

Best Practices for a municipal website



What does a website need?

1. Navigation and Design
2. Accessibility and Services
3. Transparency and Engagement
4. Security and Maintenance
5. Document Archives





Navigation and Design

1. Clean, simple navigation (5–7 categories)
2. Prominent search bar on all pages
3. Mobile-responsive design
4. Use town branding: logo, colors, images

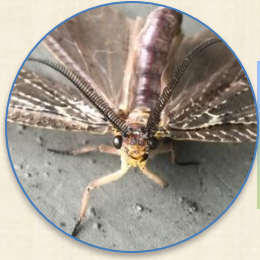




Accessibility and Services

1. Follow WCAG standards
2. Text resizing, screen reader compatibility
3. Online payments: taxes, utilities
4. Online forms: permits, licenses





Transparency and Engagement

1. Meeting agendas & minutes
2. Budgets, resolutions, laws, public meetings, committee meetings, public be heard
3. Emergency alerts, Town and community calendar
4. Integrated social media feeds, surveys, newsletters





Security and Maintenance

1. HTTPS, secure payment portals
2. Regular backups & security updates
3. Clear privacy policy
4. Use a CMS for easy updates (e.g., WordPress)
5. Guidelines for use

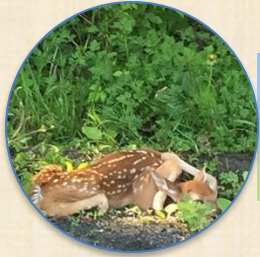




Document Archives and Access

1. Archive meeting minutes, budgets, resolutions, and laws
2. Use searchable PDF format
3. Organize by year and document type
4. Provide search tools and filters





Next steps

1. Conduct a features survey of residents
2. Conduct a public meeting to review the survey findings
3. Develop a priority list of features
4. Review priorities with our current IT vendors
5. Develop a budget
6. Review municipal website designers and service providers
7. Request proposals from vendors





What's not covered here?

1. Town Offices' IT infrastructure including email
2. Police Department infrastructure
3. Town Court's IT infrastructure
4. IT personnel and training





How did we develop this?

1. Reviewed neighboring Town sites
2. Compiled features list
3. Input these findings into ChatGTP 4.5
4. Compared the findings
5. Built presentation and next steps





Questions and comments?

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