MEDIA RELEASE

Burlington Launches Redesigned Municipal Website

BURLINGTON, NC— On Monday, December 14th, the City of Burlington launched a redesigned municipal website. The new website touts a streamlined graphic design that is modern and fresh. The site features intuitive navigation and is mobile device responsive.

In preparation for the website redesign, the City's Office of Public Information worked with an Elon University service learning course (MKT 414, spring 2015) to survey residents about the effectiveness of the City's communication efforts, including its website. The City used feedback from this survey, along with information gathered from numerous User Experience Testing/Focus Groups, website analytics, and popular search terms to determine the elements that would be most important to feature on the redesigned website.

The new website features a prominent search bar, Google Translate button, graphic "spotlight" feature, easily recognizable quick link buttons, news items, and a comprehensive events calendar. Most importantly, the website's navigation was designed with the resident in mind and includes duplication so that residents can intuitively find the information they are seeking.

"The 2015 website redesign was truly a team effort," said Public Information Officer Rachel Kelly. "From Elon University service learning students, to local business leaders, the Burlington Youth Council and the Kernodle Senior Center participants, so many perspectives went in to creating what we think is a beautiful and effective tool for residents, visitors, and the business community."

The City's website URL has not changed and can still be found at www.BurlingtonNC.gov. The City of Burlington website is hosted by CivicPlus, a third party vendor specializing in governmental websites. For more information regarding the website redesign, please contact Rachel Kelly at (336) 2322-5076.

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