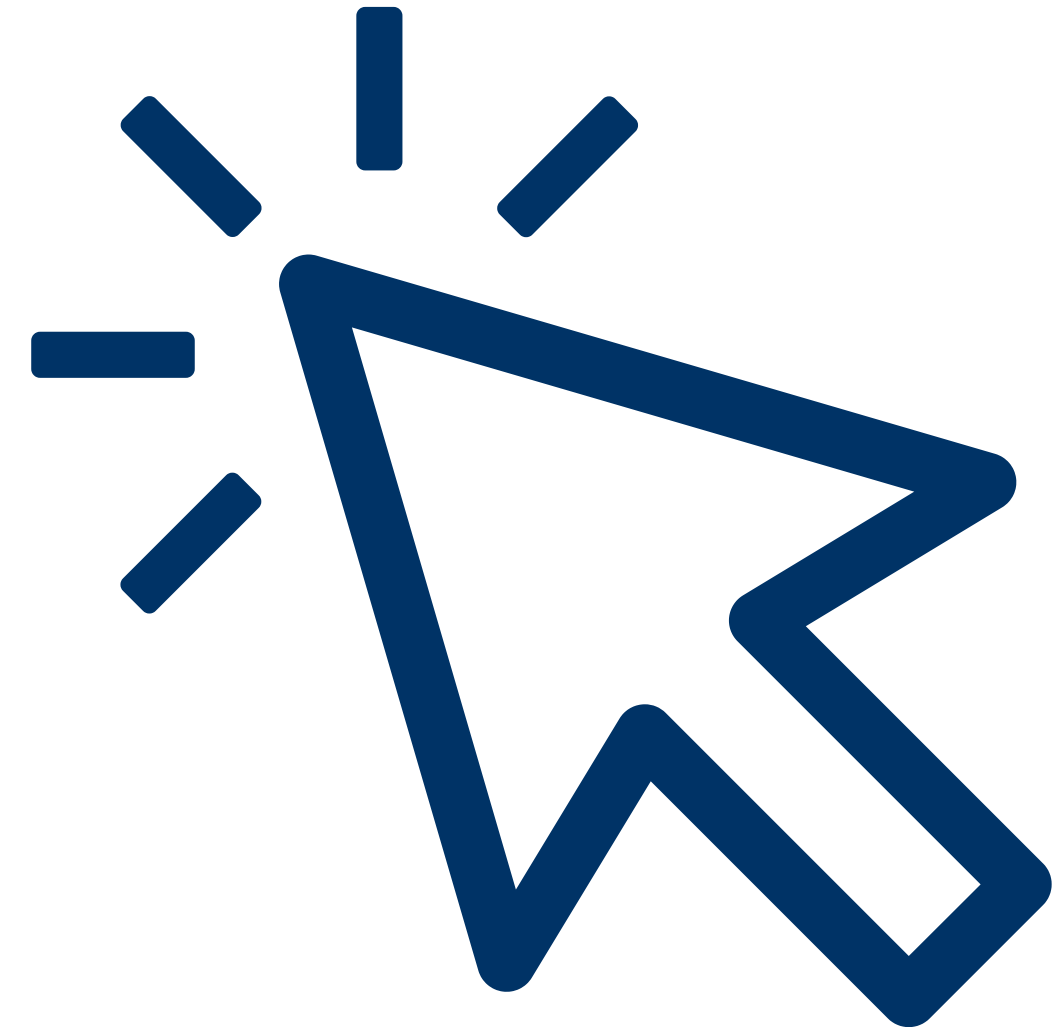




MMA Webinar

YOUR GUIDE TO A
WEBSITE
REDESIGN

Taylor Galusha, Director of Communications – Lexington, MA
Christina Metcalf, Communications Officer – Brookline, MA



AGENDA

01

**Preparing for a
Website
Redesign**

02

**Process of a
Website
Redesign**

03

**Redesign
Toolkit**



01

**PREPARING FOR A
WEBSITE REDESIGN**





BRANDING

Your website redesign is THE place to convey your brand (or create it!) and communicate who your Town is to your community.



ANALYTICS

Your website should be guided by what your residents are looking for the most.



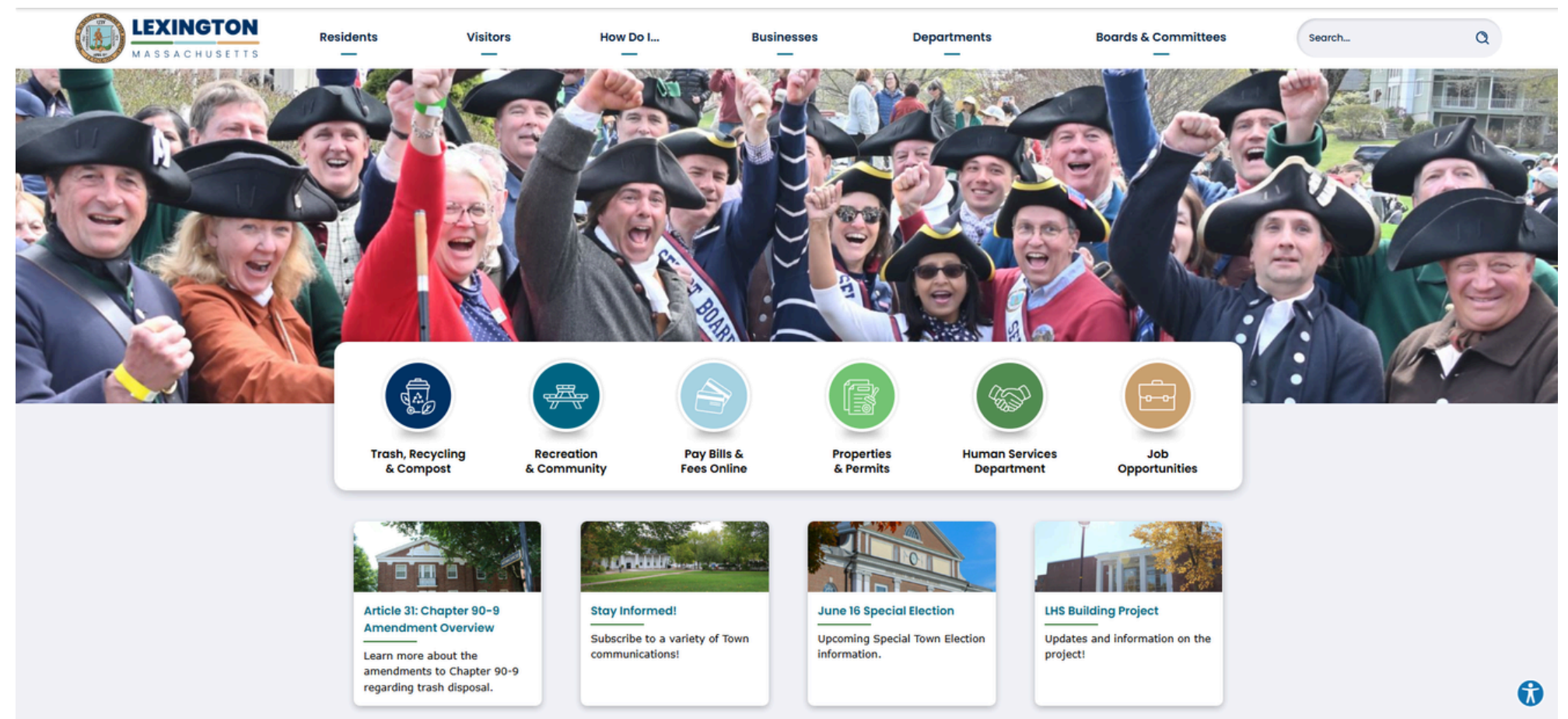
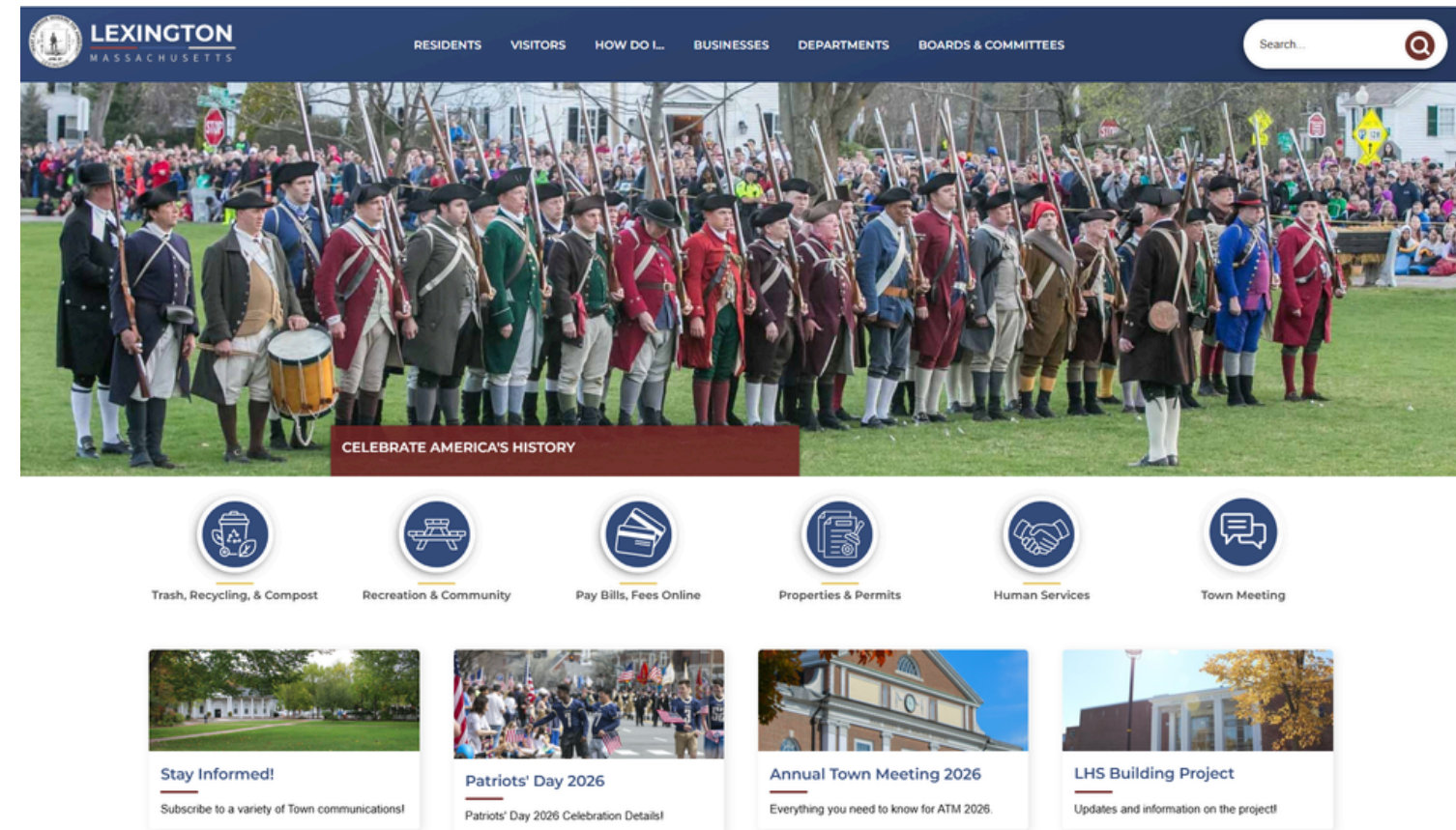
LAYOUT

Your layout should help highlight the services that residents are looking for.



BRANDING

Your website redesign is THE place to convey your brand (or create it!) and communicate who your Town is to your community.





BRANDING PROCESS



Poppins

Verdana

Verdana

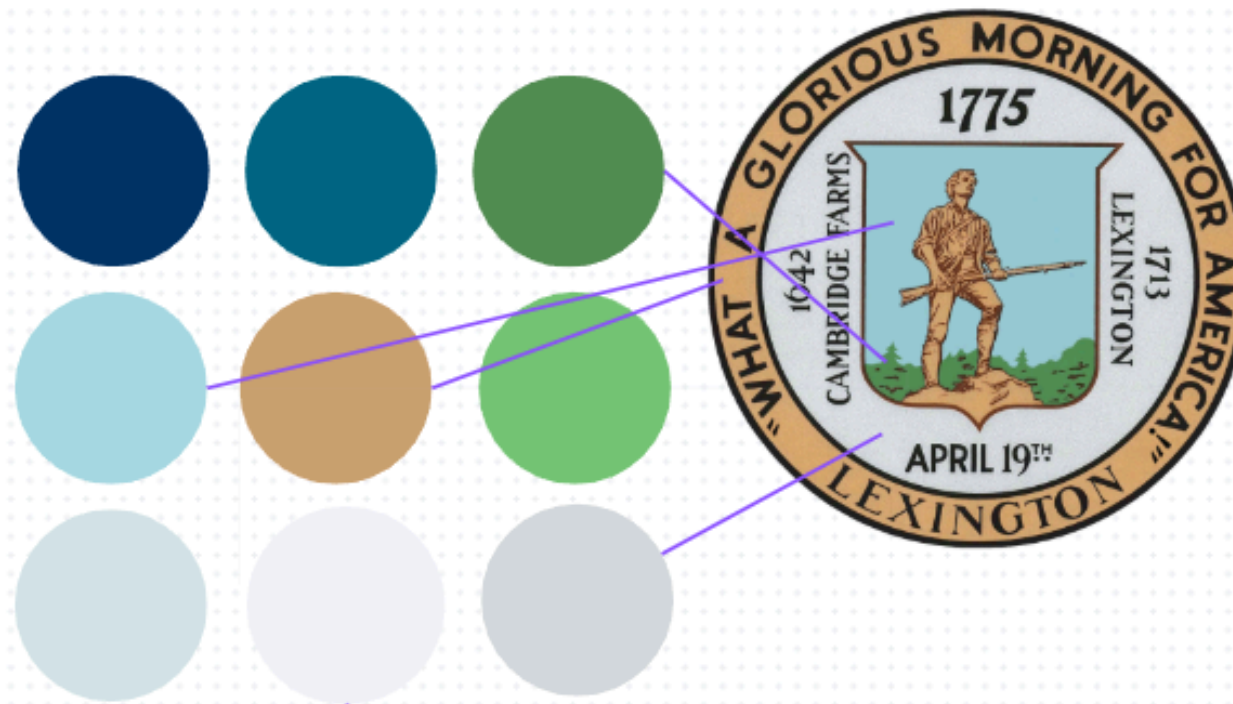
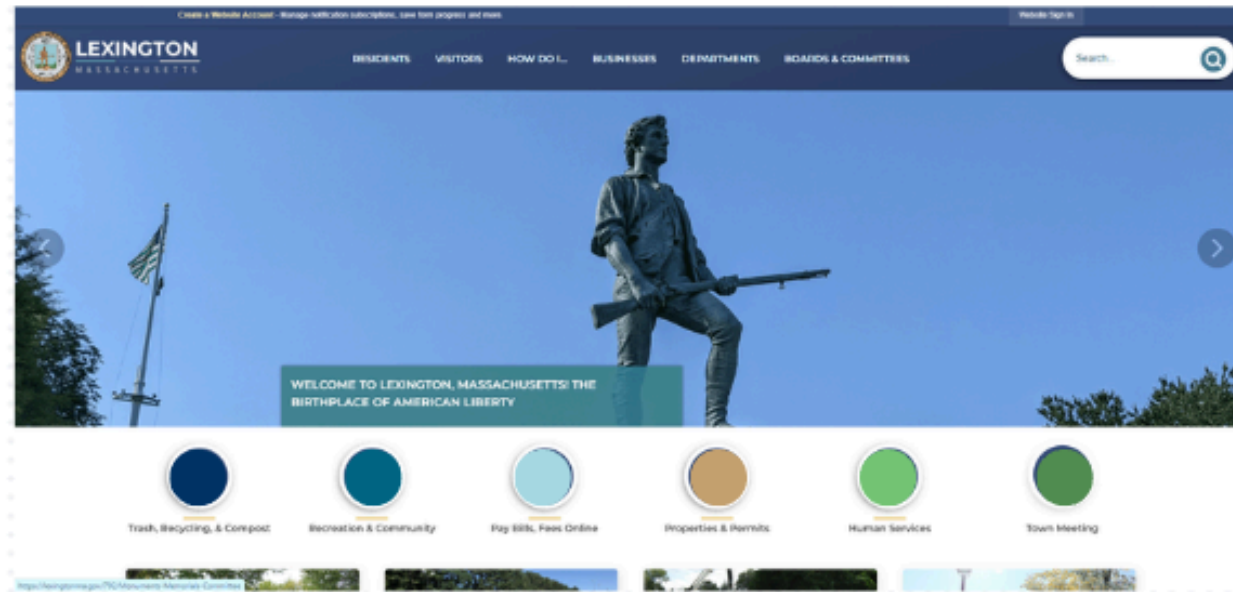
Poppins

Lexington - 28

Sub Head 1 - 20

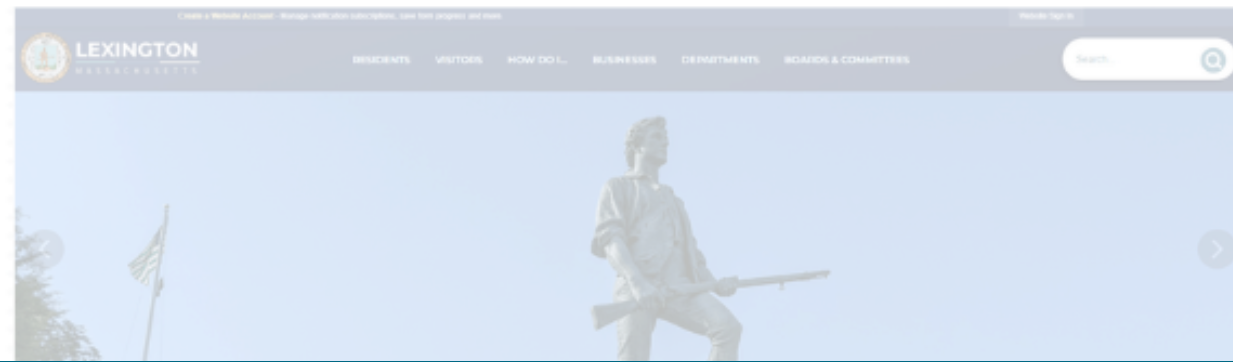
Sub Head 2 - 18

Body - 16





BRANDING PROCESS



Branding Considerations:

- **Identity**
 - What do you want your brand to convey about your community?
- **Accessibility**
 - Color Combinations
 - Font Styles
- **Consistency**
 - Applying branding across departments and assets



Poppins

Verdana

Verdana

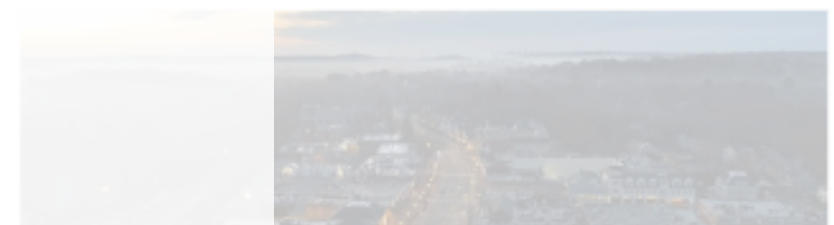
Poppins

Lexington - 28

Sub Head 1 - 20

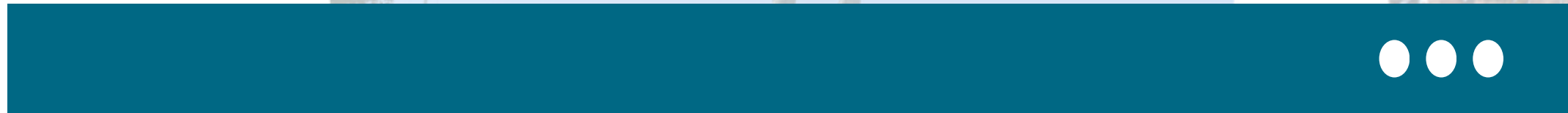
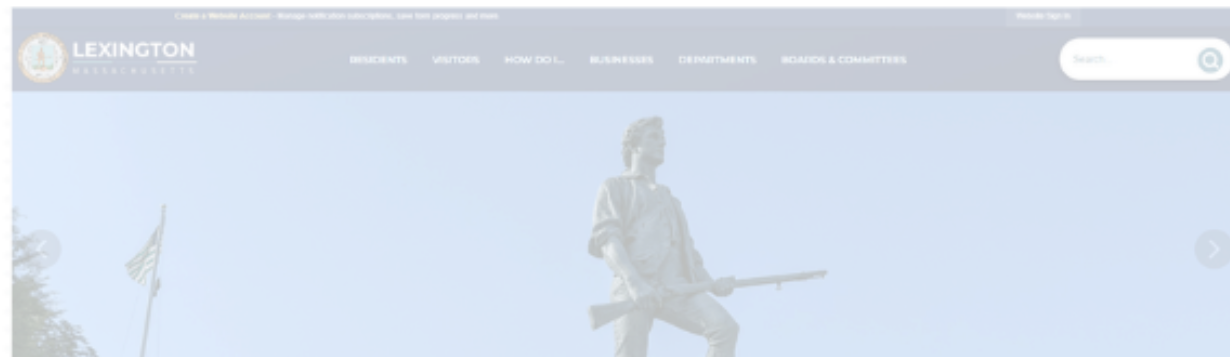
Sub Head 2 - 18

Body - 16





BRANDING PROCESS



MMA Resource/Deeper Dive

June 12, 2024 Webinar: Mastering Municipal Branding: Best Practices and Benefits



Poppins
Verdana
Verdana
Poppins

Lexingt
Sub Head
Sub Head 2
Body - 16



CITY OF AMESBURY

Mastering Municipal Branding: Best Practices and Benefits

Amesbury Mayor **Kassandra Gove**
John Magnifico, owner of Magnifico Design
Caitlin Thayer, Former Amesbury Communications Director





ANALYTICS

Your website should be guided by what your residents are looking for the most.

<input checked="" type="checkbox"/>	Total	100% of total	
<input checked="" type="checkbox"/>	1	Employee Intranet is a default for all staff so we don't count it	
<input checked="" type="checkbox"/>	2	Lexington, MA Official Website	22,299 (11.66%)
<input checked="" type="checkbox"/>	3	Search • Lexington, MA • CivicEngage	7,696 (4.02%)
<input checked="" type="checkbox"/>	4	Town Aquatics Lexington, MA	4,610 (2.41%)
<input checked="" type="checkbox"/>	5	June 16, 2026 SPECIAL Town Election Information Lexington, MA	4,414 (2.31%)
<input type="checkbox"/>	6	Senior Parking Program Lexington, MA	3,895 (2.04%)
<input type="checkbox"/>	7	Recreation & Community Programs Lexington, MA	3,257 (1.7%)
<input type="checkbox"/>	8	Environmental Services Lexington, MA	2,332 (1.22%)
<input type="checkbox"/>	9	Frequently Asked Questions - CivicPlus.CMS.FAQ	2,303 (1.2%)
<input type="checkbox"/>	10	Article 31: Chapter 90-9 Amendment Overview • Lexington, MA	2,288 (1.2%)
<input type="checkbox"/>	11	Online Bill Payment Lexington, MA	2,259 (1.18%)
<input type="checkbox"/>	12	Current Job Openings Lexington, MA	2,204 (1.15%)
<input type="checkbox"/>	13	Election Results Lexington, MA	2,121 (1.11%)
<input type="checkbox"/>	14	Agenda Center • Lexington, MA • CivicEngage	1,910 (1%)
<input type="checkbox"/>	15	Swim Memberships and daily passes Lexington, MA	1,834 (0.96%)
<input type="checkbox"/>	16	Calendar • Lexington, MA • CivicEngage	1,820 (0.95%)
<input type="checkbox"/>	17	Custom404 • Lexington, MA • CivicEngage	1,782 (0.93%)
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<input type="checkbox"/>	19	Bid Postings • Lexington, MA • CivicEngage	1,608 (0.84%)
<input type="checkbox"/>	20	Precincts & Voting Locations Lexington, MA	1,424 (0.74%)
<input type="checkbox"/>	21	The Lexington Soccer Celebration! • Lexington, MA	1,349 (0.71%)
<input type="checkbox"/>	22	Building Office Lexington, MA	1,208 (0.63%)
<input type="checkbox"/>	23	Properties & Permits Lexington, MA	1,157 (0.6%)
<input type="checkbox"/>	24	Elections & Voting Lexington, MA	1,137 (0.59%)
<input type="checkbox"/>	25	Departments and Divisions Lexington, MA	1,115 (0.58%)



ANALYTICS

CIVICPLUS
Municipal Websites Central

HOME PAGE DASHBOARD **MODULES** LIVE EDIT IS OFF

CONTENT	Custom404	Google Analytics	Redirects	Site Properties	Tag Management
SITE TOOLS	Design Center	Group Administration	Search	Site Report	Template Manager
LIVE EDIT	Expiring Items	History Log	Site Map	Subscriber Management	User Administration
Learn More					

Civic Plus Websites



ANALYTICS

Civic Plus Websites (Screenshot from Google Analytics Platform)

The screenshot shows the Google Analytics navigation menu for 'Civic Plus Websites'. Three items are highlighted with red circles and numbered callouts:

- 1**: A teal circle with the number '1' next to the 'Realtime overview' icon (a blue square with a white bar chart).
- 2**: A teal circle with the number '2' next to the 'Engagement' category, which is expanded to show sub-items like 'Overview', 'Events', and 'Pages and screens'.
- 3**: A teal circle with the number '3' next to the 'Pages and screens' sub-item, which is highlighted in light blue.

Other visible menu items include: Reports snapshot, Realtime pages, Life cycle, Acquisition, Overview, Events, Landing page, Monetization, Retention, User, User attributes, and Tech.



ANALYTICS

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ANALYTICS



LEXINGTON
MASSACHUSETTS

[Residents](#)

[Visitors](#)

[How Do I...](#)

[Businesses](#)

[Departments](#)

[Boards & Committees](#)

Search...



**Trash, Recycling
& Compost**



**Recreation
& Community**



**Pay Bills &
Fees Online**



**Properties
& Permits**



**Human Services
Department**









**Job
Opportunities**



ANALYTICS

A horizontal bar with six circular icons and their corresponding labels:

-  **Trash, Recycling & Compost**
-  **Recreation & Community**
-  **Pay Bills & Fees Online**
-  **Properties & Permits**
-  **Human Services Department**
-  **Job Opportunities**

Lexington, MA

A row of six green buttons with icons and text:

-  **Parking**
-  **Trash & Recycling**
-  **Permits & Licenses**
-  **Pay Bills**
-  **Board & Commission Meetings**
-  **Report a Concern**

Brookline, MA



LAYOUT

Your layout should help highlight the services that residents are looking for.

Header Style - Lexington



Header Style - Brookline



Banner - Lexington









Banner - Brookline





LAYOUT

Graphic Links - Lexington

-  Trash, Recycling & Compost
-  Recreation & Community
-  Pay Bills & Fees Online
-  Properties & Permits
-  Human Services Department
-  Job Opportunities

Graphic Links - Brookline

-  Parking
-  Trash & Recycling
-  Permits & Licenses
-  Pay Bills
-  Board & Commission Meetings
-  Report a Concern



LAYOUT

News - Lexington

Never miss an update
News & Information



Independence Day Closures & Delays

Non-emergency Town Offices and Buildings are closed on Friday, July 3, and/or Saturday, July 4, in recognition of Independence Day.
[Holiday Hours and Closures...](#)



Weigh in on Waste Bin Sizes!

The Town is exploring changes to the waste collection system, and we want your input!
[Weigh in on Waste Bins...](#)



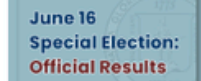
Lexington Rain Barrel Program 2026

Catch It - Save It - Use It. Explore Lexington's 2026 Rain Barrel Program.
[2026 Rain Barrel Program Details](#)



Lexington Affordable Housing Trust - Pilot Rental Assistance Program

Low-moderate income renters living in Lexington, MA, are invited to apply for the Lexington Affordable Housing Trust (AHT) Pilot Rental Assistance Program (Lex PRAP)!
[Pilot Rental Assistance Program...](#)



June 16, 2026 Special Election Results: Town Meeting Decision Stands Due to Vote Threshold

On June 16, 2026, the Town of Lexington held a Special Election in accordance with Section 8 of Chapter 215 of the Acts of 1929 "An Act to Establish in the Town of Lexington Representative Town Government by Limited Town Meetings."
[Press Release: June 16 Special Election](#)

News- Brookline

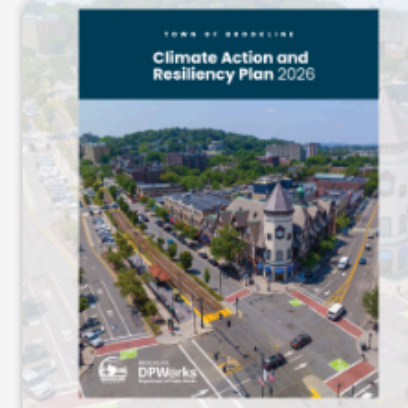
LATEST NEWS



June 2026 Town Administrator Newsletter

Jump in to all that's happening this June in Brookline! Read the June TA Newsletter to find out about all the events, info, celebrations and milestones happening this month!

[Additional Info...](#)



Brookline Adopts 2026 Climate Action and Resiliency Plan

Comprehensive 10-Year Strategy Charts Path to Net-Zero Emissions by 2050

[Read on...](#)



World Cup Temporary Extended Hours for Restaurants and Bars

The Select Board has approved a 1-hour extension of hours for approved establishments on designated match days, starting June 22, allowing fans more time to celebrate the World Cup.

[Read on...](#)

[VIEW ALL NEWS](#)



LAYOUT

Calendar - Lexington

Stay up to date on local events

Town Calendar

Legal Notices

Public Meetings

Town Events

June 2026						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

TUE, JUN. 23
Lexington Soccer Celebration

WED, JUN. 24
Lexington Soccer Celebration
Lexington High School Building Project Community Forum

THU, JUN. 25
Lexington Soccer Celebration

FRI, JUN. 26
Lexington Soccer Celebration
Self Defense Session with Impact Boston

[View All Events](#)

Calendar - Brookline

CALENDAR & EVENTS

Board & Commission Meetings

Town Event List

SAT, JUN. 27

HARRY DOWNES FIELD - GREEN DOG HOURS ARE SUSPENDED DUE TO PERMITTED SPORTS

[Read On >](#)

SAT, JUL. 4

HARRY DOWNES FIELD - GREEN DOG HOURS ARE SUSPENDED DUE TO PERMITTED SPORTS

[Read On >](#)

TUE, JUN. 30

Household Hazardous Waste Accepted items include lightbulbs and CFLs, batteries, oil-based paint, mercury-containing products, fuels, oil, garden fertilizers, pesticides and more. Small bulky items such as electronics and tires can also be dropped off during program hours. The Hazardous Waste Drop-Off area is an outdoor facility and may close or operate on a modified schedule due to inclement weather – please check the DPW webpage for updates.

[Read On >](#)

TUE, JUL. 14

Household Hazardous Waste Accepted items include lightbulbs and CFLs, batteries, oil-based paint, mercury-containing products, fuels, oil, garden fertilizers, pesticides and more. Small bulky items such as electronics and tires can also be dropped off during program hours. The Hazardous Waste Drop-Off area is an outdoor facility and may close or operate on a modified schedule due to inclement weather – please check the DPW webpage for updates.

[Read On >](#)

TUE, JUN. 30

Brookline Summer Eats Kickoff Party

[Read On >](#)

TUE, JUL. 28

Household Hazardous Waste Accepted items include lightbulbs and CFLs, batteries, oil-based paint, mercury-containing products, fuels, oil, garden fertilizers, pesticides and more. Small bulky items such as electronics



LAYOUT

Footer – Lexington



Contact Us
 Lexington Town Office Building
 1625 Massachusetts Avenue
 Lexington, MA 02420

Phone: 781-862-0500

Town Office Building Hours:
 Monday, Wednesday, Thursday
 8:30 AM - 4:30 PM
 Tuesday
 8:30 AM - 7:00 PM
 Friday
 8:30 AM - 1:00 PM

Social Media

- Facebook
- Instagram
- YouTube

Quick Links

- Cary Library
- Town Holidays
- Lexington Public Schools
- Minuteman High School
- Public Meetings
- Town Accessibility & Accommodations
- Town Meeting

Site Links

- Home
- Site Map
- Contact Us
- Website Accessibility
- Copyright Notices
- Privacy Policy
- Contact the Webmaster
- Calendars

<https://lexingtonma.gov>

Government Websites by CivicPlus®

Footer – Brookline



Contact Us
 333 Washington Street
 Brookline, MA 02445
 Phone: 617-730-2000
 Staff Directory

Quick Links

- Public Library of Brookline
- Brookline Police
- Public Schools
- Visitor Information
- Careers

About this Site

- Site Map
- Staff Login
- Privacy Policy
- Accessibility
- Report Web ADA Issue
- Report Website Issue
- Copyright Notices


Government Websites by CivicPlus®

Select Language




LAYOUT

Extras – Lexington



Stay Informed!
Subscribe to a variety of Town communications!



LHS Building Project
Updates and information on the project!

Lexington Select Board Notices

The Town of Lexington places significant importance on the voluntary contributions of its residents and acknowledges that the diverse backgrounds of its Board and Committee Members offer a rich tapestry of talents and experiences to draw from.

At their meeting on July 22, 2024, the Select Board reiterated their goal of enhancing community engagement and cultivating a culture of mutual respect. To better foster this goal, Boards and Committees are asked to refrain from arranging meetings on the specific known holidays (PDF). Although exceptional circumstances may require convening on these days to fulfill legal requirements, it is recommended that Chairs coordinate with their Members and be sensitive to any particular member's observances, which may or not be on the general list, to prevent such conflicts whenever possible.

In addition to these dates/holidays, The Select Board wishes to inform the public of changes to their meeting procedure as it relates to recognizing and addressing speakers during public meetings. When any speaker is recognized for the first time for the purposes of an official presentation to the Select Board, they will be asked to state their name, professional position, and how they would like to be addressed. Examples include their first name, or an honorific like Mr., Mrs., Ms., Mx., Dr. This change also applies towards members of the public who wish to make public comments.

Public speakers will be asked to state their name, address, board or committee affiliations, and how they would like to be addressed. These changes are being made to ensure that all individuals are addressed in a respectful and appropriate manner.


Extras – Brookline

WORKING WITH BROOKLINE

GET INVOLVED: VOLUNTEERING & PUBLIC SERVICE


Guide: **ATTENDING PUBLIC MEETINGS REMOTELY**

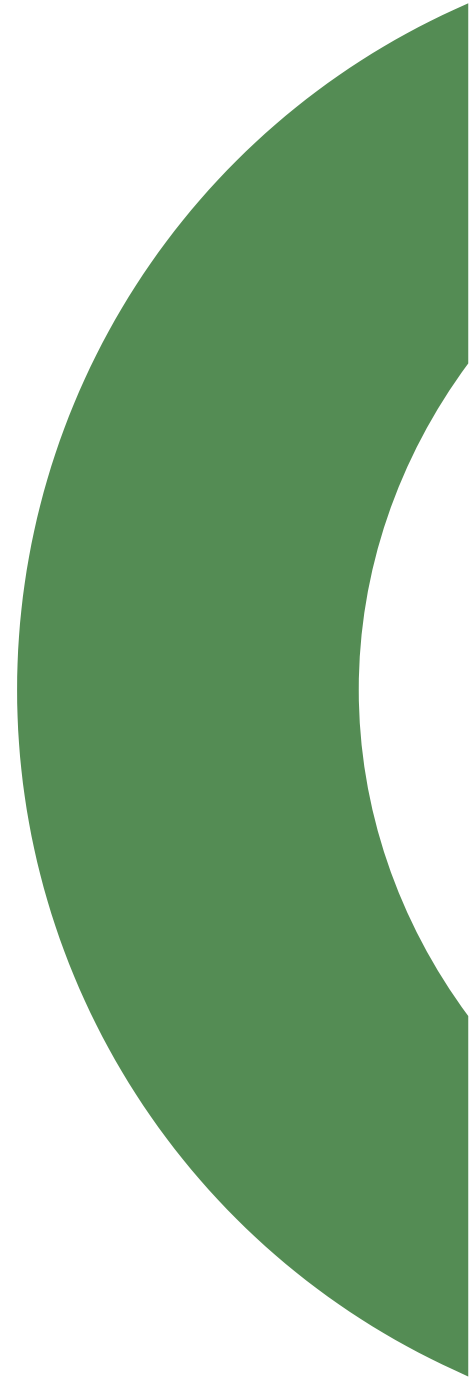
Guide: **FINDING MEETINGS IN THE NEW AGENDA CENTER**

-  SCHOOLS
-  LIBRARY
-  RECREATION
-  POLICE

COMMON RESOURCES

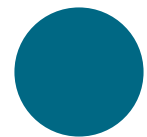
- Smart911
- Fire Department
- Senior Services
- AlertBrookline
- Parks & Open Spaces
- Visitor Information
- Boards and Commissions
- Property Taxes
- Zoning
- Facilities
- Public Works

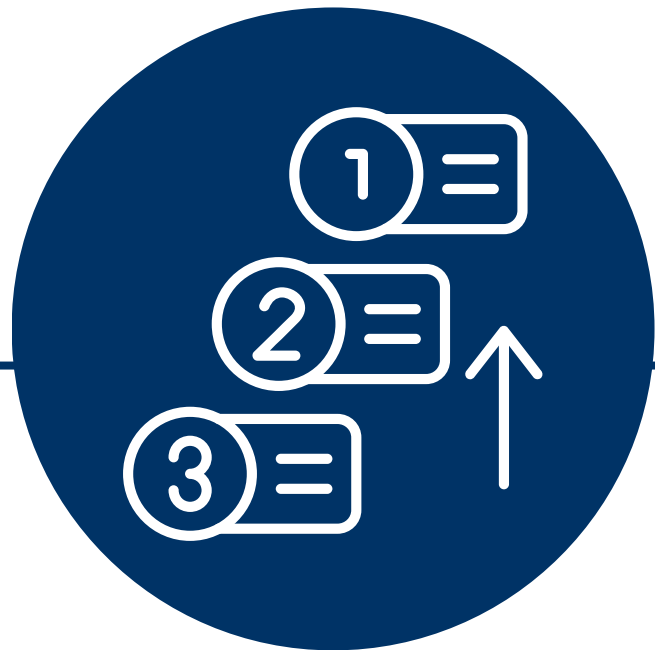

Select Language
▼



02

**PROCESS OF A
WEBSITE REDESIGN**





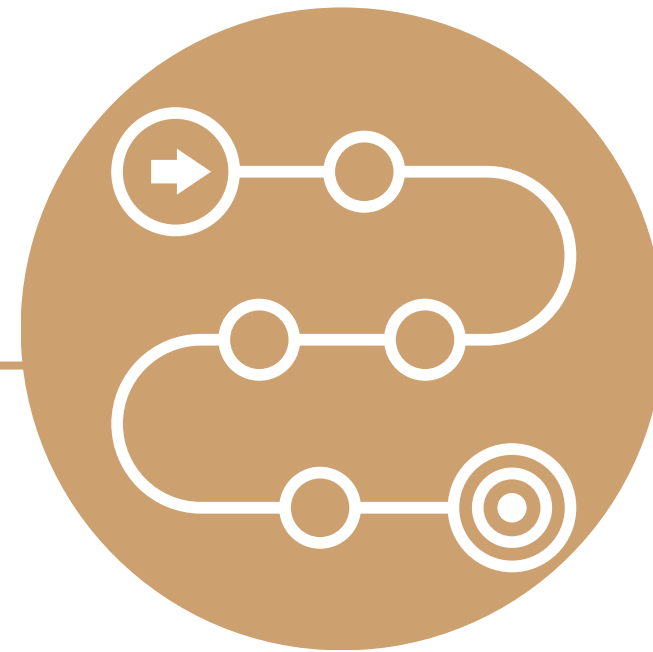
PRIORITIZATION

What are the top needs to achieve and what are the want to achieve for your redesign?



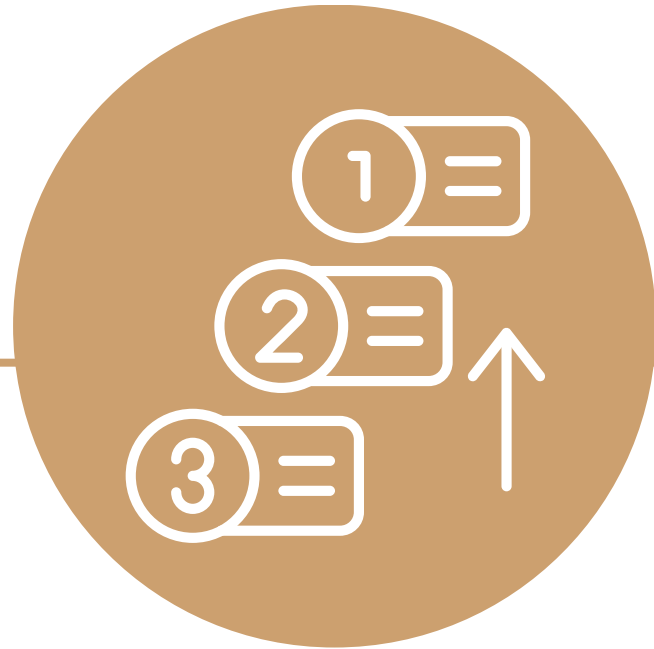
STAKEHOLDER INPUT

Who is involved? Who is consulted? Who has final decision making authority? Internal vs. External Stakeholders



VENDOR PROCESS

What you need to ask, understand, and know from your vendor before and throughout the process.



PRIORITIZATION

What is the main goal(s) for this refresh? What can you accomplish in the time frame and budget you currently have?

What is the priority(s) for this redesign?

Visual Update

Navigation

Search



STAKEHOLDER INPUT

Set yourself and team up for success with clear stakeholders roles and process timeline





STAKEHOLDER INPUT

*Who's on the redesign team?
Who gives final approval?
Whose input is necessary?*



REDESIGN TEAM: 3-5 people

Comms

IT

Staff (website super users)

Select Board/Council Member

Leadership



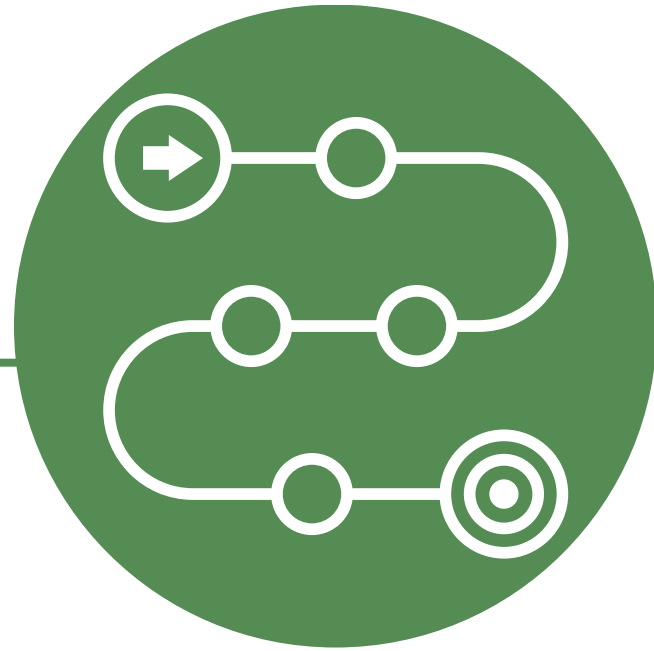
Final Approver



INPUT

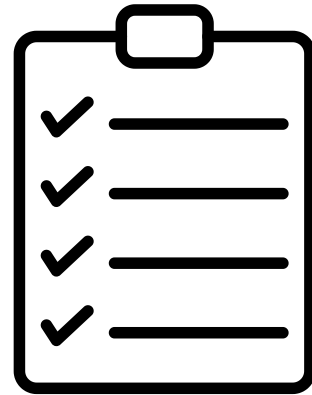
Staff

Residents*



VENDOR PROCESS

Start the conversation early with your website provider to understand what they can provide, what potential costs may look like, if they can meet your timeliness and more



Start with an email

Timeline

Cost

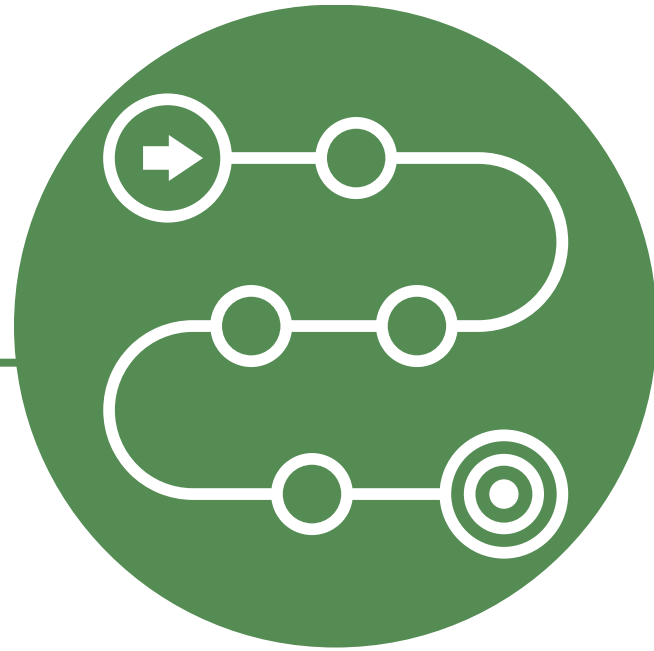
Capability



References

Municipal Clients

MMC Listserv



VENDOR PROCESS

There is no such thing as dumb question - ask it!

ASK ALL THE QUESTIONS!

What does your current agreement allow?

Are you in the window of a redesign?

What is the total cost?

How many proofs or revisions do we get?

How many calls do we have with the team?

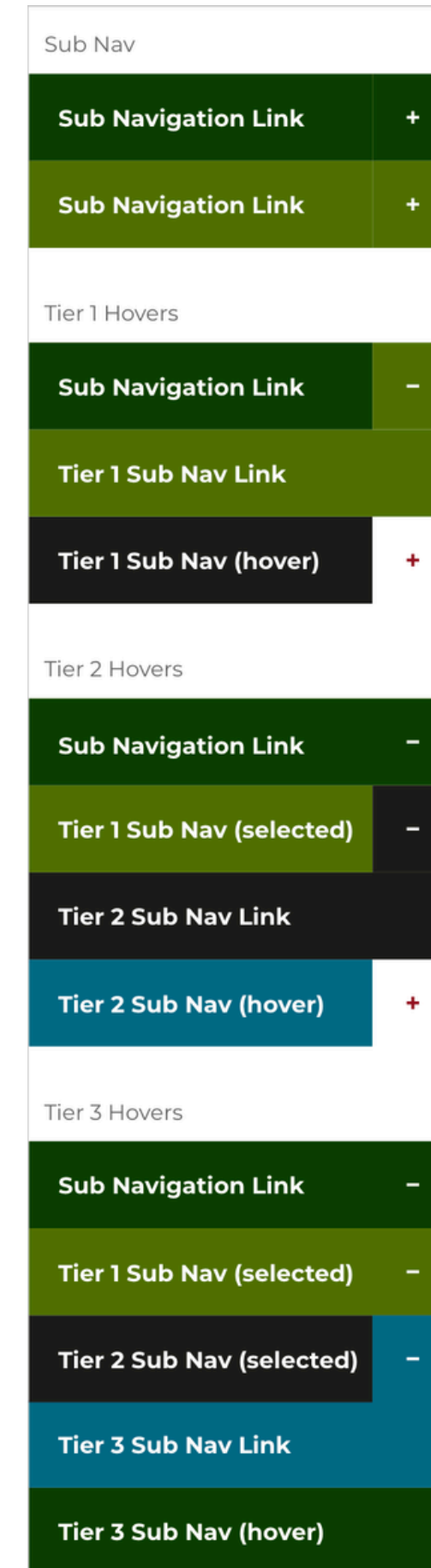
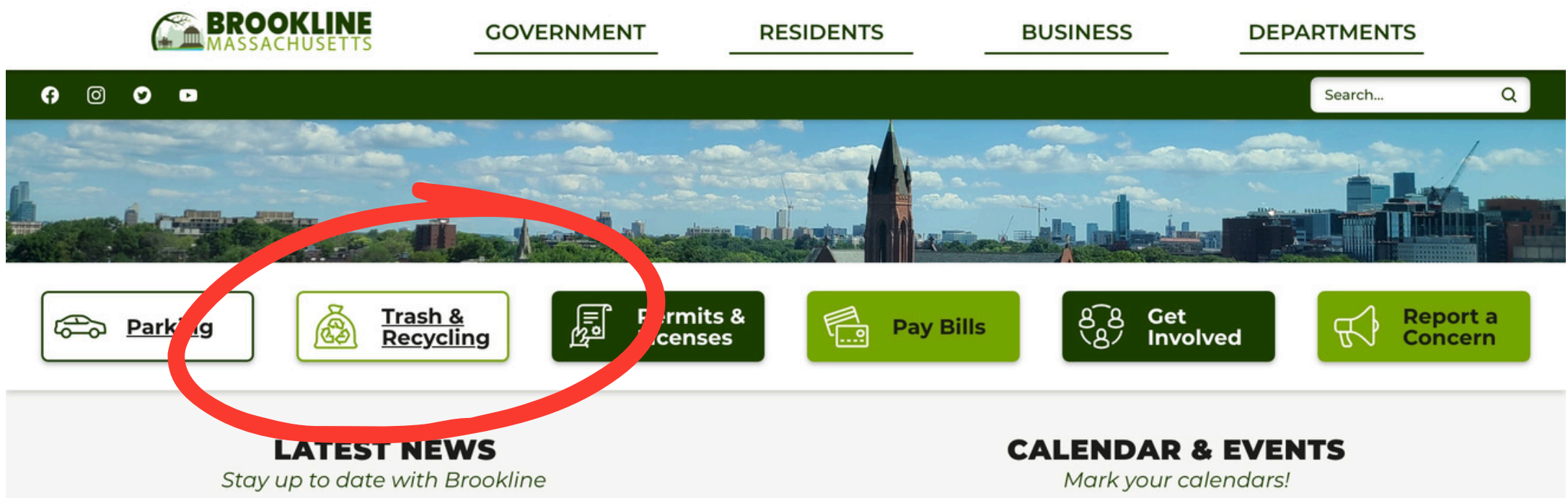
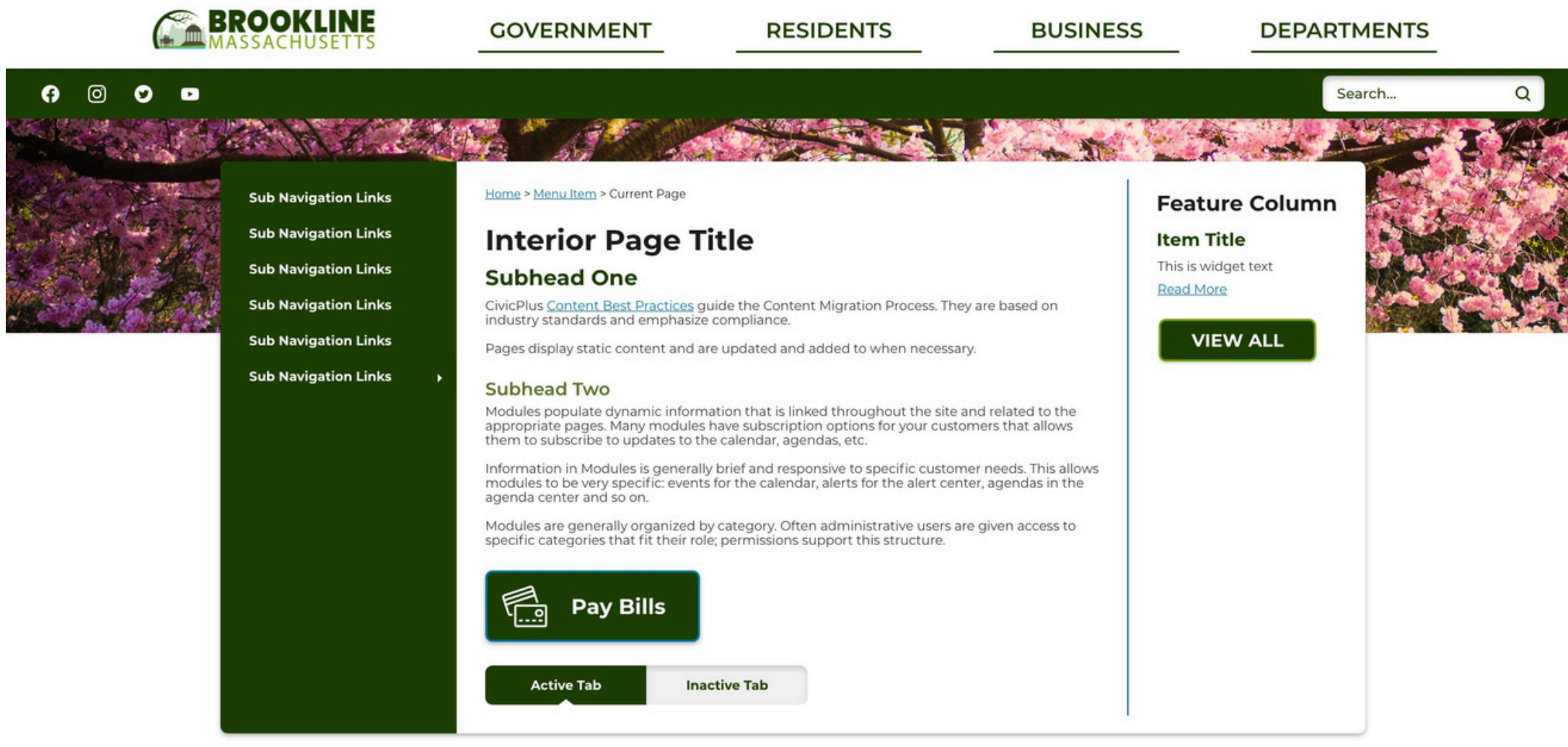
What are new features that you've done for other communities?

What are popular features?

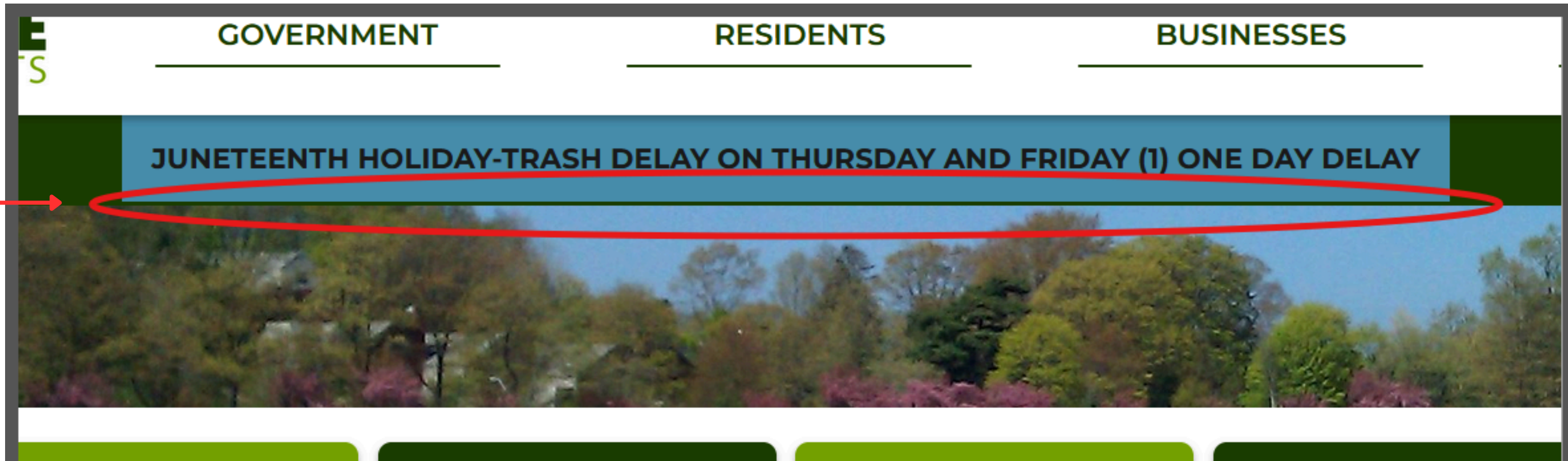
Can you send me your references or websites with similar features we're looking for?

Is there something that hasn't been asked by our team that normally is but we missed?

Mock-ups

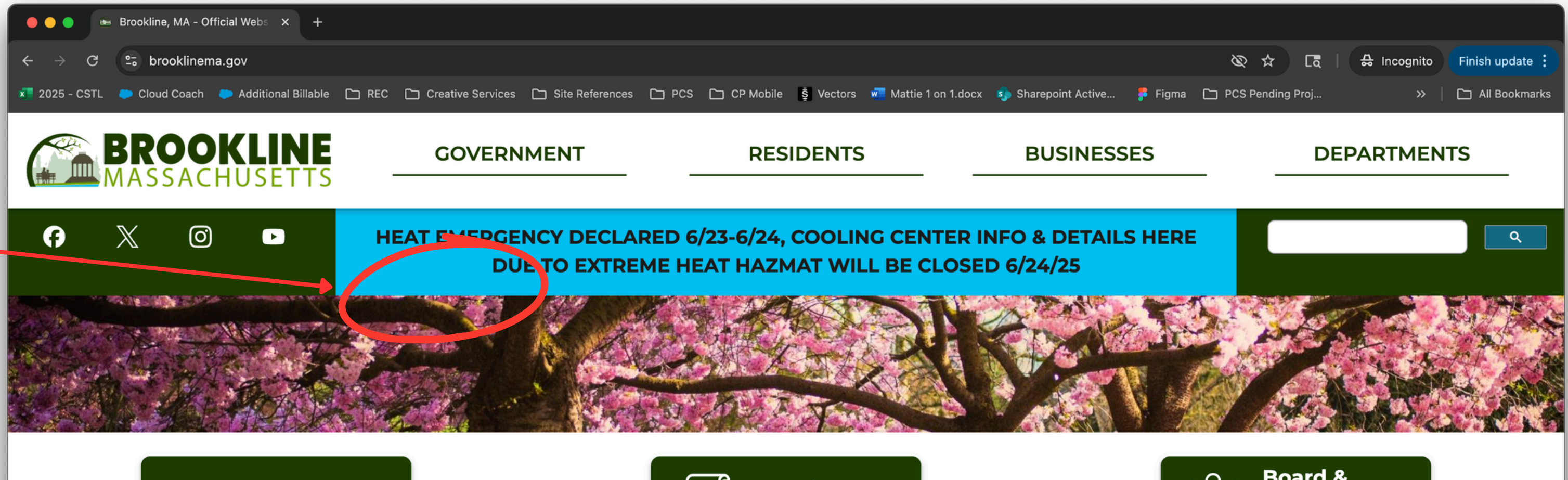


How the sub-navigation looks depending on how many tiers and sub folders there are



First Draft

Small details may seem nitpicky but can be distracting and look unpolished



Final

No space, clean and polished look and feel



WHAT IS INCLUDED

BRANDING ALIGNMENT*

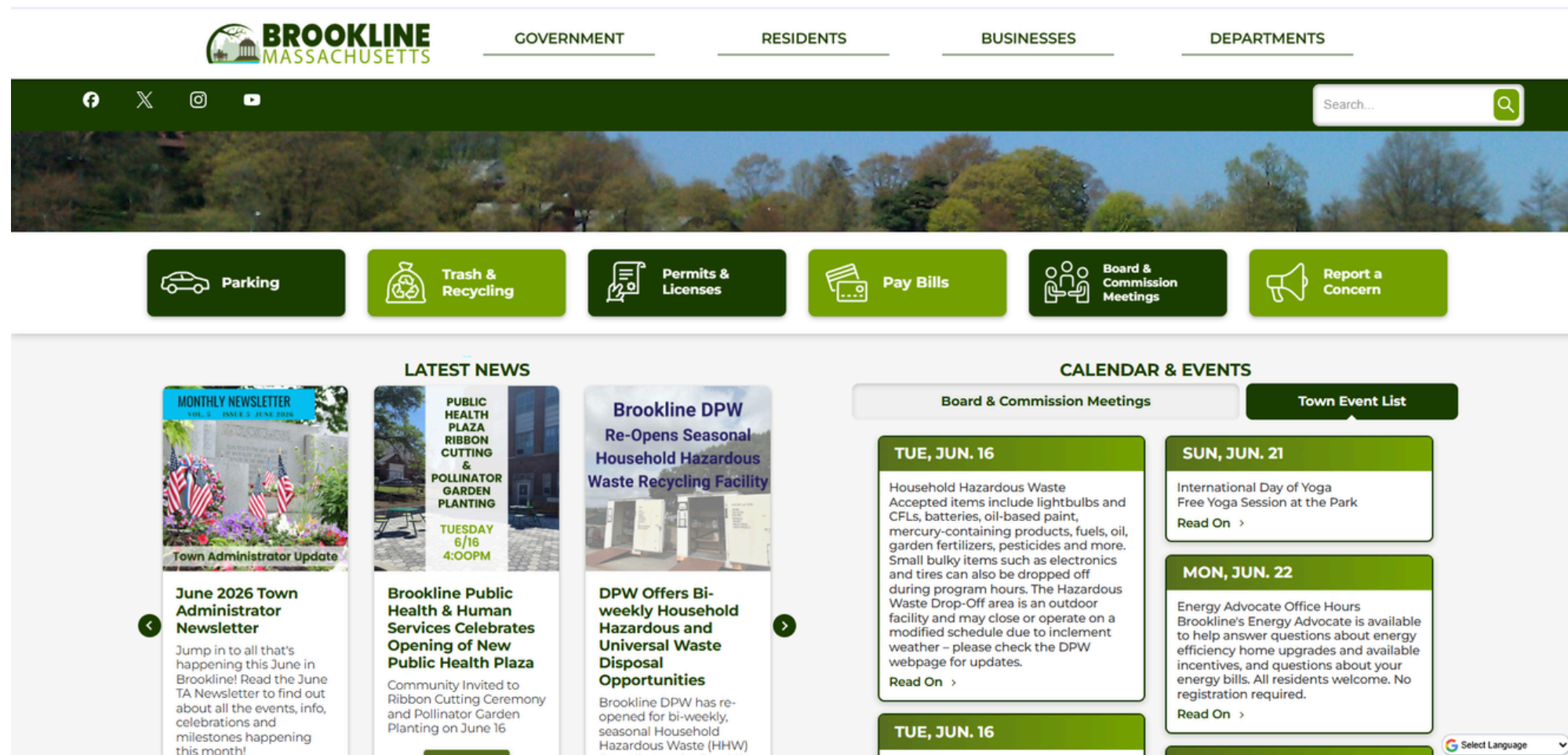
Ensuring that your new or re-established brand is implemented throughout and as well as in forms, newsletters, and additional functions/features

CUSTOMIZABLE LAYOUTS

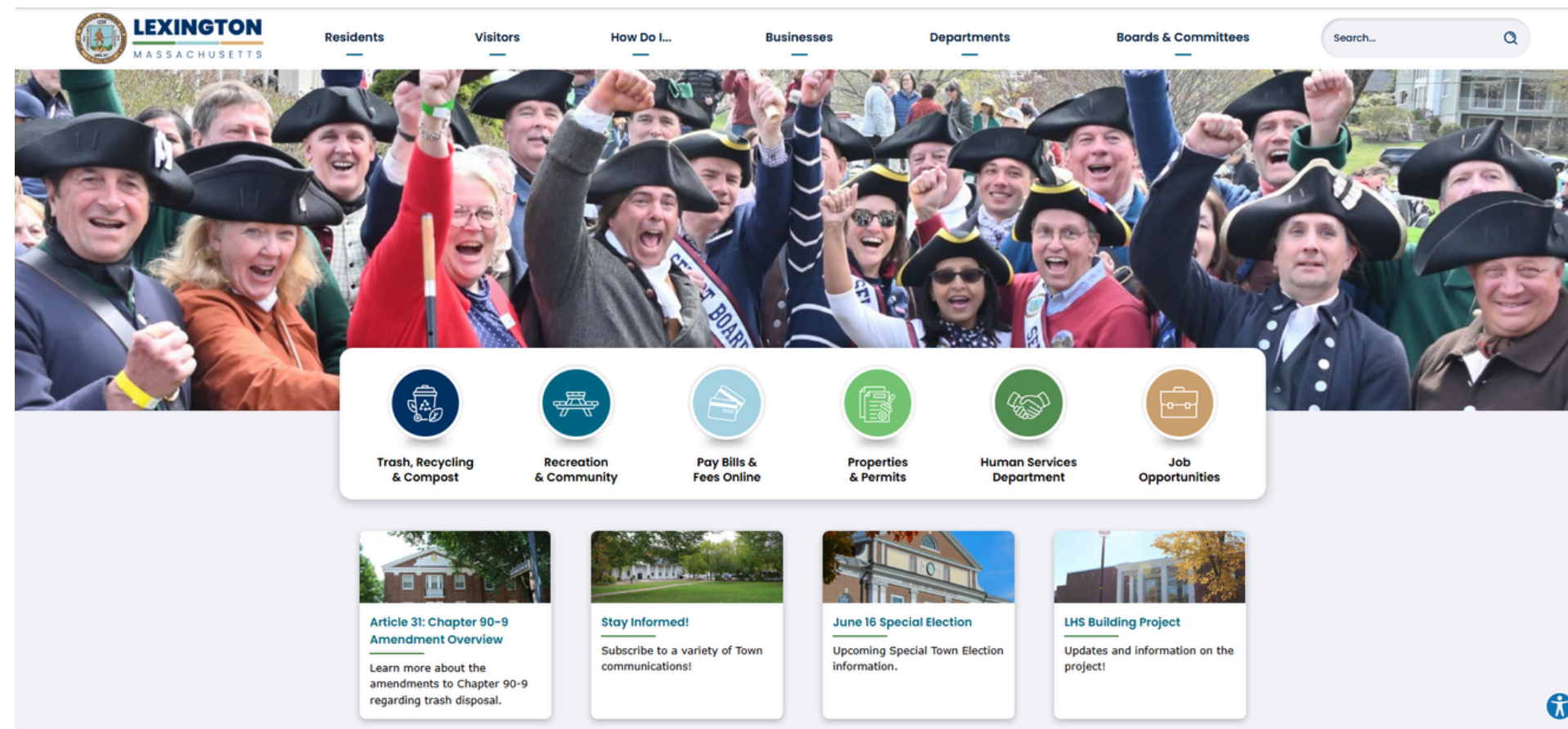
Not all layouts are created equal or cost the same. Sometimes you can pick and choose features from other websites and some are premium that have an extra cost

ADVICE AND SUPPORT

Along with basic support and tutorials available to all their customers, understand what the vendor can provide after the refresh is complete



WHAT IS NOT INCLUDED

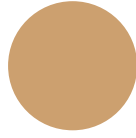
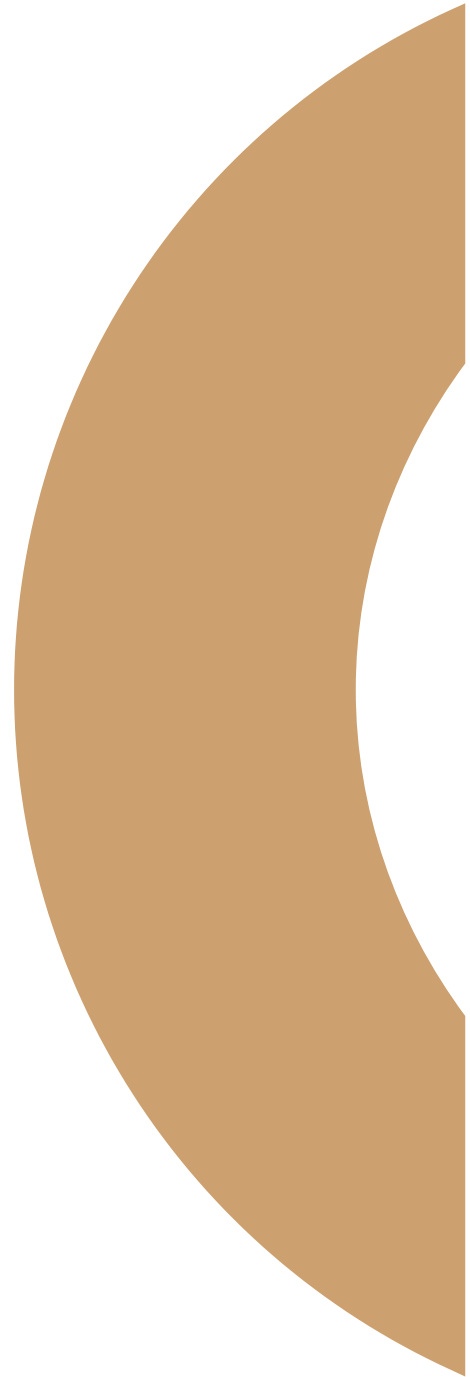


NAVIGATION UPDATES

Reorganizing your website with a resident focused lens is one major way to improve your website. However, work like this falls out of the scope of what is included in a standard redesign.

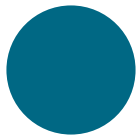
SEARCH OPTIMIZATION

This is also not included in the standard scope of your redesign, but has a big impact on the user experience when residents visit your website.



03

REDESIGN TOOLKIT





CHOOSE YOUR OWN ADVENTURE..

A

VISUAL UPDATE

Give your website a fresh new look - update the homepage and interior page layouts for a brand new look and feel when residents visit your website!

B

NAVIGATION

Improve the way residents find information through a navigation update. Refresh your main navigation and department level pages!

C

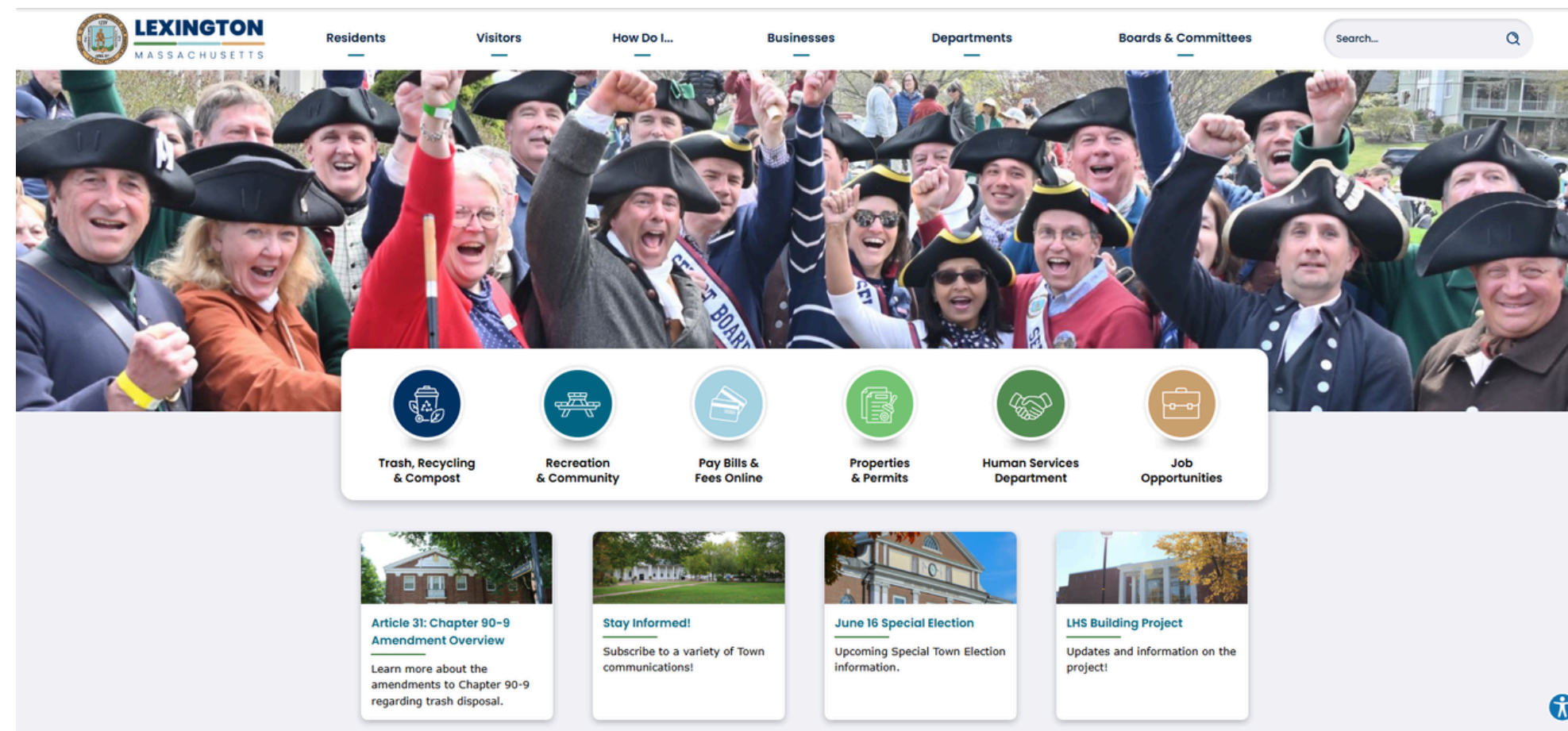
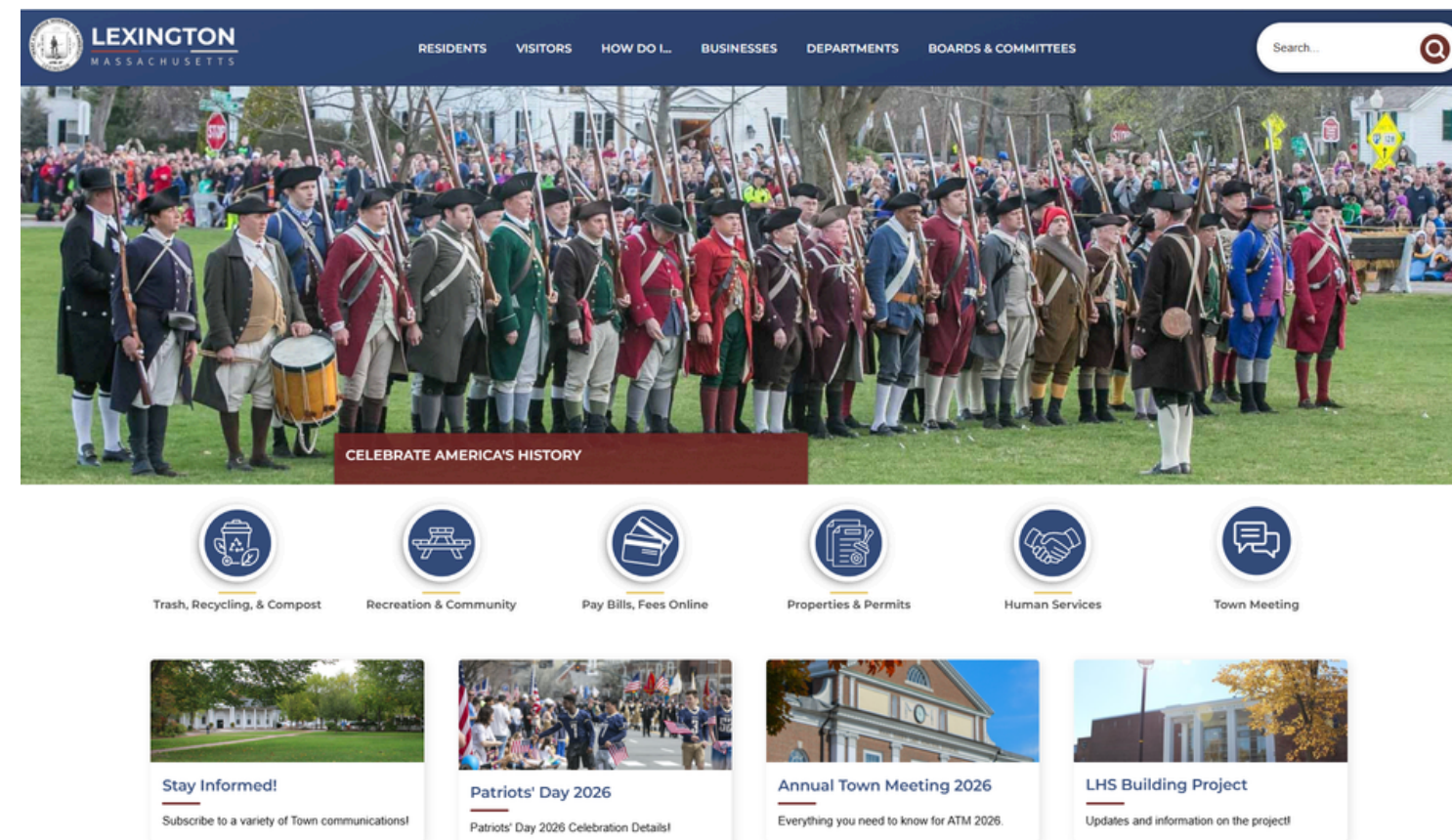
SEARCH

Focus on the back-end improvements that can help optimize the search function on your websites to make finding information even easier!



VISUAL UPDATE

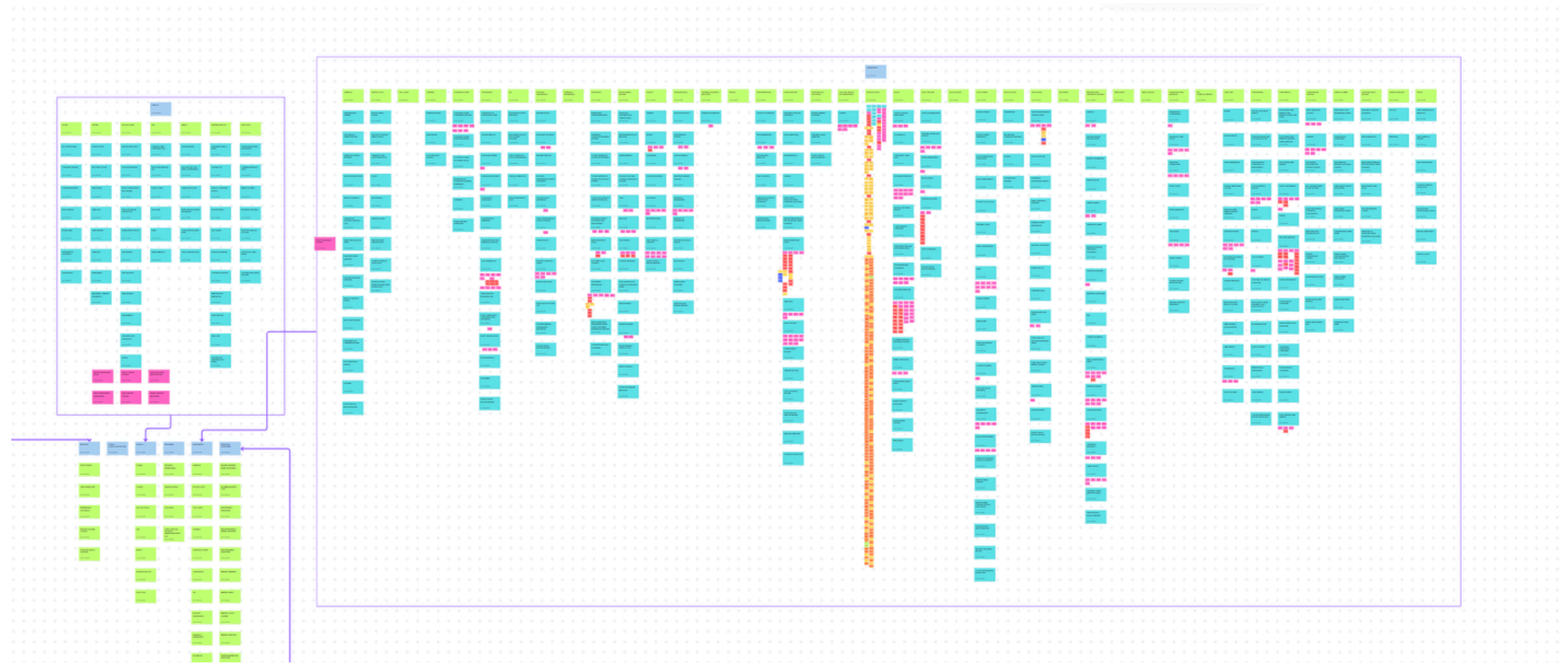
Give your website a fresh new look – update the homepage and interior page layouts for a brand new look and feel when residents visit your website!

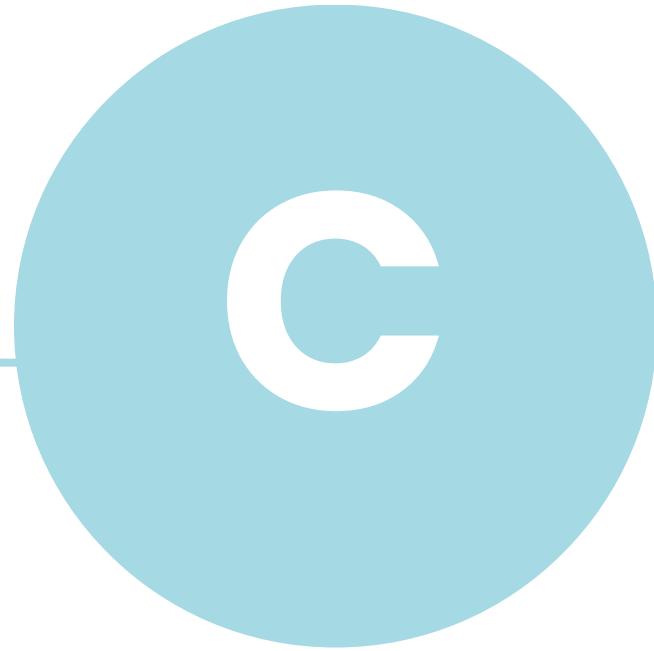




NAVIGATION

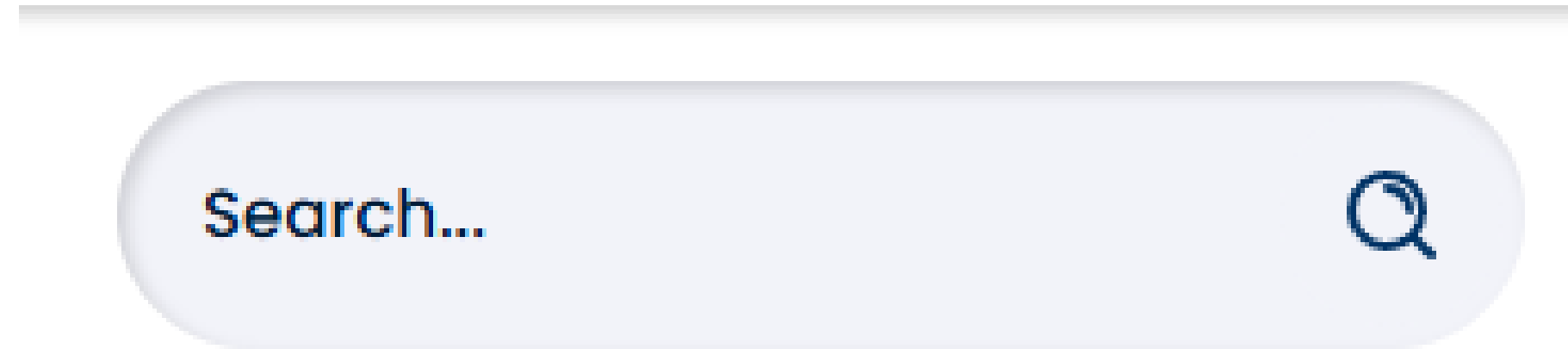
Improve the way residents find information through a navigation update. Refresh your main navigation and department level pages!





SEARCH

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CHOOSE YOUR OWN ADVENTURE..



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01

UNDERSTAND GOALS

02

ESTABLISH A TEAM

03

PREPARE

04

GATHER FEEDBACK

05

DEVELOPMENT & LAUNCH

06

TRAINING & EDUCATION



01

UNDERSTAND GOALS

What is your priority with the redesign? Do you want to start with a visually engaging update or is improving navigation or search a top priority?

02

ESTABLISH A TEAM

Who should be involved? Who is the final approver?

03

PREPARE

Preparing in advance of your website redesign, regardless of it being for looks, navigation, or search is essential.



BRANDING



ANALYTICS



LAYOUT

04

GATHER FEEDBACK

Use direct or indirect feedback to determine needs and wants from stakeholders for the redesign



Direct Feedback

Survey:

Add 2+ weeks to timeline

Public Engagement

Public Hearing/comment, Community Events, Etc.

Staff Survey/Meeting

High level/content contributors



Indirect

Analytics

Complaint forms/emails

05

DEVELOPMENT & LAUNCH

Planning your launch is as important as planning the redesign



Development

Establish a timeline

Redesign meetings and discussion

Final approver review & endorsement

Launch

During low traffic periods with vendor support on standby

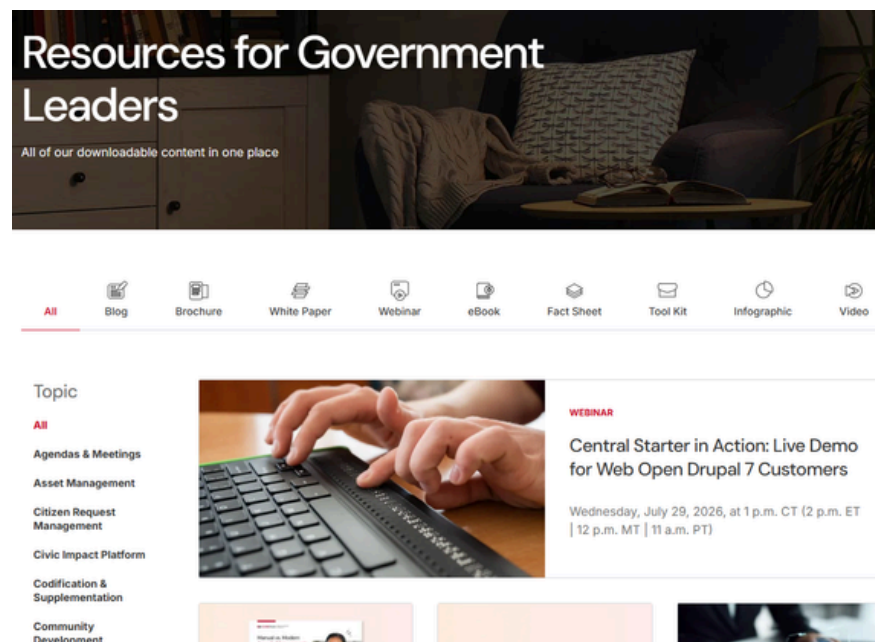
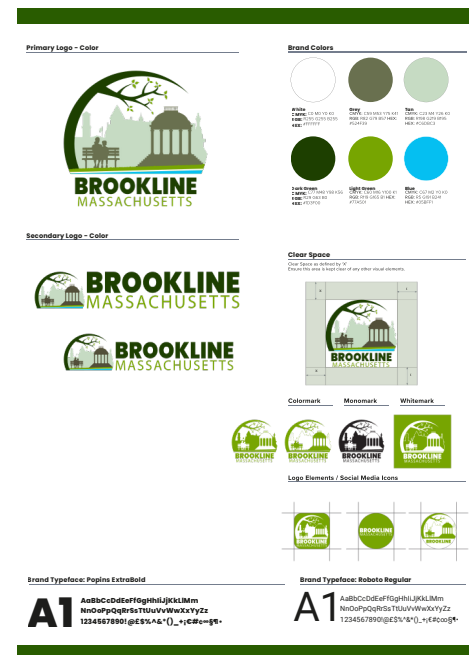
Redesign team and staff super users review

News/press release - after successful launch

06

TRAINING & EDUCATION

Use the refresh to establish or re-establish training and resource materials for users



Brand guidelines

SOPs

Workflows

Live & Online Support

Periodic Review



RESOURCES IN THE MASSACHUSETTS MUNICIPAL COMMUNICATORS COMMUNITY

Mass Municipal Communicators (MMC) Listserv

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Taylor Galusha (Civic Plus, Branding)

TGalusha@LexingtonMA.gov

Christina Metcalf (Civic Plus, Branding)

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Matthew Moore (Drupal)

MooreM@WorcesterMA.gov

Joan Roman (Granicus, Vision Internet - Current)

JRoman@Town.Arlington.MA.us