



# Press Release

## NEW PORT COQUITLAM WEBSITE MORE DYNAMIC, USER-FRIENDLY

**Port Coquitlam, BC – SEPTEMBER 10, 2009** ... A fresh look, easier navigation and a more dynamic homepage will greet visitors to [www.portcoquitlam.ca](http://www.portcoquitlam.ca) after the City of Port Coquitlam launches its updated website Sept. 11.

Having already logged almost one million page views this year, the website is playing an ever-increasing role in the City's efforts to engage the community. The goal of the update was to make [www.portcoquitlam.ca](http://www.portcoquitlam.ca) more dynamic, easier-to-use and appealing than most government websites, in order to reach even more people.

"This will help us engage more people in a way that's convenient to them," Mayor Greg Moore noted. "In the last year, we've been very successful in using our online resources to reach out to the community regarding our Financial Plan, Heritage Strategic Plan, Environmental Strategic Plan and other initiatives. We know this approach works, and that's why we want to explore it further."

The City's website statistics indicate that from January to September 2009, [www.portcoquitlam.ca](http://www.portcoquitlam.ca) has had 360,000 visitors and almost one million page views. That represents a 25% increase in visitors and 12% increase in page views over 2008, which saw 430,000 visitors and 1.2 million page views over the course of the year.

Statistical data also guided the website redesign. The homepage, as the most viewed page on the website, experienced the biggest transformation. The more friendly, modern design includes prominent links to different areas of the website and additional content that will change regularly, including:

- a main feature panel that promotes three different City events and initiatives with rotating images, text and links,
- a What's Happening space with links to What's New and City Calendar topics, media releases and other information, and
- a secondary feature space that uses text, images and video to highlight other City initiatives, programs and services.

As well, a Parks and Recreation link was added to the homepage navigation bar after statistics showed it to be one of the most popular sections of the website.

Other new website features and improvements include:

- a page describing the new features and how to use them,
- full functionality on all modern-day browsers for both PC and Mac platforms,
- a new Shaping Your Community page highlighting opportunities to become more involved in the community, including providing input and volunteering,
- an Online Services link on the homepage navigation bar,
- new webpage footers with links to the City's social media sites (Facebook, Twitter), a search engine, contact information for further assistance, and What's New topics, and

- improved legibility, including wider line spacing.

The website update was conducted by the City's Communications Division using in-house staff. The last update to the website took place in 2007.

- 30 -

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