





From: "Elm, Tylor" <elmt@ci.superior.wi.us>
To: "Paine, Jim" <painej@ci.superior.wi.us>; ravertyn@ci.superior.wi.us
Date: 2021-06-19 13:38
Subject: Re: City Council Website
Attachments:  OutlookEmoji-16240205145537ed7afc2-fa9e-4104-8e12-fc34b26ed0a1.jpg 
OutlookEmoji-1624020514553ea9115ea-9039-42f7-8cf8-49c536d18b32.jpg 
OutlookEmoji-1624020514553373f111e-a5bc-4c1e-a890-4cb0f91d116d.jpg 
OutlookEmoji-16240205145535dfabad0-4c7b-418a-bdac-7b3d516d1027.jpg

For sure we can wait on the website. Problem is they way some engines work is they put a higher result to older content as it has had traffic for some time, so usually you update that page and the content is new. But when the page is brand new sites will then need to be reindexed until it's popular. There are many layers and other tech folks probably know more about SEO than myself, but the biggest thing is keeping the site up to date. Old content that isn't relevant can mess things up.

I'm flying out of town early Wednesday so we'd need to meet Monday or Tuesday. I'll see if Nick can fit me in.

Tylor Elm

*City of Superior - Council President
Downtown District 6*

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From: Paine, Jim
Sent: Saturday, June 19, 2021 11:34:15 AM
To: Elm, Tylor
Subject: Re: City Council Website

Yep,

Let's meet early next week to plan CS. I think we can wait a minute on website design, and make it a late year project for Camilla and Raverty, with CIT roped in. But I'm glad you brought up Google. My biggest concern is the search function. It just doesn't work very well. It brings up too much irrelevant content. I'd be

curious your thoughts on improving that as it seems to be a common issue on large websites.

Jim

Sent from my iPad

On Jun 19, 2021, at 10:36 AM, Elm, Tylor <elmt@ci.superior.wi.us> wrote:

■

Makes sense, thanks for your thoughtful email.

At this point yeah I think I'd like to hear Camilla's thoughts as she may just take it and make it better.

I'm also very fine running it through committee.

Certainly I know how to run it, and it works for me as well. I just sit back wondering how folks who know nothing think and where things lack.

Such as Googling Superior City Council, landing on that page clicking on Agendas and Minutes on the side, and only seeing old content. I can see how that's confusing.

The current website is so much better than before, but I still always want to improve.

But yeah I can wait for sure. We have way bigger issues to take care of.

We do need to iron out the next steps for Connect Superior as a much higher priority as well as other items as discussed yesterday.

Tylor Elm

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From: Paine, Jim

Sent: Saturday, June 19, 2021 9:15:57 AM

To: Elm, Tylor

Subject: Re: City Council Website

Good morning,

I have a few thoughts.

On paper, I agree with you. It could be laid out in a way that is both more intuitive and user friendly.

I agree with Dan that, with no complaints, it's an unnecessary project in the short term.

I think many of our archival systems could be improved and we should be regularly reviewing them to do so.

Web design is a relatively small part of Dan's job and gets in the way of other work. However, he gets lots of requests to make the page more functional or to highlight important or upcoming events and issues. This is the main reason Raverty proposed a comms coordinator position. Among other duties, that dedicated staff would manage the website. I can't say I am fully convinced of the merits of such a position, but Nick has been finding many of the same issues and frustrations as you.

Agendas, minutes, and other records are the Clerk's duties. As part of her interview, Camilla said she wanted to improve the website to increase user functionality for all of the clerks services. She has a degree in communications and is one of our most tech-competent staff. I think we could just give her access to the website and you, I, and the CIT committee could work with her in efficiencies.

Lastly, I should say the current layout works well for me. I frequently require access to old agendas and minutes. But I think the typical user requires access to the next council agenda and very, very few citizens will be looking for more than that.

Good thoughts. If you don't mind, let's get Camilla settled and come back to this in a few weeks.

Jim

Mayor

City of Superior

On Jun 19, 2021, at 8:28 AM, Elm, Tylor <elmt@ci.superior.wi.us> wrote:

■

Hi Jim,

What's your thoughts on this?

Basically when you go to the City Council Page, and click on Agendas and Minutes it shows 2020 and older agendas.

In my mind it should show the current agendas first, then offer the option to see the older agendas if needed. It's basically backwards.

I understand where they are divided as they are two systems, but it seems backwards to me from a user interface perspective. If you read the details of the text you can go to the 2021 agendas thru Agenda center, but it isn't super intuitive for the first time visitor. I think it could be cleaned up. - I asked Dan for input and he's waiting for complaints from what I can tell.

I don't know, it seems to me I'd rather have it laid out thoughtfully before complaints happen. Maybe I'm making a big deal out of nothing? It just isn't super user friendly.

Tylor Elm

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From: Shea, Dan

Sent: Saturday, June 19, 2021 8:21 AM

To: Elm, Tylor

Subject: RE: City Council Website

I've never heard a complaint, but if we're getting a lot of complaints or people can't figure it out, then yes it should be changed. That would be City Clerk, but obviously that ain't happening right now.

drs

Dan Shea

----- Original message -----

From: "Elm, Tylor" <elmt@ci.superior.wi.us>
Date: 6/19/21 8:17 AM (GMT-06:00)
To: "Shea, Dan" <SheaDan@ci.superior.wi.us>
Subject: City Council Website

Dan,

Should the link on the left say agenda and minutes 2020 and before, and another button saying 2021 and forward?

<https://www.ci.superior.wi.us/77/City-Council>

Or maybe the sidebar could go to a separate page that shows options for before or after?

Mainly concerned if it's too confusing for folks. I know there is a link to click once you choose the agenda page, but it's strange to default with the old content first and not the new content offering the old content.

Thoughts?

Tylor Elm

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