

## NEWS RELEASE

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*New City of Nanaimo website gives ease to accessing city information*

### **Summary**

The City of Nanaimo is officially unveiling its new website with a presentation to Nanaimo's City Council on Monday, August 14, 2017.

The new website is designed to be a helpful improvement over the current website, which is now showing its age. The current website was released in 2008, prior to the smartphone revolution.

Key features include: both desktop and mobile friendly interface, scale-ability for various screen sizes, vertical or horizontal orientation and a user-friendly experience with easy-to-read text and a clutter-free design.

*Strategic Link:* The new website supports the City's commitment to communicating its governance and supports a healthy corporate culture.

### **Key Points**

- The new website replaces an aging, older website with a modern, mobile friendly design. The most commonly accessed information will be a simple one-click find from the homepage.
- Although designed to be a fast website, users should expect a slow-down in access time over the weekend and during the first week, as user-traffic may be high upon launch.
- Once the new website is brought online at [www.nanaimo.ca](http://www.nanaimo.ca), a Google Index request will be sent. It may take upwards of a week for Google to complete its indexing process, and make [www.nanaimo.ca](http://www.nanaimo.ca) fully searchable.

### **Quotes**

"The new City of Nanaimo website is easier to navigate, understand and use on phones and tablets. It's also easier for our staff to update, so we can get information out to the public faster than with the previous website."

Ross Collicutt  
Senior Applications Analyst  
City of Nanaimo

### **Quick Facts**

- Public beta testing of the new website began on June 7, 2017. Public feedback has helped to improve the website and to get it ready for launch.
- The website will be live and online at [www.nanaimo.ca](http://www.nanaimo.ca) on Saturday, August 12, 2017, and will be officially announced on Monday, August 14 at Nanaimo's city council meeting.
- Between 5pm-12am on August 11 <http://www.nanaimo.ca> may be down for maintenance.

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