The City of Frederick Website Homepage Tutorial

This document will outline the changes made to the City of Frederick homepage with its new refreshed look. Outlined below are the different sections of the homepage and information about each section.

**Navigation**

The City has revised the main navigation menu of the website to make it more audience centric. There are now five main headings to find information. Residents, Business, Government, Departments, and I Want To.

**Residents** – this is a new navigation section tailored to the residents of the City of Frederick. It contains sections on popular information that affect City Residents. Some of these topics include development, trash collection, parking, road closures, parks and recreation. Items in this section may also change over time depending on the season, and as important topics arise.

**Business** – this is also a new navigation section tailored to the business community. These links are tailored to current and prospective business clients.

**Government** – This navigation section has been streamlined and tailored to those looking to find out about the Mayor, Board of Alderman, City Charter and Code, Elections, Public Records and Neighborhood Advisory Councils

**Departments** – This navigation section contains information about City Departments. The second level of pages have been taken off the megamenu for a less cluttered look.

**I Want To** – The most popular navigation item has mostly remained the same except the additions of the Play and Visit sections.
Social Media and Search

This section has links for our Facebook, Twitter, Instagram, and YouTube feeds. It also includes a revamped search feature. The City has gone through and improved its search feature. This new search was enhanced by improving our keyword and descriptions on all interior pages. Also, we have weighted those features to filter out extraneous information housed in text in documents.

Banner Pictures

These pictures will rotate each time you refresh or come back to the homepage. These pictures will also update as seasons change and if we acquire new shots of the City. Clicking the down arrow will scroll you down to the Icon button and Popular Content Sections.

Icon Buttons

These buttons show under the banner on our homepage and highlight highly viewed pages.
Payments – This link will take you a page to pay red light tickets, speed camera tickets, parking tickets, and water and sewer bills

Public Meetings – This has replaced our meeting center and is a slimmed down version of that page that shows our popular boards and commissions, all boards and commissions, and has links to our meeting calendar and watching channel 99 online

Employment – Links to our Job application page

Maps and Apps - The City has consolidated our SpiresGIS, print maps, data portals, and databases into one page for easier access. Residents can also find our development application, code violations database, iSpires app downloads, and a variety of other information on this page

Popular Content

The Popular Content Section is a new section on the site that highlights pages that are popular based on looking at our website metrics. The City wanted to give quicker access to people to these pages since they are used more frequently. These buttons will change over time depending on the time of the year, or as new important items arise.

City Projects – New page for major City projects with links to their respective pages

Charter & Codes – New page that houses the City Charter, adopted resolutions, land management code, engineering manuals and references, and Planning documents

Neighborhood Advisory Council – Links to our NAC page which has been reformatted and cleaned up to show important NAC information

Parks & Recreation – Links to our Parks & Rec Page where you can find information about parks, recreation classes, and facility rentals

Police – Links to the Frederick Police Department Page
Parking – Links to the Parking page where you find out information on parking decks, parking spaces, and residential parking permits

Permits – Links to our Building/Permits Department where you can find building permit applications and view permit status online

Purchasing Opportunities – Links to the City’s Purchasing Portal to view bids, and to sign up as a vendor

Trash Collection – Links to the City’s Trash Collection page to view information about trash collection schedules, bulk trash, yard waste and recycling

News and Information

This section houses city news and information.

In the scroll section is the Homepage Highlights news feed that houses important and timely news and information about things going on in the City.

View Additional News – Links to the total Frederick news feed. All City news releases will be housed here. They will still be sent out to the subscribers as they always have been when they are published to the feed.

View Police News - Links to the Police News Feed. All Frederick Police Department news will be housed here.

View Traffic Closures – Links to the State Application which the City uses to publish all current and future traffic related closures going on in the City. Small reminder that it opens at the State level and
you need to zoom to Frederick or type in Frederick in the search bar to zoom to the City. You can also type in the zip code. Once there, click on the road signs to view information about the closure.

**Calendars**

![Calendar Image]

**Public Meetings** – Shows all public meeting and city events

**Parks & Recreation** – New calendar of classes and programs offered by Parks and Recreation

**Economic Development** – Calendar of events in Economic Development

**How Can We Help?**

![How Can We Help Image]

This is new section for residents to contact Elected Officials and Staff, or Report Problems in the community.