

Town of Falmouth Launches New Website with new domain
www.falmouthme.org

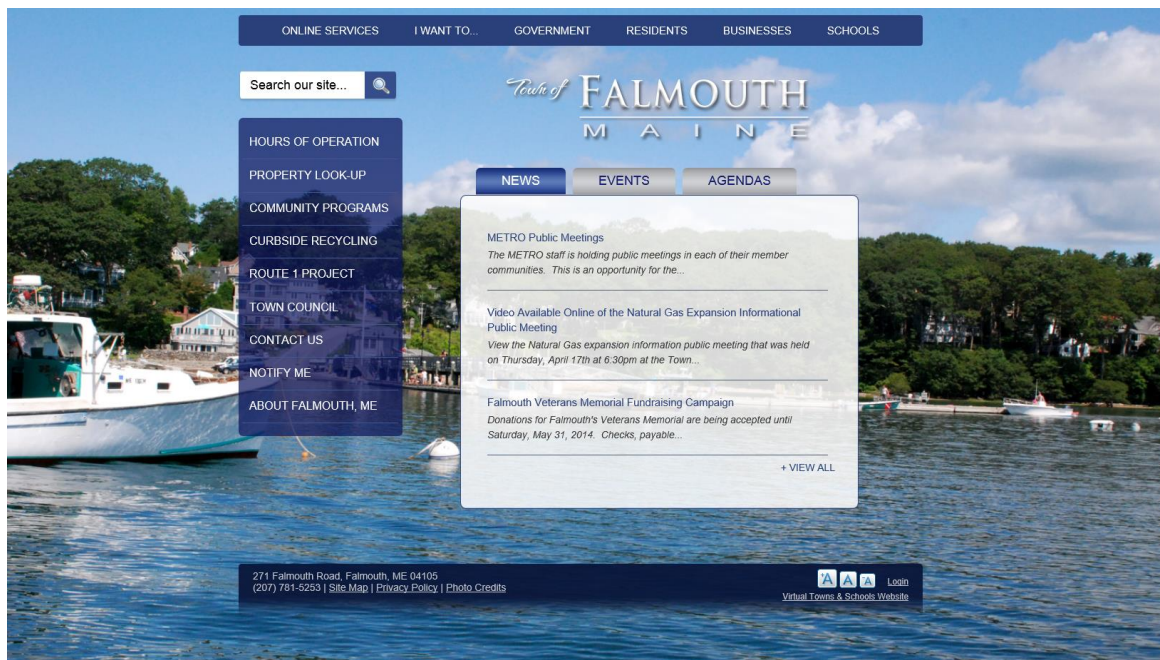
Per the Town Council's 2011-2012 work plan, Town staff was tasked with redesigning its current website. As part of the redesign process, a website survey was conducted in the Fall of 2012. After reviewing the survey results and looking at several vendors, the Town chose to stay with its current web hosting provider, Virtual Town & Schools (VT&S). The new site is built upon Drupal which is an open source program. This programming has allowed us to build in greater functionality and flexibility than we have on our current site.

In preparation of our website redesign, we formed an internal staff committee and a Citizens committee or user group. The structure of the Citizen committee focused on citizens as users representing a broad range of town web site use. The Town Council was made aware of the process in the spring of 2013 and was kept informed about the process throughout the summer. At these meetings we discussed the survey results, current trends, and solicited their input into what features and functionality they would like to see on the new site. We discussed what was working well and what could be improved. After several of these meetings, a draft website was created.

This draft website was sent to the Council in early September, 2013 for their review and comments. After receiving feedback from several Councilors, the final design was approved in the Fall of 2013. Since that time, the staff has been working with VT&S to transfer the content, train staff, and conduct final site review.

The new site is built on these key areas:

- Responsive Layouts
- Fixed Header Bars
- Large background rotating images with transparent navigation
- Minimalistic Design – Less = More
- Simple, bold, and clear layouts
- More Prominent Search Area
- Mega Menus
- Used current website statistics to determine prioritization of links on the home page



The new website will be launched on May 13, 2014. Please visit us then at www.falmouthme.org