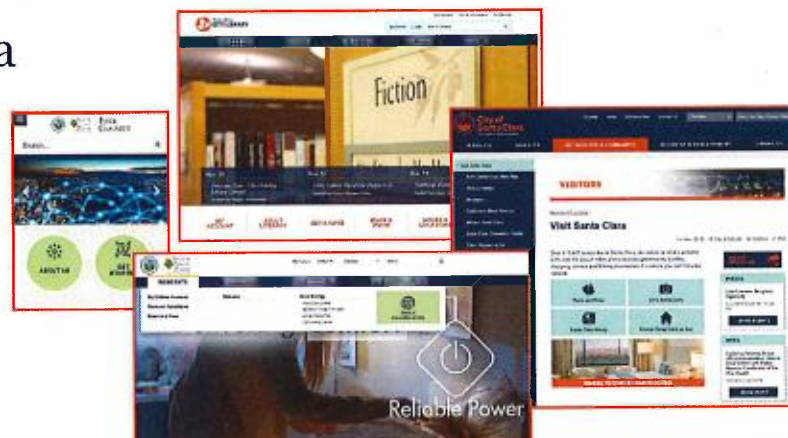


5



Debut of Redesigned Website

- Collecting data
- Dec. 2019 launch date
- Website 2.0



6



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